

Click Talk:

The Power of Social Media

Vincent Fu, University of Colorado School of Medicine

@vincefox8 | vincentfu.me



K-State Social Media Week | 16 February 2022



Vincent Fu

University of Colorado School of Medicine
Founder & Designer, **arctcfx**



THREE CORE PILLARS



DESIGN

arctcfx



FITNESS

#fitfox

MEDICINE

MD



My Adobe Story



PART ONE

Humble Beginnings



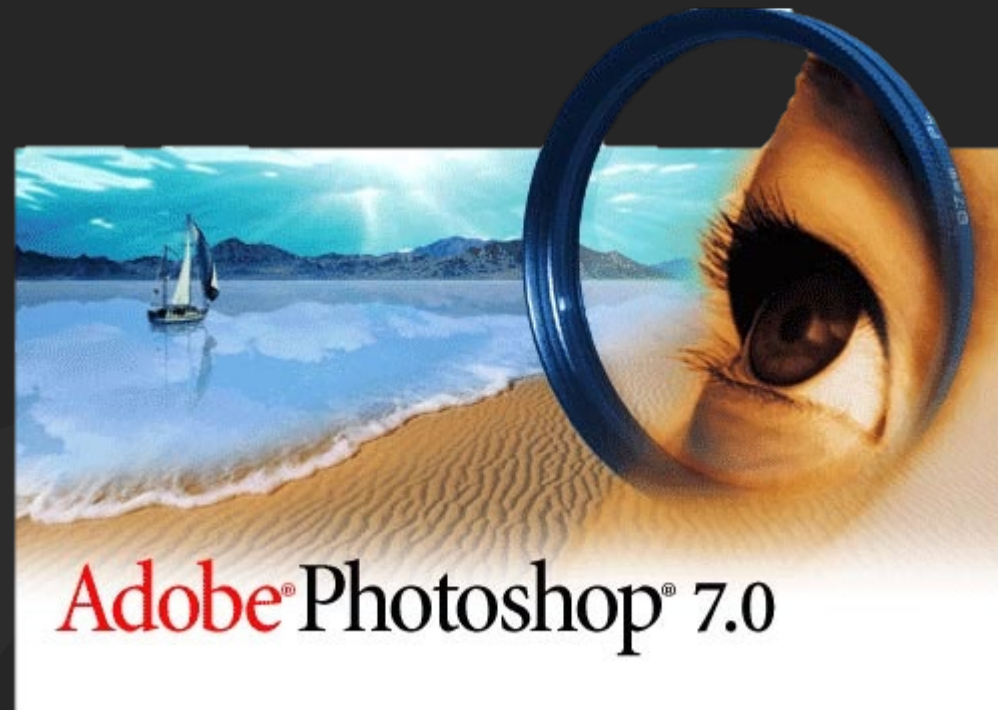
HUMBLE BEGINNINGS

The Early Years

2005-2013



THE EARLY YEARS



THE EARLY YEARS



THE EARLY YEARS



HUMBLE BEGINNINGS

