

*June 25, 2019*

# Social Media Guidelines

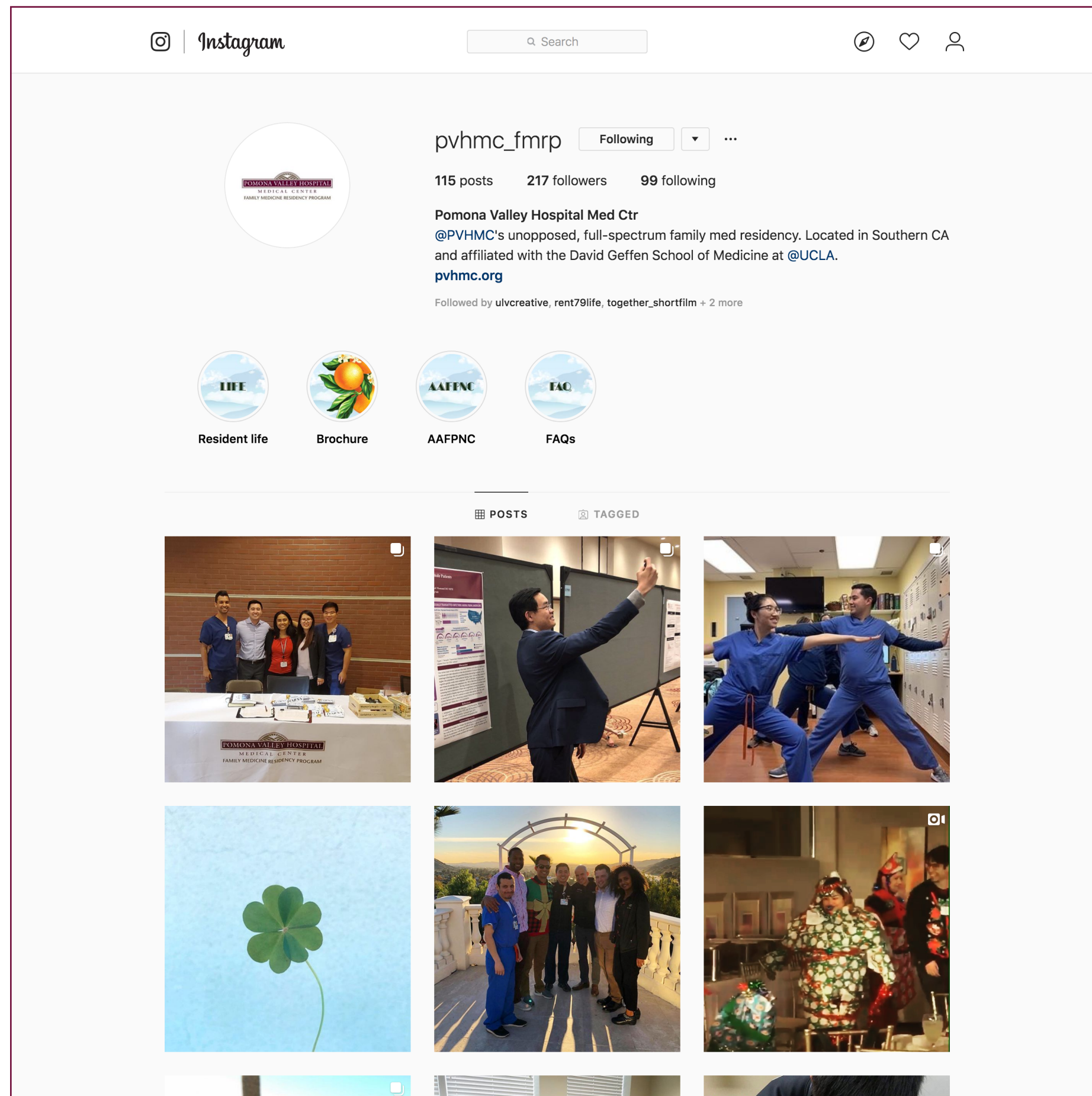


## *Overview*

**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.



# 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\_fmrrp**

**#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

## *Keep the Feed Interesting*

- 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

*Most importantly, have fun!!!!*



*For any questions, contact*

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