

John Tooker Evergreen Awards 2022 Nomination Form

Chapter

Missouri

Type of Nomination

New Nomination

Title of Nomination

Membership Engagement Using Social Media

Contact for Nomination

Sarah Luebbert

Nomination Theme

- Communication
- Membership

Executive Summary

Missouri ACP has had social media for many years, however, the posting hasn't been regular. For 2021 we set a goal to use our social media channels to increase awareness and engagement with our membership by regularly posting to our social media accounts and developing campaign to assist with the efforts.

Describe the objectives of the program (what you were trying to achieve) and the process you established to measure results (for example, having membership increase by a specific number or percentage).

The goal of this program was to increase awareness of and engagement with Missouri ACP using our social media channels. Our objectives for the program included:

1. Post to social media 2-4 times per week.
2. Increase likes/followers across all social channels by 50
3. Develop campaigns to assist in creating content and raising awareness of Missouri ACP and our members.
4. Reach our members where they are by using all existing social media channels. (Facebook, Instagram and Twitter)

Describe when, how, and by whom the project was planned and implemented.

This campaign included the Chapter Governor, staff, wellness committee, membership committee, and the education committee. Each committee developed ideas for how we could use the social media to raise awareness of specific projects and efforts. The plan was discussed at the end of 2020 and began on January 1, 2021 and is still in progress.



In cases in which your Chapter worked with another organization(s) on the project, be particularly clear about what the role of your Chapter was in the project.

We did not work with other organizations on this project.

Total cost of project

\$ 0

Net cost of project

\$ 0

Describe the expenses and any sources of revenue and income. Specify if the project was funded from a Services Chapter, 501(c)(6), in the state or partially financed by the Chapter Development Fund.

This project didn't require any funding as we had existing Hootsuite and Canva.com accounts which were used to schedule and streamline our social media.

Describe the results of the project and whether or not you achieved the objectives. Describe the impact the program had on the Chapter, and whether or not you met your measurement goals. Please focus on outcomes of your initiative. Be sure to provide as much data as possible (e.g., attendance figures and evaluation results) to help in the judging of this nomination. Remember that you can submit up to 5 pages of additional material to support your nomination.

1. Missouri ACP has successfully reached our goal of 2-4 posts on social media each week. We implemented a social media calendar in which we collect content into a spreadsheet to simplify the planning. We use the spreadsheet to store content that is outside of our campaigns, and include the messaging we plan to use, any associated links, deadlines for the content, and if an image is already created. A lot of the content in this spreadsheet comes from the daily emails we receive from the National office. They make for great filler content for our channels.
2. Increase likes/followers across all social channels by 50. Results: We doubled our goal of 50 new followers.
 - Facebook: January - 199 fans; Oct. 31 – 210 fans
 - Twitter: January - 160 followers; Oct. 31 – 214 followers
 - Instagram: January – 75 Followers; Oct. 31 – 101 followers
3. Develop campaigns to assist in creating content and raising awareness of Missouri ACP and our members. Results: In an attempt to help create content that was attention worthy, we created several social media campaigns including: (see attachment 2 for images from campaigns)
 - Member Monday: Each Monday we feature a member on our social media channels. We developed an online form and encourage our members to complete this form each time we send out a newsletter, on our social media and also through personal outreach. We use the #MemberMonday hashtag to mark this campaign and place all Member Monday Facebook posts in a special photo file so people can go back and look at them without scrolling through all the previous posts.



- 10 Ways to Get Involved: We developed this campaign to share with our members the various ways you can get involved in Missouri ACP and National ACP. The membership committee assisted in creating the Top 10 Ways and we actually ended up with 13 Ways so we prioritized them and the last three were called bonuses. We wanted members to know you don't have to dedicate a lot of time to get involved in the organization. We created a webpage specific to this so we could drive people to our website, but also provide them additional information through links to other pages/sites. Here is a link to the webpage, <http://www.missouriacp.org/get-involved.html>. We developed a template and used it for all posts we created so people would understand it was a series and not just a one-time post.

