SOCIAL MEDIA
BY THE NUMBERS

79% of Americans

32% of Americans

29% of Americans

24% of Americans
PHASE ONE:
CURRENT COLLEGE OF MEDICINE SOCIAL MEDIA

• Facebook:
  • University of Kentucky College of Medicine

• LinkedIn
  • Robert S. DiPaola, MD

• YouTube:
  • UKCollegeofMedicine
PHASE TWO:
THE NEXT STEPS

• Twitter as a tool to communicate with faculty and staff

• Launched:
  • @DeanDiPaola
  • @UKMedicine
Match Day 2018 was a huge success and we’re continuing the mission to educate physicians in Ky. for Ky.! 125 students matched into 25 different specialties and 30% will be staying in Ky. for residency. #Match2018
SAMPLE TWITTER POSTS

• @DeanDiPaola
  Congrats to our Dpt. of Molecular and Cellular Biochemistry ranked 19th and the Dpt. of Pharmacology and Nutritional Sciences ranked 7th among medical schools in total federal fiscal year NIH funding per Blue Ridge Institute for Medical Research!
ADDITIONAL TWITTER TOPICS

• New chair, recruit, team member announcements.
• Team accomplishments.
• New grants.
• Major events.
• Retweets from UKnow, UK HealthCare, President Capilouto, AAMC, etc.
PHASE THREE: THE FUTURE

College: Launched and actively using
Dean: Will launch spring 2018

College: Launched and will begin to capture short videos to post
i.e. Bowling Green Campus Expansion and Match Day Rec

College: Will launch spring/summer 2018
Dean: Launched and will begin using as a thought leader platform

College: launch summer 2018
Dean: launch spring 2018

College of Medicine Social Media Strategy
UNDER EVALUATION

• Instagram
• Texting services
• Intranet
DISCUSSION