

PEDIATRICS WORKFORCE INITIATIVE

Pediatrics Branding and Marketing Campaign / Lynn Batten;

lbatten@health.southalabama.edu

Our goals for the past year were:

1. To have a video booth to record interviews of COMSEP members at the annual meeting - done*
2. To hire a marketing firm to help us target our audience with the right content in the right format on the right platform - a swing and a miss, though I met with 3 pre-med students at COMSEP who had some good advice about different platforms. Also, Indu has a couple of marketing friends who might give us some free advice on targeting our audience appropriately, and we can all try reaching out to our university colleagues from Business/Marketing as well.
3. To establish a central repository for any and all videos that we collect from members, pediatricians, subspecialty groups, etc. Still a work in progress but I was planning on creating a new Instagram account in the meantime called #ChoosePediatrics, which is our official hashtag. Elisabeth, do let me know if we have permission to re-post your video publicly, or if that's proprietary.

The current plan for the upcoming year is to:

1. Have the COMSEP video footage edited into several short clips so we can email them to COMSEP members to share on their social media or share with the following groups for them to share on THEIR social media (even better!):
 - a. Peds interest groups
 - b. SNMA (Student Nat'l Med Assn - supports Black med students)
 - c. LMSA (Latinx Med Student Assn)
 - d. ANAMS (Assn of Native American Med Students - supports Native American, Alaskan, and Indigenous med/pre-med students)
 - e. APAMSA (Asian Pacific Amer. Med Student Assn)
 - f. AAMSA (Amer. Assn of Muslim Scientists & Physicians)
 - g. AED
 - h. MAPS (Minority Assn of Pre-med Students - undergraduate branch of SNMA)
 - i. Women's Pre-Health Leadership Society
 - j. Whatever other group you've got!
2. Solicit content from pediatricians that can be educational, informative, silly, day in the life, why I do this, what was my path, etc. Anything involving patients does need to be properly consented, waived, etc., so do check with your legal people if you film something. Here's an example of one we did with our USA Health videographer, residents, and faculty, and it was completely free. He did insist on putting the USA Health logo on it because they shared it to the hospital's FB page, but I think I could've edited that out myself.
<https://youtu.be/u9iuSQ1O5sw?si=esrKB5aO-CMgzlQ1>
3. Make videos available in the (currently. undefined) central repository for download whenever someone needs a quick video for a social media post, talk, etc.