

## Social Media Activity Worksheet

### MaineHealth Annual Health Professions Educator Conference

September 20, 2024

Circle the answers you like best in each row

	Facebook	X (Twitter)	Youtube	Linkedin	Snapchat/Tiktok	Instagram
<b>Your familiarity</b>	familiar	familiar	familiar	familiar	familiar	familiar
<b>Audience</b>	25-35yo	35-50yo	everyone	45-55yo	18-25yo	25-35yo
<b>Goal</b>	Community building	News and conversation	Instructional, entertainment	Networking, prof development	Community, entertainment	Community, conversation
<b>Activity</b>	Discussion groups; Share resources	Conference enhancement, "Tweet"orials, Journal club	Asynchronous learning; "Just in time" tutorials	Discussion groups; Learning community; Share resources	Video sharing, Brief content	Highly visual: quizzes, videos, Showcasing culture and recruitment
<b>Time Commitment</b>	Community building takes time	Short posts, ongoing engagement	Video production time	Ready-made educational content	Novel content, ongoing engagement	Ongoing engagement

***Does one column have the most circles? You could get started with that platform!***

What do you know about your intended audience?

What is the desired outcome?

Describe your activity in more detail

What kind time do you have to spend on social media?

What could be some positive and negative unintended consequences?