



2020 LEAD Capstone Poster Session

Utilizing Social Media to Promote a National Academic Reputation: *Tweet Your Way to Academic Success*

Jason Y. Park, MD, PhD
Associate Professor
Pathology



Abstract

- Social media (Twitter) enables faculty to engage with thousands of peers with minimal effort
- Social media engagement can lead to increased national prominence via scientific publications (views/downloads/citations) and education content (Tweetorials)
- Twitter training targeted to the Division of Pediatric Pathology will increase the academic prominence of the Division and individual faculty members



Objectives

- Establish a Twitter presence for the UTSW Division of Pediatric Pathology
- Engage with Twitter users interested in pediatric pathology
- Use the Division's Twitter account to nationally promote the reputation of faculty members



Background Information

- Twitter drives scientific publication views/downloads (alt metrics) and the immediate impact of scientific articles (Giustini 2020)
- High alt metric scores can correlate with subsequent citations (Huang 2018)
- Traditional citation metrics do not measure the impact of widely read but non-cited literature (Trueger 2020)
- In academic twitter, the top 1% of users have outsized influence (100x) compared to the other 99% (Veletsianos 2016)
- Institutions (Mayo Clinic) now recognize social media activities in academic promotion and tenure (Cabrera 2017)



Specific Aims

- Create Twitter accounts for the UTSW Division of Pediatric Pathology and all of its faculty
- Train faculty in social media engagement and providing content
- Promote the scientific publications, lectures and educational content of pedipaths using the Divisional Twitter presence



Project Plan

- Establish a UTSW Twitter account for the Division of Pediatric Pathology (DPP)
- Set-up personal twitter accounts for all faculty in DPP
- Adapt existing medical twitter training programs to instruct DPP on content creation
- Connect Division and individual Twitter accounts to national leaders in pediatric pathology
- Use DPP Twitter to promote reputation of faculty members via publications, presentations, and awards
- Track alt metrics and citations of faculty publications



Application of What You Learned at LEAD

- This project is an example of LEAD's description of **effective leadership** by building social media skills and presence of faculty members. As a result, the Division will work together as a team to provide pediatric pathology content and establish a presence on Twitter.
- Social media is the most cost-effective **communication** tool for **self-promotion** and **influence**. This Twitter project will exemplify LEAD's key strategy of self-promotion to build professional success.



Proposed Budget

No significant initial funding needed. Successful implementation will result in Twitter followers which may require time and/or additional administrative FTE support

- Initial (0 to 1,000 followers):
 - 2 hours per week of existing faculty time
- Growth (1,000 to 10,000 followers):
 - 2 hours per week of existing faculty time
 - 10 hours per week of non-faculty administrative time



Innovation and Significance

- This proposal will use a Divisional Twitter account to promote the academic reputation of its faculty members
- This Divisional approach will efficiently enable all faculty members to have a Twitter presence regardless of personal social media knowledge or time commitment
- Social media engagement will maximize the national and international academic reputations of the UTSW Division of Pediatric Pathology faculty



References

- Cabrera D et al 2017. More than likes and tweets: Creating social media portfolios for academic promotion and tenure. J Grad Med Educ.
- Giustini AJ et al 2020. Association between citations, altmetrics, and article views in pediatric research. JAMA Netw Open.
- Huang W et al 2018. A correlation comparison between Altmetric Attention Scores and citations for six PLoS journals. PLoS One.
- Trueger NS et al 2020. Leveraging tweets, citations, and social networks to improve bibliometrics. JAMA Netw Open.
- Veletsianos G. 2016. Social media in academia. New York: Routledge.