The Undergraduate Years

2013-2017

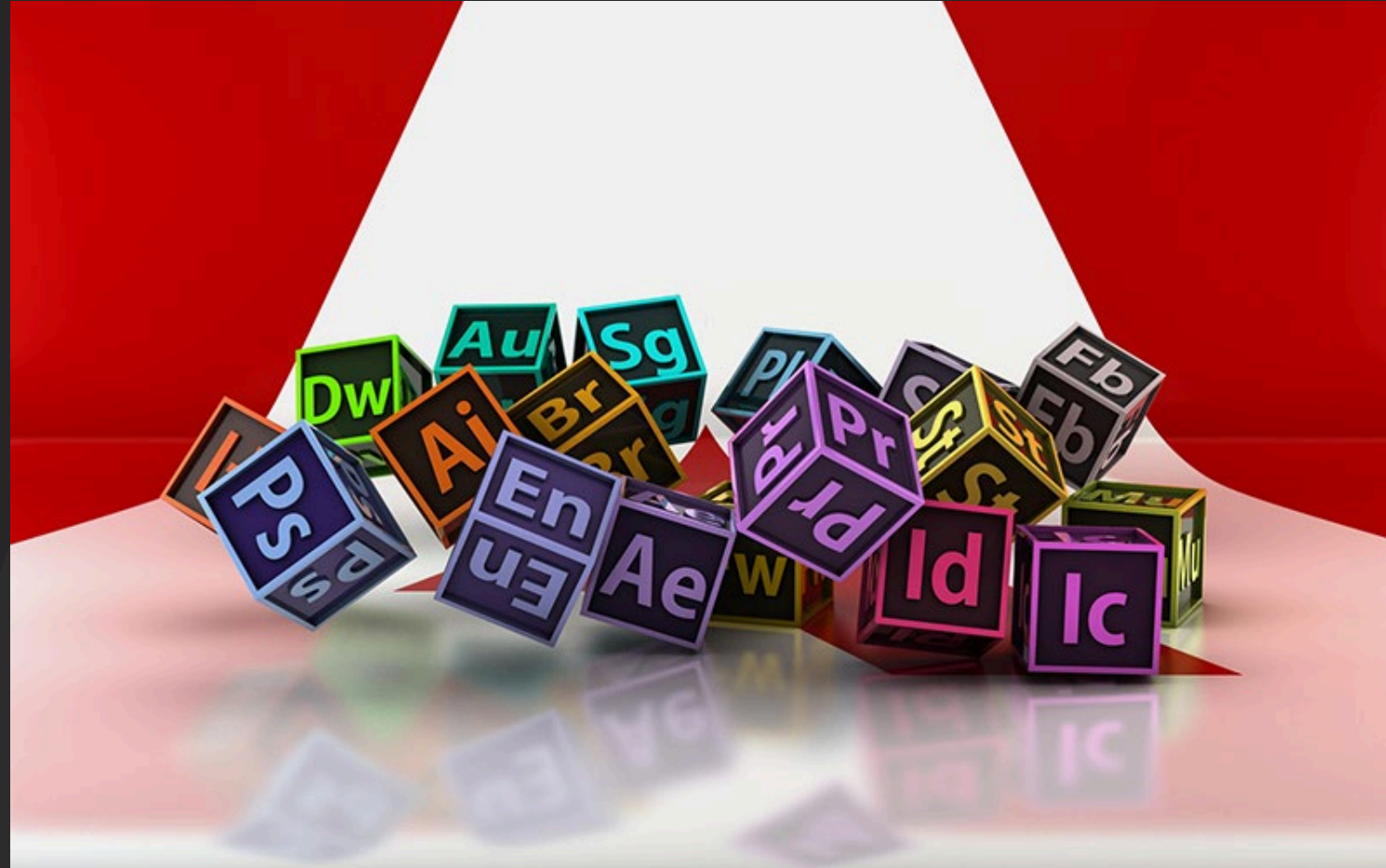




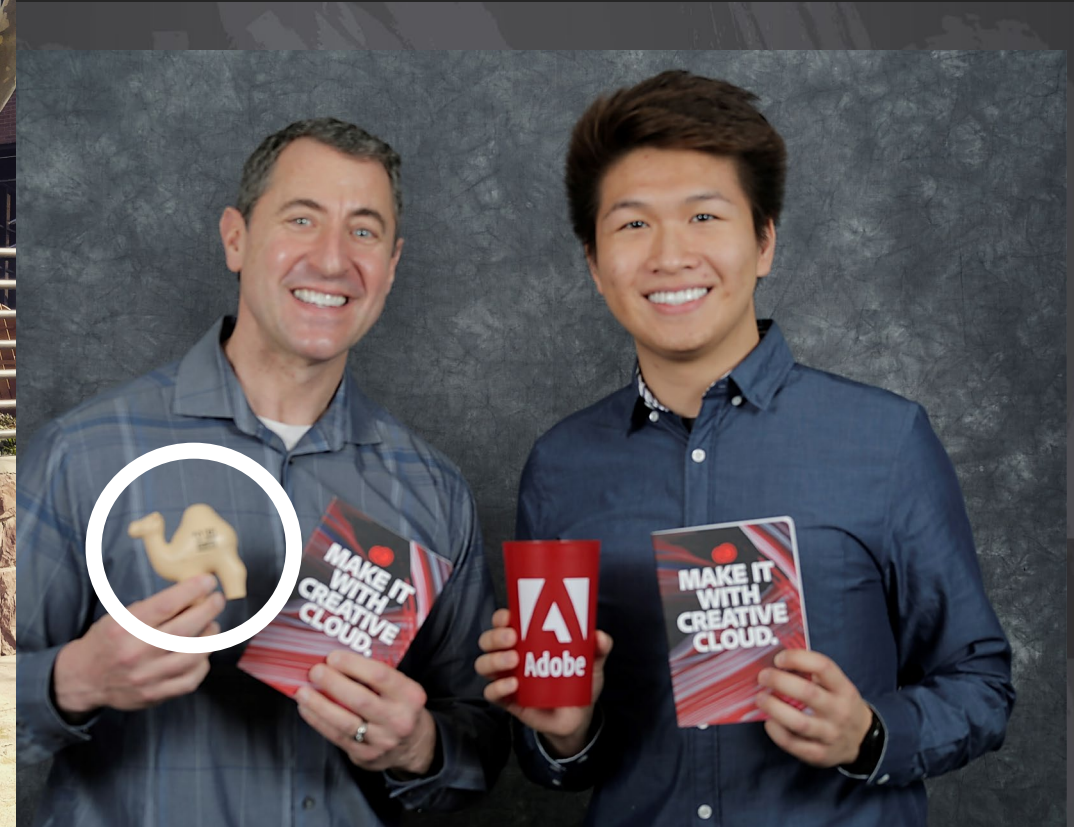
Salt Lake City



THE UNDERGRADUATE YEARS



PROJECT HIGHLIGHTS



COAST
9:00p-2:00a



16 FEBRUARY 2017





Adobe Customer Story

Transferring creative skills to the workplace.

University of Utah graduate finds success in the workplace using skills gained through Adobe Creative Cloud.



"Having access to Adobe Creative Cloud throughout college opened doors for me in ways that I never could have imagined."

