

Medical Student Outreach Program (MSOP): Social media resources

Social media resources

Find ready-to-post content, graphics and logos here.

Get started by following the AMA

- Facebook: AMAMedstudents and AmericanMedicalAssociation
- Twitter: @AMAMedstudents and @AmerMedicalAssn
- Instagram: @AmerMedicalAssn

Quick tips

- Make sure to tag those appearing in the post!
- Use hashtags to increase visibility.
- Make sure your visuals are clear and engaging.
- Stay authentic, modify the posts using your own voice!

Increase your reach, broaden your impact

- Connect with your colleagues and fellow Outreach Leaders on social media!
- Broaden your reach! Tag med students, the AMA and your med school in your social media posts.
- Mix up your visuals! Feel free to include photos, boomerangs, videos, and GIFs.

Best time to post

Consider your own digital habits as a med student; post during the times most people are likely to be online.

Examples:

- | “Before class”—around 8 a.m.
- | “Lunchtime”—around noon.
- | “After class”—around 5 p.m.
- | “Before bed”—around 9 p.m.

Questions about social media best practices or concerns? Email StudentOps@ama-assn.org

Sample posts

Twitter

1. As physicians in training, it’s important we surround ourselves with the tools we need to succeed. The AMA has your back! As an @AmerMedicalAssn member, you’ll get access to networking events, study aids, scholarship opportunities and more. Join today!
<https://member.ama-assn.org/msop-join>
2. Enhance your med school experience with the @AmerMedicalAssn! Membership allows you take advantage of exclusive opportunities like scholarships, conferences, members-only discounts and the ability to learn from medical leaders. <https://member.ama-assn.org/msop-join>
3. A career in medicine comes with its fair share of challenges. From networking opportunities, to discounts designed to help manage your lifestyle needs, including reducing student debt, @AmerMedicalAssn is there to support you every step of the way. Join: <https://member.ama-assn.org/msop-join>
4. Why join the AMA? With access to test prep, career planning tools and even free meditation through @Headspace, the @AmerMedicalAssn is here to holistically support #medstudents. Plus, if you join today, you'll receive a special gift! <https://member.ama-assn.org/msop-join>
5. An @AmerMedicalAssn membership grants you exclusive opportunities to apply for scholarships, internships & fellowships. You’ll also gain access to 240,000+ medical leaders and their invaluable insights. Learn what else the AMA can do for you! <https://member.ama-assn.org/msop-join>
6. For test times, Match Day, and every day in between, the @AmerMedicalAssn offers unbeatable resources to help you navigate #medschool & make the most of the opportunities ahead. Join now to take advantage of special discounts on study aids, travel & more!
<https://member.ama-assn.org/msop-join>
7. @AmerMedicalAssn has an ambitious plan dedicated to embedding racial justice and advancing #healthequity. The AMA Equity Plan zeroes in on learning, action and accountability in an effort to advance racial justice within the AMA, medicine and health care.
<http://spr.ly/6000yBDJs>

8. @Gympass_USA connects @AmerMedicalAssn members to thousands of gyms, studios, and wellness apps, right at your fingertips. <https://member.ama-assn.org/msop-join>
9. Did you know @AmerMedicalAssn student members receive 30% off @kaplanmedical #Qbanks ? For #medstudents, by med students. <https://member.ama-assn.org/msop-join>
10. Enjoy a complimentary welcome gift with select 4-year @AmerMedicalAssn student memberships. First Aid for USMLE Step 1, Boards & Beyond, Netter's and more! Join today! <https://member.ama-assn.org/msop-join>

Instagram and Facebook

1. As physicians in training, it's important we surround ourselves with the tools we need to succeed. The AMA has your back! As an American Medical Association member, you'll get access to networking events, study aids, scholarship opportunities and more. Join today! <https://member.ama-assn.org/msop-join>
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4. Why join the American Medical Association? With access to test prep, career planning tools, and even free meditation through Headspace, the AMA is here to holistically support med students through every step of their career. Plus, if you join today, you'll receive a special gift! <https://member.ama-assn.org/msop-join>
5. An AMA membership grants you exclusive opportunities to apply for scholarships, internships & fellowships. You'll also gain access to 240,000+ medical leaders and their invaluable insights. Learn what else the American Medical Association can do for you! <https://member.ama-assn.org/msop-join>
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7. Advancing health equity throughout the medical profession entails a dedicated, coordinated and honest approach. To meet this moment, @AmerMedicalAssn has developed a strategic plan to embed racial justice and advance health equity. Dig into the details. <http://spr.ly/6001yBDeD>
8. Prioritize your health and well-being with Gympass, @AmerMedicalAssn newest exclusive member benefit. @Gympass_USA connects AMA members to thousands of gyms, studios, and wellness apps, right at your fingertips. <https://member.ama-assn.org/msop-join>

