

Expired: RBMA SPARK 2020: Social Media 101

1:30-2:30 p.m.

Social Media 101: How to Manage Your Reputation Online and Become a Thought-Leader in the Industry

Speaker: Rosil Sinha, Director of Marketing at Collaborative Imaging

Pre-recorded session

Social media is ever-changing and its role within healthcare is skyrocketing. In fact, 40% of Americans said that social media influenced their choice of a particular doctor, facility or medical practice. However, it's unreasonable to expect physicians and radiologists to forgo their important day-to-day responsibilities and manage their social pages and online reviews. This session will cover unique solutions that will help position physicians as distinguished thought leaders, reach target audiences and bolster online presence. In the end, attendees will have the proven strategies to navigate through our social media world.

At the conclusion of the session, the attendee will be able to:

- 1. Manage your reviews and reputation on social media**
- 2. Create meaningful content that promotes your practice and positions you as a distinguished physician in the industry.**
- 3. Apply tricks and strategies when creating a**

successful campaign, including how to gain followers on social media.

About Speaker:

Rosil's career began 16 years ago as a TV producer where she was the first to implement social media at the network and succeeded in creating viral global campaigns. With an extensive background in content creation and social media, Rosil now works to positively shape the healthcare landscape online while driving industry awareness.

Her Role at Collaborative Imaging is to help our Radiologist Partners build a social media strategy from the ground up focused on creating an engaged community while positioning them as thought leaders in the industry.