Vincent Fu, Digital Marketing Manager, ProLung

SOLUTION

Adobe Creative Cloud

RESULTS



Successfully communicated **COMPLEX** ideas visually



Met any **CHALLENGE** to contribute to the company



Found success in a competitive **WORKFORCE**



OPENED DOORS to new career options





University of Utah '17
Biology Honors BS

DIGITAL CREATIVITY



It's a **way of thinking.**



HUMBLE BEGINNINGS

Year of Adulting

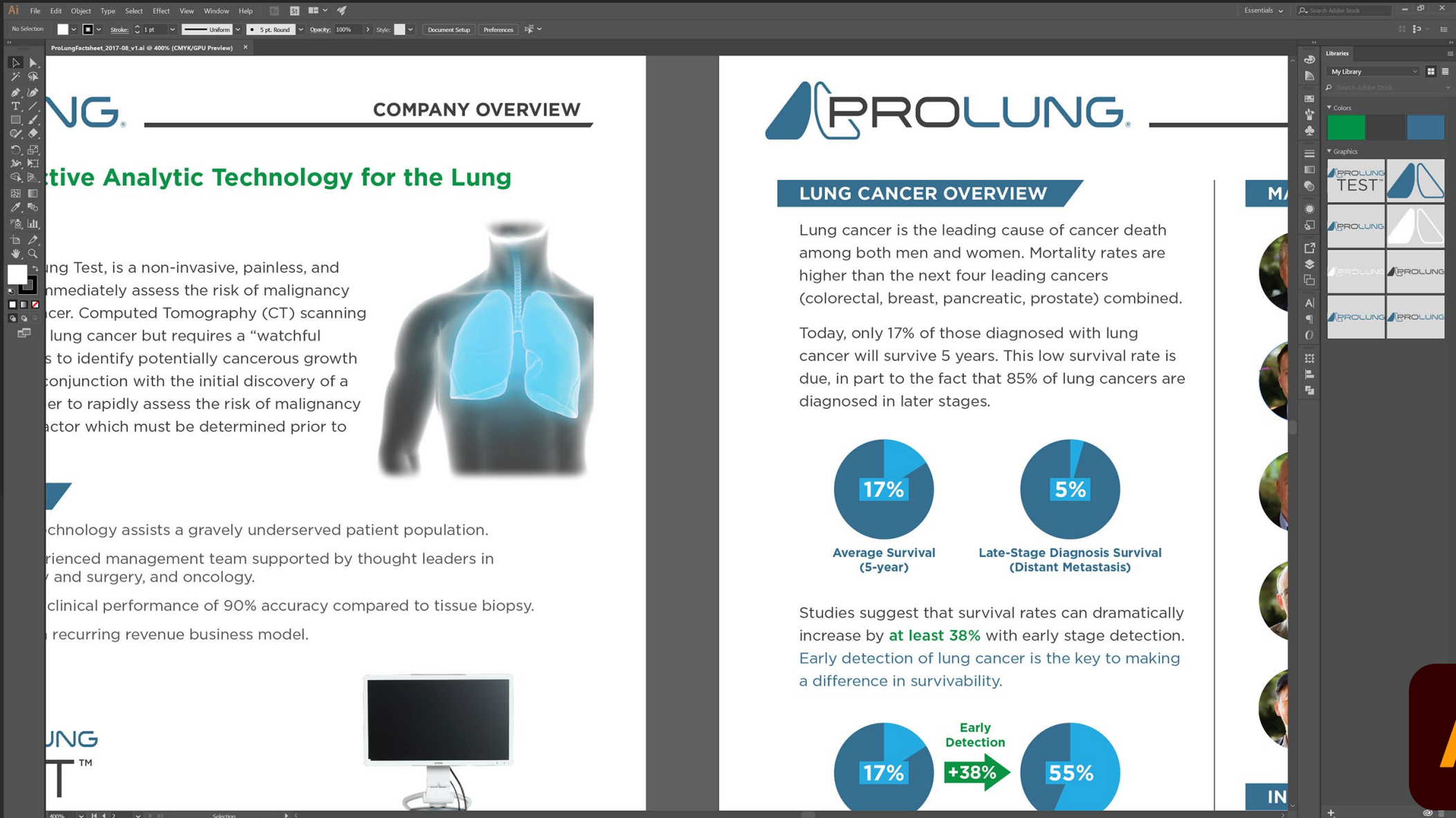
2017-2018





BRÖLUNG

YEAR OF ADULTING



YEAR OF ADULTING

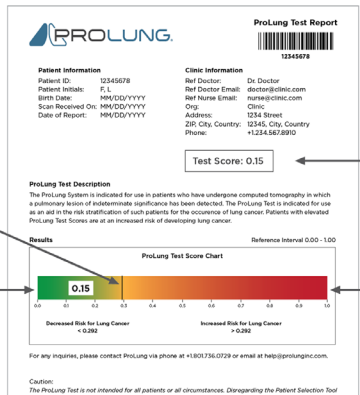


THE PROLUNG TEST REPORT

The value of knowing now.

Borderline score: repeat test

Decreased risk of lung cancer



ProLung Test Score (composite score)

Increased risk of lung cancer



VALUE MEDICINE: STAKEHOLDERS



REIMBURSEMENT

Estimated \$16B in cost savings when deployed as adjunct to LDCT screen*

*Source: CMS codes G0296 and G0297 for annual LDCT lung cancer screening and NCCN Lung Cancer Screening Guideline version 1.2017



BUSINESS MODEL

PHYSICIAN REPORT

1. Digital Test Report
2. Quality Check
3. Patient Summary

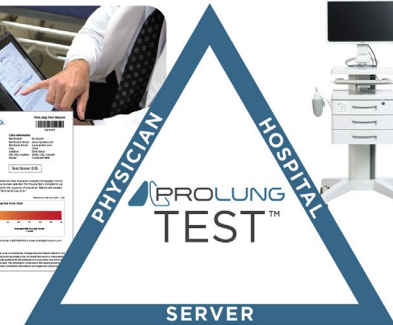
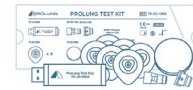
HOSPITAL-PHYSICIAN REVENUE



CAPITAL EQUIPMENT

ProLung Test™ Scan System
SALES REVENUE

DISPOSABLES
ProLung Test Kit
RECURRING REVENUE



DATA ACQUISITION

Accumulate Data in Clinical Database for Research

ONGOING RESEARCH VALUE



ARCTCFX MEDIA, EST. 2017



**All this was great, but I
wanted to do more.**

arctcfx

ARCTIC FOX DESIGN, LLC





PART TWO

How It's Going



HOW IT'S GOING

Medical School

2018-present





The **NOPE** End



STILL HOOKED ON ADOBE



DESIGN THINKING IN THE MED SCHOOL CLASSROOM



ESSENTIALS OF NEUROLOGY

Ocular Cranial Nerve Palsies

Double vision and ocular misalignment are caused by dysfunction of the extraocular muscles. This often results from an abnormality of the motor nerves to these muscles (cranial nerves III, IV, and VI).

Neuroanatomy Overview

Three cranial nerves supply motor control to the six extraocular muscles which control the eye, the major eyelid elevator, and the pupillary constrictor.

After travelling through the superior orbital fissure in the skull, all three cranial nerves for ocular movement traverse the cavernous sinus near the internal carotid artery and pituitary gland, accompanied by the ophthalmic nerve (V1) and maxillary nerve (V2). The sinus, enveloped by dura, is situated superior to the sphenoid bone and inferior to the optic chiasm.

Image: Ento Key

CN IV: Trochlear nerve = Superior Oblique muscle
 CN VI: Abducens nerve = Lateral Rectus muscle
 CN III: Oculomotor nerve = all other extraocular muscles

These muscles pull on the globes to direct gaze in every direction and provide coordinated movement.

Image: Springer

Structural pathologies (e.g. metastases or infections) involving the cavernous sinus may lead to a cranial polyneuropathy primarily presenting with diplopia. Notably, the abducens nerve runs in close proximity to the internal carotid artery, identifying the possibility of isolated sixth nerve palsy due to vascular disease.

Relations

Share

Ouch.

