Can Podcast Creation "Count" for Academic Promotion

Of course! Otherwise why are we talking about it? Below we have listed some considerations for how to receive credit, how to discuss/display/demonstrate your work, how to track impact, and a big list of other resources on this topic. Many of the discussions and resources are NOT specific to podcasting, which is beneficial as rarely will you use only a single venue/type of product.

Rather than attempting to create the PERFECT guide, what we have gathered here are many resources on this subject from other experts in the field.

A few notes before moving onto the resources:

One of the hardest parts of successfully using digital products in an academic promotion is ensuring you can tell a strong story about why your work is impactful, who it reaches, how it is used, and how an external reviewer should know your work is meaningful. Much of the discussion in the following resources focuses on this component.

Disclaimer: We strive to keep this list updated and FOCUSED. It is not inclusive of all possible resources. If you find a resource you feel should be listed, please email
jason.woods.md@gmail.com

Resources

Tools for tracking impact/reach

- Basic information available from the platform used to publish (i.e. blog, podcast host, social media etc)
  - Total views/downloads
  - Reviews/feedback: Most of the larger podcasting platforms (i.e. apple podcasts) have the ability for listeners to leave reviews and ratings. These are generally publicly available.
  - Social media - if you have a social media account tied to the digital work you do, some of the available data can indicate reach
    - Profile visits
    - Impressions/Engagements - each platform has different terms for these but generally have a statistic that allows you to see the number of items a post from your profile has been seen, and the number of times a post

               has been acted upon by a viewer (liking, retweeting/reposting, commenting)

- Alternative metrics
  - [Altmetric score](#)
  - [PlumX](#)
- Participation as a journal reviewer - reviewing papers on this subject can show expertise in the use of digital products
  - [Publons](#)
- [Social Media Index](#) - A scoring system attempting to objectively evaluate website impact/reach in medical education
  - Validity evidence: Thoma B, Chan TM, Kapur P, et al. The Social Media Index as an Indicator of Quality for Emergency Medicine Blogs: A METRIQ Study. Ann Emerg Med. 2018;72(6):696–702. [doi:10.1016/j.annemergmed.2018.05.003](#)

Creating "Dissemination Portfolios"

Be careful, as each institution may already have guidelines on how these should be formatted, as many will expect them to follow a traditional "teaching portfolio" format.

The following article provides a discussion on a "social media" portfolio

- Cabrera D, Vartabedian BS, Spinner RJ, Jordan BL, Aase LA, Timimi FK. More Than Likes and Tweets: Creating Social Media Portfolios for Academic Promotion and Tenure. J Grad Med Educ. 2017 Aug;9(4):421-425. [Open Access](#)

Scoping review on the use of medical education portfolios
- Hong DZ, Lim AJS, Tan R, Ong YT, Pisupati A, Chong EJX, Quek CWN, Lim JY, Ting JJQ, Chiam M, Chin AMC, Lee ASI, Wijaya L, Cook S, Krishna LKR. A Systematic Scoping Review on Portfolios of Medical Educators. J Med Educ Curric Dev. 2021 Mar 24;8:23821205211000356. [doi: 10.1177/23821205211000356.](#)

Guidelines for Promotion (and P&T Committees)

- Husain A, Repanshek Z, Singh M, et al. Consensus Guidelines for Digital Scholarship in Academic Promotion. *West J Emerg Med*. 2020;21(4):883-891. Published 2020 Jul 8. [doi:10.5811/westjem.2020.4.46441](#)

Quality indicators for blogs and podcasts

- Lin M, Thoma B, Trueger NS, Ankel F, Sherbino J, Chan T. Quality indicators for blogs and podcasts used in medical education: modified Delphi consensus recommendations by an international cohort of health professions educators. Postgrad Med J. 2015;91(1080):546–550. doi:10.1136/postgradmedj-2014-133230
- Thoma B, Chan TM, Paterson QS, Milne WK, Sanders JL, Lin M. Emergency Medicine and Critical Care Blogs and Podcasts: Establishing an International Consensus on Quality. Ann Emerg Med. 2015;66(4):396–402.e4. doi:10.1016/j.annemergmed.2015.03.002

Social Media and Promotion

- Chan TM, Stukus D, Leppink J, Duque L, Bigham BL, Mehta N, Thoma B. Social Media and the 21st-Century Scholar: How You Can Harness Social Media to Amplify Your Career. J Am Coll Radiol. 2018 Jan;15(1 Pt B):142-148 Open Access
- Chan T, Trueger NS, Roland D, Thoma B. Evidence-based medicine in the era of social media: Scholarly engagement through participation and online interaction. CJEM. 2018;20(1):3–8. doi:10.1017/cem.2016.407
- Johng SY, Mishori R, Korostyshevskiy VR. Social Media, Digital Scholarship, and Academic Promotion in US Medical Schools. Fam Med. 2021;53(3):215-219. https://doi.org/10.22454/FamMed.2021.146684.
- Avital O'Glasser has some tips for social media on your CV
- David Stukus, Mike Patrick, and Kathryn Nuss have a book about social media in medicine, available here

Additional References

- Daniel Cabrera has a large list of resources on these topics, *available here*