UNC School of Medicine Content Strategy Overview
2023 - 2024

Key Audiences
- Employees and learners – current and potential
- SOM alumni
- UNC-Chapel Hill
- Peer schools of medicine
- Affiliated residency programs
- North Carolina leaders and residents
- Current and potential donors

Strategy
- Communicate SOM values, achievements
- Align with SOM strategic plan
- Elevate research achievements, reputation
- Grow applicant, recruit pools
- Demonstrate ROI to North Carolina leaders, taxpayers

Themes, Priorities
- Service to North Carolina
  - Show clear community impact across North Carolina
  - Demonstrate how achievements in care and research help North Carolinians
  - Show SOM service to communities across the state
- Excellence
  - Education
  - Research
  - Patient care
- SOM community

Performance Indicators
- Digital engagement
  - Clicks, shares, time spent on pages
- Application trends
- Recruitment trends
- Ranking trends
- Message elevation