



VdGM Image Theme Group Interim Report October 2015-February 2016

Image Theme Group

Liaison: Luís Pinho Costa **Webmaster:** Sandra Serrão **Social Media Manager:** Vasileios Bampalis

Project Leads: Alessio Platania, Christian Rechtenwald, Hannah Haumann, Nathalie Scherz

Consultant: Raluca Zoițanu

Follow-up from Istanbul

The Image Group transitioned leads from Raluca to Luís. For continuity's sake Raluca kept on board as our esteemed Consultant.

A steep increase was seen in Twitter activity on the #WONCA2015 hashtag, from 2.2K on 2013 and 2014 to over 6K on 2015. By going through the [tweets transcripts](#), one can easily see that the Social Media panel organized by the Image Group surely made a strong contribute. The reason is quite straightforward: Twitter was masterfully used as an additional layer of interaction between (online) audience and panel speakers.

The Social media panel also served to make the official release of the “Vasco da Gama Movement Compass: Navigating the Sea of Soci@l Media”, a collaboration with EQUIP's manager, Ulrik Kirk. Professor Michael Kidd, WONCA President, has shared the e-guide with the United Nations High Level Panel on Health Technologies, proving that work done in VdGM is not only recognised but can also have an impact.

The booth was also quite lively thanks to the contests and activities devised by the Image Group members, specially Alessio. Many went to the booth and ended up contributing to the Fund.

Despite such successes, the Group has also faced some set-backs.

First, following the low success of the initiative in Lisbon the year before, no plans were made to collect pictures and videos from delegates at the Pre-conference/Conference in Istanbul. This shall be corrected this year. In 2016 the Image Group intends to revitalize the process by experimenting with gamification - a contest is being prepared that shall help us create a collective memory album for all VdGM events in 2016.

Second, the Group also did not make arrangements to collect the presentations by the working groups in the Pre-conference - a situation that we intend to change for 2016 by uploading slides, videos and photos to our online channels (including a brand new online repository for research outputs).

Third, manning of the booth was the biggest challenge. We can only thank the “brave” that kept the ship afloat (and the booth up and running) at those times. A compromise must be reached with the Council to avoid the same happening again this year.

Fourth, “vintage” memorabilia items were really impossible to sell. We came to the conclusion that event-specific swag items should be discouraged in the future (at least until a pre-ordering, pre-payment system is in place - yes, that much is in our medium-to-long term plans).

Group reorganization

Following lead transitioning in Istanbul, the Image Group undertook a review of membership status and issued an open call for new members (soon to be re-released under the campaign “Keep Calm and Join the Image Group”). The balance of these operations was null, with two members retiring (JuanMa and Felix) and two others joining the group (Christian and Nathalie).

Following the group reorganization, a contacts database was built and the group’s mailing list updated.

Planning for the future

A strategic plan was put in place using garnered feedback from current group members as well as prior inputs from VdGM Council Members and attendants of the Image Group side meeting during the WONCA Europe conference in Istanbul.

As a consequence of the adoption of such Strategic Plan an online meeting was arranged in order to set priorities and establish a timeline and course of action for implementing the Projects therein, as well as to assign Leads to such Projects:

- Christian became the "Documentary/web series" Project Lead after his idea of reviving the "workplace video series" using video testimonials uploaded to the VdGM Youtube Channel as well as his (wild!) idea of biking all the way to the Pre-conference in Copenhagen and record some cool takes on the way. Planning for the later is already well advanced and shall soon be announced.
- Nathalie & Hannah took over the "Promotional toolkit" Project as Co-leads, aiming to deliver "ready-made" materials to promote the Vasco da Gama Movement and its scope of activity (powerpoint templates, flyers, sets of powerpoint slides). Useful resources have already been gathered in a shared folder but more helping hands would be precious to moving this project forward as the two Co-leads are a bit overwhelmed by their work at this time.
- Alessio accepted to lead the "Booth" & "Memorabilia/crowdfunding" Projects, allowing him to continue his creative work after the success of the activities envisioned by him for the VdGM booth at the WONCA Europe conference 2015. With help from Luís, exciting new swag items are being developed; a pre-ordering platform shall be released in time for the Pre-conference/Conference in Copenhagen.

