

CORD 2018  
iMedEd Track  
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## ***Developing a Digital Identity for Yourself and Your Program: Tools You Can Use***

*Developing a digital identity is increasingly important in the era of social media. This talk reviews the value of creating a strong digital identity for yourself and your program, as well as pearls, pitfalls, and strategies for harnessing this to advance your academic career and program's recognition. This handout describes digital tools at your disposal and resources to help familiarize yourself with their use.*

### **APPROACH:**

- Creation of a digital identity takes time and dedication
- For programs, team based approach is best: a champion (faculty or senior resident) with helpers.
  - Some programs are creating social media divisions - which are recognized academic tracks.
- Monetary investment (in form of staff time and resources) key for success
- Start with the goal in mind

### **TOOLS:**

#### **WEBSITES/BLOGS**

- Digital home base for programs
- Consider purpose: promotional vs educational (can be both); individual vs institutional
  - Institutional:
    - May require institutional permissions
    - May have free options / hosting - but you will have to play by their rules
  - Individual:
    - Will likely need to pay for hosting / platform
    - Likely more editorial freedom, faster turnaround, more flexibility
- Multiple options for easy creation of blogs or websites - Website/Blog platforms which are available:
  - Simplest: Drag-and-drop options such as [Squarespace](#) or [Wix](#) -- monthly fees

- Intermediate complexity: [Wordpress](#) is the most common blogging platform. It's open-source free software, but must be installed on a server/host. Plugins and themes are sold which augment core functionality.
- Most advanced: Custom build website, can be much more expensive, and more complicated to maintain.
- Can link to social media accounts (Twitter, Facebook) for automatic posting of new content.
- Examples of program sites (may have separate institutional vs educational sites)
  - <http://www.tamingthesru.com/> (Cincinnati) - Tech: Squarespace
  - <https://coreem.net/> (NYU) - Tech: Custom Wordpress
  - <http://brownemblog.com/> (Brown EM) - Tech: Squarespace
  - <http://lincolnemresidency.com/> (Lincoln EM) - Tech: Custom on Amazon
- List of FOAMed sites: <https://lifeinthefastlane.com/resources/stuff-we-read/>

## TWITTER

- EM water cooler - pulse for the community. Used to disseminate events/posts/achievements.
- Blog post with 'getting started' links:
  - <https://blogs.brown.edu/emergency-medicine-residency/twitter-tips-for-em/>
- Twitter starter handout:
  - <https://docs.google.com/document/d/1rU6md9KZim5nP-Vo98iaF3S0Wf6lSLwQsuJZvgbdrCs/edit?usp=sharing>
- Tools to manage multiple accounts: [TweetDeck](#), [Hootsuite](#)

## PODCASTS

- New skill set: consider attending a course (some available online) to learn more
- Planning stage is critical: Purpose, audience, angle/approach, content level, technical requirements.
- Hardware requirements
  - Mics (XLR and USB)
  - Headphones
  - Boom arm, pop filter, windscreen (for better mic performance and sound)
  - Quiet recording space
  - +/- Portable digital recorder
  - Different setups for recording solo vs multiple in-person
- Software requirements

- Digital audio workstation (audio editing: eg Hindenburg, Logic, Audition, Garage Band)
- Remote interviewing software (eg Zencast, Ringr)
- Hosting options: eg Libsyn, Soundcloud, Blubrry
- Dissemination: eg iTunes, Spotify (RSS feeds), within website (put a podcast player on your site, embed in posts with show notes), automate posting to social media (twitter, facebook)

### **Where to learn more:**

“How I Podcast Smarter” series, Ben Azan/ALiEM:

<https://www.aliem.com/category/non-clinical/how-i-podcast-smarter/>

“How to Start Your Own Podcast” - LifeHacker

<https://lifehacker.com/how-to-start-your-own-podcast-1709798447>

### **FACEBOOK**

- Account/page for your program - promotional - link back to website / twitter.
- Large social groups: Tend to be more social/supportive, less clinical, although many groups have both (EM Docs, PMG)
- Programs / individual tend NOT to focus on this platform.

### **GOOGLE +**

- Currently not a large presence in EM.

### **INSTAGRAM**

- Very few using it - promotional - Some using for wellness pic dissemination.

### **SNAPCHAT**

- Not aware of any use in academic EM - Being overtaken by instagram.