Market Your Residency Program’s Unique “Brand”
Use Your Digital Presence to Illuminate What Differentiates YOU from other programs

“...a program’s digital presence cannot fully replace the power of in-person social interactions, virtual recruitment can differentiate a program among applicants...”

Social Media Presence: Grow your brand. Use content from resident educ & projects. Post images for program culture (Facebook, Twitter, Instagram)

Utilize Digital Spaces - 2-way (a)synchronous communication channels (Google Hangouts, Slack, Microsoft Teams)

Expand Website – it’s the window to your program via videos, virtual tours, news, resident bios

Pre Interview Experiences – Offer Virtual Electives & Rotations. Share recorded journal clubs & educ sessions via links (Slack, Blog/Reddit)


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