

Suggestions for Sharing Your PME Program on Social Media

GOALS

- Publicize your PME program.
- Gain publicity for your medical education program in general.
- Raise awareness of medical education process.

PROCESS

- Your institution can create its own content to be shared on social media platforms before, during, and after your PME program.
- AAMC Communications staff can produce social media content to be posted under the [@AAMCToday](#) handle and on the [AAMC Facebook page](#).
- Your institution can follow the AAMC's social media accounts and retweet and like material as needed.
- If requested, the AAMC Communications staff can schedule a pre-event call with the social media staff at your institution to discuss best practices and social media options or ideas.
- If your institution does not have a social media staff or account, you can email content to socialmedia@aamc.org for posting under the AAMC accounts.

TACTICS

Twitter

- The AAMC will use the PME-branded hashtag #ProjMedEd for tweeting PME events and related content. Your institution can also use this hashtag to create a broader reach for PME-related content.
- Your institution is encouraged to live tweet a PME program. When AAMC staff are present at a PME program, they will also live tweet under the AAMC accounts. There are several recommendations to consider for a live tweet.
 - Include photos of sessions throughout the day.
 - Include institution-specific facts and figures as applicable.
 - Include quotes from students, residents, and/or faculty to relate participant activities to the medical education process.
 - Link to relevant institution-specific or AAMC content, such as blog posts, web pages, or news stories.
- Your institution could make a faculty member, medical student, or resident available for a live Q&A session throughout the day.
- In coordination with your institution, the AAMC can tweet out material from “Aspiring Docs” that relates to what participants in your PME program are experiencing, tying your program back to the medical education process and the issues at hand in medical education. (Example: If the attendees are in the simulation room, we can share a student-authored blog post written about the necessity of simulation in medical education.)

PROJECT MEDICAL EDUCATION



Instagram

- Your institution can share photos along with facts and figures throughout the day using hashtag(s), including the one mentioned above.
 - Consider filming a particular module or interviews with participants about what they have learned. You can also create a video profile of the entire PME program.
- You can tag your institution if it has an Instagram account.
- The AAMC can research different audiences and hashtags to use to create a broader reach for PME content.

YouTube

- If you record a video during your PME program, the AAMC can share and promote it via AAMC channels.
- As more PME videos are created, the AAMC can create a PME playlist.
- Through coordination with the AAMC, you may be able to live stream your PME program.

Additional Content

- Image series (to be shared via Twitter, Facebook, and/or Instagram)
 - Highlights throughout the day and photos paired with text
- The AAMC can also produce “Did You Know” style images relating portions of your PME program to facts and figures about medical education and research.
- After your PME program, you can produce a blog post from the perspective of a medical student, resident, or faculty member about the various activities participants engaged in and how they reflect the medical education process. You can include participant quotes or testimonials.
- Invite participants to share their experiences and what they learned on social media using appropriate tags and hashtags.

For further information or questions about sharing PME on social media, please contact Stephanie Weiner, AAMC Social Media Specialist, at sweiner@aamc.org
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