Social Media Silver Fellowship

Name: Katherine Y. Brown, EdD

Title: Reporting on the Social Media Strategic Plan for the National Center for Medical Education, Development and Research

Location: Nashville, Tennessee

Project Overview

- Primary Audience: Faculty / Staff at Meharry Medical College
- Secondary Audience: Communities of Practice Members

Goals

- To increase faculty/staff utilization of social media.
- To improve communication with the stakeholders that we serve i.e. patients, medical students, faculty, academic institutions, researchers, policy analysts.

Qualifications for implementing the strategic plan

Part of implementing this plan included enhancing the educational background of the team by receiving training in three ways. The first included completion of the Social for Healthcare Certificate from Mayo Clinic and Hootsuite, a comprehensive four hour training. The second method used was completing the Mayo Clinic Social Media Network Annual Conference in 2017 and 2018 for a combined total of over 32 hours of training, including but not limited to individual consultations, workshops, and keynote presentations. As a third method, specialized learning in a collaborative environment was completed over a two year period, in the Mayo Clinic Social Media Residency and Fellowship programs. The combined in person hours for this was 16 hours over the two year period. A total of 48 hours of on-site training were completed over a two year period, plus an additional 4 hours online, and over 10 combined hours of consultation from Mayo Clinic Social Media Network staff, who were readily available to assist as needed. It is
also important to note that in 2017, Meharry had two additional team members complete 16 hours of training at the 2017 Mayo Clinic Social Media Network Conference. This training from the Mayo Clinic Social Media Network totals 94 hours.

**Mayo Clinic Social Media Network Residency**

- November 13, 2018 Jacksonville, Florida
- December 13, 2017 Scottsdale, Arizona

**Mayo Clinic Social Media Network Annual Conference**

- November 14-15, 2018 Jacksonville, Florida
- December 11-12, 2017 Scottsdale, Arizona

**Social for Healthcare Certificate from Mayo Clinic and Hootsuite**

- December 2017

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<tr>
<th>Staff Members</th>
<th>2017 MCSMN Conference</th>
<th>2017 MCSMN Residency</th>
<th>2018 MCSMN Conference</th>
<th>2018 MCSMN Residency</th>
<th>MCSMN Consultation</th>
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<tr>
<td>Katherine Y. Brown</td>
<td>16 Hours</td>
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<td>Michael Paul</td>
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<td>Former Staff Member</td>
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<td>94 Hours Total</td>
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Background/Situation Analysis: Although our team has identified Twitter as a tool to be used to connect with stakeholders, we are limited in our ability to effectively meet this goal because our internal team members do not have social media accounts and have not been trained in the benefits of social media and ways to use Twitter as a social media platform. The National Center for Medical Education, Development and Research - Communities of Practice is housed in the Department of Family and Community Medicine at Meharry Medical College in Nashville, Tennessee. With a goal to transform medical education, Communities of Practice aims to address the needs of those who identify as LGBTQ, homeless persons, and migrant farm workers, and translate research findings into primary care training and practice guidelines. A key factor in the success of the program is to have a diverse range of people represented within Communities of Practice, including patients, providers, academicians, etc. By improving our social media presence, to include faculty and staff being trained in social media, we will increase our ability to engage our stakeholders.

Strategic Plan:

- Social Media Platform/Plan Tool: Twitter
- Tactics: Faculty / Staff / Communities of Practice Members will be trained in how to set up and use a Twitter account. Incorporated training as part of existing programming to increase participation i.e. meetings, conference, webinars.
- The project timeline will include at least one weekly interaction with Faculty / Staff / Communities of Practice Members.
- We will be available for weekly follow up meetings for any Faculty / Staff / Communities of Practice Members who require individualized follow up training.
- Staff will be surveyed through demonstration to determine their ability to use Twitter.

Results:

- Implemented social media training as part of weekly Academic Unit Meeting.
- Developed and implemented social media training for Department of Family and Community Medicine.
- Developed and implemented social media training for CoP Members
- Integrated social media into National Communities of Practice Conference.
- 16 CoP Members set up Twitter Accounts. 6 remained active, posting at least monthly.
- Six academic units set up Twitter Accounts. All have remained active.
Observations: One of the main concerns expressed by participants was not having time to learn how to use Twitter. It has been beneficial to 1) incorporate social media training into mandatory and/or existing meetings and 2) following training provide opportunities for participants to use social media during existing meetings and/or receive additional education on the benefits of social media and platforms available. As a result we have seen an increase in our Twitter followers and engagements (see attached chart). We have also had an increase in followers from less than 100 to over 300. Opportunities for improvement include having all senior leadership and administrators trained in social media first and to have these leaders encourage participants to continue to use Twitter. Another opportunity for improvement includes hosting Twitter chats and identifying ways for staff to increase communication among the internal team to build confidence for increasing social media use with external communities.

Summary: Social media is a vital component in achieving our overall program goals and objectives; however, limitations with faculty/staff participation were barriers to goal attainment. To achieve our organizational goals, faculty and staff committed to training the next generation of leaders must begin to utilize technology which includes Twitter as a social media platform. The concept of rapid cycle improvement identifies, implements, and measures changes to improve a process of system. Since the academicians and participants are familiar with this concept, it will be of benefit to integrate these same concepts when working with leadership to continue to determine what modifications need to be made to increase the sustainability of this project.

Lessons learned:
The primary lessons that were learned from this project include the following:

- Availability - Be available to the target audience after the training so that questions and opportunities for learning being available.
- Behavior - Provide an opportunity for hands-on learning during the training.
- Consistency - Be consistent with training offerings and also provide clear goals and expectations at the onset.

Advice to others who want to do a similar project:

- Work to ensure that your leadership team support the project and participate in social media training.
- Remember, when the leadership teams show an interest and active involvement Faculty/Staff/Communities of Practice members are likely to be more engaged.
- Be supportive and explain the importance of social media from the onset.
● Show your metrics. Some academicians and researchers enjoy seeing the impact of social media in numbers before they decide to engage in using social media themselves.

● Utilize meetings to highlight those who have increased utilization of social media. This can inspire others to be more engaged.

● Don’t give up. Analyze your available resources and determine how you can incorporate social media into your daily work. The more opportunities people have to practice using Twitter the more likely they are to continue on their social media journey.
Your Tweets earned 51.9K impressions over this 91 day period.

NCMEDR @NCMEDR_Meharry - Dec 14
Tennessee’s In-State Vulnerability Assessment for a ‘Rapid Dissemination of HIV or HCV Infection’ Event Utilizing Data about the Opioid Epidemic | Clinical Infectious Diseases | Oxford Academic academic.oup.com/cid/advance-... #HIV #HCV #vulnerablepopulations
View Tweet activity

NCMEDR @NCMEDR_Meharry - Dec 13
Congrats to @NCMEDR_Meharry Communities of Practice Director, Dr. Brown, on completing her social media residency!!!!!! #MCSMN @KatherineYBrown twitter.com/KatherineYBrow...
View Tweet activity

NCMEDR @NCMEDR_Meharry - Dec 13
NCMEDR #CommunitiesofPractice Director, @KatherineYBrown, completes social media residency @MayoClinicSMN @NCMEDR_Meharry twitter.com/KatherineYBrow...
View Tweet activity

Engagements
Showing 91 days with daily frequency

- Engagement rate 1.5%
  - 1.2% engagement rate
- Link clicks 183
  - 0 link clicks
- On average, you earned 2 link clicks per day
- Retweets 105
  - 1 retweet