Healthcare Provider
Education Week

Social Media Campaign Proposal
Social Media Campaign Goals

• Promote healthcare provider education
• Distribute resources
• Highlight training opportunities
• Create community among healthcare providers shared mission
  • Multi-disciplinary approach
Strategies to Achieve Goals

• Recruit Partner Organizations
  • Share and distribute resources
  • Partners host webinars or chats

• Feature Career Profiles
  • ”Real” people behind fancy titles
  • Career exposure

• Share NHGRI Curated Resources
Example Career Profile

Bob Wildin, M.D.
Associate Professor of Pathology & Laboratory Medicine and Pediatrics
University of Vermont Larner College of Medicine, UVM Health Network

"As a clinical geneticist I am passionate about learning new things and using that knowledge to solve problems that affect people’s lives."

Dr. Bob Wildin is a clinical geneticist who is dedicated to educating healthcare providers about the evolving field of genomics. When asked about his career Dr. Wildin shared he feels lucky to have selected this exciting and adventurous path. #genomiccareers #HCPEdWeek
Example Existing Resource Promotion
Draft Scheduling Calendar June

**Monday**
- ISCC-PEG
- Inclusive Genetics

**Tuesday**
- Family Health History
- Pharmacogenomics

**Wednesday**
- Rare Diseases PG
- Partner Organization Event?

**Thursday**
- Direct to Consumer PG
- Partners Distribute Resources?

**Friday**
- OBGYN PG
- Partner Organization Event?
Resources from NHGRI

• Family Health History – Facebook Story and Graphics
• Relevant Web Stories
• Rare Diseases Day Animations and Graphics
• Genetic Counseling Career Interactive
• Genomic Careers Interactive
• Genetic Testing ASL Film
• Curated Resources from Genome.gov Healthcare Provider Education Page
Join Us 😊

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• Meetings are currently biweekly (Thursdays 11 am, Feb 25th) but will adjust to meet needs of individual working subgroups