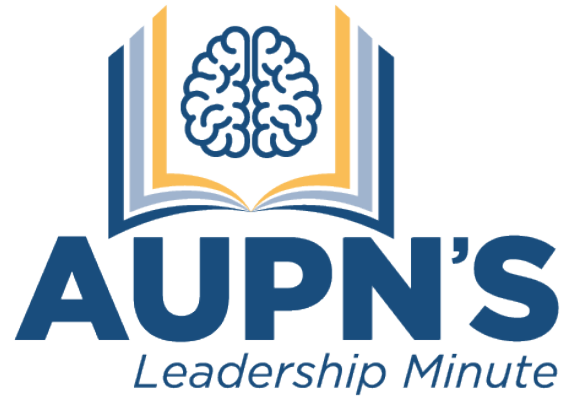
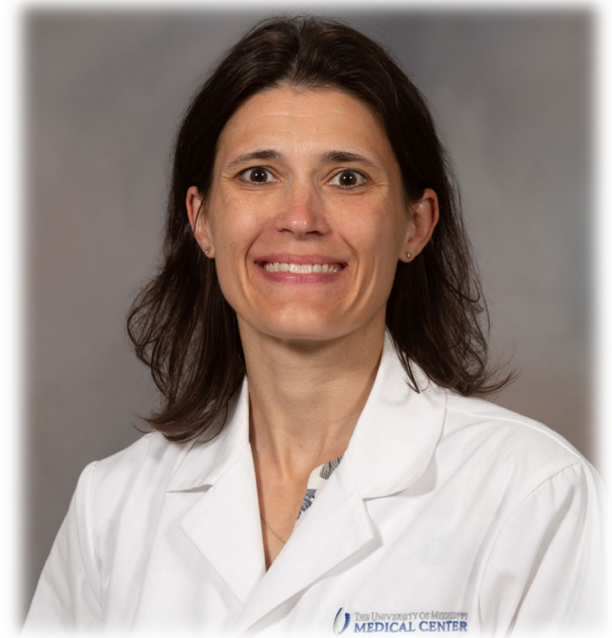




**Rohit Das, MD**  
University of Texas Southwestern  
Medical Center at Dallas



*Social Media for Chairs:  
How to promote your  
dept on social media*



**Alissa Willis, MD**  
University of Mississippi  
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## October Leadership Minute Podcast Episode Description

Numerous social media platforms are available to enable communication and engagement outside your department. A social media presence, if done well, is an invaluable tool for recruiting, education, networking, and enhancing visibility of the faculty and program's accomplishments. A social media strategy must be intentional and dynamic.

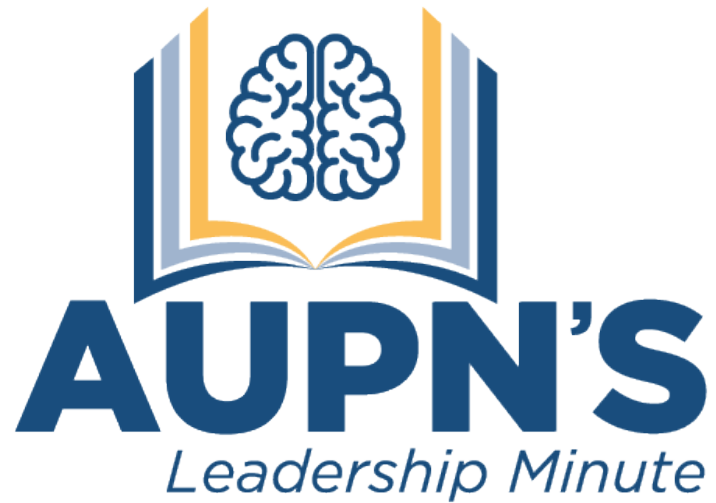
# Value of a Social Media Presence

- Promote a practice
- Recruit
- Provide education
- Communicate accomplishments
- Highlight research
- Network with other physicians
- Advocate for a cause



# How-To-Guide to Social Media

- Develop your goals and plan (including platform) based on those goals
- Questions to consider:
  - What is your department's message?
  - Who is my intended audience?
  - What content will we develop and what format should it be?
  - How can I address reach and spread? **#influencers @influencers**
  - Who will manage the plan and the accounts? **So important!**
- Measure the impact and adjust your strategy



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