- The wellness committee developed themes that we could use for #WellnessWednesday posts. The committee wanted these to be fun and interactive posts, so we asked members to share their favorite food/restaurant, share pet pictures and what they had been reading or listening to recently.

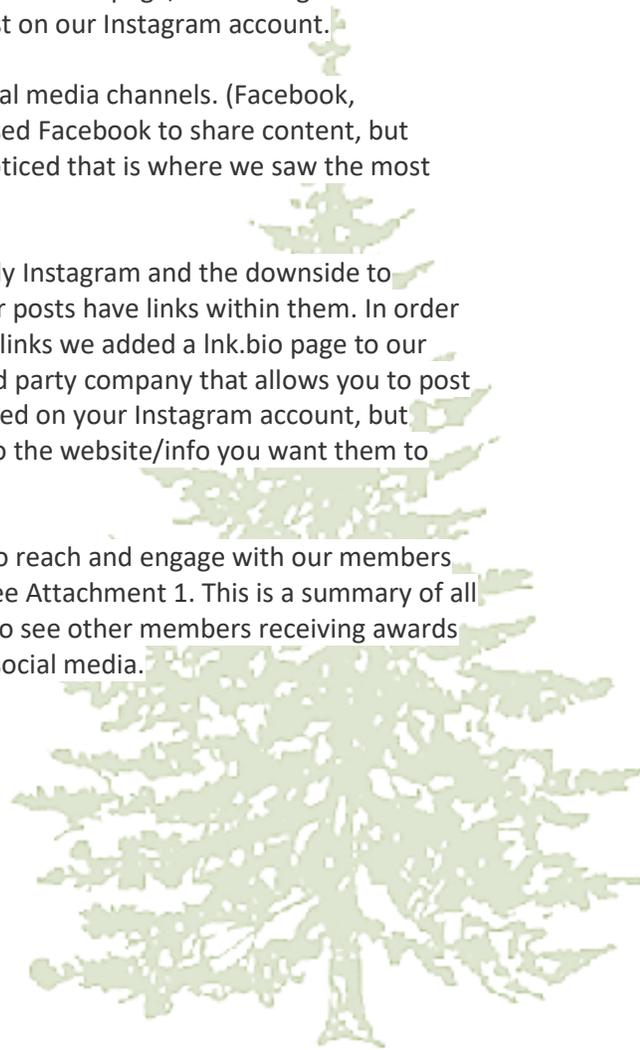
- Career Paths in IM is a video series produced for residents and students. These videos were released each week through our social media channels and also had a template to them so people could recognize them as they were scrolling through, and easily see the other video announcements when posted.

There were many months throughout the past year that the Member Monday or Career Paths in IM videos were the posts most interacted with on our page each week. From February through July the Member Monday posts were the most popular on our Facebook page, and during the month of June the 10 Ways to get involved was the most popular post on our Instagram account.

4. Reach our members where they are by using all existing social media channels. (Facebook, Instagram and Twitter) Results: in the past we had mostly used Facebook to share content, but when we began using Twitter and Instagram regularly we noticed that is where we saw the most increase in follows and interaction from our members.

We know the younger members are on Twitter and especially Instagram and the downside to Instagram is that you can't include a live link and most of our posts have links within them. In order to drive people to our website and also easily provide those links we added a Ink.bio page to our Instagram account in late summer. The Ink.bio page is a third party company that allows you to post the same images to your Ink.bio page as what you have posted on your Instagram account, but when they click on the Ink.bio image it takes them directly to the website/info you want them to see.

We know we accomplished our goals of using social media to reach and engage with our members as we keep a monthly log of all the social media accounts. See Attachment 1. This is a summary of all our social media account analytics for 2021. Members love to see other members receiving awards and being featured so that is always an area of focus in our social media.



Please specifically comment on whether your Chapter plans to continue the program in future years. If not, why?

We will continue this program in the future and look for other campaigns that we can develop to raise awareness.

Describe how this program was innovative for your Chapter, including any obstacles or challenges the Chapter faced and the strategies you used to overcome them.