Share

AN OVERVIEW OF ANTIDEPRESSANTS

SELECTIVE SEROTONIN REUPTAKE INHIBITORS (SSRIs)

- frequently used as first-line antidepressants
- highly effective, tolerable, and generally safe in overdose
- potent treatment for anxiety; also effective for panic, OCD, social anxiety, PTSD, body dysmorphia, and eating disorders

PHARMACODYNAMICS selectively increase serotonergic activity by decreasing action of presynaptic serotonin reuptake pumps (60-80%), leading to prolonged postsynaptic serotonin receptor occupancy

CONTRAINDICATIONS patients with hypersensitivity; patients who have taken a monoamine oxidase inhibitor (MAOI) in the previous two weeks due to interaction with SSRIs; patients taking other serotonergic medications

SEROTONIN-NOREPINEPHRINE REUPTAKE INHIBITORS (SNRIs)

- primarily used for depressive disorders and anxiety disorders
- secondarily used for chronic pain syndromes
- can be effective for body dysmorphia, OCD, and PTSD; menopausal hot flashes, urinary incontinence, and vulvodynia may also respond to SNRIs

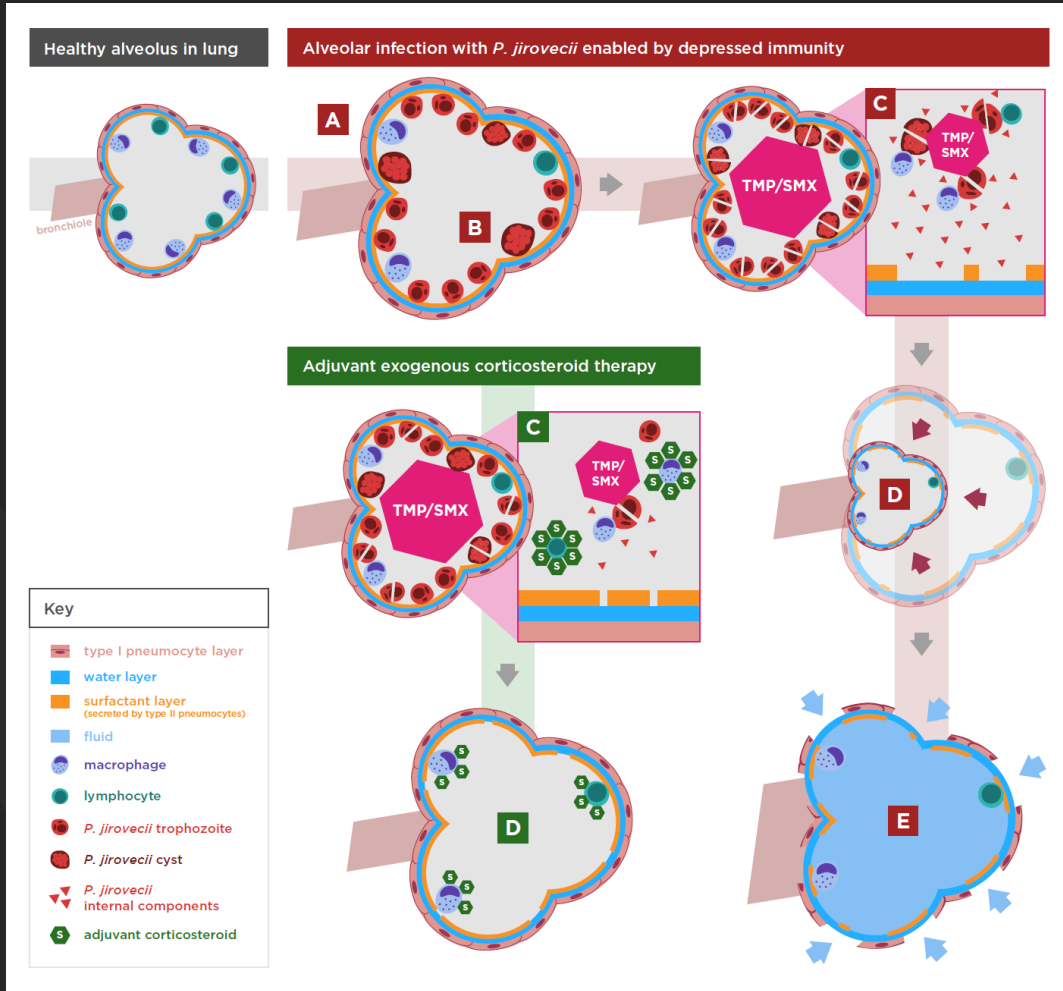
PHARMACODYNAMICS block presynaptic serotonin and norepinephrine reuptake pumps, leading to prolonged postsynaptic serotonin and norepinephrine receptor occupancy; SNRIs vary in affinity for each type of pump

Share

PAGE



DESIGN THINKING IN RESEARCH AND CLINICAL PRACTICE



Community & Primary Care

Live your life and don't hold back

Pain Management in Pueblo



Care in Our Community

Pueblo is a small city with big potential. As our neighborhoods continue to grow, our healthcare needs become increasingly complex. Fortunately, there are an ever-expanding number of resources available within minutes—and even more specialists located in Colorado Springs and Aurora. Through the UHealth App and My Health Connection online, care is always on hand.

Pain is Complex

Although pain can be caused by numerous conditions, there are just as many management options. Your resources in Pueblo offer a large variety of treatments to help you feel better.

Routine pain management visits and procedures are easily accessible at Parkview Medical Center*, just west of Mineral Palace Park. For more specialized care, the UHealth Pain Management, Physical Medicine and Rehabilitation Clinic in Colorado Springs and Pain Management Clinic at Anschutz Medical Campus are both a short drive away.

In all UHealth clinics, every effort is made to achieve the best possible outcome in the shortest and most cost-effective treatment plan for you. Rest easier knowing your health and well-being are the highest priority.

*Parkview Medical Center is not affiliated with or part of UHealth

Learn more at uhealth.org

Living with pain is not the only option. Feel better, get out there, and enjoy the natural beauty of Southern Colorado.

[Flip to explore options and resources >>](#)



Community & Primary Care
Produced by Vincent Fu / Arctck Design

ons

and Relaxation

is reduce heart rate and blood
e a feeling of calm.

tions

es (Tylenol® or NSAIDs) block pain
ight be used for severe chronic pain.

rapy

ovement is accomplished using
rice, stretches, and massage.

ms and Ointments

ucts such as Voltaren®, capsaicin,
reams absorb through the skin.

cluding regular activity, weight
a healthy diet—may improve pain.

ics

th Pain Management Clinic
edical Center Point, Suite 215
o Springs, CO 80907
5.7130

th Pain Management - Anschutz
E 16th Ave, 1st Floor
CO 80045
3.1970





FROM THE EDITORS

Dear Class of 2023,

Congratulations and welcome to medical school! We are genuinely excited you're here and look forward to meeting you all.

