



Google Hangouts Captivate
Audiences: An Innovative Experiment
by the AAFP FMIG Network

Sam Carlson
Ashley Bentley
AAFP Medical Education Division

Goals of New Project

- Engage students with hot topics
- Expose students to family physician leaders
- Programming resource for FMIGs

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What We Created

- **Platform:** Google Hangouts on Air
– Supported by aafp.org web content
- **Format:** 15-minute-or-less videos
- **Timeline:** Pilot project over one academic year

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Member Involvement

- **Host:** FMIG Network leaders (medical students)
- **Featured speaker:** AAFP president
- **Topics:** Hot topics in health care – more broad than what FMIGs might have easy access to

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Metrics for Evaluation

- Visits to social media and website
- Downloads of materials
 - Comparison to similar content for baseline
- Clickthroughs to related content
- Student awareness of Family Medicine On Air (future metric)
- Student valuation of Family Medicine on Air (future metric)

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Google Hangouts: What We Learned



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Google+ Hangouts

- Video and voice chats with groups of up to 10 people
- Live streaming and archiving of videos through Google Hangouts On Air
 - Works with YouTube
- Free for any Google user (Gmail, YouTube, etc.)

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Google+ Hangouts: Features

- Schedule and promote events in advance
- Automatically streams live and archives to YouTube
- Live Q&A
- Easily change speakers
- 10 speakers max, unlimited viewers
- Make broadcast public or private
- Show images or slides
- Edit broadcast later if necessary

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Google+ Hangouts: Challenges

- Free technology means:
 - No tech support
 - Constantly changing features
- Many are first-time users
- Ensuring all panelists have adequate internet connection and set up
- Depending on topic, time commitment to prepare

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Google+ Hangouts: Live Demo

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How Are We Doing?

- Since July 8, 2014
 - 761 views on YouTube
 - 3,486 minutes watched
 - 763 page views (aafp.org/fmonair)
 - 30 downloads of materials

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How Are We Doing?

- First two episodes: 125+ views each in first 30 days
- Next two episodes: 30 & 55 views in first 30 days
- Minutes viewed vary from average 6.5 to average 2.9

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Plan for 2015-16

- Expand to include new speakers, new topics
- Increasing use of pre-recorded content
- Deeper evaluation to capture awareness, cyclical trends, topic engagement, optimal episode frequency, etc.

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Questions?

- Find more at:
 - aafp.org/fmonair
 - FMIG Network on Google Plus and YouTube
 - Email scarlson@aafp.org or abentley@aafp.org


