

# **COMING OF AGE -**

**TAKING THE NEXT STEPS TO INTRODUCE SOCIAL  
MEDIA INTO YOUR RESIDENCY PROGRAM**

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THE WEBSITE THAT HAS DEFINED A GENERATION

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®). The logo is centered on a solid blue rectangular background.

facebook®

# DO YOU FACEBOOK?

If you don't, you should. If you do, lets make it more dynamic.

- More than 500 million active users
- 50% of active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 million minutes per month on Facebook
- There are over 900 million objects that people interact with
- Average user is connected to 80 community pages, groups and events.
- Average user creates 90 pages of content each month.
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

**THE CONSTANT UPDATE IN 140 WORDS OR LESS**

twitter



# ARE YOU TWEETING?

ENGAGING OTHERS IN COMMON INTEREST

- What is it?
  - *A social networking and microblogging service, which enables its users to send and read messages called “tweets.”*
- 175 million registered users
- 95 million tweets are written per day
- Highest usage occurs during high profile events (i.e. 2010 FIFA World Cup, NBA Finals, the Oscars, etc.)

**BROADCAST YOURSELF**



# ARE YOU VISIBLE TO THE OUTSIDE?

YOUTUBE IS THE GREAT CONNECTOR

- March 2010 – 24 hours of video uploaded per minute
- May 2010 – YouTube exceeds 2 billion views per day
- Expected 217 million US Internet users by 2012 (71% penetration)
- Average person spends 15 minutes a day on YouTube
- The YouTube player is embedded across 10s of millions of websites
- **YouTube Video Consumption across social networks:**
  - Facebook: 46.2 years of videos watch per day
  - MySpace: 5.6 years of videos watched per day
  - Orkut (Google’s social network): 12.7 years of video watched per day

# THE PSYCHOLOGY BEHIND ENGAGING

Why do we care about the trivial details?

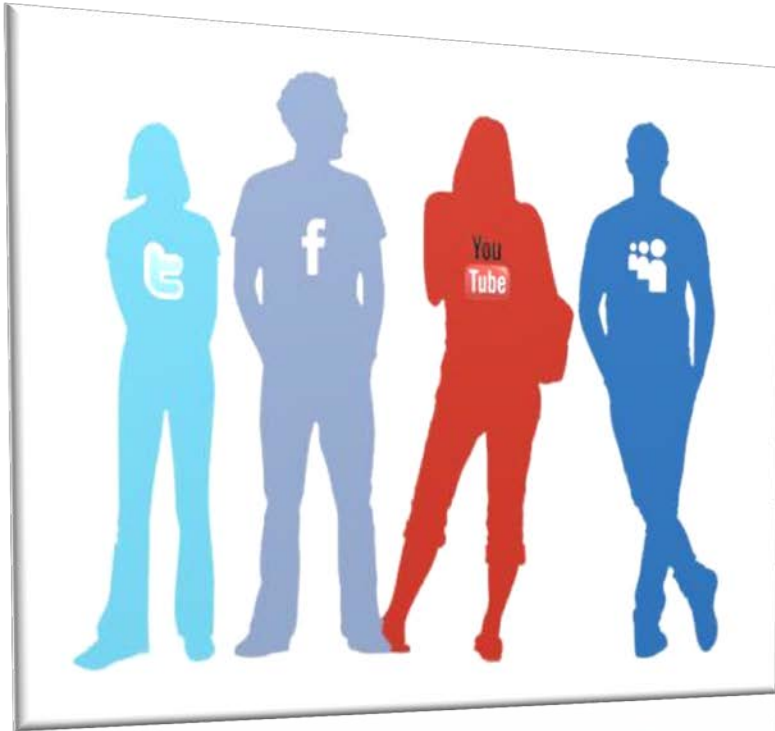
Who cares what I'm doing?

What motivates us to check statuses, tweets, and blogs?

What makes us want to connect with others?



# THE CHANGING FACE OF COMMUNICATION



# HOW DO WE HARNESS THIS TECHNOLOGY TO WORK FOR US?



# FOUNDATIONS

What is content?

*Content:* refers to anything created and uploaded to a web site: the words, images, tools, or other things that reside there.

# THE CHALLENGE

What does it mean to create content that is remarkable?

How can it be done consistently?

How can you be heard  
above all the other noise?



