



Health Sciences Educators' Academy for Learning (HEAL)

Leveraging Video and Social Media for Teaching Medicine

Conan Liu, M.D.

Associate Physician, Hospitalist

Division of Hospital Medicine

Roadmap

- Learn how social media can exponentially amplify your teaching
- Review differences between YouTube, Instagram, TikTok
- Understand what equipment is necessary
- Learn how to record and upload your first video
- Learn how to edit your video



Why Use Social Media To Teach?

Why Social Media for Medical Education?

1000M+

hours of YouTube
watched daily

75-90%

of medical learners
prefer video content



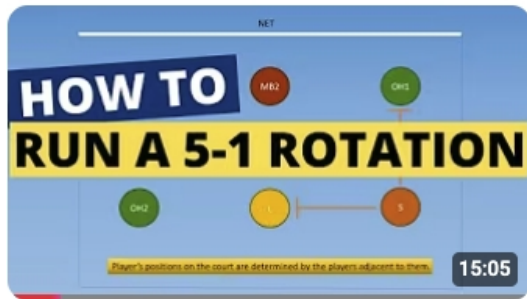
reach vs. a single
lecture hall

- Learners are already going to social media for medical content — meet them where they are
- A single video can teach thousands of students simultaneously, 24/7
- Converts your existing lectures & PowerPoints into lasting educational assets
- Builds your professional brand and amplifies your institutional impact
- Can generate supplemental income through monetization (YouTube Partner Program)



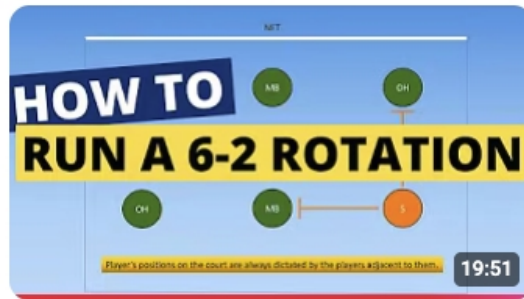
Social media can
massively amplify
your teaching
impact and reach

Unlock the ability to reach millions of potential viewers



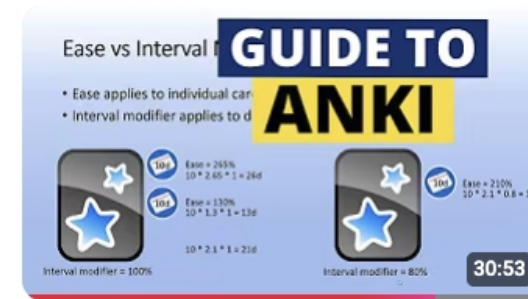
How To Run A 5-1 Volleyball Rotation
(ANIMATED GUIDE)

2.7M views • 5 years ago



How To Run a 6-2 Volleyball Rotation
(DETAILED GUIDE)

1.3M views • 8 years ago



Guide to Anki Intervals and Learning Steps

269K views • 7 years ago

Reach an exponentially wider audience with your educational videos



High-Yield Guide To Ventilators In The ICU

Conan Liu, M.D. • 154K views • 3 years ago



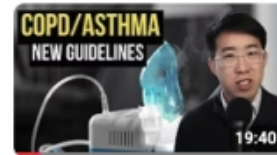
CPAP vs BiPAP - Differences You Need To Know!

Conan Liu, M.D. • 84K views • 3 years ago



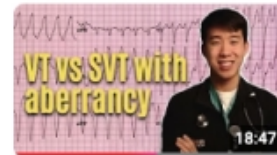
Ventilator Waveforms & Troubleshooting Made Easy

Conan Liu, M.D. • 75K views • 3 years ago



How To Treat COPD and Asthma (Updated 2023 Guidelines!)

Conan Liu, M.D. • 73K views • 1 year ago



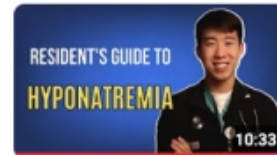
VT vs. SVT With Aberrancy Explained - High Yield & Made Easy!