As mentioned before, the chapter had social media accounts for many years, however, it didn't serve as a priority because there are always so many things to get done each year. Social media is very time consuming on both the creator and the viewer's side. Our chapter staff spends 1-2 hours each week creating social media content and scheduling it out. This is time that could be spent on other projects. Most ACP chapters have social media accounts, however, in many cases the accounts are not posted to regularly, but only when there is an event or a special message to share.

Missouri ACP looked for resources to simplify/streamline the process and were able to find a few. We use Hootsuite to schedule out the posts and track our results, and we use Canva.com to create the images. Both of these have an annual fee, but the fees are minimal and are currently being paid for by our management company who uses them for several organizations.

Chapter Membership Totals – Five Year History

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 5 Year Change (%) |
|--|------|-------|-------|------|------|------|-------------------|
| Masters | 11 | 12 | 12 | 12 | 12 | 14 | 27.3% |
| Fellows | 464 | 459 | 450 | 448 | 443 | 442 | -4.7% |
| Members | 843 | 844 | 837 | 857 | 878 | 873 | 3.6% |
| Resident/Fellows | 447 | 526 | 508 | 546 | 529 | 556 | 24.4% |
| Subtotal (No Medical Students, Affiliates) | 1765 | 1841 | 1807 | 1863 | 1862 | 1885 | 6.8% |
| Medical Students | 731 | 608 | 560 | 598 | 628 | 636 | -13.0% |
| Affiliates | 4 | 5 | 12 | 10 | 9 | 13 | 225.0% |
| Physician Affiliates | 2 | 3 | 7 | 8 | 9 | 12 | 500.0% |
| Transitional Medical Graduates | 0 | 0 | 0 | 0 | 1 | 3 | 100.0% |
| Grand Total | 2502 | 2457 | 2386 | 2479 | 2509 | 2549 | 1.9% |
| Yearly Change (%) | | -1.8% | -2.9% | 3.9% | 1.2% | 1.6% | |

Due to rounding, the total percentage per column may not add to exactly 100%.

Attachment 1

#9

| Social Media Statistics | | | | | | | | |
|-------------------------|---------|-----------|------------|-------------|-------------|----------|-----------------|--|
| Facebook | | | | | | | | |
| Date | # Posts | Fans | Engagement | Traffic | Reactions | Comments | Shares | Most Popular |
| Jan-21 | 15 | 199 | 63 | 0 | 50 | 8 | 5 | Dr. Burns and Thiemann in MO ACP Masks |
| 21-Feb | 13 | 200 | 58 | 1.1K | 49 | 8 | 1 | Member Monday - Dr. Dunn |
| 21-Mar | 24 | 209 | 267 | 8 | 233 | 23 | 11 | Member Monday - Drs. Forget and Jadhav |
| Apr-21 | 17 | 209 | 192 | 22 | 170 | 10 | 12 | Member Monday - Dr. Wooldridge and Dr. DeLaney |
| May-21 | 18 | 209 | 46 | 31 | 45 | 1 | 1 | Member Monday - Dr. Purani and Dr. Emerson |
| Jun-21 | 18 | 209 | 323 | 19 | 276 | 40 | 7 | Member Monday - Dr. Mohammad |
| Jul-21 | 22 | 209 | 36 | 5 | 33 | 0 | 3 | Member Monday - Dr. Spencer, IM at the Zoo; Career Paths in IM - Deptola |
| Aug-21 | 21 | 209 | 249 | 5 | 182 | 62 | 5 | Career Paths, Elwing; ECP campaign - Hoque |
| Sep-21 | 18 | 210 | 283 | 0 | 235 | 37 | 11 | chapter award winners; meeting highlights |
| Instagram | | | | | | | | |
| Date | # Posts | Followers | Engagement | Video Views | Impressions | Reach | Engagement Rate | Most Popular |
| Jan-21 | 14 | 75 | 51 | 10 | 359 | 291 | 17.53 | Happy and Healthy 2021 |
| Feb-21 | 12 | 75 | 45 | | 255 | 221 | 20.47 | Student Member benefits |
| 21-Mar | 24 | 77 | 84 | 9 | 460 | 381 | 22.29 | National Doctors Day |
| Apr-21 | 18 | 84 | 65 | 0 | 410 | 361 | 17.79 | Dr. Wooldridge - Member Monday |
| May-21 | 18 | 87 | 45 | 0 | 409 | 340 | 14.23 | Dr. Purani - member Monday |
| Jun-21 | 18 | 92 | 50 | 9 | 431 | 379 | 13.73 | Dr. Mohammed - member Monday; Get Involved #10; Get Involved Hospitalist Day |
| Jul-21 | 21 | 95 | 65 | 46 | 514 | 410 | 15.25 | Town Hall with Dr. Mire and mentorship webinar |
| Aug-21 | 21 | 94 | 64 | 4 | 457 | 377 | 17.22 | Post from Zoo day |
| Sep-21 | 27 | 101 | 120 | 0 | 732 | 604 | 19.93 | Annual Award posts |
| Twitter | | | | | | | | |
| Date | # Posts | Followers | Engagement | Likes | Retweets | Replies | Traffic | |
| Jan-21 | 15 | 160 | 34 | 36 | 7 | 1 | 0 | |
| 21-Feb | 13 | 168 | 73 | 54 | 18 | 1 | 1.1K | |
| 21-Mar | 26 | 172 | 131 | 89 | 36 | 6 | 9 | |
| Apr-21 | 17 | 177 | 103 | 79 | 21 | 3 | 40 | |
| May-21 | 20 | 188 | 110 | 78 | 29 | 3 | 75 | |
| Jun-21 | 18 | 198 | 66 | 50 | 15 | 1 | 44 | |
| Jul-21 | 21 | 203 | 89 | 10 | 25 | 0 | 10 | |
| Aug-21 | 20 | 207 | 59 | 3 | 19 | 0 | 3 | |
| Sep-21 | 18 | 214 | 91 | 73 | 15 | 1 | 0 | |