9. Did you know @AmerMedicalAssn student members receive 30% off @kaplanmedical Qbanks? For med students, by med students. <https://member.ama-assn.org/msop-join>
10. Enjoy a complimentary welcome gift with select 4-year @AmerMedicalAssn student memberships. First Aid for USMLE Step 1, Boards & Beyond, Netter's and more! Join today! <https://member.ama-assn.org/msop-join>

Images for Facebook and Instagram



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Headspace for every
AMA member



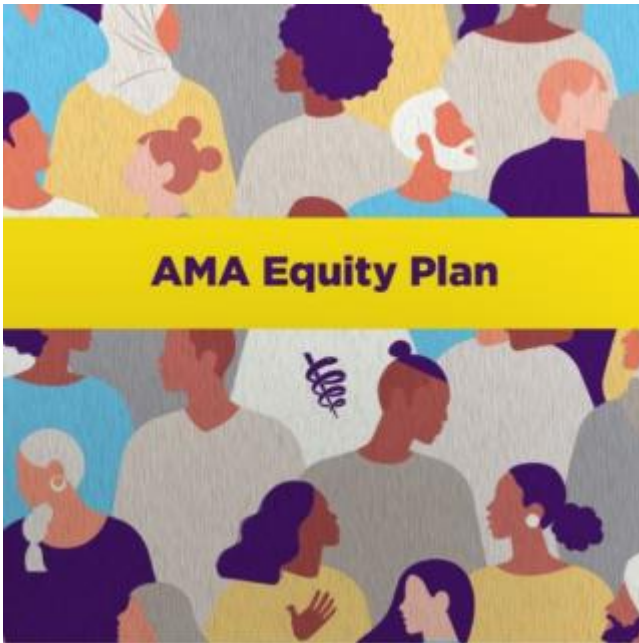
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Powered by **Gympass**

Ready to achieve your healthiest lifestyle?

AMA Members now have access to **Gympass**!

Gympass is a holistic program giving you access to top gyms and wellness partners anytime, anywhere.

Sign up today to start your **7-day free trial*

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KAPLAN

30% QBANK DISCOUNT FOR AMA MEMBERS

KAPLAN MEDICAL FOR DOCTORS, BY DOCTORS

AMA residents add ME # for lowest price

How to Enroll

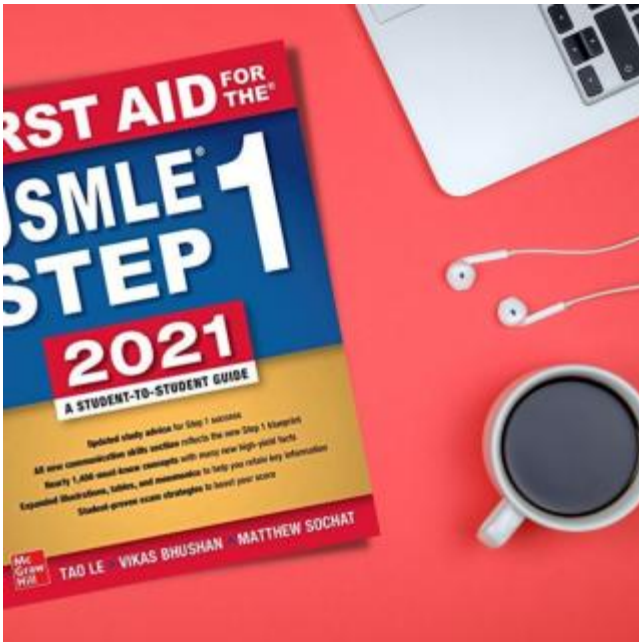
Free Resources

USMLE STEP 1 PREP OPTIONS

QBANK
12 months
\$299
AMA Member Price: \$209

Eliminate 100-day anxiety with over 3,000 exam-like questions in Step 1 Qbank.

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AMA logos

1. AMA logo in purple (PNG)
2. AMA logo in white (PNG)
3. Membership Moves Medicine in purple (PNG)
4. Membership Moves Medicine in white (PNG)