

Faculty Matters

Office of Faculty Affairs & Professional Development
College of Medicine

JULY 2013

<http://facultyaffairs.med.ufl.edu/>

Social Media and Medical Professionalism

Before you tweet, post, blog, download or share, imagine what impression your handiwork will have on a patient or family member who may be an unintended audience. As medical professionals we have the obligation to uphold the highest values of the profession even when we think we're acting as individuals. Patient images, descriptions or information may not be posted, even if considered "de-identified". As members of the University community, we must abide by existing policies and take care not to represent the institution in what could be perceived as an unfavorable light.

The University has a policy and guidelines regarding the appropriate use of Social Media. UFHealth has further Guidelines in addition to the UF Policy. Both are intended to protect the reputation and image of UF and Shands Hospital.

Please take the time to review the UF policy at: http://www.hr.ufl.edu/emp_relations/policy/social_media.asp

and the Social Media Guidelines for UFHealth at <http://webservices.ahc.ufl.edu/files/2011/07/SocialMediaGuidelines.pdf>

Establishing a social media account (Facebook or Twitter, for example) for your unit requires approval as outlined in the policies. Approved accounts are listed on the UFHealth website. Managers for the accounts participate in training and support by social media coordinators in UFHealth Communications.. Permission to use any University of Florida logos or trademarks must be requested from University Relations at 352-846-9303.

Save the Date – Fall Faculty Reception, Oct 11

The COM will host a fall celebration of faculty on Friday, October 11, 2013. New faculty will be introduced to the community and all are welcome to share some well-deserved fellowship and cheer.

Faculty Kudos

Zhihua Jiang, PhD of the Department of Surgery and Eduardo Candelario-Jalil, PhD of the Department of Neuroscience were named 2013 COM recipients of the UF Excellence Award for Assistant Professors. The annual program recognizes the research accomplishments of junior faculty members and includes a \$5000 award to support the faculty member's research-related activities. They were among only 10 awardees this year.

2013-14 Faculty Development Series begins in August

Each year the Office of Faculty Affairs and Professional Development sponsors a series of seminars on topics of interest for Professional Development as a faculty member in the COM. In addition, monthly seminars are also presented in the Educational Development Series. Participation in 10 workshops, including the 3- hour interactive session called Faculty as Teachers (FasT) will lead to a Certificate in Educational Development.

The Professional Development Seminar Series for faculty will kick off its monthly meetings starting Wednesday, August 14, 2013, from 4:00 p.m. to 5:30 p.m. Dr. Limacher will lead an interactive session on "How to Succeed in Academic Medicine: Do's and Don'ts in Planning for Advancement." Participants will discuss the components of professionalism, time-management, skills development and goal setting. Participants will discuss the components of professionalism, time-management, skills development and goal setting.

The Educational Development Series will begin with a seminar on Thursday, August 22, 2013 at 3:00 p.m., led by Jose Sivla-Lugo, PhD on "Approaches to Using Qualtrics for General Data Gathering." This session will summarize the basic procedures for creating, editing, distributing, and viewing the results of a survey. Learn how to create a distribution list and how to email your survey, open reports, change views, download data, and create views for further analysis.

The next Faculty as Teachers (FasT) session will be held on September 18 from 4:00 p.m. – 7:00 p.m. Participants will cover: setting expectations for learners; teaching skills for active learning; giving effective feedback; and assessing learning. Mark your calendar!

The seminars will take place in C2-33.

[To register for Faculty Development seminars click here.](#)

Other Programs That May Interest You --

The Health Center Library offers a number of workshops including:

Can I Use That? Fair Use for Teaching

Rm C2-41A: August 16, 2013 at 2:00 p.m.

Protect Your Rights as Author: Understanding Copyright and Open Access

Rm C2-41A: October 7, 2013 at 3:00 p.m.

The Open Access Option: How to Create, Locate, and Publish in Open Access Journals

Rm C2-41A: Oct. 16 at 3:00 p.m.

See the library website for additional locations and information:

<http://library.health.ufl.edu/2013/07/23/scholarly-communications-workshops-fall-2013/>

Contact

Let us know about news, awards and activities of our faculty so we can share the good news. Contact us for additional information about any items in the newsletter or any other issues:

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