STARS 2020-21 Project: Creating Social Media Accounts

This **logic model** has been designed as an **editable** electronic document with **spaces** for you to fill in to **create your own** logic model.

Situation

High-value care isn't talked about enough in the medical school curriculum, so this project aims to use social media accounts to spread awareness and knowledge of this topic to medical students, and possibly other healthcare professionals, in an engaging and time-efficient manner.

Inputs

- The STARS students' time and creative efforts

- OSU STARS mentors' and other STARS mentors' expertise

Activities

What we do

- Post relevant content about high-value care on Instagram and Twitter

- Ensure that each piece of content we post is memorable and understandable in about 3-5 minutes each

- Post content that starts off with the basics of high-value care and then moves into specifics and relevant real-life examples

Reach

- OSU COM medical students

- OSU COM faculty and staff

- OSU COM prospective students

- OSU COM alumni

- Other students and healthcare professionals interested in this topic, whether from OSU or other instiutions/clinical settings

Outcomes

Short

- Pique the interest of our audience in high-value care topics, opportunities, research, and news

- Get a considerable number of OSU medical students and faculty (at least) to follow our accounts

Medium

- Build a network of individuals interested in this topic to foster discussion and innovation

- Get high-value care on the radar of people in medicine at all stages, thereby creating a cultural shift at OSU and maybe beyond

Long term

- Transition these social media accounts to STARS students in the future to build on the progress we make

Assumptions:

- Social media platforms are often used by organizations in academic settings to easily reach their audience and present information in a relatively informal way
- Many students and faculty find social media to be a stress-free way to strengthen their knowledge base on topics of interest in their field

External factors

- The audience we intend to reach (specified above) is interested in this content and has the time to engage with it
- Enough members of the intended audience have accounts on Twitter and Instagram for the project to have an impact

Based on the University of Wisconsin model

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