

# **Social Media, Traditional Media & More:**

## **Navigating Media As a Med Student, Resident & Physician**

Dr. Jennifer Caudle

Associate Professor, Rowan-Virtua SOM

3<sup>rd</sup> Year Family Medicine Clerkship Co-Director

On-Air Health Expert & Content Creator

**Dr. Jennifer Caudle**

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graph TD; A[Dr. Jennifer Caudle] --> B[Associate Professor, Department of Family Medicine]; B --> C[3rd Year Family Medicine Co-Clerkship Director]; C --> D[Rowan-Virtua SOM]; D --> E[On-Air Health Expert, Content Creator. Drjencaudle.com];
```

**Associate Professor,  
Department of Family Medicine**

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Clerkship Director**

**Rowan-Virtua SOM**

**On-Air Health Expert, Content  
Creator. [Drjencaudle.com](http://Drjencaudle.com)**

# Objectives

- ▶ **Explain the Importance of Media**
- ▶ **Analyze Media Pros vs Cons**
- ▶ **Identify Different Types of Media**
- ▶ **Navigate Media Successfully**
- ▶ **Identify Media Opportunities**



# Dr. Jennifer Caudle

Television Sizzle Reel





STEVE  
HARVEY



CNN Opinion



CNN

HLN

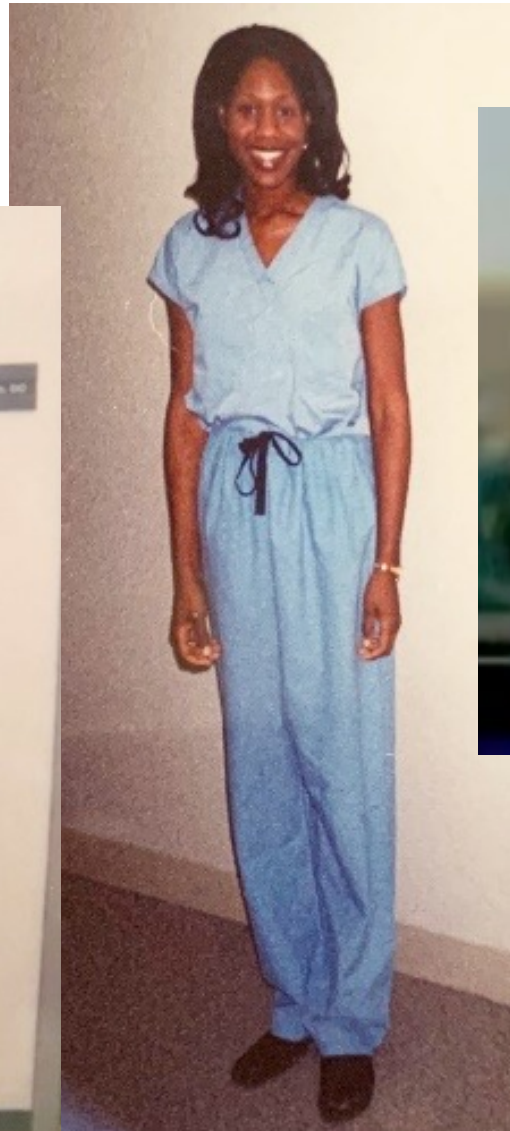


THE DAILY  
BEAST



FOX  
NEWS





# How I Started Doing Media....

# The Importance of Social Media & Media





HUMANS AND TECHNOLOGY

# Doctors are now social-media influencers. They aren't all ready for it.

The pandemic is turning medics into social-media stars, but even the most successful say being a positive influence is difficult.

By Abby Ohlheiser

April 26, 2020



# Doctors turn to Twitter and TikTok to share coronavirus news



By Kaya Yurieff, CNN Business

Updated 11:15 AM EDT, Tue Mar 31, 2020



**New York (CNN Business)** — Ali Raja spends his nine-hour shifts in the emergency room at Massachusetts General Hospital treating gunshot wounds, sprained ankles, heart attacks and now a growing number of coronavirus cases.

But before the emergency physician steps on

# Importance of Social Media & Media

- ▶ Provide Education
- ▶ Provide Inspiration/Motivation
- ▶ Serve as a Creative Outlet
- ▶ Provide Entertainment
- ▶ Establish a Brand
- ▶ Further career opportunities

# **Social Media**

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**ON AIR**

**What's Your Favorite  
Social Media Platform?**



A close-up photograph of a person's hands holding a black smartphone. The person is wearing a dark blue, patterned button-down shirt. The background is a light blue geometric pattern.

## Social Media Platforms

- ▶ **Tiktok**
- ▶ **Facebook**
- ▶ **Instagram**
- ▶ **Twitter**
- ▶ **LinkedIn**
- ▶ **Youtube**
- ▶ **Other Sites**

# Prevalence of Social Media Use

- ▶ 4.48 billion people use social media worldwide (2.07 billion in 2015)<sup>1</sup>