- Vasileios was promoted from LinkedIn manager to cross-platform Social Media manager. He has been busy with his professional and academic duties, but once that has improved he shall start working in ways to increase the activity and engagement levels across VdGM social media channels.
- Sandra was reappointed Webmaster. She has since been "on leave" due to professional commitments but once she is back we intend to start reforming the website and making it more user-friendly.
- Luís has stepped in for Vasileios and Sandra and shall continue to do so during the early part of the year, as it is expected that both of them will be unavailable during that time due to professional reasons. Besides giving a hand as webmaster and social media manager, he is also overseeing the Group's activities and liaising with the Executive.
- For professional reasons, Merter and Susanne chose to stay on the group as inactive members and shall resume activities on a later date.

Communication channels

For internal communications (within the Image Group), the mailing list/forum on Google Groups was adopted as the official communication channel where all topics are to be discussed. Ownership and administration rights of the mailing list were transferred from Felix to image@vdgm.eu.

For external communications a decision was made to use the imagegroup@vdgm.eu email address, with replies being the sole responsibility of the Image Liaison (or delegated person when he is away).

In the absence of Sandra, housekeeping of vdgm.eu is being ensured by Luís, therefore all email sent to webmastwer@vdgm.eu is also being forwarded to the Liaison's email address at image@vdgm.eu.

Website

The Image Group page was restyled after the group's reorganization and Projects assignments. In this period 37 news announcements were made, including 9 conference exchanges. All the announcements were compiled in a single write-up for the first edition of the WONCA EUROPE newsletter, as a way to inform readers about all VdGM updates since the WONCA Europe Conference in Istanbul.

Updates were made to the webpages for the Hippokrates Exchange programme (hosts and NEC), the Hippokrates and Claudio Carosino Prizes (2015), the Junior Researcher Award (2016) and the VdGM Fund (2016), the Executive members, and the Council members.

A website was built for the 3rd Forum (under vdgm.eu), in close collaboration with Ronen from the 3rd Forum Host Organising Committee. Moreover, the Group collaborated with the Pre-conference Host Organising Committee in order to review contents on the Pre-conference website and registration page before public release.

In addition, the contents on the VdGM page on the WONCA World website were also reviewed and updated in collaboration with WONCA's webmaster.

Lastly, a compilation of online donations/fundraising online platforms were submitted to the VdGM Treasurer for a full analysis.

Social media

A review of management/administration of all Social Media accounts was performed.

On LinkedIn and VdGM Facebook Group the VdGM Secretary, Image Liaison and Social Media Manager were listed as Administrators.

On the VdGM Facebook Page the Secretary and Image Liaison were set as Administrators, while other Executive members, Social Media Manager, Ronen and Jonathan (from the 3rd Forum Host Organising Committee) were listed as Editors.

A team of @vdgmeu contributors were set up using Tweetdeck, allowing for access to the Twitter account to be restricted to the Secretary and Image Liaison. Apart from Luís and Vasileios, Ronen and Jonathan (from the 3rd Forum Host Organising Committee) complete the current Team of @vdgmeu contributors on Tweetdeck.

Given that role assignment is not possible on Youtube, Slideshare, Flickr, Ustream, bitly, iftt, Infogr.am, the credentials to those accounts will continue to be used and shared by the Image Liaison and VdGM Secretary. On a side note, the Image Liaison was locked out of Flickr for a couple months but has since regained control over the account.

All accounts were updated with the current VdGM logo, as adopted in Istanbul.

The following social media policies were put in place.

→ On VdGM's Facebook Page, the Social Media Manager shall post announcements at the exclusive request of the Executive Group members (or they can do it for themselves).

Ronen and Jonathan (HOC for the 3rd VdGM Forum) shall only tweet contents/announcements pertaining to the 3rd VdGM Forum.

Announcements on VdGM Facebook Page shall always be shared on the VdGM Facebook discussion Group.

As posts are attributed to VdGM, and not the user's personal accounts, all contributors should be extra careful not to publish anything that could be ill perceived.

Thus, before publishing any contents contributors should always ask themselves:

1. Is this something my grandma would be proud of?
2. Would I be comfortable in telling this to a journalist?
3. Would this content satisfy my favourite, top-notch Family Medicine professor?
4. There is no chance this could hurt or bother fellow VdGMians?

If the answer is "yes" to all four questions, then it's probably safe to publish such contents.

→ On the Facebook Group, the Social Media Manager shall manage friendship requests (after reviewing the requester's profile to ensure that we don't add spammers or inconvenient users), block users that post improper content or that are flagged by other members, keep the discussion alive by posting content of relevance to VdGMians and by sharing announcements made by the VdGM Facebook Page or published on VdGM's website. The Image Liaison and Secretary may also do the same.

