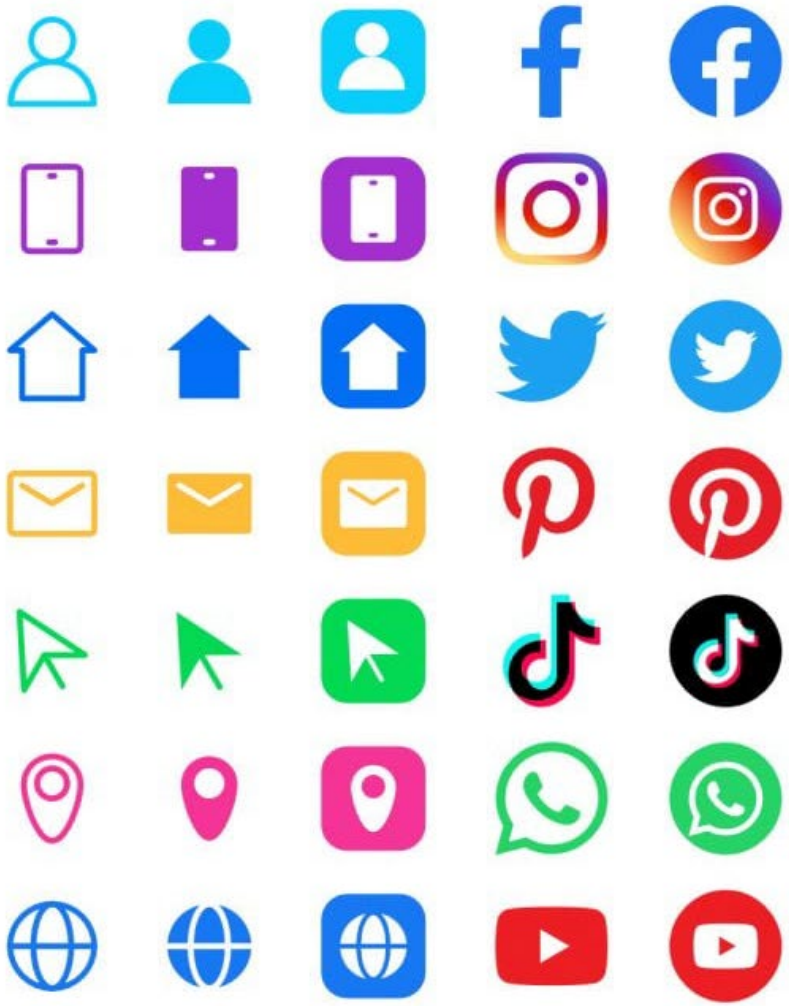
Association of Pediatric Program Directors

# Social Media

Friday, August 19, 2022

Association of Pediatric Program Directors





Association of Pediatric Program Directors

# Format for Today

- Turn on video so we can see each other!
- Keep audio on mute, unless talking to avoid background noise
- Questions
  - Please use the Chat or Raise Hand feature
  - Take notes!
- Optional: *show us your children, partner, and pets*!

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# Speakers



**Kiley Alpert, C-TAGME**

Program Coordinator

Atlantic Health System



**Michelle Brooks, C-TAGME**

Pediatrics Residency Coordinator

Stanford University



**Tyree M. Winters, DO**

Director, Pediatrics Residency Program

Atlantic Health System

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# Learning Objectives

1. Learn how to highlight program specific content
2. Understand tangible benefits of using social media
3. Disadvantages of social media

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# Panel Discussion

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# Thank you to our speakers today!

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# HAPPY GME PROFESSIONALS DAY!

Thank you for your ongoing contribution to our Pediatric GME Community!

# Your CEC : 2022-2023



**Francisco A. Hernandez, MBA**
System Director, GME
Tower Health
Francisco.Hernandez@towerhealth.org
Chair



**Cassandra Shorter, BS**
Program Manager
Baylor College of Medicine
CShorter@bcm.edu
Chair-Elect



**Melissa Bales, C-TAGME**
Fellowship Coordinator
Indiana University School of Medicine
melbales@iupui.edu
Past-Chair



**Lindsey Gurganious, MHA**
Baylor College of Medicine
Business Operations Supervisor
lxgurgan@texaschildrens.org
At-Large Member Year 3



**Tina Cochran, C-TAGME**
Indiana University School of Medicine
Subspecialty Program Coordinator
tmcochran@iu.edu
At-Large Member Year 2



**Kiley Alpert, C-TAGME**
Atlantic Health/Goryeb Children's Hospital
Program Coordinator
Kiley.Alpert@atlantichealth.org
At-Large Member Year 1

# Are you interested in Presenting at our Virtual Café?

- Diversity and Inclusion
  - Anti-Racism programs
  - LGBTQA+ projects
  - Gender issues in the workplace
  - Generational learner needs
- Career advancement / development
  - How to create scholarship – writing an abstract, creating a poster, submitting a publication
  - Professionalism
  - Communication techniques – difficult conversations, dealing with conflict, active listening
  - Year in the Life of a PC
  - Career Trajectory
  - Experiences with APPD Learning Communities – how to get involved
- Recruitment best practices
- Creating a budget – excel/PeopleSoft/etc
- Creating usable and relevant evaluations and assessment tools
- Technology
  - New Innovations IRIS report
  - EPIC/EMR online training
  - New and useful Apps
  - Learning Management Systems (Canvas, Blackboard, etc)
  - ERAS – filters, stats, etc
  - New Innovations – creating CCC teams or completing semi-annual reviews
  - Microsoft Word Programs (excel, outlook, word, publisher, Teams)
  - ITE prep
- Creating a Program Community
  - Hosting Social Events
  - Retreats
  - Wellness programs
  - Team building Activities - PC to PC, PD to PC, etc
- ACGME PREP
  - Self-Study
  - Site Visit
  - WebADS updates

Association of Pediatric Program Directors

# Next Virtual Café

Friday, September 16th at 2pm ET

Coordinator Professionalism

Seeking speakers! Please email:
Francisco.Hernandez@towerhealth.org

# REGISTRATION IS OPEN!

## APPD 2022 Annual Fall Meeting

Association of Pediatric Program Directors

**October 13 - 14, 2022**

*Renaissance Arlington Capital View Hotel*

Arlington, Virginia



Association of Pediatric Program Directors

# SAVE THE DATE!

## APPD 2023 Annual Spring Meeting

Association of Pediatric Program Directors

**March 28-31, 2023**

Atlanta Marriott Marquis

Atlanta, GA



Association of Pediatric Program Directors

# Content Doesn't Win. Optimized Content Wins