



USING SOCIAL MEDIA TO YOUR ADVANTAGE

IMPORTANT INFORMATION:

- Come up with a “brand” for your program that reflects your mission statement and what makes your program “YOU”
- Having an “eye” for photos. Don’t be afraid to use fun designs, emojis, cropping, angles, and colors when posting content. Your eyes are drawn to see more than just the picture.
- Create a “social committee” made of 2-3 residents who can run the account(s). Come up with a game plan with posting.
- “Tagging” – Collaborate with other departments in your institution and follow your own residents and faculty! / “Hashtags” – Instagram algorithm
- Send out a survey to your residents and faculty to gain info for content. Use this information for resident/faculty features, favorite things to do around your city, favorite rotation and/or preceptor etc. and other information your applicants want to see or know about your program.
- Have topics for “spotlights” (Example: Fun Fact Friday or Faculty Spotlight Friday)

GOALS & OBJECTIVES

Utilizing your residents and having them create most of the content

Using the stories and reel features on Instagram

How to create a “brand” for your program

Strategies to gain important content / What applicants want to see

FACILITATORS:

Natalie Smith, C-TAGME
Natalie.Smith@mahec.net

Stephanie Malusic, C-TAGME
Stephanie.Malusic@aah.org



FOLLOW OUR PROGRAMS ON INSTAGRAM!



MAHEC FM Instagram:
@MahecFMAVL



Aurora FM Instagram:
@AuroraFamMedMKE

HELPFUL LINKS:

- Editing applications to download:



○ Canva



○ Instasize



○ Facetune



○ GridPost



○ SCRL



○ Unfold



○ VSCO



○ Snapseed

- How to Design a Beautiful Instagram Feed with Canva: <https://youtu.be/qCmNgfvq264>
- How to Make Instagram Reels (Film & Edit – FULL Beginner’s Tutorial!): <https://www.youtube.com/watch?v=cmnFelpvw7c>