At this time in your life, you are likely facing a great deal of uncertainty. Don't panic! Whether you're moving down the street or across the country, we hope this guide will be helpful in answering some of your questions. Our goal is to minimize the stress of your transition into the best years of your life.

Part A of the Medical Student Guide (available digitally) covers things you should have arranged by the time you arrive on campus.

Part B (what you are reading now) covers things you should know and explore around the Anschutz campus and become an experienced student. In addition to digital distribution, you will receive a printed edition of this guide.

Putting together this guide would not have been possible without the contributions from past editors, interest group leaders, our class members, and the entire Office of Student Life—with special thanks to Hailey L. Weidner. We all want you, the incoming class, to have the most relevant and helpful information as you begin your journey at the University of Colorado School of Medicine.

So, whether you're feeling nervous, or anxious, or maybe even a little overwhelmed, know that we take care of each other here at CU. You're going to have an awesome and unforgettable first year experience, so enjoy it and make the most of it.

Onward!



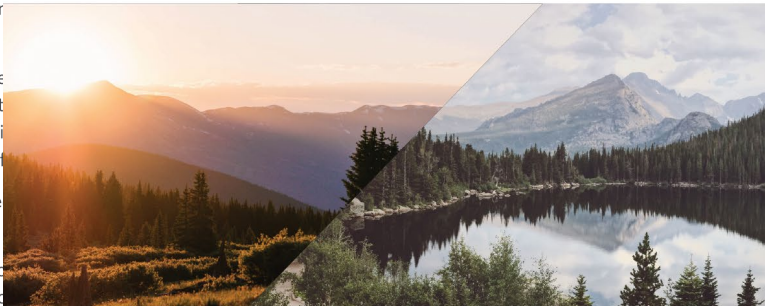
Vincent Fu
@vincefox8 | Class of 2022



Saori Lillian Haigo
@shaigo | Class of 2022

ORIENTATION WEEK

Be sure to read Part A for important information about things to complete before you get to campus and what to expect for orientation week!



CAMPUS & BEYOND

Guide to Navigating Denver

Ten years ago, this section was relevant. In 2019, however, Google Maps is a far more detailed and customized resource than we could ever prepare.



Pearl

Maps is especially useful for live traffic, since your typical commute route may be affected by construction or an incident. Even after commuting for a year, I find that it's still useful to consult Maps before I head out.

Be safe out there!

Campus Coffee & Eats

ED2N Woodgrain Bagels - artisan bakery, breakfast fare, and coffee conveniently located on the east side of the quad

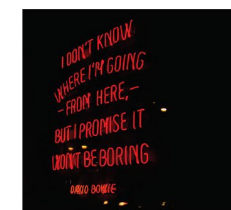


Fitzsimons Cafeteria - new vendor coming Fall 2019

Children's Hospital Cafeteria - coffee and cafeteria with numerous options

RC2 Etai's Café - coffee and deli-style soup, salad, and sandwich selections

UCH Strip - features chain shops including Dazbog coffee and Subway



Off-Campus Eats & Happy Hours

Again, Google Maps is better than any list we could put here!

If you're looking for recommendations though, check out [Vincent's Top Eats in Denver](#). This city offers so much to taste and explore!





Au

Ae

Pr



Arctcfx Radio

Arctcfx Media

Music

★★★★★ 5.0 • 8 Ratings

[Listen on Apple Podcasts ↗](#)



OCT 8, 2021

DipNDots 2 Anniversary Set



Trap x Bass x Melodic | Virtual Riot, Onderkoffer, RL Grime, NGHTMRE, Nitti Gritti, SLANDER, Megan Thee Stallion, Lil Nas X

[▶ PLAY](#) 1 hr 55 min

AUG 20, 2021

Solaria Festival Mix



Bass x Trap x Punk | ILLENIUM, Said The Sky, Nitti Gritti, Mitis, Juelz, REON, BKAYE, Bashaar

[▶ PLAY](#) 1 hr 26 min

MAY 17, 2021

BassKitty Rail Rider Mix



Dubstep x Bass x Trap | REZZ, Excision, QUIX, Flosstradamus, B3RROR, Nikademis, 1788-L

[▶ PLAY](#) 1 hr 15 min

MAR 9, 2021

N4S17 Adventure Mix



Future Bass x Trap x Rock | ILLENIUM, Dabin, Gryffin, Linkin Park, Last Heroes, Said The Sky, Seven Lions

[▶ PLAY](#) 1 hr 12 min

arctcfx.com/listen

Au

#socialmedia | #digitalscholarship



DIGITAL MD

new elective this fall @ CUSOM

limited spots — sign up now



DIGITAL MD: STUDENT CAPSTONES



COVID-19: MYTH VS FACT

- MYTH:** "Coronavirus is a brand new type of virus that we have never seen before."
- FACT:** We have seen many different types of coronaviruses, just like different types of influenza viruses. This is a family of viruses that can cause respiratory infections, many are fairly mild like a common cold. SARS is another example of a Coronavirus.
- MYTH:** "Having Coronavirus is just like having a bad cold or the flu."
- FACT:** COVID-19 and the flu both have symptoms of cough and fever. COVID-19 can also cause shortness of breath. Current data shows that COVID-19 is more infectious than the flu. Each person with the Coronavirus infects 2.5 other people on average versus the flu which infects about 1.3. The fatality rate of COVID-19 is estimated to be between 1-3.7%, whereas the seasonal flu is about 0.1%.
- MYTH:** "I don't need to socially distance myself because I'm young and have no pre-existing health conditions."
- FACT:** Social distancing is a group effort- everyone has to do their part for it to be effective. Even if you are not afraid of contracting the virus because you are young and healthy, you may end up passing it to someone who is in contact with the elderly, immunocompromised, or someone with heart disease.
- MYTH:** "I can't pass Coronavirus if I don't feel sick."
- FACT:** Studies have shown that you can still be contagious with COVID-19 in the early stages of disease, before you start to show symptoms. This is why it is so important to practice social distancing, even if you don't think you are carrying the virus.
- MYTH:** "I should go get tested immediately if I suspect that I have Coronavirus."
- FACT:** You should first call your primary care doctor and they will direct you on the best course of action. In about 80% of cases, symptoms of this virus are mild and can be taken care of at home. There is no medication to treat Corona virus. If you are sick, it is best to stay home and avoid public areas so that you don't spread this virus to other people. If you are experiencing trouble breathing, confusion, chest pain, or blue lips, seek medical care immediately.

