



Medical Student Outreach Program (MSOP): Social media resources

Get started by following the AMA

Find ready-to-post content, graphics and logos. Read more about the benefits of AMA medical student membership.

- Facebook: AmericanMedicalAssociation
- X/Twitter: @AMAMedstudents and @AmerMedicalAssn
- Instagram: @AmerMedicalAssn
- TikTok: @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, 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.

Social media images & sample posts

EXCLUSIVE

AMA MEMBERS

Master preclinical content for every exam

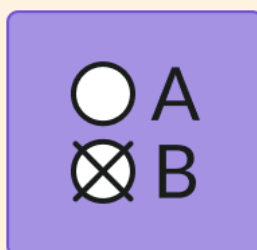
GET \$40 OFF AMBOSS



Library



Anki Add-on



Qbank



Clinical Support

AMBOSS gift



Sample AMBOSS gift post

\$40 discount on AMBOSS Library with membership! Join the American Medical Association, the largest medical organization in the nation, and get access to 1,000+ leadership positions, resources to get started in research, a platform to influence health policy, and more. Sign up today with a 4-year membership and select AMBOSS: ama-assn.org/msop-join

Learn faster, study smarter, and excel in clerkships with AMBOSS. Students save with AMA Membership – join the AMA today for a \$40 discount on AMBOSS Library. Join the American Medical Association, the largest medical organization in the nation, and get access to 1,000+ leadership positions, resources to get started in research, a platform to influence health policy, and more. Sign up today with a 4-year membership and select AMBOSS: ama-assn.org/msop-join

AMBOSS images

- Instagram, option 1
 - Instagram, option 2
 - Instagram, option 3
 - Instagram, option 4
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Leadership / Research / Advocacy / Match

GET HANDS-ON EXPERIENCE AS AN ADVOCATE



Join now.

Advocacy

Sample advocacy post

Learn to advocate. Join the AMA to get involved in issues that matter to you and train as an effective advocate. Enjoy the benefits of a student membership for less than \$2 per month. Sign up today with a 4-year membership and select your welcome gift! ama-assn.org/msop-join

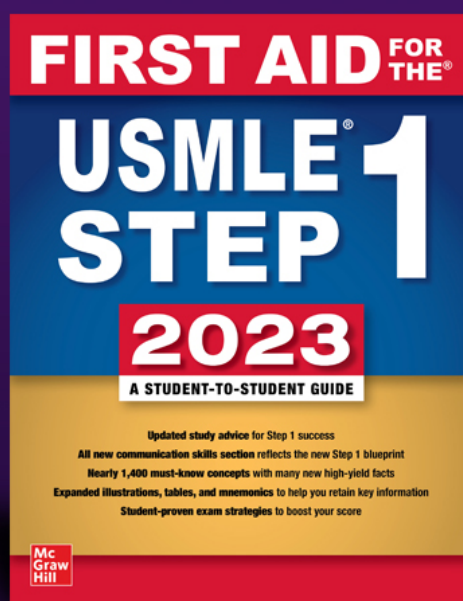
Advocacy images

- X/Twitter
- Instagram



JOIN TODAY AND SELECT A GIFT!

FREE First Aid
for the USMLE
Step 1 2023



First Aid gift



Sample First Aid gift post

First Aid for USMLE Step 1 with membership! Join the American Medical Association, the largest medical organization in the nation, and get access to 1,000+ leadership positions, resources to get started in research, a platform to influence health policy, and more. Sign up today with a 4-year membership and select First Aid: ama-assn.org/msop-join

First Aid image

- Instagram



Leadership

Sample leadership post



Develop leadership skills and set yourself apart from other students. Join the AMA to access over 1,000 unique leadership opportunities. Enjoy the benefits of a student membership for less than \$2 per month. Sign up today with a 4-year membership and select your welcome gift! ama-assn.org/msop-join

Leadership images

- X/Twitter
- Instagram



Leadership series

Sample leadership modules for medical students post

Develop leadership skills and distinguish yourself from other students. Join the AMA to access five, 20 min. interactive modules on leadership. Enjoy the benefits of a student membership for less than \$2 per month. Sign up today with a 4-year membership and



select your welcome gift! ama-assn.org/msop-join

Leadership modules for medical students image

- Download image



Research

Sample research post

Give your CV a boost. Join the AMA for the opportunity to build your research and present to researchers from across the country. Enjoy the benefits of a student membership for less than \$2 per month. Sign up today with a 4-year membership and select your welcome gift! ama-assn.org/msop-join

Research images

- X/Twitter
- Instagram



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)
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