# THE MEATY STUFF

- 1. Why are you creating the content you're creating?*
- 2. Who is your audience?*
- 3. What do you want the content to achieve?*
- 4. When and how are you going to develop the content?*
- 5. Where are you going to publish*

# CONTENT RULES

- Audience-focused
- Authentic
- Compelling
- Entertaining. Surprising.
- Valuable
- Interesting

**“YOU MUST EARN THE  
ATTENTION OF PEOPLE”**

# ASK NOT WHAT YOU CAN DO FOR KILLER CONTENT, BUT WHAT KILLER CONTENT CAN DO FOR YOU.

Attract audience (alumni, prospective candidates, and current residents)

Educate your audience about your program.

Overcome lack of information or disinterest.

Establish credibility, trust, and authority.

Tell your story.

Build buzz through different social media networks.

Create a fan base and generate love

Inspire connections.

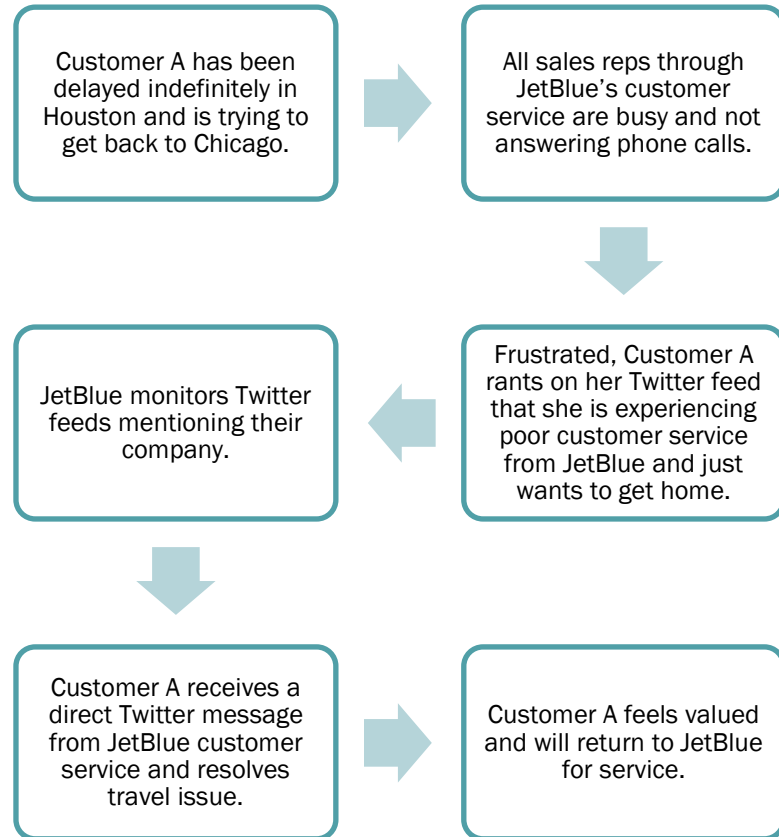
# THE RULES

- Embrace being a publisher
- Insight inspires originality
- Build momentum
- Speak human
- Reimagine, don't recycle
- Share or solve, don't shill
- Show, don't just tell
- Do something unexpected
- Stoke the campfire
- Create wings and roots
- Play to your strengths

