

Supplemental Digital Appendix 1

Interview Survey

	Type of Question	Question
Q1	Fill in blank	What is your title?
Q2	Long answer fill in blank	What do you do as a social media editor?
Q3a	Select from List	What social media platforms do you use to engage with your audience? (Select from List: Twitter, Facebook, Reddit, other)
3b	Select from List	Who manages your journal's online accounts? (Select from List: MDs, non-MD administrators)
Q4	Y / N	Do you create online content for your journal? (blog, podcast, tweet chats)
Q5	Long answer fill in blank	What are your other editorial responsibilities? (Select from list: Decision Editor, Senior Editor, other)
Q6a	Likert scale (1=Poor/Trivial; 7=Very Supportive)	What is the general reception to social media activities by your other journal colleagues and supervisors (i.e. supervising editors)?
6b		Are there any barriers to your role at your journal?
6c		Are there facilitators to your role at your journal?
Q7a	Long answer fill in blank	Did you have a role at your journal prior to your role as social media editor?
7b		Do you currently have other roles at your journal, other than social media editor?
7c		Are you or your journal considering any future social media endeavors?
Q8a	Likert scale (1=Poor/Trivial; 7=Very Supportive)	What is the general reception to social media activities by your colleagues and supervisors (i.e. chair, dean) at your local institution?
8b		What is the value that your journal perceives in using social media? any specific goals?
Q9	Click all that apply	Do you have any other social media responsibilities with other groups? (Click all that apply: University-related, Hospital-related, Free-Standing blog/podcast/FOAMed, other)
Q10	Y / N	Are your social media activities considered as scholarly activities within your local institution? (i.e. Are you rewarded/remunerated for these duties? Can you count these jobs towards promotions & tenure process?)
Q11	Long answer fill in blank	If so, how is it counted?

Supplemental digital content for Lopez M, Chan TM, Thoma B, Arora VM, Trueger NS. The social media editor at medical journals: Responsibilities, goals, barriers, and facilitators. Acad Med.

Q12	Y / N	Do you receive direct (e.g. remuneration, protected time, etc..) or indirect (e.g. support for your social media activities?) support for your social media activities? (Or neither)
Q13	Long answer fill in blank	Any other comments or insight?

Supplemental Digital Appendix 2
Journal Affiliations of SME Subjects (n=24)^a

Journal	2016 Impact Factor	Subjects
<i>Academic Emergency Medicine</i>	2.925	1
<i>American Journal of Kidney Diseases</i>	7.623	2
<i>Annals of Emergency Medicine</i>	4.728	2
<i>Arthroscopy</i>	4.292	1
<i>Canadian Journal of Emergency Medicine</i>	1.311	3
<i>CHEST Journal</i>	6.044	2
<i>Clinical Teacher</i>	n/a	1
<i>Emergency Medicine Journal</i>	1.861	1
<i>JAMA Pediatrics</i>	10.251	1
<i>JAMA Surgery</i>	7.956	1
<i>JAMA Internal Medicine</i>	16.538	1
<i>Journal of American College of Radiology</i>	2.993	1
<i>Journal of Continuing Education in the Health Professions</i>	1.242	1
<i>Journal of General Internal Medicine</i>	3.701	1
<i>Journal of Hospital Medicine</i>	2.203	2
<i>Journal of the American College of Cardiology</i>	19.896	1
<i>Medical Education</i>	4.005	2
<i>Pediatric Infectious Diseases Journal</i>	2.486	1
<i>Vascular Medicine</i>	1.866	1

^aSome journals had multiple SMEs in various roles or at various times; 2 subjects had roles at 2 journals each.