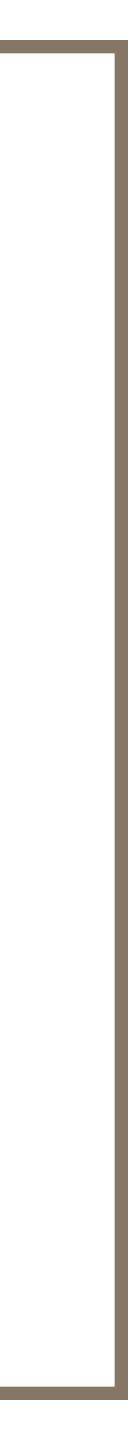
Social Media Guidelines



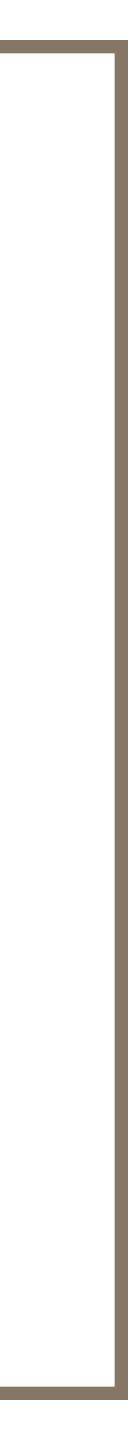
MEDICAL CENTER FAMILY MEDICINE RESIDENCY PROGRAM

June 25, 2019



Overview

At its best, PVHMC FMRP's social media showcases resident diversity and accomplishments, resident engagement with the surrounding community, and particularly the family bond and learning environment that is one of the residency's most special and defining features.



Instagram

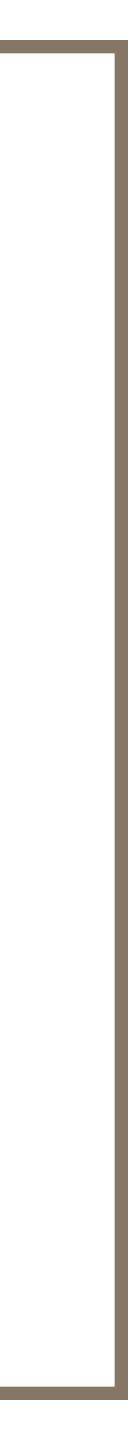
Showcasing resident's daily life, community involvement, learning environments, and fun office moments.

Instagram	Q Search	
COMONAULER PROSPILAL MADICAL CANTER DART MEDICAL SCANT MADICAL SCANT MEDICAL CANTER DART MEDICAL SCANT MEDICAL CANTER DART MEDICAL SCANT MEDICAL CANTER DART MEDICAL SCANT MEDICAL CANTER DART MEDICAL SCANTER DART MEDICAL	pvhmc_fmrpFollowing•115 posts217 followers99 followingPomona Valley Hospital Med Ctr@PVHMC's unopposed, full-spectrum family med rand affiliated with the David Geffen School of Medipvhmc.orgFollowed by ulvcreative, rent79life, together_shortfilm + 2 more	cine at @UCLA.
Resident life Brochure	AAFFNC FAQs	
<section-header></section-header>		

Twitter

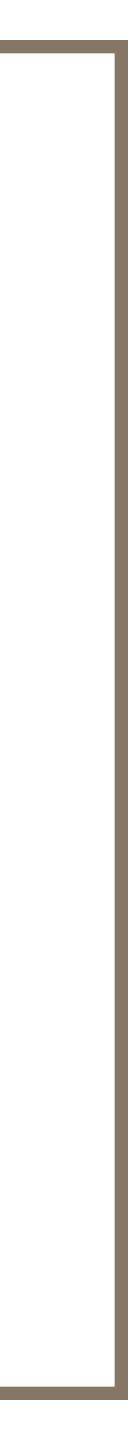
Sharing press about the residency program and some resident life. Can be very valuable if used by residents at the AAFPNC to tweet learnings from conference sessions.





Default Hashtags

#pvhmc_fmrp **#pomonavalley** #familymedicine **#communityhealth** #aafpnc



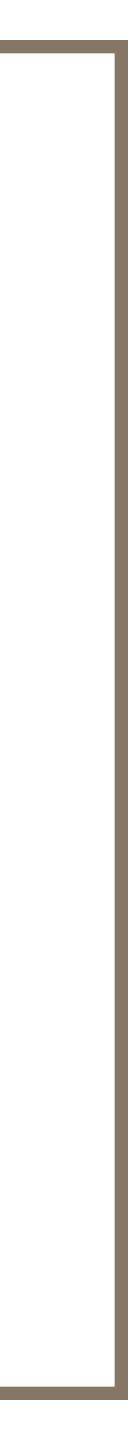
Content Guidelines

DO POST

- Residents working in and with the community
- Photos taken by residents
- Photos of residents spending time together
- Classroom and workshop moments
- Photos emphasizing resident personalities and quirks
- Fun office moments

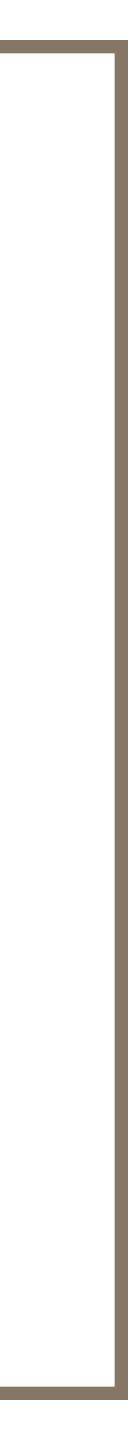
DO NOT POST

- Quotes or text-based images (unless creating something specialized for AAFPNC)
- Images taken in front of patient or resident record areas
- Photos with patients
- Partially eaten food

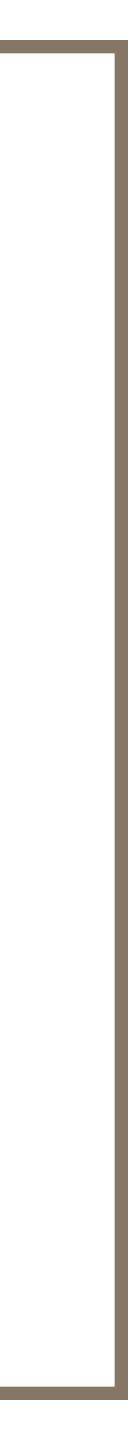


- Alternate between posting posed vs. action/candid shots
- Post a healthy mix of videos and photos
- If the previous post featured a large, singular focal point (like a resident portrait) post something that is more zoomed out or that features multiple people/focal points next
- Sprinkle in photos of cool locations around Pomona & L.A. to give a sense of place and break up the images of people
- Consider allowing different residents to take over the instagram for a day, especially if they are out in the community or presenting work at events

Keep the Feed Interesting



Most importantly, have fun!!!!!



For any questions, contact

Rachel Simanjuntak (909) 525-7536 hello@rachelksim.com

