

Agenda

Social Media for Clinicians, Researchers, and Educators

Thursday, October 19, 2017

283 EMRB; Seebohm Conference Room

8:00 AM – 11:30 AM

Continental Breakfast Available at 7:30 AM

Welcome remarks by David Moser, Assistant Dean, Office of Faculty Affairs and Development

Jeff Raasch, Marketing Specialist	VP Medical Affairs	Introduction	5 minutes
Azeemuddin Ahmed, MD Lillian Erdahl, MD	Emergency Medicine Surgery	Overview of Social Media Platforms	25 minutes
Bahri Karacay, PhD	Pediatrics	Maintaining a top ten rated podcast – how & why?	15 minutes
Daniel Diekema, MS, MD	Pathology	Maintaining a blog in your area of interest	15 minutes
Break		Break	10 minutes
Nathan Swailes, PhD	Anatomy & Cell Biology	@ihearthiso – Using #pathArt to engage, inspire and educate the 🌐	15 minutes
Darren Hoffmann, PhD	Anatomy & Cell Biology	YouTube: a tool for your students and the rest of the world	15 minutes
Thomas Oetting, MS, MD	Ophthalmology & Visual Sciences	Social media to enhance your program reputation	15 minutes
Kelsey Hunold	Ophthalmology & Visual Sciences	The nuts & bolts of social media	10 minutes
Dave Etler	College of Medicine Administration	The Short Coat Podcast	15 minutes
Kang Pyo Lee	University of Iowa Informatics Initiative (UI3)	Intro. to Social Media Analytics for Researchers	15 minutes
Q & A			