Conan Liu, M.D. • 71K views • 3 years ago



How to Treat Cellulitis (Common Mistakes to Avoid)

Conan Liu, M.D. • 65K views • 1 year ago

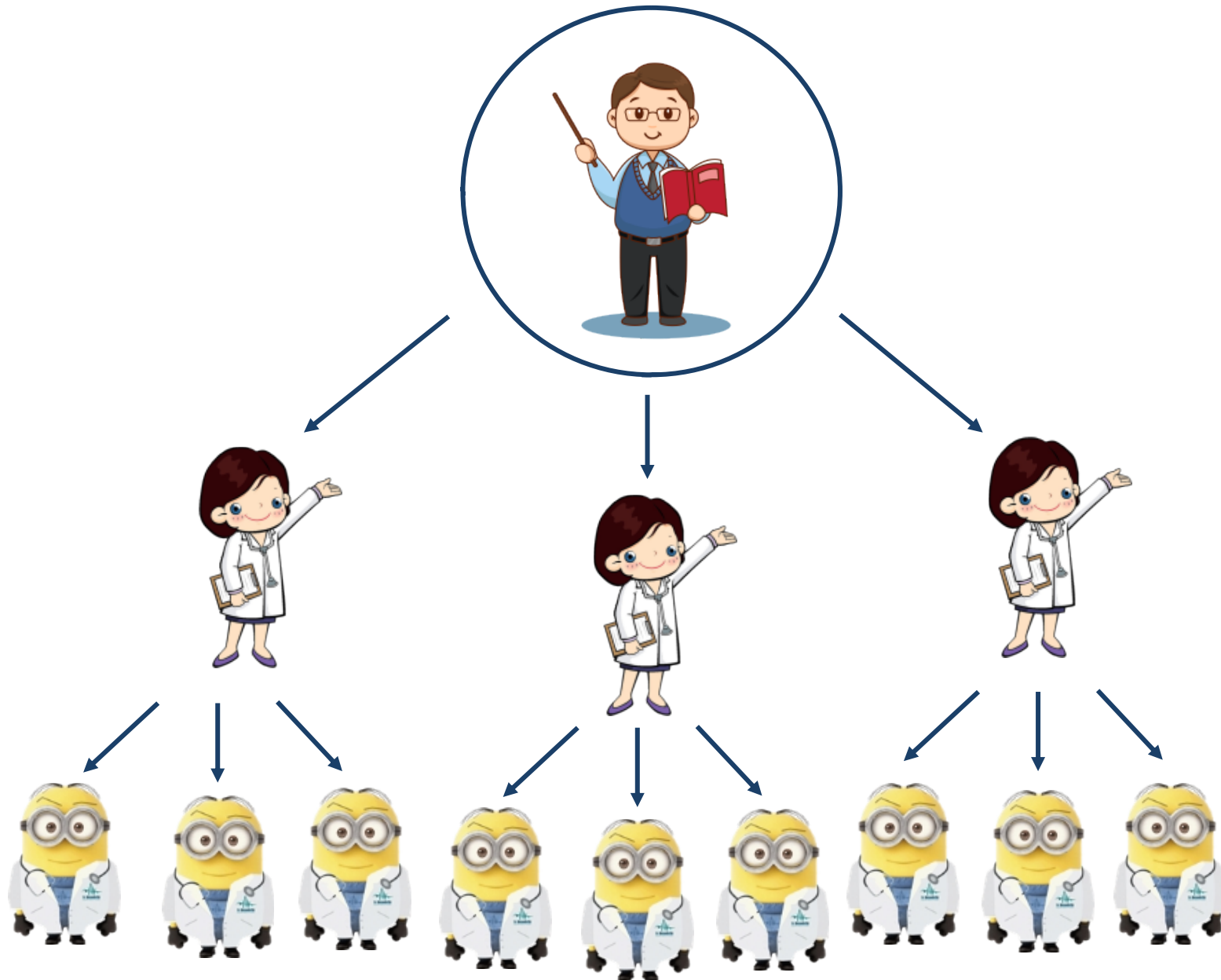


Your Easy Guide To Hyponatremia

Conan Liu, M.D. • 63K views • 3 years ago

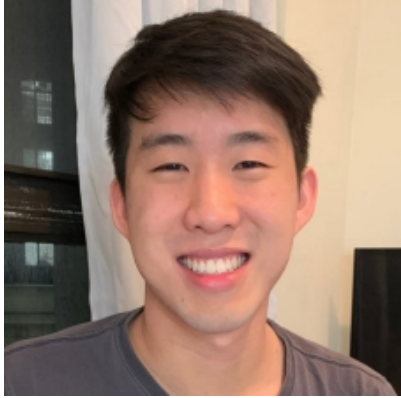
Magnify your impact with social media







Social media is a force multiplier.