- ▶ >Eight-in-ten U.S. adults get news from a smartphone, computer or tablet “often” or “sometimes.”
- ▶ Social media users engage with an avg of 6.6 social media platforms<sup>2</sup>
- ▶ 80% of Americans have a Social Media Account<sup>3</sup>
- ▶ News Companies

2. <https://umaine.edu/undiscoveredmaine/small-business/resources/marketing-for-small-business/social-media-tools/social-media-statistics-details/>

3. <https://www.nytimes.com/guides/business/social-media-for-career-and-business>

A glowing red rectangular sign with the words "ON AIR" in white, bold, sans-serif capital letters. The sign has a slight 3D effect with a dark red shadow on its right side. It is centered at the top of the slide.

**ON AIR**

**Post Your Social Media  
Handles in the Chat!**

The background features abstract blue geometric shapes, including triangles and polygons, in various shades of blue, creating a modern and professional look.

# **Physicians, Residents & Med Students on Social Media**



# Dr. Chris Hong, 3<sup>rd</sup> Year FM Resident, @doctor.chris

Dr. Chris

@doctor.chris

82 Following | 1.0M Followers | 27.0M Likes

Message

Family Medicine Physician †  
doctorchrisbiz@gmail.co

<https://linktr.ee/doctor.chris>

Q&A | Tips

**Pinned** e suffering from depression and/or anxiety, listen to this: 8.9M

**Pinned** re currently raising children, remember this: 21.8M

**Pinned** re upset that people come and go in your life, remember this: 20.5M

When you decide to sleep early so you can wake up at 3AM to study: 6431

Doctor reacts to Michael Venom Page's win at Bellator 292: 5238

to take women's pain seriously: 15.2K

PCV: you re a new medical student telling patients that you're going to count their pulse

I just found out I passed my family medicine board certification exam 🙌🙌🙌

When someone finds out you're a doctor at a party:

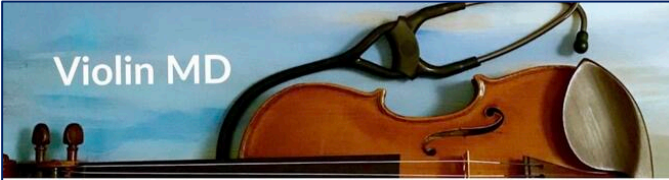
“What’s the wildest thing you’ve seen?”

doctor.chris · 2d ago


#fyp #doctor #comedy ib: @cortesezachary

HOTEL LOBBY (Unc & Phew) - @Quavo &...

# Dr. Siobhan Deshauer, Internal Medicine/Rheumatology, @violinMD



**Violin MD**




**Violin MD**  
@ViolinMD · 912K subscribers · 177 videos

Hi, I'm Siobhan! >


**Subscribe**


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**CODE BLUE PAGER!**

8:58


 Day in the Life of a DOCTOR: CODE BLUE PAGER  
Violin MD · 1.1M views · 4 years ago




**DAY IN THE LIFE OF A DOCTOR: NIGHT SHIFT WITH MY HUSBAND**  
ON CALL WITH MY HUSBAND  
5.6M views · 2 years ago




**26 HOUR CALL SHIFT with EMERGENCY CODE BLUE: Day in the Life of...**  
3.3M views · 4 years ago




**26-HOUR CALL SHIFT: DAY IN THE LIFE OF A DOCTOR**  
2.3M views · 4 years ago



**26 HOUR CALL SHIFT with EMERGENCY CODE BLUE: Day in the Life of...**  
2.1M views · 3 years ago




