



CHILD NEUROLOGY SOCIETY

## WEBINAR



# Upgrading Your Academic Portfolio: Cultivating & Documenting Social Media Scholarship for Career Development

**Thursday, January 5, 2023**

**1:00 pm CST**

**Register Now**

Over half of the world's population and 25-65% of healthcare providers use social media, which drastically increased during the COVID-19 pandemic. The pandemic catapulted an already evolving healthcare and medical education system into a predominately digital space; which, created an opportunity to transform how we deliver clinical care, provide education, foster career development, advocacy work, and promote research. This webinar delivers an overview of how social media can be leveraged by clinicians, educators, researchers, and advocates to advance your mission. The webinar includes a question-and-answer session with an expert panel who provide examples and strategies in their own work. End technophobia with these expert speakers and panelists.

### Goals/Accomplishment of the Webinar

1. As a result of this educational session, participants will be able to describe and use social media in scholarship, education, clinical outreach and advocacy.
2. As a result of this educational session, participants will be able to incorporate social media in personal and professional development, promotion, networking and scholarly collaboration.

## Speakers

**ORGANIZER**

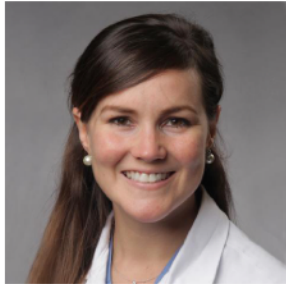


**Jaclyn Martindale, DO**

Assistant Professor of Neurology and  
Associate Program Director of the Child Neurology Residency  
Wake Forest University School of Medicine

Dr. Martindale (@dr\_jmartindale) is passionate about digital strategy. She serves as the lead of the digital strategy team for the Child Neurology Society (@ChildNeuroSoc) and the Professors & Educators of Child Neurology (@ThePECN). Dr. Martindale discussed how to use social media intentionally for career development.

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**Catherine Albin, MD**

Assistant Professor of Neurology and Neurosurgery  
Emory University

Dr. Albin (@caseyalbin) serves on the digital strategy team for *Stroke: Vascular and Interventional Neurology Journal*, is a frequent contributor to podcasts and blogs, and is funded through AAN to study metrics of successful societal media use in neurology. Dr. Albin discusses how to leverage social media as an educator.

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**Michael A. Lopez, MD, PhD**

Assistant Professor  
Division of Pediatric Neurology, Department of Pediatrics,  
University of Alabama at Birmingham

Dr. Lopez (@lopezamike) is a K08 funded physician-scientist who uses social media to engage the community, facilitate collaborations, disseminate publications, and broaden his impact on the neuromuscular and child neurology fields. Dr. Lopez discusses how to leverage social media as a physician-scientist.

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**Arpita Lakhotia, MD**

Associate Professor, Department of Neurology  
University of Louisville

Dr. Lakhotia (@LakhotiaNeuro) is a clinician-educator who helps lead the digital strategy team for the Child Neurology Society. Dr. Lakhotia discusses how social media can be used for advocacy.

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## Panelists

1. **Lauren Strauss, DO** (@StraussHeadache): Associate Professor of Pediatric Neurology at Wake Forest, leads social media strategy for the Southern Headache Society and American Headache Society as co-chair of the Electronic Media Committee, and educator on social media career strategy.
2. **Alison Christy, MD** (@OligoclonalBand): Clinical Director of Pediatric Neurology at Providence Health, editor-in-chief of Child Neurology Open, Journal of Child Neurology social media lead, and podcast host.
3. **Jessica Goldstein, MD** (@JRGoldstein): Associate Professor of Pediatric Neurology at the University of Minnesota, developer of the PocketMedEd app and a child neurology digital learning lab

4. **Kimberly D. Acquaviva, PhD, MSW, CSE, FNAP** (@kimaacquaviva): Betty Norman Norris Endowed Professor at the University of Virginia School of Nursing, a leader in the development of technology-facilitated educational innovations, award-winning author, and podcast host.
5. **Anup D. Patel, MD** (@PedsEpilepsyDoc): Associate Professor of Pediatric Neurology at Nationwide Children's Hospital, President of the Child Neurology Foundation, and social media user to spread awareness and hope to important audiences in child neurology.
6. **Angeline Dukes** (@TheRealDrDukes): Assistant Professor of Neuroscience at the University of Minnesota, and is the founder and president of @BlackInNeuro an international organization dedicated to supporting Black scholars in neuroscience-related fields worldwide.

**Register  
Now**

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