Social Media Strategic Plan for Mayo Clinic
Internal Medicine Residency in Rochester
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Project Overview:
As one of the Chief Residents for Internal Medicine, I took on the role of Social Media Manager when I assumed this position in order to amplify and supplement our recruitment efforts.

Background:
A strategic priority for our program was to enhance our program’s diversity, as measured by gender parity and under-represented minority physicians in our resident classes. After conducting a series of formal and informal focus groups with current and former residents, we determined that the primary barriers to this goal were the city of Rochester, as it is seen as an undesirable location for many medical students and the preponderance of residents in our program who are married and have children. As part of a multifaceted strategy, I created a dedicated social media strategy after consultation with program leadership, research on competitors, consultation with Mayo Clinic Social Media staff, and Dr. Farris Timimi, MCSMN Medical Director.

Strategic Plan:
We utilized the pre-existing, but haphazardly used, Facebook and Instagram pages for our program through Sprinklr and the native applications. In addition, I added a Twitter account and a Reddit account. The idea behind this expansion was to have cohesive messaging and presence on the major social media platforms that our target audiences, 4th year medical students, utilize.

Facebook – Our goal with Facebook was to maintain a presence and stay active on the site. As Facebook use has stagnated and the average age of users has increased beyond our target audience (Pew Social Media survey, 2018), we did not prioritize this platform. Generally, we posted to Facebook with content we posted to Twitter and Instagram.

Instagram – Anecdotally, Instagram is the most used platform by our target audience, and so we sought to maintain a regular presence on it. This included photos and videos of residents engaging in social and educational activities in the hospital and around Rochester.
Twitter – As our new platform, we sought to not only create and manage our presence, but also engage with medical students, medical schools, and other residency programs. This meant tagging medical schools in posts that featured their alumni, posting photos with visiting and Mayo medical students, and entering weekly themed chats (#WomenInMedicineChat #MedEdChat #SoMeDocs) to engage the audience.

Reddit – As a novel idea that no other residency program had attempted we created an official account, obtained permission from the moderator team from r/medicalschool and planned and implemented two AMAs (ask me anything) which are open forums for users to ask questions. We similarly engaged on r/medicalschool posts and chats on topics in which we have expertise.

Results:

Our social media presence increase and cohesive messaging has been widely regarded as excellent by current residents, student applicants, peer-institutions, and our faculty. This has been communicated through formal (official feedback for Chief Residents) and informal (discussions) channels. At least 30% of applicants expressed having viewed our social media prior to coming for interviews, and many commented on the quality and depth of our content.

Data for 6/1/18 – 3/25/19 vs prior period of same length of time for our combined Twitter, Instagram, and Facebook pages:

![Image of social media statistics]

Our Reddit AMAs did quite well. The **first** generated 178 comments and over 15k views before the view counts were disabled. The **second** generated 128 comments and over 8k views before the view counts were disabled. Many applicants referenced this during interviews. The tone of the comments was almost entirely positive and curious, which was better than expected.
Observations:

We’ve made several interesting observations during this process.

1. Our most viewed/engaged post was the announcement of one of our new associate program directors. This post went viral, in a sense, as she is of Somali decent, and this post was picked up by a prominent Somali diaspora news/television site in Canada. They re-posted it and as a result we had tens of thousands of views and engagements. Despite this, almost none of the people the extra visibility came from were part of our target audience. It did, however, help us in search results and overall visibility.

2. As our social media presence grows and matures, one concept is to individualize content per platform. For example, photos of residents in social events didn’t get much traction on Twitter, but did on Facebook and Instagram. Conversely, resident publications and scholarly work got much more engagement on Twitter. The balancing factor of this is that it would require even more content to be created, taxing an already overtaxed chief medical resident.

3. Reddit is a potent field for engagement given its large user base, forum-style (allowing for temporally asynchronous conversations), and variety of sub-reddits. Caution needs to be taken, however, as the anonymous nature of the platform and the capricious nature of the users can rapidly turn an innocuous comment into a lightning rod.

4. Keeping up a daily content creation and posting schedule is exhausting for one person. More than one person needs to have access to the accounts and content generation has to be split.

Summary:

A cohesive, detailed strategy of social media interaction towards a specific goal is central to being successful. Multiplatform presence is key to reach the most members of your target audience, and novel methods (AMA on Reddit, for example) should be considered to further boost engagement and drive users to your organization.