**Day in the life of a DOCTOR SHADOWING an ICU NURSE for 12 hours**  
1.9M views · 4 years ago



**HOSPITAL EMERGENCY CODES: Doctor Tells Real Stories**  
1.7M views · 4 years ago


# Dr. Antonio Webb, Spine Surgeon, @antoniowebbmd



**Antonio J. Webb, M.D.**  
@antoniowebbmd · 355K subscribers · 635 videos  
Dr. Antonio Webb is a board certified and fellowship trained Orthopedic Spine Surgeon located in San Antonio, Texas who spe...

Subscribed

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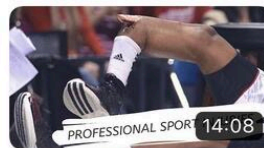
FROM HUMBLE BEGINNINGS...  
**OVERCOMING THE ODDS**

Overcoming the Odds, The Movie \*\*OFFICIAL TRAILER\*\*  
Antonio J. Webb, M.D. · 55K views · 2 years ago

## Popular Uploads



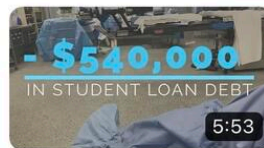
SPINE SURGEON reacts to Chiropractic Y-Strap Manipulations  
Antonio J. Webb, M.D.  
16M views · 3 years ago



Professional Sports Injuries and How Orthopedic Surgeons Fix Them  
Antonio J. Webb, M.D.  
2.7M views · 3 years ago



30 hours on Call | Life as a Chief Resident on Trauma Surgery  
Antonio J. Webb, M.D.  
1.7M views · 4 years ago



Paying off \$540,000 in Student Loans  
Antonio J. Webb, M.D.  
660K views · 4 years ago



30 hours on call: Life as a Resident Surgeon on Trauma Surgery  
Antonio J. Webb, M.D.  
262K views · 5 years ago



Why you should NEVER give up!  
Antonio J. Webb, M.D.  
45K views · 4 years ago



# Traditional Media

- ▶ **Television**
- ▶ **Radio**
- ▶ **Print**
- ▶ **Blogs**
- ▶ **Podcasts**
- ▶ **Other**





A glowing red rectangular sign with the words "ON AIR" in white, bold, sans-serif capital letters. The sign is centered at the top of the page and is connected to a thin black line that extends horizontally across the page, framing the main text area below.

**ON AIR**

**Have You Done  
Traditional Media?**

# Dr. Myron Rolle, Neurosurgery Resident, @myronrolle @myronrolle

## Myron Rolle

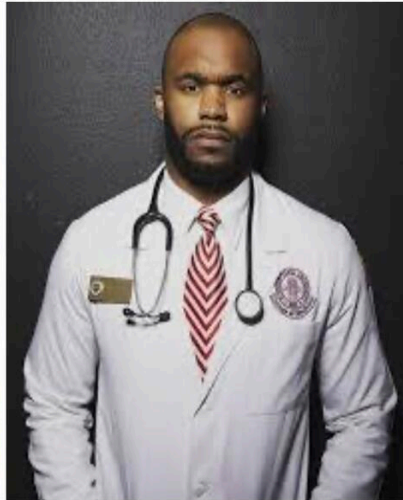
American neurosurgeon

Overview

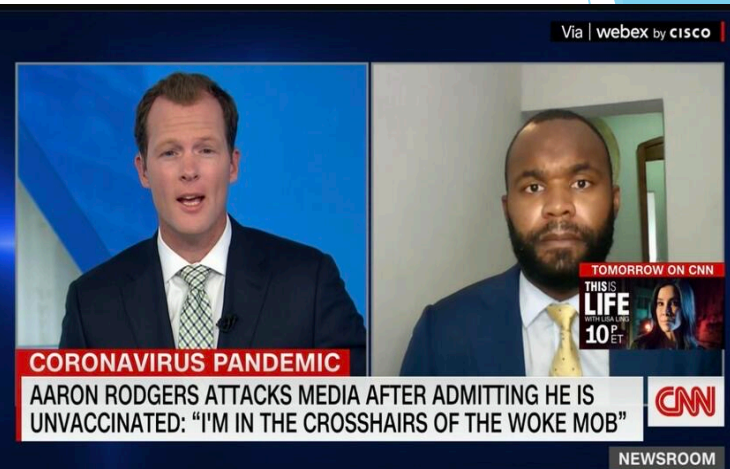
Stats

Education

Videos



Myron L. Rolle is a Bahamian-American neurosurgeon and former football safety. He played college football at Florida State, and was drafted by the Tennessee Titans in the sixth round of the 2010 NFL Draft. [Wikipedia >](#)



## Doctor on Aaron Rodgers getting Covid-19 advice from Joe Rogan

Updated 4:55 PM EDT, Sat Nov 6, 2021

Doctor and former NFL player Myron Rolle reacts to Aaron Rodgers saying he consulted with Joe Rogan after his positive Covid-19 diagnosis.

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue, creating a modern, dynamic feel.

# **Media Pros & Cons**



# Media Pros & Cons

## PROS:

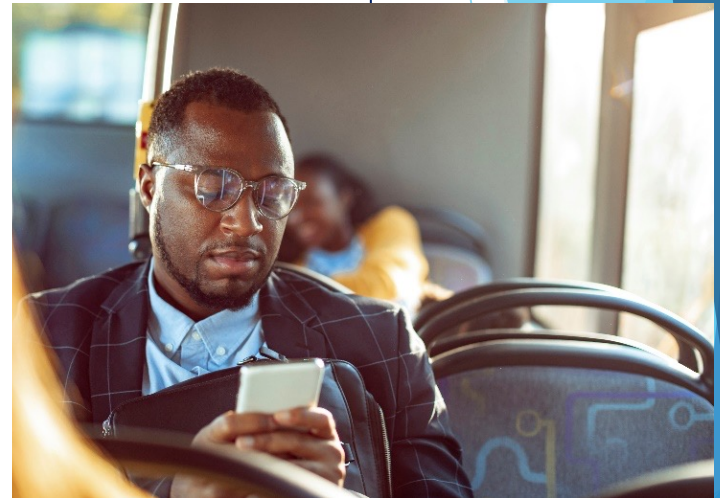
