**University of Pittsburgh School of Medicine**

Social and Digital Media Summary Form for Faculty Appointments, Promotions and Conferral of Tenure

*(see scoring criteria at end of document before proceeding)*

Part I: Scholarship Philosophy (include this paragraph in your Executive Summary)

Describe your personal 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/X account):

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

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

|  |  |  |
| --- | --- | --- |
| **Platform/Channel/Account Name** | **# of followers** | **Account Identified as Pitt Faculty Member? Y/N** |
| i.e., 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.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Title** | **Author(s)** | **Platform** | **URL if applicable** | **Pub/Post Date** | **Video>2 min**  **Blog post >1000 words** | **Number of Views/Shares/Impressions** |
|  |  |  |  |  |  |  |

Part IV: Media Appearances and Quotes/other 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>

**SOCIAL-DIGITAL MEDIA SCORING WORKSHEET:**

* This section of the Social-Digital Summary form is provided to the faculty member to allow self-scoring and calculation of Publication Equivalent Scholarly Work Products.
* Based on the data that you entered in the categories in the above form, review the instructions below to:
  + Provide evidence of scholarship (Part I).
  + Calculate the number of PESP units (Parts II, III, IV) online
* A UPSOM OFA reviewer will review the entire form for accuracy and final determination of PESP count.

Part I Scholarship Philosophy

1. Does the applicant’s social media philosophy align with the mission of patient education, advocacy, epidemiology, research, or healthcare professions education? Please indicate: **Y/N**

If yes, UPSOM OFA reviewer will verify channels for accuracy by viewing account and continue to part 2. **If no, defer remainder of form and return to applicant.**

Part II: Reputation, Influence, and Leadership

1. Does this applicant have a Healthcare social graph score >70? Please indicate **Y/N**
2. Does this applicant have a professional social media following (applicant presents themselves as faculty) on one or more platforms of >5000 total people? Please indicate Y/N

**-If Yes to 2 AND 3 this is 1 Publication Equivalent Scholarly Product \_\_\_\_\_PESP**

**-For every 10,000 follower increment over 5000, add 0.25 PESP\_\_\_\_\_PESP**

Part III: Digital Content

1. Is the product archived/publicly available? Please indicate **Y/N**
2. Does the product meet at least one of the following: Please indicate **Y/N**
   1. Patient Education
   2. Advocacy
   3. Epidemiology
   4. Research or research promotion
   5. Healthcare professional education
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**

**Calculation: \_\_\_\_\_\_\_PESP**

***Podcasts: 5 pieces of content=1 Publication Equivalent Scholarly Product***

***Calculation: \_\_\_\_\_\_\_\_\_*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**

**Calculation: \_\_\_\_\_\_\_PESP**

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

**Calculation: \_\_\_\_\_\_\_\_PESP**

Part IV: Media Appearances and Quotes/other content or notable digital metrics not otherwise listed

***-For subject matter expert interviews using University credentials:***

**10 interviews/quotes=1 Publication Equivalent Scholarly Product**

**Calculation: \_\_\_\_\_\_\_\_PESP**

**-*Other digital contributions not otherwise listed will be scored based on the subjective judgment of committee (i.e., if impactful, will likely be obvious), the number of Publication Equivalent Scholarly Products TBD by committee.***