→ On TweetDeck, the Social Media Manager shall post announcements as @vdgmeu (Twitter) at request of the Executive Group members; retweet/like content of interest to VdGMians. The Image Liaison and Secretary may also do the same.

Ronen and Jonathan (HOC for the 3rd VdGM Forum) shall only tweet contents/announcements pertaining to the 3rd VdGM Forum.

As @vdgmeu tweets are attributed to VdGM, and not the user's personal accounts, all contributors should be extra careful not to tweet/retweet/favorite anything that could be ill perceived.

Thus, before tweeting/retweeting/favoriting contributors should always ask themselves:

1. Is this something my grandma would be proud of?
2. Would I be comfortable in telling this to a journalist?
3. Would this content satisfy my favourite, top-notch Family Medicine professor?
4. There is no chance this could hurt or bother fellow VdGMians?

If the answer is "yes" to all four questions, then it's probably safe to tweet/retweet/favorite.

→ On LinkedIn, the Social Media Manager shall post announcements at request of the Executive Group members, keep the discussion alive by posting content of relevance to VdGMians and by sharing announcements made by the VdGM Facebook Page or published on VdGM's website. The Image Liaison and Secretary may also do the same.

Roughly fifty announcements were made on the VdGM Facebook Page and shared with the VdGM Facebook Group. During that time, the number of Likes on the Page rose from 0 to 422, with an average daily reach of 500 people. On a side note, the statistics module on the Facebook Page is becoming ever more a powerful tool to rethink our promotional strategies.

A similar number of announcements were made on Twitter, which resulted in a daily average of 450 impressions. The number of followers keeps growing at a slow but steady pace - now short of 1650, one hundred more followers than in mid-october 2015.

Thirty announcements were also released on LinkedIn despite the lower engagement from users on that social media channel. Starting with 260 followers, the group gained 34 more in the period under consideration.

After control over the Flickr account was regained, 154 photos were uploaded to the album “Zagreb 2015 VdGM/ZZROM Conference”. The album has since been viewed by only 30 people, which is not strange considering that no particular promotional effort was made until now. This might change after the photo contest currently being planned.

Pre-conference in Copenhagen & Forum in Jerusalem

The activities pertaining to the webpages/websites are discussed in this report under the section named “Websites”.

In preparation for the upcoming Pre-conference and Forum, the hashtags #vdgmpre16 and #3vdgmf were registered on Symplur’s Healthcare Hashtag Project, allowing for statistics to be obtained in real-time.

The Image Group updated the Pre-conference banner with the VdGM logo adopted by the Council in Istanbul (and had the Forum banner updated by the design company hired by the Host Organising Committee).

Following the “New Year Resolution: go to Israel” campaign launched by the Israeli Host Organising Committee, the Image Group presented several other promotional strategies to the Pre-conference and Forum Host Organising Committees, namely:

- Sending an e-newsletter with short interviews and updates
- Sharing visuals on Social Media
 - ◆ pictures of each speaker with quote overlays (should be a powerful statement)
 - ◆ simple graphic images with quotes and comments from interviewed people from the HOC, Council, Executive (allowing for positive word of mouth about speakers, sessions and event)
- Making available on vdgm.eu and social media channels shareable assets (visuals flyers, and other branded downloadable resources)
- Publishing videoclips with HOC members inviting and welcoming people to attend (15 seconds videos for Instagram, longer videos for Youtube/Facebook/Twitter)
- Publishing testimonial videos from people that have participated in the previous Forums, showcasing the scientific and social quality of these events
- Sharing behind-the-scenes visual content (videos, pics) - including bloopers!
- Adding a hyperlink and/or graphic about the Forum to email signature line (HOC members).
- Adding a link to a simple, pre-crafted tweet (using [Clicktotweet Basic](#)) to email signature lines and/or e-newsletter
- Displaying the official hashtags (#3vdgmf and #vdgmpre16) in all promotional materials

Social media contests through referral programmes, together with special offers, are also on the works in close cooperation with the Host Organising Committees.

Submissions to conferences

Group members were involved in a number of submissions for WONCA Europe Conference in Copenhagen. The following abstracts on social media and telehealth were accepted:

- “The (online) patient will see you now, Doc: primary health care for all through telehealth - a workshop”
- “Doctor Avatar Life Lessons for Health Professionals: A Workshop Exploring Failure to Appraise Social Media Outcomes”
- “The Interactive ePDF to Social Media in Family Medicine”