

Supplemental digital content for Fitzgerald JJ, Losee JE, Roth RN, Pettigrew C, Thamman R. A worksheet to quantify social and digital media content as scholarly products for academic promotion. Acad Med.

Supplemental Digital Appendix 1

Social and Digital Media Worksheet, Piloted and Vetted by a 6-Member Committee (See Main Text for More Information), University of Pittsburgh School of Medicine, January 2022–March 2023

Social and Digital Media Worksheet for Faculty Appointments, Promotions, and Conferrals of Tenure

Part I: Scholarship Philosophy (part of executive summary)

Describe your social and digital media scholarship philosophy as it relates to your mission as a University faculty member. Please include: academic niche, intended audience, objective of content, how social and digital media aligns with your overall career development plan. Platform and content listed on this form should be in alignment with this philosophy (max 250 words).

Part II: Reputation, Influence, and Leadership

a) Healthcare Social Graph Score (if applicable, requires Twitter account):

(<https://www.symplur.com/healthcare-social-graph-score/>)

b) Professional Social Media Platforms/Channels used (i.e., Twitter, Instagram, Doximity, LinkedIn, Facebook, Pinterest, and YouTube and podcast channels such as Spotify and Apple etc.)

Platform/Channel/Account Name	# of followers, if applicable	Linked to UPSOM Profile Y/N
ie Twitter @doctorsmithMD		

Part III: Digital Content (retrievable blog and vlog posts [including Instagram, TikTok, Facebook live, and YouTube], recorded podcasts and lectures visible to the general public, tweetorials, online journal clubs)

List all available, relevant content where the applicant is the content creator, manager, administrator, or featured expert individual.

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Title	Author(s)	Platform	URL if applicable	Pub/Post Date	Video>3 min, Y or N Blog post >1000 words, Y or N	Number of Views/Shares/Impressions

Part IV: Media Appearances, Quotes, and Other (i.e., content or notable digital contributions **not otherwise listed**; please describe and provide support for each)

Title	Author(s)	Platform	URL if applicable	Pub/Post Date	Inclusion Justification

List any relevant financial disclosures to the content above, including sponsored posts/content:

The committee reserves the right to review the submissions on this form for substance, relevance, and impact. Please include material that you consider to be representative of significant effort and contribution to the mission of the University. All content must adhere to the UPMC Social Media Posting Policy:

<https://www.upmc.com/patients-visitors/privacy-info/social-media-post-policy>

Worksheet scoring:

Part I: Scholarship Philosophy

- 1) Does the applicant’s social media philosophy align with the mission of patient education, advocacy, epidemiology, research, healthcare professions education, or diversity, equity, and inclusion? **Y/N**

If yes, reviewer to verify channels are as presented accurately by viewing account and continue to part 2. **If no, defer remainder of form and return to applicant.**

Part II: Reputation, Influence, and Leadership

- 2) Does this applicant have a Healthcare social graph score >70? **Y/N**

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- 3) Does this applicant have a professional social media following (applicant presents themselves as faculty) on one or more platforms of >5000 people? Y/N

-If Yes to 2 and 3 this is 1 Publication Equivalent Scholarly Product _____PESP

Part III: Digital Content

- 1) Is the product archived/publicly available? **Y/N**
- 2) Does the product meet at least one of the following: **Y/N**
- a. Patient Education
 - b. Advocacy
 - c. Epidemiology
 - d. Research or research promotion
 - e. Healthcare professional education
 - f. Diversity, equity, and inclusion
- 3) Role one or more of the following: content creator, content manager, content administrator, or featured expert individual **Y/N**

-For video/audio at least 2 minutes long OR has > 25,000 views

10 individual pieces of content=1 Publication Equivalent Scholarly Product _____PESP

Full-length Podcasts (30-60minutes): 10 pieces of content=1 Publication Equivalent Scholarly Product _____PESP

-For blogs/invited commentary (i.e., Medscape, Doximity, etc.)/non-peer reviewed article: >1000 words OR >1500 views/shares/engagement

3 pieces of content = 1 Publication Equivalent Scholarly Product _____PESP

-For Tweetorials/Journal Clubs: over 50K impressions//engagement on Twitter or >500 plays/views/shares on video platform= 1 Publication Equivalent Scholarly Product _____PESP

Part IV: Media Appearances, Quotes, and Other (i.e., content or notable digital metrics not otherwise listed)

-For subject matter expert interviews using University credentials:

5 interviews/quotes=1 Publication Equivalent Scholarly Product _____PESP

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-Other subjective judgment of committee (i.e., if impactful, will likely be obvious), number of Publication Equivalent Scholarly Products TBD by committee