

MSOP GUIDE

TRANSITIONING TO VIRTUAL EVENTS

Given current conditions and unknowns around the Delta variant, we understand that some campuses may choose to move in-person events to virtual programs. Don't worry - we are prepared to help with virtual recruiting resources.

1 VIRTUAL EVENT STEP-BY-STEP GUIDE

Just like live events, virtual events come with their own considerations. Use this [checklist](#) to prepare for a successful, smooth, glitch-free virtual event.

2 VIRTUAL RECRUITMENT TOOLKITS

We've prepared [recruitment toolkits](#) that include everything you need to host a successful event on the following topics:

- AMA 101 INFO SESSION (MD & DO)
- ADVOCACY EVENT TOOLKIT
- HEALTH EQUITY EVENT TOOLKIT
- BACK TO SCHOOL EVENT TOOLKIT

3 OUTREACH LEADER WELCOME KIT

Our 2021-22 Outreach Leader [welcome kit](#) has a variety of tools and resources to assist you with virtual recruitment, including:

- ZOOM BACKGROUNDS
- EMAIL TEMPLATES
- DIGITAL INCENTIVES FLYER
- BENEFIT GUIDES & MORE

4 SOCIAL MEDIA TOOLKIT

Our [social media resources](#) include tips on best practices, ready-to-post content, graphics and more!