

Healthcare Communications and Social Media Elective Experience

ELECTIVE NAME

Healthcare Communications & Social Media

ELECTIVE CONTACT

Michael Patrick, MD

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ELECTIVE PRECEPTORS

Michael Patrick, MD

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Kathy Nuss, MD

DESCRIPTION

The *Healthcare Communications & Social Media* (HCSM) elective is a 3 to 4-week experience designed to give learners the opportunity to understand and practice skills required to effectively communicate with patients, families and colleagues through a variety of digital channels and media.

This is accomplished through modules and projects.

Completion of required podcast modules will give the learner a firm foundation of the current state of HCSM and best practices for communicating through digital channels and media.

All learners will complete the *Social Media Campaign* project. They will choose 2 additional projects if completing a 3-week elective or 3 additional projects if completing a 4-week elective.

Choosing from a list of available projects allows the learner to tailor the experience to meet personal interests and goals. Many of the projects are interrelated and can be worked on concurrently.

The learner's project plan must be approved by a preceptor during the first week of the elective.

GOALS / OBJECTIVES

At the end of this experience, participants should be able to:

1. Describe the history, present state, and future trajectory of healthcare communications & social media (HCSM).
2. Utilize best practices when communicating with patients, families and colleagues through social media channels and other forms of digital communication.
3. Identify a target audience, evaluate their needs, and craft focused messages that align those needs with evidence-based goals.
4. Plan and execute a digital media campaign that establishes a personal brand and delivers evidence-based messages to a target audience.
5. Evaluate the impact and effectiveness of a digital media campaign and use metrics to adjust course and improve outcomes.

EVALUATION METHOD

Satisfactory completion of the required HCSM modules, the *Social Media Campaign* project and 2-3 additional projects (two for a 3-week elective; three for a 4-week elective) will constitute a passing performance.

The elective experience will also be evaluated by the learner. This feedback will be critical for improving modules and projects for future participants.

MAXIMUM NUMBER OF RESIDENTS PER MONTH

Two. We will add more spots as demand warrants and additional preceptors become available.

DURATION

3-4 weeks

MONTHS NOT OFFERED

N/A

LOCATION

Nationwide Children's Hospital Main Campus

Group meetings with all elective preceptors/participants occur every Thursday from 2-3 pm in the Faculty Office Building, Room FB2C.2

Individual meetings are arranged with each resident

CLINICAL ACTIVITIES

None

HCSM Modules

Modules are presented as round-table discussion podcasts

All learners must complete all modules, preferably during the first week of the elective

MODULES (30-60 minutes each)

Introduction to Healthcare Communications and Social Media

Target Audiences and Focused Messages

Facebook

Twitter

Google+, Tumblr, Pinterest, Instagram, Periscope

LinkedIn, ResearchGate, Doximity, Sermo

Writing Article and Blog Posts

Podcast Production

Digital CME Creation

Digital Tools & Metrics

HCSM Research

Putting it All Together

HCSM Projects

***SOCIAL MEDIA CAMPAIGN (required)**

All learners will complete this project over the course of the elective.

Establish a social media presence
Identify target audience and the needs of the audience
Identify evidence-based goals
Share evidence-based messages (align goals with needs)
Like, Follow, Share, Favorite, Retweet, Reply
Work on gaining followers
Schedule messages
Evaluate metrics

ELECTIVE PROJECTS

Learners will complete 2 projects (for 3-week elective) or 3 projects (for 4-week elective). They may complete any combination of projects (including multiple instances of the same project) to meet personal interests and goals. The project plan must be approved by the preceptor.

The following are suggestions to help learners begin their projects, but elective participants may use a different format, depending upon interest and preceptor approval.

ARTICLE / BLOG WRITING

Initiate a blog account
Identify target audience and needs
Choose an evidence-based focused message
Research the topic
Write the post
Receive editorial feedback
Post to the blog account
(May publish to 700 Children's on a future date if meets editorial needs)
Promotion of the article within the *Social Media Campaign* project.

PODCAST PRODUCTION

This project will be coordinated with real-time production needs

Identify target audience and needs

Choose an evidence-based and focused message

Research the topic

Write the script (question/answer format)

Receive editorial feedback

Participate in a live PediaCast interview on the topic

Promote the podcast within the *Social Media Campaign* project.

DIGITAL CME PRODUCTION

This project will be coordinated with real-time production needs

Participate in the planning and production of digital CME, including:

Write educational objectives

Evidence-based research

Content writing and production

Create Post-Test Questions

Interact with digital technology

Promote the activity within the *Social Media Campaign* project.

HCSM RESEARCH

Choose a topic of interest

Search current academic literature for articles related to the topic

Propose a research project (outlining hypothesis, methods, data collection)

Present findings and proposed project in a journal-club style meeting with preceptors/learners

Learners may complete their research project after the elective has finished in cooperation with an elective preceptor (OPTIONAL).