



Getting the Word Out: Using Voices of Scientists to Launch Promotional TL1 Content on Social Media

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Background/Purpose:

CTSA Hubs nationwide rely on social media to reach like-minded professionals in clinical and translational science. TL1 programs use various platforms such as LinkedIn, Twitter, and Facebook to promote their CTSA to former, current, and future fellows. The NJ ACTS program has a website but has not pursued other means of visible engagement to showcase its accomplishments and those of current and former trainees. This also inhibits engagement with former trainees, their mentors, and others interested in translational science and research. The purpose of this project is to address this unmet need by creating sustainable outreach and engagement among prospective, current, and alumni members of the training program through the rollout of relevant content on social media platforms.

Methods:

Data was collected on the types of social media platforms used by CTSA Hubs with TL1 Programs across the US and compiled into a spreadsheet. A survey was sent out to 18 NJ ACTS trainees to gauge their social media usage. Select trainees participated in the production of podcasts detailing their experiences, which will ultimately be shared on the program's media platforms. Data analytics provided by the platforms will help determine interest and future content.

Results:

The results will help determine the effectiveness of directed content via podcasts and LinkedIn for the NJ ACTS TL1 fellowship program. A new TL1 LinkedIn page will be launched at the culmination of the NJ ACTS internship and will feature relevant and engaging media including podcasts.

Conclusion:

The increased use of social media by NJ ACTS to promote the TL1 Fellowship Program will allow for greater communication and engagement within the professional community.

GETTING THE WORD OUT AND VOICES OF SCIENTISTS
TO LAUNCH PROMOTIONAL TL1 CONTENT ON SOCIAL MEDIA
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01 DATA COLLECTION

TL1 vs Non-TL1 CTSA Hubs: 41% TL1, 59% Non-TL1

TL1 Fellowship Program Social Media Platforms: YouTube (4), Facebook (3), Instagram (1), LinkedIn (1)

35 out of the 62 CTSA Hubs across the US, were home to TL1 Fellowship Programs. We analyzed the social media presence of the TL1 programs, which is shown on the graph.

02 SURVEY

NJ ACTS TL1 Fellows Survey

A survey was sent out to 18 current NJ ACTS fellows across 3 cohorts to **assess the social media habits and podcast interests** of current fellows.

03 PODCAST

Podcast Production Time Analysis

Planning the structure (20%)	10%
First Draft Call (40%)	10%
Feedback (10%)	10%
Final Draft Call (30%)	10%

The goal of "Voices of Scientists" project is to create a striking content to **showcase the NJ ACTS TL1 fellows**. The podcast consists of 3 parts - Why NJ ACTS?, fellow's story, and fellow's research.

04 RESULTS

"Getting the Word Out" project will launch a **new LinkedIn page** for the NJ ACTS TL1 fellows - a main platform for the **podcasts** and engagement between alumni, current, and prospective NJ ACTS fellow.