Best Practices – Social Media for Programs

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Disclosures

• Nothing to disclose
Best Practices – Social Media for Programs

• Building a Strategic Presence
• Building a Network
• Enhancing a Program’s Digital Presence Online
• Promoting these concepts to your program leadership
Social Media for Programs: Building a Strategic Presence

- Define your Goals
- Pick a Platform
- Keep it Manageable
Social Media for Programs: Building a Strategic Presence

• Define your Goals
  – Do you have a target audience?
  – What are you trying to accomplish?
    • Program Promotion
    • Faculty Promotion
    • Staff Promotion
    • Participate in National Conversation
    • Control your Narrative – Reputation Management
Social Media for Programs: Building a Strategic Presence

• Pick a Platform
  – Website – Landing Site
  – Twitter
  – Facebook
  – Instagram
  – YouTube
  – Email Blast to list serve
Social Media for Programs: Building a Strategic Presence

- Keep it Manageable – How often to post
  - Website
    - weekly or as needed
  - Twitter
    - 3 times per day
  - Facebook
    - 3 times per week
  - Instagram
    - 5 times per week
  - YouTube
    - 3 times per month
  - Email Blast to list serve: monthly
Social Media for Programs: Building a Strategic Presence

Stanford Vascular Surgery

• **Define your Goals**
  – Promote our faculty
  – Promote our program and our trainees
  – Recruit the best faculty, trainees, and staff to Stanford vascular surgery

• **Pick a Platform**
  – Website vascular.stanford.edu
  – Twitter @stanfordvasc

• **Keep it manageable**
  – Program Coordinator manages website
  – Division Chief manages Twitter account
Social Media for Programs: Building a Strategic Presence

Website
Vascular.Stanford.edu
Maintained by residency coordinator
- Home base to reference
- Keep Updated
- Provide Relevant Information
Social Media for Programs: Building a Strategic Presence

- Program Information for prospective applicants
  - 5+2 Program
  - 0+5 Program
  - Trainees Current and Alumni
  - Education Program
  - Case Volume
Social Media for Programs: Building a Strategic Presence

Twitter
• Stanford Vascular Surgery @stanfordvasc

Maintained by Dr. Ron Dalman, Chidester Professor of Surgery and Chief of the Division of Vascular Surgery

Followers: 1,280
Following: 525

• Stanford University related Departments and Divisions
• Stanford Faculty Members, Trainees, and Alumni
• Current and past visiting professors
• Academic Medical Centers and Vascular Divisions
• Vascular Surgery Programs
• Vascular Academic Associations
• National and International Vascular Surgeons
• National Vascular Journals
Social Media for Programs: Building a Strategic Presence

- Goal: Faculty Promotion
- Platform: Twitter and Website
Social Media for Programs: Building a Network

Twitter has a strong national vascular surgery conversation
• Know the people in the community @stanfordvasc
  – Start with your Institution
  – National (and international) players you would like to align yourself with
    • Leaders that are important to your area
    • Agencies that are important to your area
• Friend and follow these players
• Comment/Share/Retweet
• Learn the Hashtags #
  – Conferences are developing a conference specific hashtag
• Develop a list of daily/weekly reads
• Utilize Retweets
Social Media for Programs: Building a Network

- Goal: Faculty Promotion
- Platform: Twitter and Website
- Add your local network

Stanford Medicine Surgery
Social Media for Programs: Building a Network

• Goal: Faculty Promotion
• Platform: Twitter and Website
• Adding local and national network
Social Media for Programs: Enhancing a Program’s Digital Presence Online

• Get in on the Conversation and Retweet
  – Connect back to your program
  – Connect back to the people involved
  – Connect back to people who you want to notice
Social Medial for Programs:
Enhancing a Program’s Digital Presence Online

Goal: Program Promotion : Stanford Surgery Babushka Program
Platform: Twitter, Website, Facebook, Email Blast
Getting out there and get noticed

• You don’t need to be the chief or department head to get noticed.
Getting out there and get noticed

• You don’t need to be the chief or department head to get noticed
• @BaiuMD has 7 tweets
• Tweet on Choledocholithiasis has 126 likes, 52 retweets
• Tweet on Endoscopic Retrograde Cholangiopancreatography has, 54 likes, 31 retweets
Getting out there and get noticed

• Faculty and program promotion can be the same
A Few Rules to Follow

• HIPPA Compliance
• Department Policies and Procedures
• Industry Policies and Procedures
• Hashtags – Be sure to check that a #hashtag, means what you think it means.
Promoting to the Program Director and Program Leadership

- **Faculty Promotion** [https://www.journalofsurgicalresearch.com/article/S0022-4804(18)30210-5/fulltext](https://www.journalofsurgicalresearch.com/article/S0022-4804(18)30210-5/fulltext)
  - National/International Recognition for academic promotion
- **Program Promotion**
  - Letting potential applicants know what your program has to offer
- **Staff Promotion**
- **National Conversation**
  - Staying relevant
- **Reputation Management**
  - Control your own narrative
- **Mentorship** [https://www.americanjournalofsurger.com/article/S0002-9610(17)30665-7/fulltext](https://www.americanjournalofsurger.com/article/S0002-9610(17)30665-7/fulltext)
  - Connecting to roll models nationally
Twitter and Social Media Resources

• Hootsuite
  https://hootsuite.com

• Tweetdeck
  https://tweetdeck.twitter.com

• Bit.ly
  https://bitly.com

• Social Media Examiner
  https://www.socialmediaexaminer.com

• Hubspot
  https://www.hubspot.com