Creating a Community of Practice for the WFPI

Through

Leveraging + Preserving Our Present

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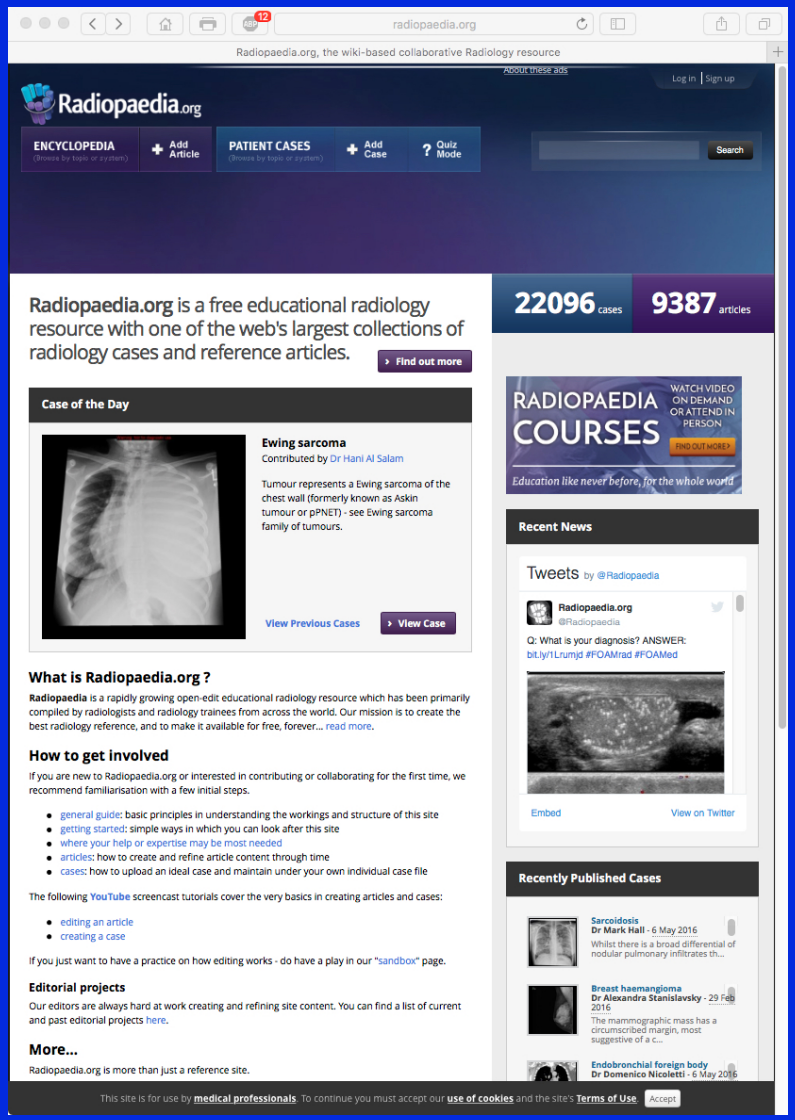
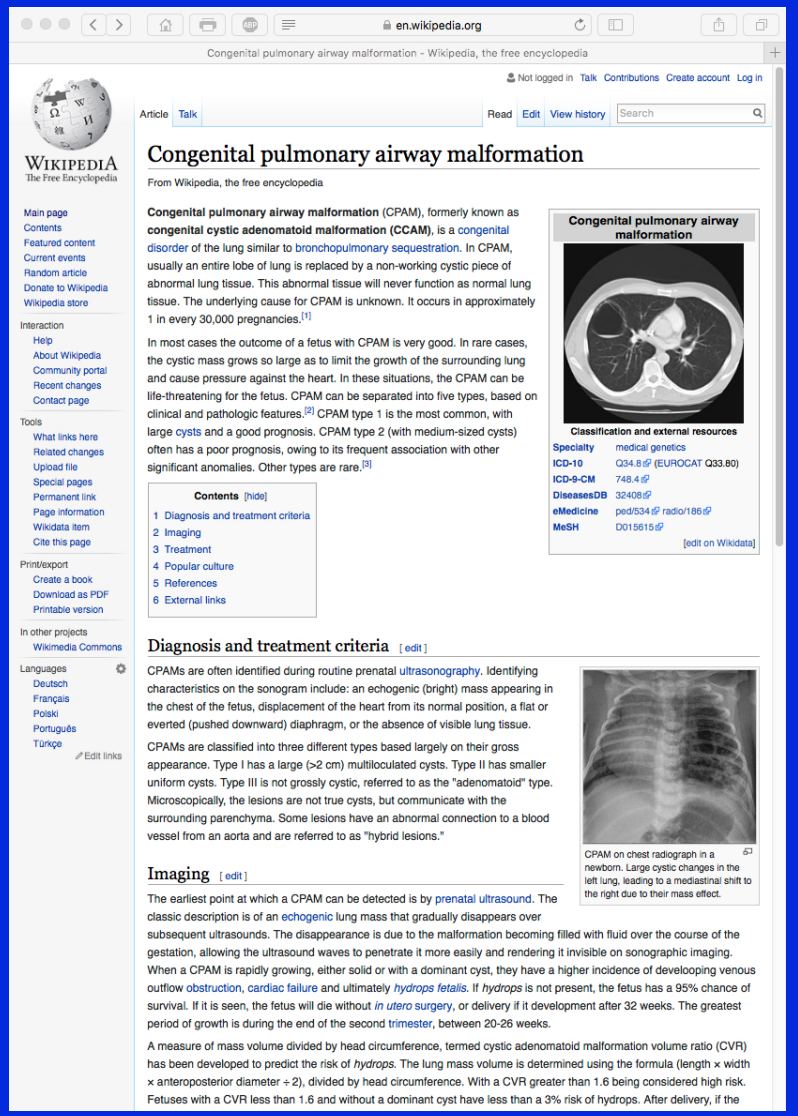
Radiopaedia