FOR MORE INFORMATION ON COVID-19:
VISIT [HTTPS://WWW.CDC.GOV/CORONAVIRUS/2019-NCOV/INDEX.HTML](https://www.cdc.gov/coronavirus/2019-ncov/index.html)

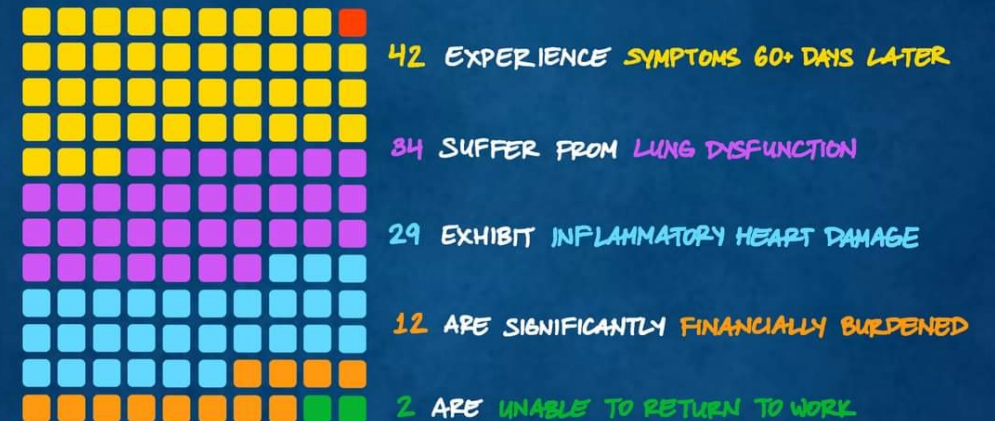
IMPORTANCE OF MENTAL WELLBEING *an overview for medical students*



COVID-19 HAS KILLED 280,000+ AMERICANS.

COUNTLESS SURVIVORS STILL SUFFER.
HERE'S WHAT THE NUMBERS SAY.

FOR EVERY 1 PERSON THAT DIES OF COVID-19,



SOURCES:

- <https://pubmed.ncbi.nlm.nih.gov/32838236/>
- <https://pubmed.ncbi.nlm.nih.gov/32644129/>
- <https://www.acpjournals.org/doi/10.7326/M20-5661>
- <https://jamanetwork.com/journals/jamacardiology/fullarticle/2768916>

Vijay Shimoga
@vijay_shimoga



DIGITAL MD: STUDENT CAPSTONES



Pinned Tweet

Vijay Shimoga @vijay_shimoga · Dec 15, 2020

Thanks for the RT, @meganranney! I believe it's critical for the conversations around COVID to better capture adverse outcomes besides mortality that many in the media are neglecting to discuss.

Megan Ranney MD MPH @meganranney · Dec 15, 2020

Myth: it's more dangerous than covid

Fact: 1% of all ppl who catch #covid19 die. Another 10-20% are hospitalized. Another 30+% have long lasting symptoms. The vaccine is far safer, with only minor temporary side effects.

[Show this thread](#)

<https://pubmed.ncbi.nlm.nih.gov/32644129/>
<https://www.acpjournals.org/doi/10.7326/M20-5661>
<https://jamanetwork.com/journals/jamacardiology/fullarticle/2768916>

Vijay Shimoga

6:40 AM · Dec 15, 2020 · Twitter for Android

386 Retweet

386 Retweets 31 Quote Tweets 1,759 Likes

Tweet your reply Reply

Digital
literacy is a
way of
thinking.

PART THREE

Taking Your Career Online



TAKING YOUR CAREER ONLINE

Developing Your Personal Brand



#DIGITALMD

IDPT 6674 | #socialmedia #digitalscholarship

Building Your Personal Brand

Vincent Fu

@vincefox8 | vincentfu.me

University of Colorado School of Medicine



DEVELOPING YOUR PERSONAL BRAND

Why Do You Need To Build Your Brand?





Your brand, and how you share it, is the **single** most important key to success.



**No matter your
interests or field of
work, a well-developed
personal brand helps.**



WHY BUILD A BRAND?



**“So... tell me
about yourself.”**

BUILDING A PERSONAL BRAND

Building Your Brand Does Five Things





1

**Helps you
clarify how
you are different.**



Your personal brand is
what **separates** you
from everyone else
in the world.



**Building your brand
will help you **define**
how you are different—
and **embrace** it.**



2

**Builds your
self-awareness.**

WHY BUILD A BRAND?



The most successful
professionals have a
deep **self-awareness.**



**They understand their
workflow process,
leadership style,
and strengths.**

3

**Gets you
recognition and
validation.**



WHY BUILD A BRAND?



Having a brand puts
you and your many
accomplishments out
into the world.



4

**Gives you power
over your career.**



We all want to find a career that gives us good benefits and lets us do our **best work.**

WHY BUILD A BRAND?



**Your brand conveys
what you bring to the
table when you join
an organization.**



5

Helps you
walk the line.



WHY BUILD A BRAND?



Your **current** boss or
organization wants
a **team player**.

WHY BUILD A BRAND?



Your **next** organization
wants to hire an
independent thinker.



Takeaways



**It's up to you to find,
invest, and promote
your unique value.**



Invest in your current team, but also invest in your full, authentic self.

BUILDING A PERSONAL BRAND

Where Do I Start?





**Start by building the
expression of your
brand vision.**



I am...



**This technique
grounds your vision
in your **passions**
and **ideal traits**.**



Determine the parts
of your life and career
that have been **most**
rewarding.



Ask yourself **why**
they have impacted
you so deeply.



**Start to write your
“I am...” statements.**



**They should capture
who you are and
what matters to you.**



I AM...