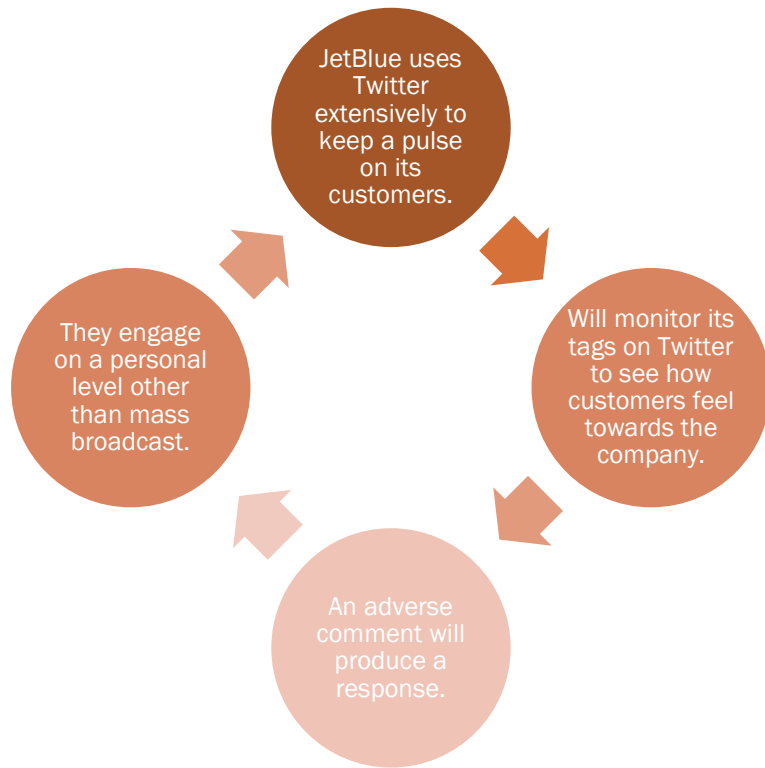
# THE SINS OF SOCIAL MEDIA

1. **GREED** – It's not all about you. Create a conversation, not a monologue.
2. **GLUTTONY**– Think before you post. High quality content is better than sub-par content.
3. **SLOTH** – Stay engaged. Stay current. Stay present. Do not let your outlets lag.
4. **ENVY** – Stay true to your social media mission. Don't be pressured into changing
5. **WRATH** – Don't be impulsive or reactionary. Praise in public, assist in private.
6. **LUST** – Keep it clean. Keep it classy. Everything you post reflects on your residency.
7. **PRIDE** – Pride is good. Just make sure it is in moderation.

# SHOW ME HOW THIS WORKS – JETBLUE



# TAKE AWAY POINTS



*Sorry if we weirded you out by following you on Twitter. @JetBlue isn't a bot, it's merely me and my team keeping our ears to the ground and listening to our customers talk in open forums so we can improve our service. It's not marketing, it's trying to engage on a level other than mass broadcast, something I personally believe more companies should try to do.*

*Because corporate involvement in social media is new and evolving discipline, I also take specific interest in conversations revolving around our role here. I'd have messaged you directly if you allowed direct messages, so please also forgive me for following the link on your twitter page here to send you this note. You and Lisa are no longer "followed" as you indicate.*

*Again, my apologies.  
Morgan Johnston  
Corporate Communications  
JetBlue Airways*

# HOW DO WE TRANSLATE THIS TO RESIDENCIES?

The majority of current trainees were born in either Generation X (mid-1960s to early 1970s) or Generation Y (mid-1970s to early 2000s).

