

TEXAS MEDICAL ASSOCIATION

SOCIAL MEDIA

INFLUENCER

ACADEMY



COURSE CHAPTERS AND MODULES

CHAPTER	LEARNING OBJECTIVES	TRAINING MODULES	LENGTH
1. Introduction to Physician Influence Online	<ul style="list-style-type: none">• Understand why social media matters for modern physicians• See examples of ethical, high-impact doctor influencers• Clarify the purpose of building your digital presence	1.1 Physician Influence Online 1.2 Why Your Online Presence Matters 1.3 Physician Influencers 1.4 What Physician Influencers Do Right 1.5 Clarify Your Why	8 mins
2. Defining Your Niche and Goals	<ul style="list-style-type: none">• Identify a specialty-specific focus for your online content• Create a mission statement for your content brand• Set measurable goals for growth and impact	2.1 Niche Clarity 2.2 Mission + Measurable Goals	4 mins
3. The Law, Ethics, and Professional Guidelines	<ul style="list-style-type: none">• Learn HIPAA compliance in social media• Review AMA and hospital policies for public-facing content• Understand liability risks and how to protect yourself	3.1 Legal, Ethical, Professional 101 3.2 Legal, Ethical, Professional 101 3.3 HIPAA And Online Content 3.4 Risk Management For Physicians	11 mins
4. Branding for Medical Professionals	<ul style="list-style-type: none">• Develop a clear and consistent brand across platforms• Choose colors, tone, and themes that support your expertise• Craft a bio and profile that builds instant trust	4.1 Your Personal Brand 4.2 Bio + Trust Signals 4.3 Messaging That Connects 4.4 Example: Doctor Alex	10 mins

5. Messaging and Storytelling	<ul style="list-style-type: none"> • Communicate complex medical ideas simply and clearly • Use patient-safe storytelling to engage your audience • Learn best practices for persuasive, ethical messaging 	5.1 Storytelling For Physicians 5.2 Storytelling For Physicians 5.3 From Dissemination To Real Communication	9 mins
6. Platform Deep Dive	<ul style="list-style-type: none"> • Compare platforms: Instagram, TikTok, YouTube, LinkedIn, X • Learn content formats and what performs best on each • Pick the best primary platform based on your goals 	6.1 Platforms Overview 6.2 Choose Your Primary Platform 6.3 Choose Your Primary Platform 6.4 Content Formats Per Platform	22 mins
7. Content Pillars for Physicians	<ul style="list-style-type: none"> • Build 3–5 key content pillars for your personal brand • Know how to create repeatable formats within your niche • Avoid the “random post” problem and stay consistent 	7.1 Content Pillars 7.2 Repeatable Formats 7.3 Avoid The Random Post Problem	7 mins
8. Basic Content Systems for Busy Schedules	<ul style="list-style-type: none"> • Learn a low-lift content planning and batching system • Understand how to create one piece of content and repurpose it • Use tools to stay consistent without overwhelming your schedule 	8.1 Content Planning For Busy Physicians 8.2 Repurposing Strategy 8.3 Consistency Without Burnout	7 mins
9. Podcasting for Physicians	<ul style="list-style-type: none"> • Understand the value of podcasting for authority building • Learn how to structure and record a podcast episode • Explore tools for production and simple syndication 	9.1 Podcasting For Authority 9.2 Recording and Structure Tips	5 mins
10. Handling Misinformation and Public Backlash	<ul style="list-style-type: none"> • Respond professionally to criticism and false claims • Learn de-escalation tactics and risk management • Protect your reputation while standing firm in your values 	10.1 Misinformation + Backlash 10.2 Standing Your Ground 10.3 Standing Your Ground	5 mins
11. Long-term Influence and Reputation Management	<ul style="list-style-type: none"> • Use hashtags, trends, and audience interaction to grow • Collaborate with other physicians and creators ethically • Track your analytics and optimize based on feedback 	11.1 Long-term Brand Building 11.2 Staying Relevant + Credible Final Words + Next Steps	5 mins