**a medical student with a
desire to innovate through
design thinking.**



If writing a whole sentence seems hard, then try choosing **3 words** that define you.



I AM A...

Designer

Innovator



Physician



In either case, you have
the freedom to **ponder**
and refine over time.



Takeaway



**Before you do anything,
have a clear understanding
of who you are and what
makes you happy.**

BUILDING A PERSONAL BRAND

Crafting Your Brand





Once you understand your brand vision, you need to **craft** it into a strong story.



**Refine your “I am...”
statements to be clear,
simple, and something
people **connect with.****



Your brand must be
built on your **honest
self** to be authentic
and impactful.



**There is no magic
formula or secret.
This is **all up to you.****

BUILDING A PERSONAL BRAND

Evaluation and Evolution





**This isn't something
you do just once and
never visit again.**



You are going to
evolve, and so too
must your brand
evolve with you.



Takeaway



**Build a brand
people hate.**

BUILDING A PERSONAL BRAND

Expressing Your Brand





**Your brand ecosystem
needs to do 4 things.**



1 Be consistent.



2 Be credible.



3 Be creative.



4 Be memorable.

BUILDING A PERSONAL BRAND

Personal Branding Toolbox

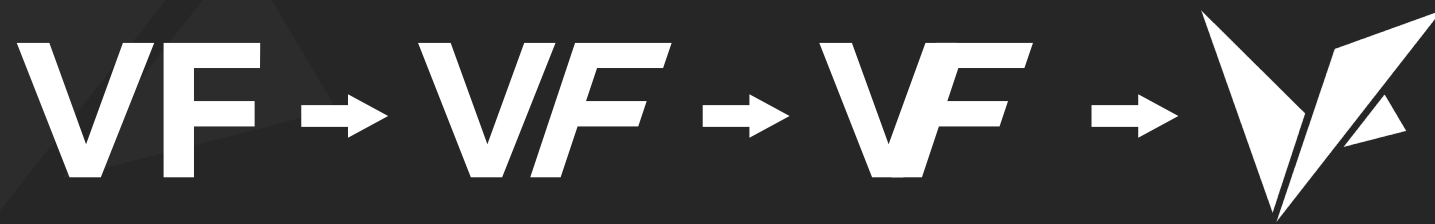




Choose a font, a color palette, and a tone of voice. This is your consistent **look & feel.**



Create a **logo** if you are
in a design-based field.
(Or if you just want one!)





**Secure social media
usernames, URLs,
and more that fit
with your brand.**

PERSONAL BRANDING TOOLBOX

Digital Footprint





**Start by auditing your
online presence...**
Google yourself.



What is the **FIRST**
Google result that
pertains to you?



Do you have **CONTROL**
over what was posted
out there about you?



Do you see anything
UNEXPECTED?



Which of your social media platforms are **discoverable** simply by Googling you?

MY DIGITAL FOOTPRINT // VINCENT FU



Google Vincent Fu

All News Images Videos Shopping More

About 36,300,000 results (0.50 seconds)

<https://vincentfu.me>

Vincent Fu — Design | Fitness | Medicine

I am a medical student at the University of Colorado, Adobe Creative Campus Thought Leader and digital media designer/owner of Arctcfx Media.

[Portfolio](#) · [About](#) · [Career](#) · [Life](#)

<https://www.linkedin.com/vincent-fu>

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Vincent Fu. Staff Software Engineer at Samsung Electronics. Samsung Electronics. Rockville Maryland, United States116 connections.

Rockville, Maryland, United States · Staff Software Engineer · Samsung Electronics

<https://www.linkedin.com/vincent-fu-71070846>

Vincent Fu - Corporate Strategy Manager - Accenture | LinkedIn

New York, New York, United States · Corporate Strategy Manager · Accenture

Vincent Fu. Corporate Strategy Manager at Accenture. AccentureUniversity of Massachusetts Amherst. New York, New York, United States416 connections.

New York, New York, United States · Corporate Strategy Manager · Accenture

<https://www.acccw.com/veterinarians/Vincent-Fu>

Dr. Vincent Y. Fu, DVM | Animal Care Center at Cherry Way

Vincent Y. Fu, DVM, is a Worthington native. He received his BA in psychology from OSU in 1993, and his DVM from OSU in 2003. Dr. Fu joined the Animal Care ...

Vincent Fu

1993, and his DVM from OSU in 2003. Dr. Fu joined the Animal Care ...

<https://www.gartner.com/analyst/Vincent-Fu>

Vincent Fu - Analyst Profile - Gartner

Vincent Fu. Former Principal Research Analyst. Gartner associate until 11/2016 , 26 years industry experience. Roles and Responsibilities ...




<https://twitter.com/vincefox8>

Vincent Fu (@vincefox8) / Twitter

Design | Fitness | Medicine // #DigitalMD Creator, @arctcfxradio Producer // 🩺 Med Student | 🚩 Live Fearlessly.

<https://www.youtube.com/user/VincentFu>

Vincent Fu - YouTube

 <p>4:09 PREVIEW</p>	 <p>3:20 PREVIEW UNAVAILABLE</p>	 <p>4:23</p>
<p>< Beta Theta Pi Blue Tie Gala - Chapter Overview</p> <p>YouTube · Vincent Fu Oct 17, 2015</p>	<p>Beta Theta Pi Fall 2015 Rush Video</p> <p>YouTube · Vincent Fu Aug 22, 2015</p>	<p>Antelope Halo aka the most boring video... in the world.</p> <p>YouTube · Vincent Fu Mar 30, 2015</p>

MY DIGITAL FOOTPRINT // ARCTCFX



Google search results for "Arctcfx".