Let me give you some examples of how much of an impact you can make

SOCIALBLADE




Conan Liu, M.D. Statistics

	Conan Liu, M.D. @conanliumd			
Subscribers	Views	Videos	Created On	
78.7K	11,169,318	1,140	October 9, 2006	
3K	527K	\$132 - \$2.1K	\$947 - \$15K	
Subscribers for the last 30 days	Views for the last 30 days	Monthly Estimated Earnings	Yearly Estimated Earnings	

SOCIALBLADE




Ali Abdaal Statistics

	Ali Abdaal @aliabdaal			
Subscribers	Views	Videos	Created On	
6.56M	535,644,265	1,355	November 20, 2007	
20K	4M	\$1K - \$16K	\$13K - \$201K	
Subscribers for the last 30 days	Views for the last 30 days	Monthly Estimated Earnings	Yearly Estimated Earnings	

SOCIALBLADE



Doctor Mike Statistics

	Doctor Mike @doctormike			
Subscribers 14.7M	Views 5,162,844,411	Videos 1,187	Created On August 19, 2016	
100K Subscribers for the last 30 days	57M Views for the last 30 days	\$14K - \$227K Monthly Estimated Earnings	\$222K - \$3.5M Yearly Estimated Earnings	



The education niche is still very much lacking on social media

Which means there is a lot of opportunity to fill the gap



Strong Medicine ✓
@StrongMed · 792K subscribers · 444 videos
Educational videos on a variety of medical topics, produced by Eric Strong - a hospitalist & ...more

Subscribed Community

Home Videos Courses Playlists Posts

Latest Popular Oldest

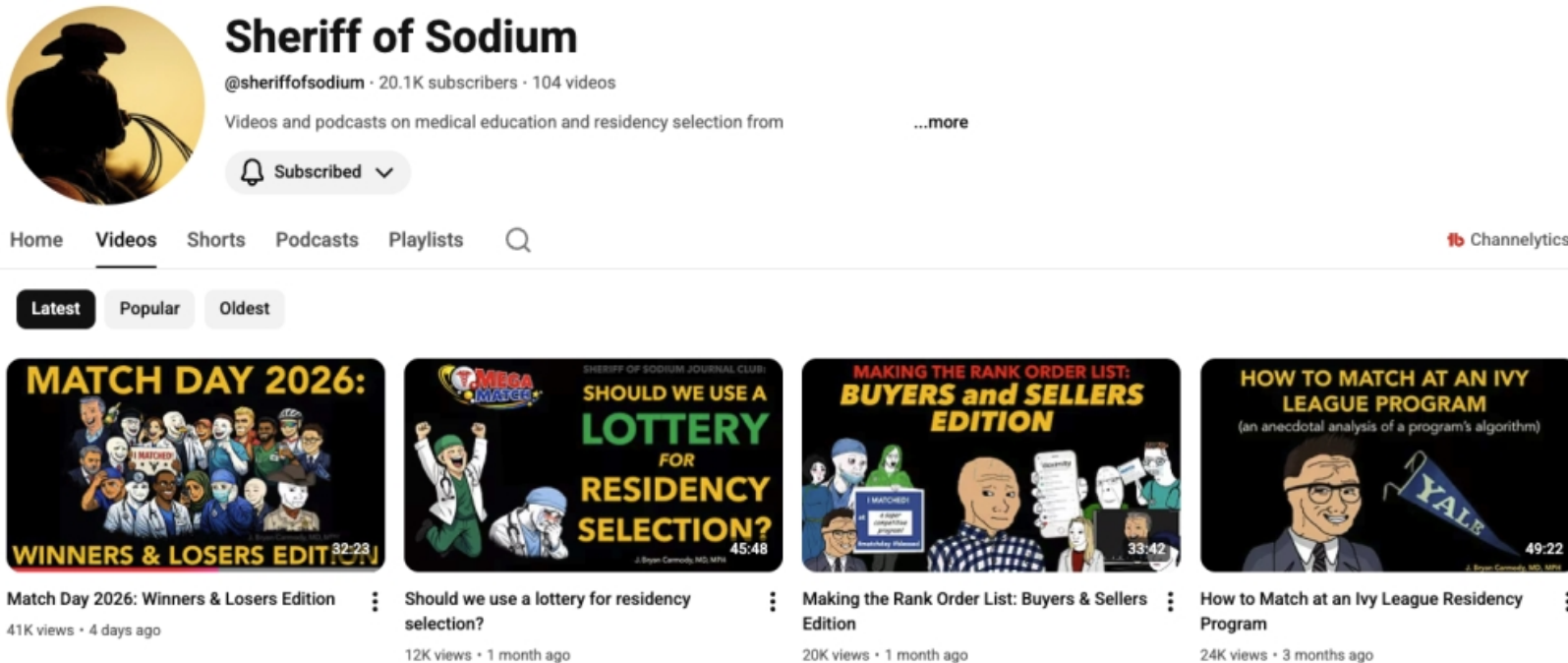
An Approach to Acute Abdominal Pain
2.4M views · 6 years ago