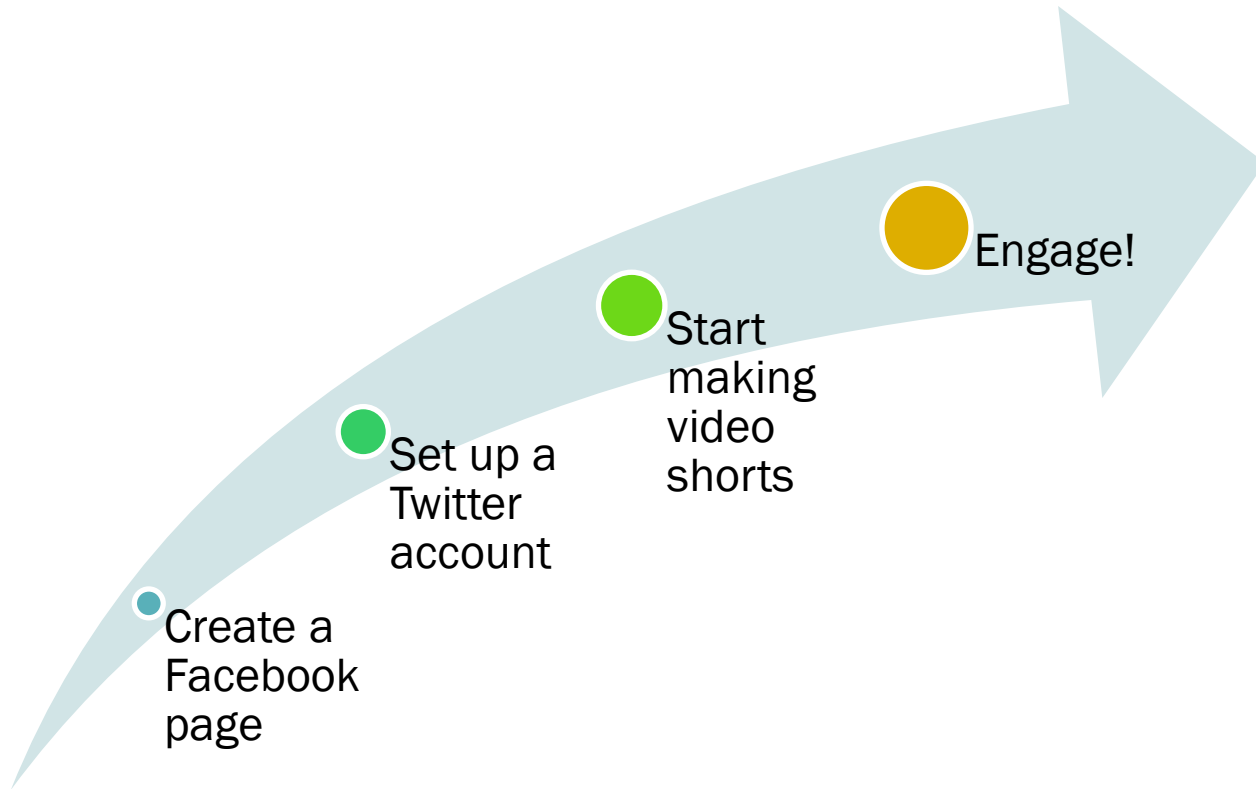


Social media is not new, nor is it unfamiliar to either group.

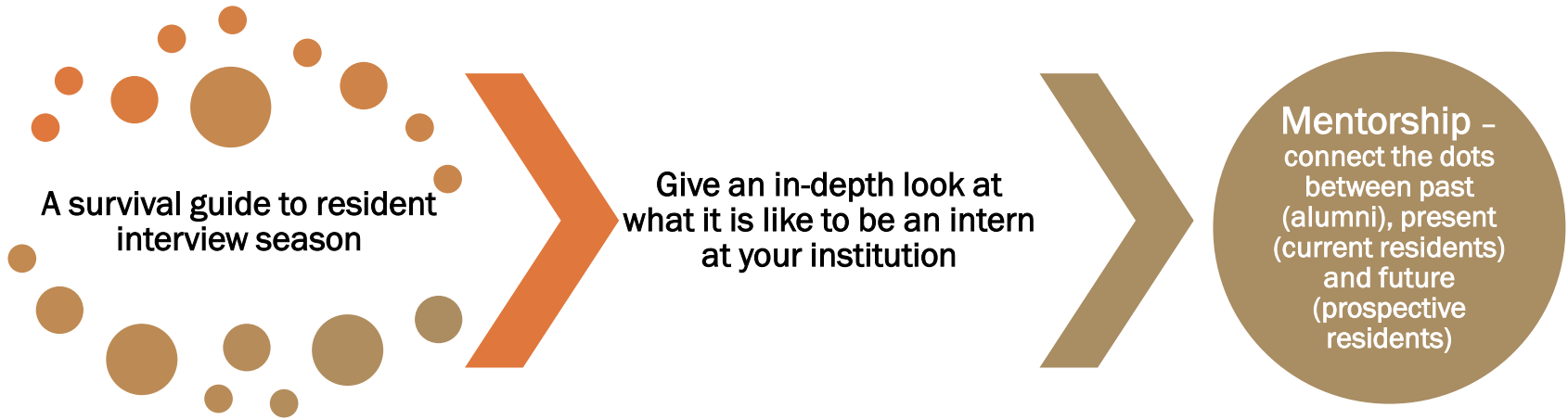


We have to think about ways to use social media to enhance the quality of our training programs, connect with past trainees, and attract new candidates.


# FIRST STEPS



# OPPORTUNITIES FOR RESIDENCY CONTENT SPECIALIZATION



# THE KEY TO ANY GOOD SOCIAL MEDIA ADVENTURE

- Audience-focused
  - Authentic
  - Compelling
  - Entertaining. Surprising.
  - Valuable
  - Interesting
- 

**THANK YOU!**

IF YOU HAVE A GREAT IDEA AND WANT TO WORK  
WITH ANOTHER PROGRAM, I WOULD LOVE TO  
COLLABORATE WITH YOU!  
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