

DIGITAL MD: A Novel Social Media and Digital Scholarship Elective

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BACKGROUND

75% of medical students use social media.

1 in 5 medical students create and use **online educational resources** and **connect with peers and mentors** through social networks.

Current medical curriculum **lacks coursework to support medical students in digital scholarship** and educate them about online professionalism.

METHODS

Digital MD is an **online curriculum** utilizing pre-existing materials, guest speakers, zoom discussions, and tiered assignments.

Students use Adobe Creative Cloud to create a **digital media capstone** at course completion.

MODULES

- 1 What is Social Media and Digital Scholarship?
- 2 Legal and Ethical Pitfalls of Online Citizenship
- 3 From Lurker to Contributor/Social Media Activism
- 4 Developing a Professional Identity/Personal Branding
- 5 Digital Scholarship Education Theory
- 6 Everyone is Creative: Adobe Creative Cloud (Guided Lab)
- 7 Capstone Presentations, Review, and Feedback

RESULTS

We enrolled 9 students over 3 course sessions.

100% of respondents agreed the course helped:

- Define concepts
- Understand online advocacy
- Make them more likely to use social media and digital scholarship in their education

CONCLUSIONS

Social media is an **important and increasingly critical part of physician communication and professionalism.**

Resources are **available, expanding, and proven to be feasible** within MedEd.

Digital MD has **meaningful impact** on students through the creation of capstone projects and **enhanced social media engagement with real-time, real-world influence.**

OUTCOMES

Student-made infographics generated **more than 20,000 online impressions** and **over 3,000 engagements.**

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