How to Interpret a Chest X-Ray (Lesson 2 - A Systematic Method and Anatomy)
1.4M views · 12 years ago

The Cardiovascular System: An Overview
1.1M views · 4 years ago

Mechanisms and Classification of Antibiotics (Antibiotics - Lecture 3)
1M views · 13 years ago

Which means there is a lot of opportunity to fill the gap, Part 1



Sheriff of Sodium
@sheriffofsodium · 20.1K subscribers · 104 videos
Videos and podcasts on medical education and residency selection from ...more

Subscribed

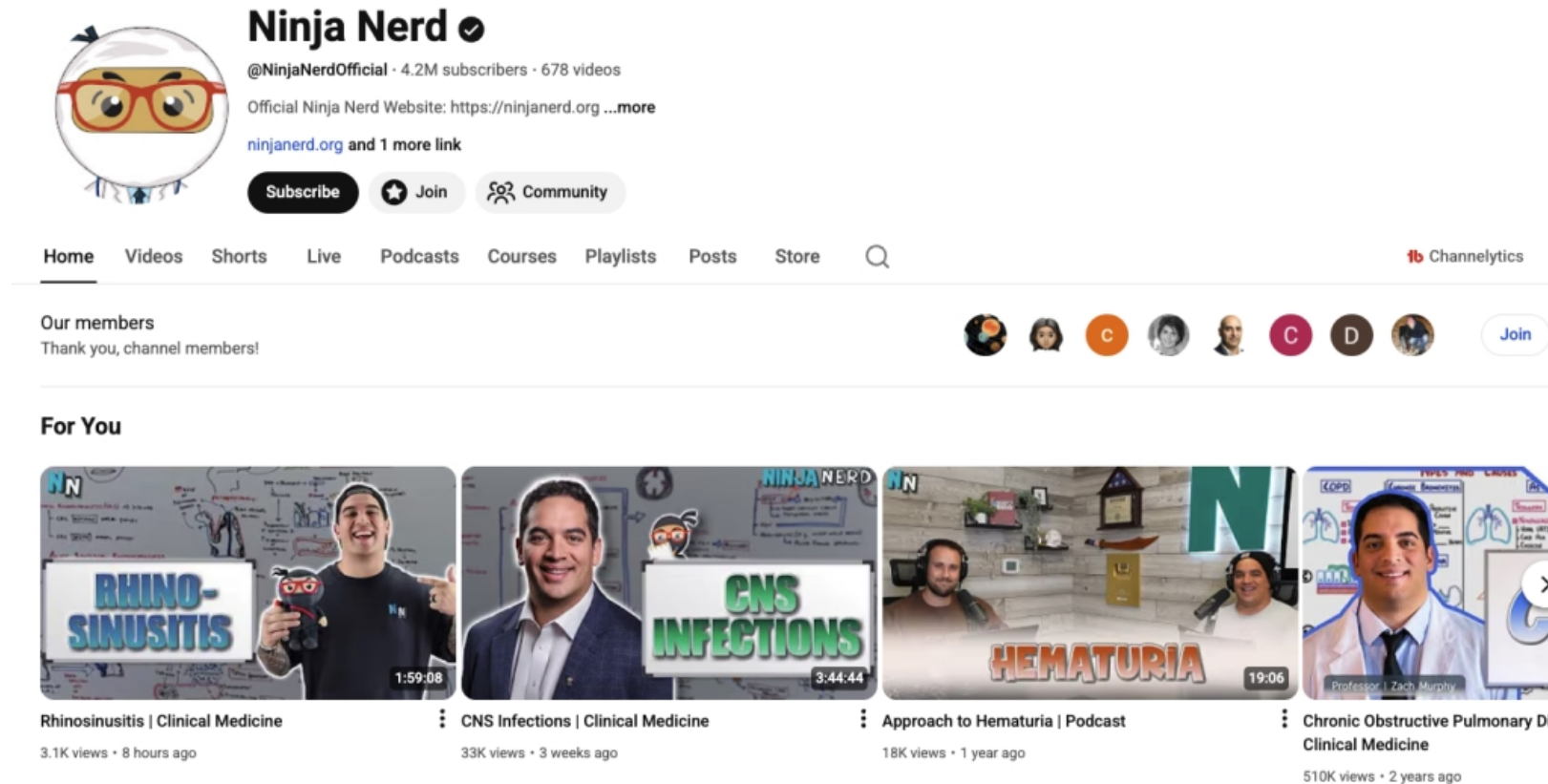
Home Videos Shorts Podcasts Playlists

Channelytics

Latest Popular Oldest

- MATCH DAY 2026: WINNERS & LOSERS EDITION**
32:23
Match Day 2026: Winners & Losers Edition
41K views · 4 days ago
- SHOULD WE USE A LOTTERY FOR RESIDENCY SELECTION?**
45:48
