ATLAS Social Media Bus Route
Overview of ATLAS

- ATLAS (Adolescents Transitioning to Leadership and Success)
- Principle Investigator: Gary Maslow, MD - Children and Adolescent Psychiatrist
- Foster resilience and independence in adolescents and young adults with chronic illnesses
- Research has shown the benefits from such programs and they are growing in popularity
- Duke mentors (me!), who have also faced the challenge of living with a chronic illness, meet with adolescents and their parents to discuss issues involving family, peers, school and illness-related experiences
- Overarching premise: people living with chronic illnesses face many similar psychosocial issues regardless of the specific illness they struggle with
- Draws on resources from within Duke University, Duke Medicine, and community: doctors, nurses, social workers, and student mentors
- ATLAS creates a safe space for the teens to have the opportunity to discuss relevant issues with their peers who are also living with a chronic illness
Overview of Goals & Challenges

- Build awareness around Duke ATLAS brand as a model for other adolescent and young adult (AYA) mentorship and support groups
  - Inspire other universities and medical programs to develop their own versions
- Highlight programming through social media so ATLAS becomes an example for how such programs should operate
- Become the “go-to” AYA mentorship program when other groups are looking for experts in the field
  - Influencer in the AYA mentorship space
- Challenges:
  - 1) Recruiting Duke students as mentors due to the particular qualifications needed
  - 2) Similar programs do not have social media presences
  - 3) Lack of precedent
These programs are very rare and are especially unique – gaining popularity and recognition!

- Dartmouth 1998- STAR (Steps Toward Adolescent Responsibility)
  - Dartmouth-Hitchcock Hospital
- Brown University 2005- TALC (The Adolescent Leadership Council)
  - Hasbro Children’s Hospital
- Duke University 2010- ATLAS (Adolescents Transitioning to Leadership and Success)
- More recently, programs have started at Stanford University and Indiana University

**HOW WE FIT:** None of these programs have established social media presences and therefore ATLAS has an opportunity to capitalize on the lack of traffic and become an influencer for future programs

**TARGET AUDIENCE:**
- Researchers, young adult health professionals, child psychiatrists, parents, social workers, nurses, university students with chronic illnesses
Audience Analysis

1. Professional audience focused on AYA healthcare – **build reputation**
   - Researchers
   - Psychiatrists
   - Social workers
   - Nurses
   - Duke Students with chronic illnesses (potential mentors) – recruit!

2. “Community” audience – **build trust**
   - Parents
   - Young adults seeking support

- Partnering with other organizations would expand this audience and build ATLAS’s **awareness/credibility**
  - i.e. NAMI, CAPS, Student Health, The Ability Experience

- Make sure both are receiving **meaningful** content
What Platforms should ATLAS use?

- **Quora**
  - Become an influencer in the AYA mentorship space
  - Build credibility
- **Instagram**
  - Highlight and humanize ATLAS programming
  - Build trust
- **Medium**
  - Blogging about AYA mentorship, gain influence in big network of people
  - Share in depth insights and "how-to" advice when it comes to developing similar programs
  - Build credibility and trust
- Build a **website** so that it can tie everything together and social media platforms can direct people to website
Quora

- **Quora – build credibility and become an influencer in the AYA mentorship space**
  - Have the social workers/doctors/mentors who run ATLAS develop a Quora presence of their own that consistently references ATLAS programming

- Once ATLAS is established enough in and of itself, it can have its own Quora presence
  - Consistently answer questions regarding lifestyle of adolescents and young adults with chronic illnesses
  - Make ATLAS known as a leader in this space
  - Highlight positive statistics from such programs
  - Share “how to” advice for other universities that want to start similar programs

- Not many programs like ATLAS → taking advantage of **untapped market** and making ATLAS the “go to” for other budding programs with similar goals
  - Build brand through experts who are tied to ATLAS and have inherent credibility
Instagram

- Instagram – highlight and humanize ATLAS programming
  - Visual content/participants/events – shareable content that builds awareness for community audience
- Highlight events that show the value in ATLAS
  - Images of the teens/mentors enjoying ATLAS programming
  - i.e. Duke Children's Prom (see right), ATLAS monthly meetings
- Consistently highlight stories of the teens as well as the mentors – i.e. “Mentor of the Week”
  - Show value that teens take from ATLAS (i.e. Appreciation Day memorabilia) – use as a form of recruitment for Duke mentors and teens
- Make ATLAS photos fit into lifestyle of one’s Instagram feed
  - Less promotional → more personal
Medium

- Blogging about AYA mentorship, gain influence in big network of people
  - Write pieces on what works/what doesn’t about ATLAS programming
  - Share in depth insights and "how-to" advice when it comes to developing similar programs
    - Written by the doctors/social workers who are experts in the field
    - Constant references to ATLAS and its benefits
    - Statistical reference from research done
  - Medium has a hybrid community of professional and amateur bloggers and publications
    - Targeting both audiences: 1) professional audience 2) community audience
  - Build awareness of ATLAS
    - Welcoming parents and AYAs with chronic illnesses
    - Spread strategies and methods that are hopefully replicated
1. Develop a team dedicated to ATLAS’s social media presence
   - Made up of student mentors, social workers, administrative reps
   - Prioritize building the influence of the ATLAS brand
   - Website creation that will be linked on all social media platforms

2. Focus on Quora posts and Medium blog
   - Targeting niche audience of health professionals, AYA researchers, social workers etc.
   - Quora team should aim to post 40-50+ times a day so that there is heavy concentration of information in the beginning and to establish credibility
   - Medium - have the leaders (Dr. Maslow, ATLAS social workers, student mentors) write bi-weekly blogs about research in this area and share information about ATLAS and its value-add

3. Begin and build Instagram presence
   - Do not expect heavy following at first, but build content consistently so that it exists
   - Highlight different teens and mentors – stories build trust and credibility
   - Post content at least 4 times a week plus special events (i.e. monthly meetings, social events, mentor thank you dinner, Prom etc.)
Bus Route continued...

- **Coordinate** with Duke Health to promote Quora and Medium following on a weekly basis
  - Share blogs with Chronicle/Duke Facebook pages etc.
  - Build awareness/following
- Instagram – follow healthcare related accounts, university hospitals, Duke students interested in health
  - Team should work for 1 hr/day following relevant stakeholders
- Use networks of student mentors to build **awareness/visibility**
  - Athletes, Greek Life, SLGs etc.
- **Advertise** ATLAS at Duke sporting events, LDOC, Old Duke, Blue Devil Days, Activities Fair, etc.
Concluding Thoughts

- ATLAS targets a very small, niche market and therefore it will be challenging to develop a social media presence that engages the market effectively.
- It will take time for ATLAS to build enough of a following where other universities are seeking guidance, but have thought leadership established and introduce it at conferences on AYA health.
- To enhance market access, partnerships with other universities, or other groups on campus such as Duke NAMI (National Alliance on Mental Illness), CAPS, Student Health, The Ability Experience etc. could be effective.
  - This would build awareness/credibility of ATLAS in the Duke community.
- Ultimate focus of ATLAS is to build meaningful spaces for AYAs with chronic illnesses and building a social media presence would enhance this goal by hopefully leading to programs such as ATLAS around the country.
- ATLAS social media would also build awareness and resources that would make the experience better for the teens we already mentor i.e. Ella (see right!)