



Center for Learning and Innovation in Medical Education ([CLIME](#))
All interested in growing as educators in the health professions welcome!

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Social media and digital scholarship is an emerging form of scholarship capable of reaching learners and peers quickly. Social media and digital scholarship can be included in tenure and promotion portfolios. Considerations include whether the candidate for promotion followed Glassick's Criteria for scholarship in the design of their initiative, met criteria for social-media based scholarship, detailed scholarship in a portfolio, and offered evidence of impact on community. Key literature includes:

[Dzara 2021](#): briefly articulates Glassick's criteria for scholarship in medical and health professions education and encourages educators to take a scholarly approach when designing educational initiatives.

[Maldonado et al. 2022](#) acquired P&T guidelines from 145/154 LCME accredited medical schools in 2020. After searching these guidelines, they note that 121/145 (87%) contained at least one social-media and digital scholarship keyword. They note that these guidelines are insufficient as guidance due to a low median of these specific keywords in the guidelines.

[Sherbino et al. 2015](#) define the criteria for social-media based scholarship in health professions education. Social-media based scholarship must 1) be original; 2) advance the field by building on theory, research, or best practice; 3) be archived and disseminated; and 4) provide the health professions education community with the ability to comment on and provide feedback in a transparent fashion that informs wider discussion. They conclude that social-media based scholarship in health professions education is a legitimate academic activity, while also recognizing that not all social media activities meet the standard of education scholarship.

[Cabrera et al. 2017](#) offer best practices recommendations to academic institutions and scholars for implementing social media and digital scholarship for academic promotion and tenure. Institutions should develop clear guidelines, provide training, develop core values, develop an appraisal framework with impact grid, and assess the quality and impact on the basis of metrics, objective criteria, and review of the work. Scholars should abide by institution guidelines, and create a scholarship portfolio which includes a clear description of how the scholarship aligns with their career development, describes the activity in full detail, and outlines how Glassick's criteria were fulfilled.

[Cabrera et al. 2018](#) outline strategies and tools for the assessment of dissemination and impact of social media and digital scholarship works, such as Altmetrics, and discuss how to organize and use digital scholarship for promotion and tenure.

Published Social Media and Digital Scholarship Examples: [Hall et al. 2021](#) and [Dzara et al. 2022](#).