- ▶ Educate the public about health
- ▶ Educate & inspire other med students and residents
- ▶ Creative Outlet
- ▶ Opportunity to share passions
- ▶ Advance DO's



# Media Pros & Cons

## CONS:

- ▶ Sharing Health Information without credentials
  - ▶ My blogs, Newsletters etc
- ▶ HIPAA violations
- ▶ Inappropriate/Unwise Endorsements
- ▶ Revealing Personal Information
- ▶ Ethics





# **Navigating Social Media & Media Successfully**

# Navigating Social Media Successfully

- ▶ Residents have lost jobs due to:
  - racist/inappropriate posts
  - endorsing products
  - not representing the values of their institution

\*\*Applies to attending physicians as well\*\*

# Navigating Social Media Successfully

- ▶ Abide by your institution's social media policy
- ▶ Post appropriately
  - “would you want your mom or patient to see your post?”
- ▶ Post what you know: Stay within your realm of knowledge
  - study tips, application process, advice, etc





# Navigating Other Media Opportunities Successfully

- ▶ Consider making your account private
- ▶ Get approval & notify superiors of media opportunities
- ▶ Be transparent; Never misrepresent yourself
  - ▶ Use “resident physician,” or “3<sup>rd</sup> year med student”
- ▶ Have an attending review your work
- ▶ Support each other

# What to Post? What to Talk About?

## Who are you? What are your interests & expertise?

Do you draw? Illustrate?	Research?
Medical Education?	EMR Hacks?
Extreme Sports/Fitness?	Musician? Knitting?
Humor?	Medical Practice Tips?
Life Experiences: Grief, etc?	Medical Topics: Obesity, etc?



# How to Find Media Opportunities

# Finding Media Opportunities



ABC NEWS MEDICAL UNIT



LOCAL  
TV/NEWSPAPER/INTERNSHIP



# Finding Media Opportunities

- ▶ **Hustle**
  - ▶ Pitching
- ▶ Follow others on social media; Learn from others
- ▶ Post on social media to find your voice
- ▶ Pitch stories
  - ▶ “SJ Mom” Magazine
  - ▶ KevinMD, The DO



# Finding Media Opportunities

- ▶ Talk to your Med School or Residency Program about potential opportunities
- ▶ Start blogging
- ▶ Create a YouTube channel, Podcast
- ▶ Join committees & organizations

# Finding Media Opportunities

- ▶ Have conversations with physicians
- ▶ Shadow doctors







*Opportunities Are Endless...*





***“You miss 100% of the shots you don’t take.”***

**-Wayne Gretzky**

***“Do it before you have a chance to talk yourself out of it.”***

**-Me**

***“You only live once, but if you do it right, once is enough.”***

**-Mae West**

# QUESTIONS?

[www.drjencaudle.com](http://www.drjencaudle.com)



[Tiktok.com/@drjencaudle](https://Tiktok.com/@drjencaudle)



*Instagram*

[Instagram.com/drjencaudle](https://Instagram.com/drjencaudle)



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