Should we use a lottery for residency selection?
12K views · 1 month ago
- MAKING THE RANK ORDER LIST: BUYERS and SELLERS EDITION**
33:42
Making the Rank Order List: Buyers & Sellers Edition
20K views · 1 month ago
- HOW TO MATCH AT AN IVY LEAGUE PROGRAM**
(an anecdotal analysis of a program's algorithm)
49:22
How to Match at an Ivy League Residency Program
24K views · 3 months ago

Which means there is a lot of opportunity to fill the gap, Part 2



Ninja Nerd ✓
@NinjaNerdOfficial · 4.2M subscribers · 678 videos
Official Ninja Nerd Website: <https://ninjanerd.org> ...more
ninjanerd.org and 1 more link

Subscribe Join Community

Home Videos Shorts Live Podcasts Courses Playlists Posts Store 🔍

ib Channelytics

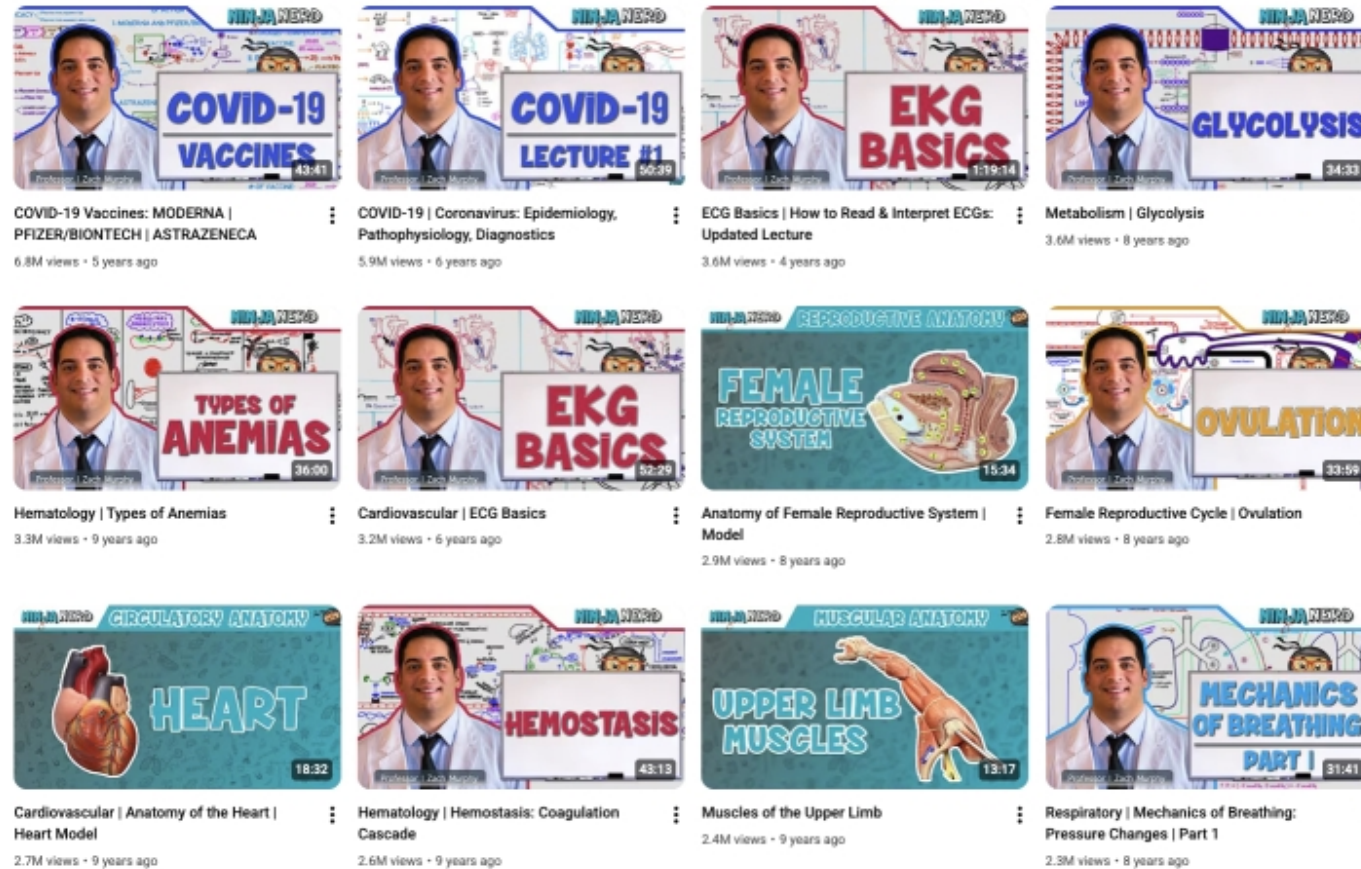
Our members
Thank you, channel members!