Images from the 10 Ways to Get Involved Campaign

10 WAYS TO GET INVOLVED IN MO ACP

#1 FOLLOW US ON SOCIAL MEDIA

 www.facebook.com/MissouriACP/
 @ACPMissouri
 mo_acp

Missouri ACP has opportunities for getting involved at many different levels, depending on your time and interest. We have something for everybody!

10 WAYS TO GET INVOLVED IN MO ACP

#2 COMPLETE THE MEMBER MONDAY FORM

Each week we feature a member on our social media channels. We want to feature all our members so take a minute to complete the form.

Link: <https://forms.gle/PuHoh9VMKnU7DawT8>

Missouri ACP has opportunities for getting involved at many different levels, depending on your time and interest. We have something for everybody!

Images from Member Mondays Campaign

FRED BUCKHOLD, III, MD, FACP

Where do you currently live?
St. Louis

Where were you born?
St. Louis

Medical School:
St. Louis University

Residency Program:
St. Louis University

What do you love most about medicine? What's not to love? I'm blessed to have a career where I see something different every day. Each day I have the pleasure to teach, to mentor, and most importantly see patients and hopefully do something meaningful for them.

What do you enjoy doing in your free time? I have four girls, so my weekends are often consumed with their activities. That said, I'm always trying to find a good book to read.

What is one thing most people don't know about you? My first job was bagging groceries, and I thought seriously about a career in the grocery business. To this day, I have OCD about how my groceries are bagged (and still prefer to do it myself).



NANCY MABE, MD, FACP

Where do you currently live?
Columbia

Where were you born?
Independence, MO

Medical School:
University of Missouri-Columbia

Residency Program:
Thomas Jefferson University Hospital

What do you love most about medicine? I enjoy the long term relationships that I develop with my patients.

What do you enjoy doing in your free time? Walks on the MKT trail.

What is one thing most people don't know about you?
I love to watch "Lord of the Rings" movies.



Images from Career Paths in IM Campaign



Jill Elwing, MD

VA and Academic Gastroenterology

Hear more about work at the VA and with academic gastroenterology with our

Career Paths in IM

video series at
<http://www.missouriacp.org/career-paths.html>



John DiPersio MD, FACP

Academic Oncologist and Stem Cell Biologist

Hear more about oncology and stem cell biology with our

Career Paths in IM

video series at
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