

## NTDC YOUTUBE SERIES OUTREACH STRATEGY

### After the launch at the annual meeting:

- “Press release” style e-mail that summarizes the purpose of the initiative, provides links to example videos and training toolbox submissions, outlines (at least the topics of) forthcoming videos, and instructs readers on how to get involved
  - Send to training directors, LEND (and other MCHB-funded training program) directors, and UCEDD directors
  - Create a page in the NTDC section of the website and use this e-mail as the basis for content; create a running, hyperlinked list of videos (with a brief description) and their corresponding training toolbox submissions
  - Submit for inclusion in next issue of AUCD360 newsletter and draft a condensed (one paragraph) version for inclusion in next “AUCD: Announcements” e-mail

### Immediately following each new video / training toolbox submission:

- Submit a brief description to AUCD for inclusion in the next “AUCD: Announcements” e-mail and on the NTDC portion of the AUCD website
- Make sure that the contributing center/program posts the video to Facebook and Twitter; “tags” AUCD (so they can repost to the network) and any individuals involved, links to the corresponding training toolbox submission, and promotes the post within their university or hospital community
- Continuously monitor social media responses and YouTube comments to determine if more in-depth discussions on this and related strategies are needed; this could take the form of a webinar, conference call, telecast, or breakout session at an upcoming meeting

### After every two new video / training toolbox submissions:

- Send an ICYMI (“in case you missed it”) e-mail to the NTDC listserv with brief descriptions of the two most recently posted videos and their corresponding training toolbox strategies, testimonials from other directors who may have already adapted strategies for their programs, any analytics that suggest the initiative’s success and value to the network, and instructs readers on how to provide feedback or get involved

### Six months after launch:

- Survey training directors re: engagement (video views, usefulness of content, dialogue generated, incorporation of strategies into training curricula, ideas for improvement, etc.)
  - Use data collected, informal feedback, and training toolbox / YouTube / social media analytics to adjust future submission content and outreach strategies

### Twelve months after launch:

- Present six-month and twelve-month analytics at the 2016 NTDC annual meeting; use a portion of the meeting to have focus groups that brainstorm how to sustain and advance the initiative in future years