Join

For You

- Rhinosinusitis | Clinical Medicine**
3.1K views · 8 hours ago
- CNS Infections | Clinical Medicine**
33K views · 3 weeks ago
- Approach to Hematuria | Podcast**
18K views · 1 year ago
- Chronic Obstructive Pulmonary Disease | Clinical Medicine**
510K views · 2 years ago

Which means there is a lot of opportunity to fill the gap, Part 3



Common Misconceptions

- **It is not too late to get started on YouTube and social media**
 - Amplify your teaching
 - Fill the massive gap/need for more free-access education
 - Generate a side income
- **Do not let other's perceptions hold you back**
 - It is not a stigma to create online content
 - You have an immense amount of value to provide to the world

Roadmap For This Session

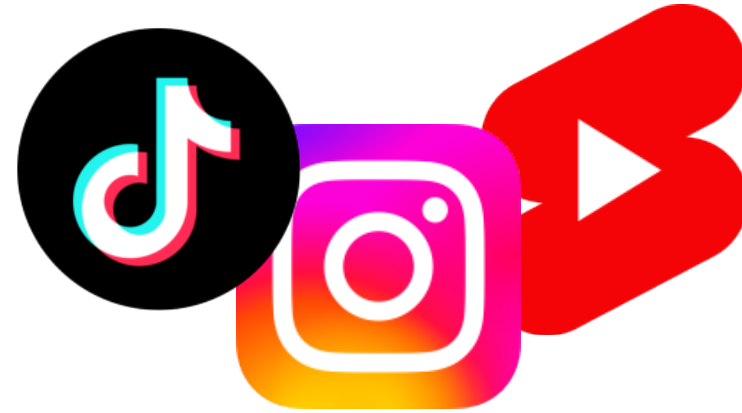
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Differences Between Social Media Platforms



YouTube

- Longer content (5m-1h+)
- More dedicated audience
- Able to cover material in more detail
- Greater ad revenue



TikTok/Instagram/YT Shorts

- Shorter content (up to 3m)
- Wider audience
- Great for getting exposure
- Minimal ad revenue
- Not great for educational content

What I Recommend



Focus on YouTube as your primary platform

- Lends itself naturally to creating educational content
- Build a dedicated audience who will follow your videos
- Can easily transform existing lectures into YouTube videos
- Once you are more established, you can utilize short-form platforms to spread your reach / impressions (with the goal of bringing them towards your long-form content)

What
equipment do
I need to
start?



Start with
what you
already have.



Your Mac/PC already has pretty
much everything you need to
record your first video

Webcam

Microphone

Powerpoint

Start with
what you
already have



Your phone is extremely powerful as a camera and microphone if you need it for external recordings as well

Get a
recording
software.



You will need something that can record your screen. My personal favorite is OBS, which is free.

Link: <https://obsproject.com/>

Get an editing software.



Adobe Premiere Pro – prior gold standard, never-ending subscription, not worth the price in my opinion



DaVinci Resolve – my favorite, has a very powerful free version



iMovie – free on Macs, can do basic edits



CapCut – free, very popular video editor especially for phone content



FinalCut Pro – premium video editor for Macs, \$299

That's pretty much all you
need to get started!



