



Using Social Media to Find that Perfect Fit
CORD Academic Assembly 2017
Ft. Lauderdale, FL

Kevin R. Scott MD, MEd
Faculty, Penn Social Media and Health Innovation Lab
Assistant Program Director, Perelman School of Medicine at the
University of Pennsylvania
kevin.scott@uphs.upenn.edu

Mira Mamtani, MD
Associate Program Director, Perelman School of Medicine at the
University of Pennsylvania
mira.mamtani@uphs.upenn.edu

Goals and Objectives:

1. Discuss social media based platforms and applications that can be utilized by residency programs for marketing and branding
2. Understand the potential impact of having a program marketing strategy
3. Understand the potential pitfalls involved with program social media use for marketing and branding
4. Be able to develop and implement a program marketing strategy

Discovering and Developing your Program's Online Presence

- I. "Google" your program (understand what people see)
 - a. What are the top "hits"?
 - b. What information is available to those doing a search?
 - c. Is the information up to date and accurate?
- II. Standard Sources and Typical "top hits" of EM Residency Program Information
 - a. Program Controlled
 - i. **Institutional websites and other residency run websites/blogs**
 1. *Make sure these are accurate and updated frequently.*
 - b. Public Controlled
 - i. **The Student Doctor Network**
<https://forums.studentdoctor.net/forums/emergency-medicine.43/>
 1. Publicly available discussion forum with yearly *Rank Order List Thread* in addition to a "sticky thread" with program reviews
 - a. 2017 Rank Order List Thread
<https://forums.studentdoctor.net/threads/2016-2017-emergency-medicine-rank-order-list-thread.1235005/>
 2. Actively used by few but likely viewed by many.
 3. The only current online source of public opinion with active posters consisting of medical students, residents, and attendings.
 4. Influence on applicants is unknown but likely present.
 - a. What are people saying? What are your programs' externally perceived strengths/weaknesses?
 - b. Is the information accurate?
 - ii. **Doximity Residency Navigator**
 1. Less relevant
 2. Review for accuracy

- III. Develop your brand and marketing strategy
 - a. **Review the available information about your program**
 - i. Ultimately you determine what sets your program apart
 - 1. Be broad (clinical/didactic education, departmental culture, resident life outside of the hospital, resident and faculty accomplishments, etc.)
 - ii. Does publicly shared information need to be considered in your brand or in what you market?
 - a. Are there unrecognized strengths or blatant misrepresentations?
 - b. **Review and revise your institutional website**
 - i. This is still the “go-to” for potential applicants
 - c. **Consider additional online tools/social media platforms**
 - i. **Most relevant social media platforms to consider**
 - 1. Twitter
 - 2. Instagram
 - 3. Facebook
 - ii. **Considerations for successful integration**
 - 1. Understand your institutional policies on the use of social media
 - 2. Have faculty and resident “champions”
 - 3. Make sure accounts are consistently and sustainably active
 - 4. Link accounts with each other and to institutional websites and/or blogs as permitted to improve search engine optimization
 - 5. Be broad in the scope of what you post
 - 6. Media = more interaction
 - iii. **Potential pitfalls**
 - 1. Applicant perception of program social media use is unclear
 - 2. Professionalism is paramount
 - a. Have a social media policy
 - 3. Institutional guidelines regarding social media use may be limiting
 - a. Is there an institutional social media handbook?
 - i. Example:
http://www.upenn.edu/IRB/sites/default/files/Social_Media_Handbook_Approved_FINAL_0.pdf
 - b. May need to meet with institutional representatives from public relations, legal, marketing, etc.