

Social Media Advocacy

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Disclosures

Mercer/Navicent General Pediatric Program/Georgia Chapter

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Goal: Establish a formal, sustainable residency curriculum that prepares residents to be effective advocates for children when issues arise, by inspiring them to meet the need for pediatric advocacy, building skills for successful advocacy through didactic lectures & hands-on training in a variety of pediatric advocacy issues & reducing barriers to participation through supervised practice.

Key components will include:

1. A new, formalized longitudinal advocacy curriculum.
2. An advocacy workshop series on legislative advocacy and print media, TV media, and social media advocacy.
3. Practice with on-camera interviews, setting up professional social media accounts, writing op-eds and blog posts, speaking to legislators, and framing advocacy messages effectively for various audiences.

Outcomes: We will start an ongoing advocacy curriculum while increasing the visibility of advocacy at our organization. The theme "Getting Started in Advocacy" will help residents develop and apply knowledge and skills in media, community, and legislative advocacy, leading up to Georgia's Primary Care Legislative Day.

Goals



- Increase volume of accurate health info available online
- Empower participants to advocate in new mediums
- Encourage participants to diversify their perspectives
- Reduce perceived barriers to online advocacy

Objectives



- Set up a professional twitter account
- Retweet to amplify important public health messages
- Network with others on Twitter
- Avoid career-damaging mistakes

Why add this to your checklist?



- Tweetiatrician
- The fiction is out there
 - Combat bad actors
 - Amplify accurate information
- You're already on your phone

What does it cost?



- Time
- Image management
 - Don't be sloppy
 - Don't be a jerk
 - Don't share patient info or 'out' patient stories

What's your platform?



- The Web – Blogs, est. sites
- The Facebooks
- Twitter
- Instagram
- Pinterest

How to get started:



- Download & open account
- Upload Photo
- Upload Photo
- 1-liner bio
- Identity issues
 - Anonymous vs. Credentialed

AMPLIFY



- RETWEET
- RETWEET
- RETWEET

AMPLIFY



- RETWEET
- RETWEET
- RETWEET

ELEVATE



- Bring important issues to others' attention
- Retweet with comment

ELEVATE



- Bring important issues to others' attention
- Retweet with comment

INTERJECT



- Replies

INTERJECT



- Scheduled chats like
 - #WomenInMedicine
 - #MedEdChat
 - @MedHumChat

INTERJECT

- Less formal conversations
 - #AAPNCE2019
 - #GirlMedTwitter
 - #FOAMed

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OPINIONS & ORIGINAL CONTENT

- News
- Something you learned today
- Questions/Polls

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UNIQUE PERSPECTIVES

- What is the story that ONLY YOU can tell?

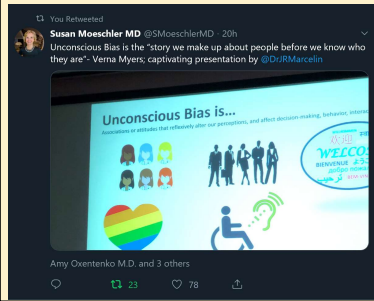


UNIQUE PERSPECTIVES



[illegible]

Stay current in areas of your interest



Stay current in areas of your interest



Have Fun



Branding

- Categories will likely overlap
- Should reflect your authentic
 - Interests
 - Values
 - Expertise



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Pro-tips



- Focus on the process – numbers & influence will come over time.
- Follow a diverse range of perspectives to avoid echo-chamber effect.

When was the last time you...

- Cared for a sick child?
- Reassured a worried parent?
- Problem-solved in real-time during an appointment?
- Explained a complex medical issue in a way that was easy for a family to understand?



Mark Del Monte, AAP LegCon 2019

Advocacy is a part of the work you do every day

Questions & Answers
