



# Medical Student

## MEMBER COMMUNITY

## Expanding Your Interest Group

Cardiology Interest Groups are the most fun when you can share them with your friends! Try these techniques to expand your Interest Group and build your community of students interested in cardiology.

### **Word of Mouth Advertising**

Spread the word yourself by encouraging friends to attend your events! Tell your friends and colleagues about all the cool opportunities available to members of your CARDIG.

### **Host a “Meet and Greet” Event**

Hosting a “Meet and Greet” event is a great way to introduce potential members to your CARDIG. Have an open forum to discuss what interests you about cardiology and highlight the events your CARDIG has hosted in the past. Having some sort of snacks or refreshments is always a plus when bringing people to events!

### **Social Media Marketing**

Have a class Facebook or other social media page? Post about your events well ahead of time to get the word out about your upcoming events. Encourage current members to “like” or “share” these posts to drive interest.

### **Partner with another Interest Group**

Partnering with another Interest Group is a great way to expand the reach of your CARDIG to members of other Interest Groups. Try hosting events with other groups interested in Internal

Medicine as often those members will also be interested in cardiology. These events can be mutually beneficial to both interest groups and a great way to meet new people!