



FREIDA™

Virtual Tour Guide



FREIDA™ from the American Medical Association now has the functionality to feature a virtual tour with your program listing. A virtual tour shares the personality of your program, helps your candidates get a “virtual feel” for your campus, people and program, and ultimately supports applicants in making informed application decisions.

Don’t worry—no professional crew is needed! *YOU* can produce a great quality video following this guide and using just a smartphone. This guide outlines best practices, seven interview questions with directional prompts, and tips, tricks and technical requirements for producing your own video.

If your program has an existing video you would like to add to your FREIDA program page or you have questions about getting started, send us an email at freida@ama-assn.org.

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Virtual tour best practices

- Don't expect virtual tours to exactly mirror in-person experiences.
- While prospective residents will be interested in the facility, for your video tour, however, prioritize more engaging content, such as one-on-one interviews and residents in action.
 - For the specifics about your facility, such as its equipment, number of rooms, amenities, etc., consider creating a standalone slideshow or text overview on your website that individuals can navigate at their own pace.
- Prospective residents are most interested in getting a sense of the culture of your institution, the educational experience, the relationship between the residents and the amenities of the surrounding area.
 - The most authentic way to share this information is to have it come directly from residents and attendings at the institution, rather than through a less personal format, such as voice over narration or on-screen text.
- Focus your video on the top 3–5 desired takeaways for your residency program, which will give focus to your story. Aim to make your video as concise, yet compelling, as possible. More specifics can always be shared on your website.

Suggested outline for your video

- Video tour or picture slideshow of your institution (1–2 minutes)
- Welcome message and overview from the program director (30 seconds)
- Interview with 1–2 attendings (1 minute)
- Interview with 2–4 residents (2 minutes)

Example storyboard

- Exterior view of your institution and brief montage of key areas inside
- Welcome message from the program director and a brief overview of the program with supporting b-roll (i.e., supplemental video that is intercut with the primary video), including:
 - Footage of the facility, program director interacting with residents, residents working side-by-side with the entire health care team, etc.
- Interviews with attendings (either sequential or intercut) with supporting b-roll, including:
 - Attendings leading rounds, overseeing residents performing a procedure, socializing with residents, etc.
- Interviews with residents (either sequential or intercut) with supporting b-roll, including:
 - Residents performing procedures, interacting with attendings, working and socializing with their peers, etc.
- Title card with on-screen text that directs viewers to a specific destination online for more information

Interview questions and prompts

Below are example questions and answers that can help guide your interviews. Select the most relevant questions for your interviewee, and feel free to adjust them and add your own as well!

A. Intro interviewee (program director/attending/resident)

- a. Full name
- b. Title
- c. Institution
- d. Brief bio and/or duration at program

B. Characteristics of the program

Explain how your program stands out compared to others that applicants may be considering. What makes your program unique?

Your response could touch on any of these seven categories:

- 1. Resident wellness
- 2. Career development opportunities
- 3. Curriculum
- 4. Cases/Patients
- 5. Program “type”x
- 6. Diversity (patients and/or residents)
- 7. Other (e.g., community impact of COVID-19)

You could also select the top 2–3 characteristics that exemplify your program from the categories below:

Resident wellness	Development opportunities	Curriculum	Cases and patients	Program type
Supportive environment	Innovation	Balanced experience	Diverse patients	Big size
Friendly	Growth opportunities	Multidisciplinary approach	High volume of cases	Academic program
Family environment	Research opportunities	Structured program	Community engagement	Small size
Work/life balance	Telemedicine opportunities	Strong tracks	Complex cases	Rural location
Collaboration	Mentorship	Strong and/or diverse electives	Focus on patients	
Relaxed	Leadership development	Personalized program	Focus on social determinants	
Flexibility	Possible advanced degrees	Comprehensive program		
Close knit	Interdisciplinary opportunities	Strong rotations		

C. Teaching philosophy

How would you describe your program’s approach for teaching residents? What additional educational or developmental opportunities do you make available to residents, such as lectures or conferences?

Specifically, your answer could address:

- What level of supervision vs. autonomy can residents expect in their first and second years?
- How often are residents provided feedback on how they are doing and ways they can improve?
- What practices or opportunities have proven to be most beneficial for residents’ development in their first and second years?
- How do you help prepare your graduating residents for practice, a fellowship or a career in academic medicine?

D. “Appealing” geographic characteristics

What characteristics make the geographic area where your program is located appealing? Your answer should cover community, activities, population-density, weather and costs.

For example:

- Community-related characteristics of the program location’s surrounding area, such as family-friendly, safe, academic, good school systems and diverse
- Activity-related characteristics including outdoor and cultural activities nearby
- Population-density characteristics, such as urban, suburban or rural
- Weather related characteristics, such as temperate or seasonal
- Cost considerations, such as whether cost of living is reasonable or low in the area

E. Program culture

How would you describe the culture of your program? Would you primarily describe your program in “interpersonal atmosphere” terms or “achievement oriented” terms, and why?