As you start to get more invested into making videos, that's when you can consider upgrading



In order of importance:

Microphone

2 types: dynamic and condenser

Dynamic: better at isolating voice from room noise, “radio” quality voice

Condenser: captures higher detailed sound but can pick up background noise

I recommend Samson Q2U (\$100) which is a dynamic microphone. A popular condenser mic is the Blue Yeti (\$100)

Audio > video quality 100% of the time!

In order of importance:

As you start to get more invested into making videos, that's when you can consider upgrading



Camera + Desk Mount

Start with a webcam for easy setup and to get a more flattering angle (Logitech MX Brio \$199)

Eventually can get a full mirrorless camera (Sony ZV-E10 or Alpha A6400, \$800) with Elgato Cam Link 4K to link to your computer (\$100)



Lighting

Arguably more important than the camera

Start with natural lighting from windows, the sun

Eventually, softboxes to help create a more consistent look

Lots of videos to watch for more resources on what gear/equipment to get



The Ultimate 2026 YouTube Gear Guide!
(Everything Beginners Need to Know)
118K views · 4 months ago

Think Media

The only YouTube gear guide you'll need for 2026. Check out our full YouTube...

4K

Matching chapter 0:00 The Ultimate YouTube Gear...



Affordable Gear I'd Buy If I Were Starting
YouTube in 2026
376K views · 8 months ago

Think Media

Here's the exact affordable YouTube gear I'd buy—from cameras and mics to ...

4K

Matching chapter 0:00 The Best Gear for New...

Roadmap For Today

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Recording Your First Video



You Already Have the Content — Just Record It

Your existing PowerPoint lectures are your biggest asset.

1

Pick a lecture you've already given

Start with something you know cold — a board review topic, a common diagnosis, a clinical pearl.

2

Tighten the slides

Remove institutional logos, patient data, and filler slides. Keep it to 10–20 slides for a 15–20 min video.

3

Add a brief intro

"In this video, you'll learn..." — one slide, 30 seconds. Sets expectations and improves retention.

4

Record with OBS

Screen share your slides + face cam. You've already rehearsed this talk. It'll come naturally.

5

Publish to YouTube

Write a keyword-rich title and description. Tag it with your specialty and target board exam.

Before you hit Record, understand the two core building blocks:



Scenes

- A scene is a full-screen layout
- You can have multiple scenes and switch between them
- Example scenes: 'Full Slides', 'Face Cam Only', 'Slides + Face Cam'
- Switch scenes with a click or keyboard shortcut
- Think of it as different camera setups on a TV broadcast



Sources

- Sources are the elements inside a scene
- Types: Display Capture, Window Capture, Video Capture Device (webcam), Audio Input
- You layer sources like Photoshop layers
- Resize and position sources freely on your canvas
- Multiple sources = webcam in corner + slides behind

OBS Setup: Step-by-Step

1

Download & Install OBS

obsproject.com — free for Win/Mac/Linux. Run the Auto-Configuration Wizard on first launch.

2

Set your canvas

Settings → Video → Base Resolution: 1920×1080, Output: 1920×1080, FPS: 30.

3

Create a Scene

Click '+' in the Scenes panel. Name it 'Lecture Recording' or 'Slides + Cam'.

4

Add Display Capture source

In Sources, click '+' → Display Capture. This captures your entire screen including slides.

5

Add Video Capture Device (webcam)

Sources → '+' → Video Capture Device. Resize and position to a corner. Typical size: 25% of screen.

6

Set up Audio Input

Sources → '+' → Audio Input Capture. Select your microphone. Check the audio meter is active.

7

Test & Record

Click 'Start Recording'. Do a 30-second test. Play back to check audio levels and framing.

Audio: Your Most Important Variable

Viewers will tolerate mediocre video. They will not tolerate bad audio.

Mic position

6–12 inches from your mouth, slightly off-axis to reduce plosives (p, b sounds).

Room acoustics

Record in a small room or closet. Hard surfaces cause echo — use a blanket or pillow behind you.

Test levels in OBS

Your audio meter should peak at –12 to –6 dB. Never hit 0 dB (distortion).

Remove background noise

DaVinci Resolve and Audacity both have free noise reduction. Apply after recording.

Use a pop filter

Cheap accessory (~\$10) that eliminates harsh consonant sounds. Major quality improvement.

Budget tip: A \$30 USB microphone (e.g., FIFINE K669) sounds dramatically better than your laptop mic. It's the single best investment for a beginner creator.

Recording: Practical Tips for Medical Educators

Don't aim for perfection

Your first videos will feel awkward. That's normal. Done is better than perfect. You can always re-record.

