

Section on Medical Education Newsletter

Summer 2019

Welcome to the SoME

To our over 200 new members – Welcome to the Section on Medical Education! I want to thank Hank Fessler for his transformative leadership as our Section Chair over this past year. Under his care we have grown to over 1800 members. We have produced a myriad of content in the form of webinars, podcasts, publications, and engaging conference programming. We created an “Early Career Educator Award” and a “Medical Education Research Grant” is in the works. Thanks Hank! Please check us out our [website](#) to learn more.

As we move into the “ATS New Year” we welcome in and welcome back members to SoME Executive Leadership roles. Stacey Kassutto takes over webinars from Lekshmi Santhosh who will now coordinate our non-IC programming efforts. Molly Hayes moves into our IC Programming leadership spot. Molly has been hard at work with Garth Garrison as we *all seek to submit our programming for the 2020 IC in Philadelphia by June 26th!* Viren Kaul and his team including Avi Cooper and Dina Khateeb are featured in this newsletter and run our various web activities (#awesome). We also welcome back Deepak Pradhan to our podcast lead, Nitin Seam who will organize BAVLS before handing it over to Jeremy Richards this fall, Snigdha Jain who extends her leadership in the UME Working Group, and Kristin Burkart who leads a crew of highly motivated SoME members on our planning committee featuring mentoring guru Jared Chiarchiaro. Finally, our “Trainee Interested in Medical Education” group will be led by Jacqueline O’Toole and Rachel Quaney – those of you who were at the TEACH mixer in Dallas know that this crew knows how to throw a party!

As we continue to grow please reach out to me if you would like to get more involved. We are a big section and each year we generate a lot of content meaning...we need your help! We also want to make our big group feel smaller by connecting at *and* outside the IC. To this end, we will begin a “Featured Teacher” section on our website and use our ballooning social media reach to carry scholarship to each other and to the masses. We feature these efforts in this month’s newsletter.

- Graham Carlos (@GrahamCarlos)



Note – this is a “free” image for commercial use <https://pixabay.com/photos/hot-air-balloon-balloon-color-4073584/>

Social Media

The SoME Web and Social Media Team (Allison Greco, Nancy Stewart, Puneet Garcha, Stephen Doyle, Viren Kaul) are very proud of the SoME Twitter engagement over the last year! Since May 2018 our Twitter account has more than doubled its audience to a total of **1,120 followers**, garnered an average of **33,000 monthly impressions**, and generated an average of 19 original tweets per month. The excellent content generated by the SoME at #ATS2019 made May 2019 the most active month to date with the **@ATSMedEd** Twitter account gaining an impressive 157 followers and the tweets generating 58.7 thousand impressions! (for those of you out there who aren’t “tweeps” this means that 58.7 thousand times someone clicked, shared, or commented on a post)

That said, we recognize that there is plenty of room for growth. The **social media** team, led by Dina Khateeb, aims to promote SoME activities, maintain even higher levels of engagement, and recruit a larger audience of followers on Twitter over the next year. In order to accomplish these goals, we plan to deliver **daily tweets** with the most up to date medical education content. We especially look forward to highlighting upcoming SoME webinars, podcasts, and the What Educators are Reading (WEAR) blog. You can find this content including the tweets on our [website](#) or follow us on twitter **@ATSMedEd**.

The **WEAR blog**, also found on our website and led by Dr. Avraham Cooper, will feature authors of recent MedEd articles who will be interviewed to gain their unique perspective on their impactful work in the field. We will also be piloting a monthly infographic to accompany the WEAR blog that will be posted on the Twitter account.

For SoME members who do not have a Twitter account, we hope you’ll consider creating one, following **@ATSMedEd** and engaging in robust MedEd related discussions online! For SoME members with Twitter accounts, we look forward to your support of our social media presence by tweeting and retweeting the posted content. Most importantly, if you would like to **become a part** of the social media team, are interested in writing for the WEAR blog or have suggestions on how we may boost our social media presence further, please contact us and we look forward to hearing from you...

For social media related activities contact Dina Khateeb (dkhateeb32@gmail.com,@dina_khateebDO)
Want to write for the WEAR blog? Hit up Avi Cooper (avraham.cooper@osumc.edu,@CooperAvraham)
Have ideas / want to get involved? Look no further than Viren Kaul (jishuviren@gmail.com,@VirenKaul)