Depending on your program, your response could highlight a few of the following characteristics:

Interpersonal atmosphere	Achievement oriented
Supportive	Promotes growth
Friendly	Goal-driven
Collegial	Cultivates leadership
Mentoring	Career development
Open	Focus on research
Relaxed	Challenging
Inclusive	Training excellence
Respectful	Superior education
Down to earth	Great faculty
Non-hierarchical	Patient-focused
Safe	

F. Resident characteristics

What are the top three characteristics your program looks for in a candidate and why?

Choose and describe three characteristics that your program looks for:

- Hard working
- Self-motivated
- Eager/Passionate
- Team player
- Patient-focused
- Inquisitive
- Collegial
- Dedicated
- Autonomous
- Compassionate
- Other

G. Convincing a candidate

If you were tasked with convincing a candidate to join your residency program, what would you say most sets your program apart?

For example:

- **Program features:** Emphasize the program's academic and clinical features, such as strong faculty, diverse patients, mentoring, quality training, curriculum, program depth, broad exposure to cases and personalized training.
- **Opportunities:** Emphasize the opportunities that are available in the program, such as clinical and research opportunities, career development, connections to leadership and diverse cases.
- **Culture:** Appeal to cultural aspects of the program to convince candidates. Cultural descriptions include socially supportive, collaborative, nurturing and close-knit, among others.
- **Preparedness:** Convince candidates with how well the program will prepare them for future practice. Describe practice types or fellowships graduates have gone into.
- **Funding and resources:** Describe stable funding and access to resources as a means of convincing candidates.

Filming tips and tricks

- Record in landscape mode or horizontally.
- The best natural lighting is in the late afternoon. Strong sun rays beaming through your windows when you're trying to grab footage can cause your video to look overexposed or too bright/washed out.
- Avoid shooting directly into a source of light or in front of windows. Keep natural light behind the camera vs facing directly into the light to capture better results.
- Limit zooming in and instead walk closer to the subject to grab a tighter shot.
 - When filming, keep your hands as steady as possible. Stand against a wall or within a corner of a room and establish a wide shot with your phone. Make sure to hold the phone as close to your body as possible and brace your arms at your torso. Then, carefully, slowly and steadily move your torso to capture your shot. By twisting your torso, you won't need to move your hands, thus eliminating shakiness within your footage. **Pro tip:** Consider investing in an inexpensive tripod.

- When capturing an interview, consider investing in a wired lavalier microphone for your interview subject. Affix the lavalier mid-sternum to capture the best tone. Try to minimize the amount of ambient noise around your interview subject; silence or turn off your mobile devices and avoid high-traffic areas. Your best bet is to conduct your interviews inside to minimize audio issues from external sources and wind.

Editing tips and tricks

- A few low-cost and free apps to help put your video together:
 - [iMovie](#) (Mac and iOS)
 - [Wondershare Filmora](#) (Mac and Windows)
 - [Adobe Premiere Rush](#) (Mac, Windows, iOS and Android)
 - [Splice](#) (iOS)
- Music has a huge impact on the quality of your final video. There are a number of resources online for purchasing low-cost, royalty-free music tracks. Consider purchasing one or two tracks to include as background for your video. DO NOT use unlicensed music from your favorite recording artist. YouTube actively monitors for copyright infringement and will take action against accounts that use music without permission.

Some online resources for royalty-free music include:

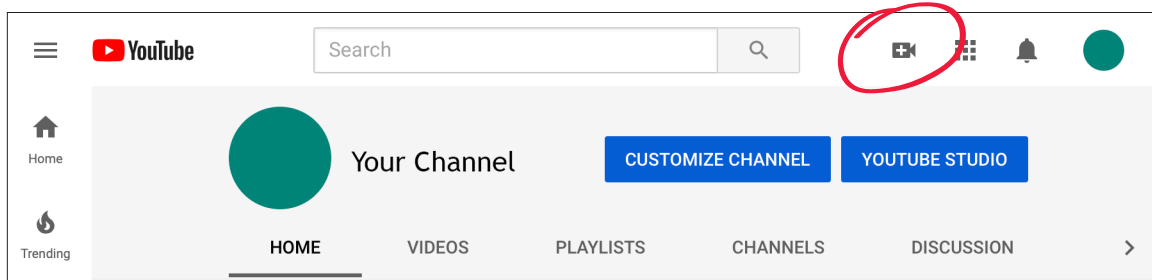
- [Premiumbeat.com](#)
- [Artlist.io](#)
- [Soundstripe.com](#)
- [Pond5.com](#)