Keep videos focused

One learning objective per video. Aim for 10–20 minutes for board review. Shorter is usually better.

Teach to a single learner

Imagine one medical student watching. Say 'you' not 'students'. It creates a more personal connection.

Use your slide presenter mode

In PowerPoint/Keynote, use Presenter View — OBS only captures the slides, not your notes.

Batch your recordings

Set aside a 3-hour block and record 3–5 videos. Reduces setup fatigue and keeps your energy consistent.

Mistakes are fine

You can cut verbal stumbles in editing. Pause, take a breath, re-say the sentence. Easy to fix in post.

Editing Your First Video



Editing: How Much Do You Really Need?

For educational videos, minimal editing is fine — and often better.

Minimal (30 min)

- Trim the beginning and end
- Cut any long silences
- Export and upload

Standard (1–2 hrs)

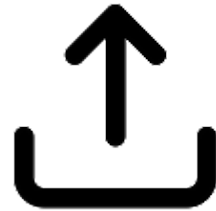
- All minimal edits +
- Add intro/outro card
- Add chapter markers
- Remove major stumbles
- Add lower-third text (optional)

Advanced (3+ hrs)

- All standard edits +
- B-roll footage or animations
- Zoom effects on diagrams
- Custom graphics/overlays
- Detailed transitions

Recommendation: Start minimal. Focus on content quality. Viewers care about what you teach, not your production value.

Uploading Your First Video



Uploading to YouTube: Best Practices

1

Title (most important)

Include what the learner will gain and relevant keywords. Example: "Acute Kidney Injury Explained | USMLE Step 2 Board Review"

2

Thumbnail

A clear, high-contrast image with bold text. This is the #1 factor for click-through rate. Use Canva (free) to make one.

3

Description

Write 3–5 sentences summarizing the video. Include timestamps for chapters (e.g., '0:00 Introduction, 2:30 Pathophysiology').

4

Tags & Category

Add your specialty, board exam name, and condition name as tags. Set category to 'Education'.

5

Visibility

Start with Unlisted to proof-watch it. Then set to Public. Consider scheduling for consistent posting.

6

Cards & End Screen

Add cards mid-video linking to related videos. Add an end screen (last 20 sec) with a subscribe prompt.

Converting Your First Video Into Short Form Content



What Makes a Great Medical Short?

The same rules that make a great teaching moment — distilled to 60 seconds.

One concept only



One drug, one diagnosis, one mnemonic, one lab interpretation. If it takes more than 60 seconds to explain, it's a long-form topic.

Hook in the first 3 seconds



Start with a question, a surprising fact, or a clinical scenario. 'A 55-year-old presents with...' immediately grabs attention.

Vertical format (9:16)



Shorts are watched on phones. Record in portrait or crop your horizontal video. Use the full frame.

Captions are essential



80%+ of short-form content is watched without sound. CapCut and DaVinci auto-generate captions — always use them.

End with a CTA



"Follow for more board review" or "Full lecture in the description." Drives subscribers back to your long-form content.

Post consistently



Even 2–3 Shorts per week will grow your channel faster than one long video per month.

The Repurposing Strategy: 1 Video → 5+ Pieces of Content

Record once. Distribute everywhere.

YouTube Short
(clip top pearl)

20-Min YouTube
Lecture

Twitter/X Thread
(key teaching points)

TikTok / Reels
(15–60 sec clip)

Instagram Carousel
(key slides as images)

LinkedIn Post
(share with physicians)

The goal: One 3-hour recording session per month produces 3 long-form videos + 9–15 shorts + social posts. That's consistent presence with minimal time investment.

Most common mistake to avoid

X Waiting until it's perfect

Fix: Post the video. Imperfect content that ships beats perfect content that never does.

Simple 3 Day Action Plan

Day 1

- Download OBS, test record a 5-minute screen capture
- Set up your YouTube channel with profile + banner
- Choose your first 3 video topics from existing lecture material

Day 2

- Record your first full video (20–30 min)
- Edit minimally in DaVinci Resolve or iMovie
- Design a thumbnail in Canva
- Upload first video, write keyword-rich title + description

Day 3

- Record second video — it'll go faster now
- Review comments/feedbacks on first video (may take a while to get your first viewers)
- Keep going!

Conclusion

- **YouTube and social media can be a huge tool to leverage your teaching impact and reach**
- **You just have to get started – you will improve slowly over time. And remember, you are an expert! The value you can provide is immense even if you don't have all the fancy setups and edits**