- Successful media strategy
  - Radiology textbook Web site is content hub
  - Social media used to promote cases / topics + drive users to Web site



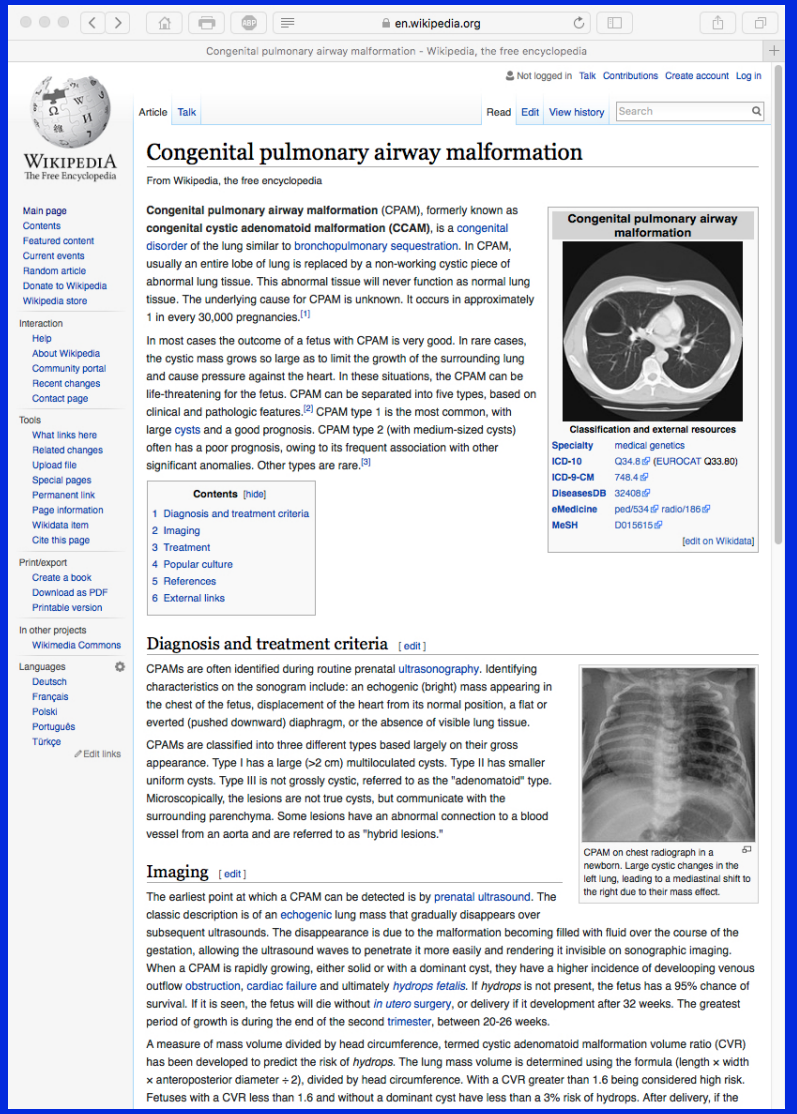
WFPI Textbook of Pediatric Imaging

- Successful media strategy
  - Pediatric radiology textbook Web site is content hub
  - Social media used to promote cases / topics + drive users to Web site



Where Do You Get the Content?

- Educational posters of meetings from 13 member societies
- Submitted in MediaWiki format (rather than PowerPoint)
- Peer reviewed by educational poster session reviewers
- Edited by authors
- Published online for meeting + then forever after
  - Readers send corrections + comments to authors
  - Editing restricted to authors + site editors
- Content serves as basis of next year's social media campaign



Advantages

- Authors get educational poster + textbook chapter in CV
  - Receive altmetrics yearly for chapter (pages read, users)
  - Receive impact of chapter in social media measured by ImpactStory
- Great project for
  - Senior radiologists to select poster / chapter topics + oversee
  - Junior radiologists to write chapters, do tech + social media
  - Users – free textbook of pediatric imaging
- Start small – partner at first with one member society
  - Could be multilingual as you partner with more societies
- Cost – almost nothing
- Takes advantage of pre-existing content workflow in form of educational posters + preserves it
- Result is tangible – permanent pediatric imaging reference
  - Build community of practice of members (authors/editors) around it