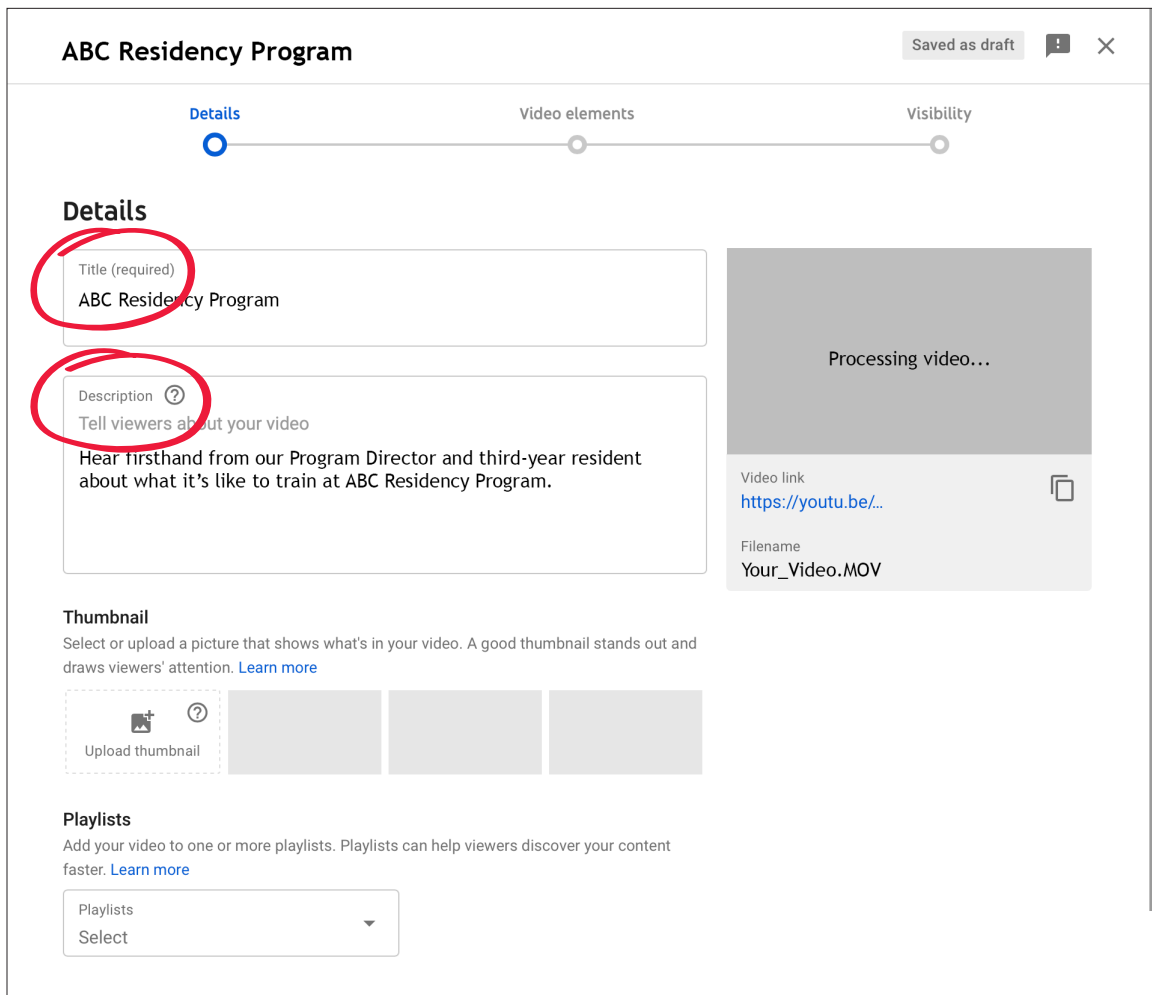
Uploading your video to YouTube

1. Log in to your YouTube account or create a new account.
- 2a. Before you can successfully upload your video, make sure the platform supports the video format you're using. Below is a full list of supported files:

.MOV	.MPEG	DNxHR
.MPEG4	.FLV	ProRes
.MP4	3GPP	HEVC (h265)
.AVI	3GPP	
.WMV	WebM	

- 2b. In the top right corner of the window, click the camera icon and then "upload video" to select your file.





3. Once you upload your video, add a title description and tags. Make sure to change the name of your video, otherwise it will have the same file name as when you uploaded it from your computer.
4. You can choose (or upload) a thumbnail image. YouTube generates three choices for you. The thumbnail image will be seen on your channel, playlists, suggested video previews and anywhere else your video is embedded.
5. Once your video is uploaded, be sure to take advantage of YouTube's built-in tools:
 - a. [Audio library](#): Add music and sound effects
 - b. End cards: Add a call to action for next steps, such as to learn more by visiting your website
 - c. Closed captions

Reminder: Once your video is live on YouTube and ready to share, send the link to your video to freida@ama-assn.org

Additional resources

- [Tips for Shooting a Virtual Property Video with Your Smartphone](#)
- [7 Tips for Making Your Smartphone Cinematography More Cinematic](#)
- [A Beginner's Guide to Taking Great Video on Your Phone](#)
- [Best Practices Virtual Admissions](#)