Search bar: Arctcfx

Results:

- OldElfFox | BLACK LIVES MATTER (@arctcfx) / Twitter**
@arctcfx. they/them, pan/demi, writer, coffee drinker, supporter of ethical everything, accidental technologist, ACAB. Joined February 2009.
URL: <https://twitter.com/arctcfx>
- Arctcfx Radio (@ArctcfxRadio) / Twitter**
EDM mixes, mashups, and flips by @vincefox8 / Arctcfx Media Follow in your podcast app!
URL: <https://mobile.twitter.com/arctcfxradio>
- Arctcfx Media | Mixcloud**
Arctcfx Media is on Mixcloud. Listen for free to their radio shows, ... Denver, United States. EDM mixes, mashups, and flips by Vincent Fu / Arctcfx Media ...
URL: <https://www.mixcloud.com/arctcfx>
- Jody Morgan (@arctcfx) • Instagram photos and videos**
131 Followers, 264 Following, 14 Posts - See Instagram photos and videos from Jody Morgan (@arctcfx)
URL: <https://www.instagram.com/arctcfx>

Podcasts:

- Arctcfx Radio**
2 weeks ago
Rave Queen 2: Detox
Duration: 2h 0m
- Arctcfx Radio**
Duration: 2h 4m
- Arctcfx Radio on Apple Podcasts**
EDM mixes, mashups, and flips by Vincent Fu / Arctcfx Media. ... Arctcfx Radio Arctcfx Media. Music. 5.0 • 8 Ratings. EDM mixes, mashups, and flips by ...

Video results:

- Doctors Without Boundaries: Digital Literacy & Medicine**
YouTube · Arctcfx
Oct 26, 2020



Takeaway

TAKEAWAY



Cover your tracks.

PERSONAL BRANDING TOOLBOX

Break The Internet





Strategically publish
content across a
variety of platforms to
control what is seen.



**Figure out how you
want to use each
social media channel.**



RECOMMENDATION

**Separate personal
and professional
channels.**



Go for **quality** over
quantity in posts
and follows.




**Above all else, make
sure any professional
profiles are updated
and cleaned up.**

BREAK THE INTERNET // MY APPROACH



11:00

vincefox8 ▾


 **333** Posts **2,220** Followers **1,016** Following

Vincent Fox 🐱
Digital creator
Design | Fitness | Medicine | #YearOfDelta
🇺🇸 Med Student | 🇺🇸 Live Fearlessly
vincefu.me/links

Edit Profile

Ad Tools Insights Add shop

TRAVEL PODCAST FLOOF



Home Search Post Shop Profile

11:00



 **Vincent Fu** 🐱
@vincefox8

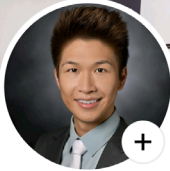
Design | Fitness | Medicine // #DigitalMD Creator,
@arctcfxradio Producer // 🇺🇸 Med Student | 🇺🇸 Live Fearlessly | 🚀 Climb Endlessly

📍 Denver, CO vincefu.me/links

Edit profile

11:02

Search Vincent Fu



Vincent Fu
Medical Student at University of Colorado School of Medicine

11:01

Links – Vincent Fu – Design | Fitness | Medicine | vincefu.me TWEET



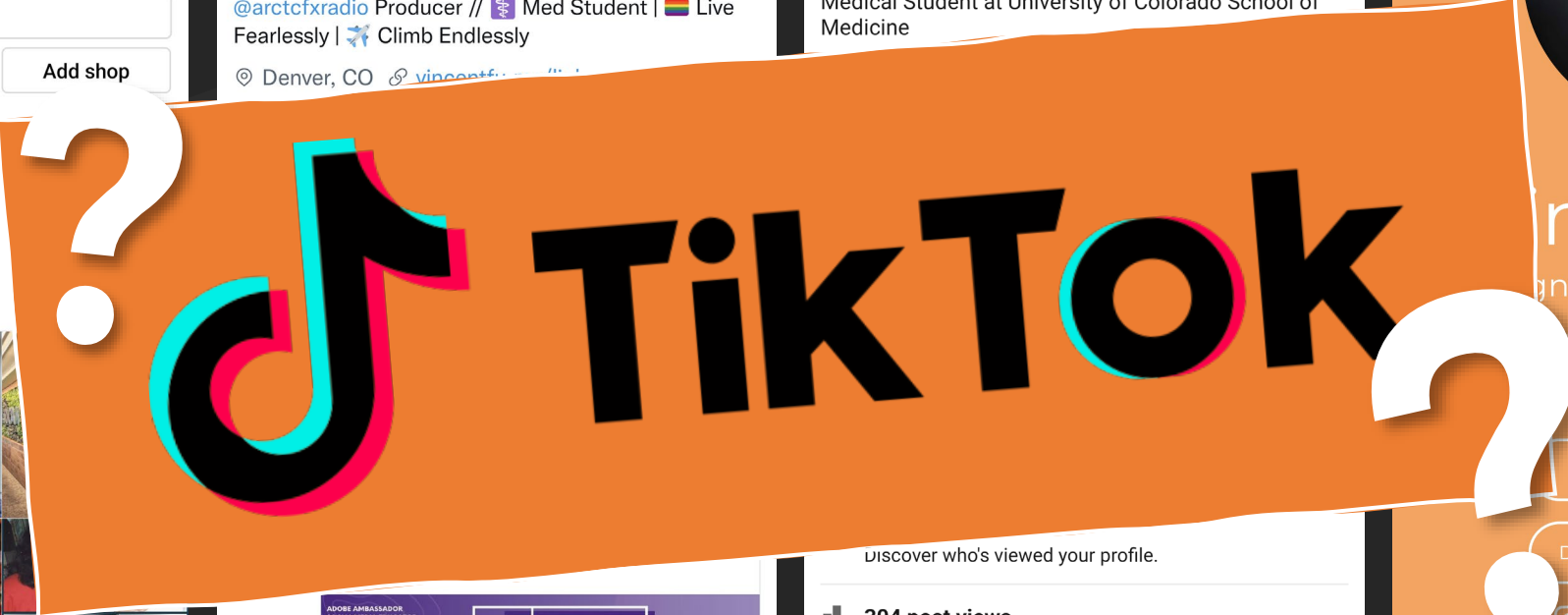
Vincent Fu
Design | Fitness | Medicine
Featured links and social media below.

Main Site

ARCTCFX RADIO

DIGITAL MD ONLINE

Instagram Twitter LinkedIn Spotify YouTube



ABOVE AMBASSADOR
SOCIAL MEDIA EDUCATOR
FOURTH YEAR MEDICAL STUDENT
DIGITAL SCHOLAR

#KSTATSMW
Click Talk: The Power of Social Media

Guest Speaker **Vincent Fu**
Learn how a strong social media presence enhanced his professional career

+

Discover who's viewed your profile.

304 post views
Check out who's engaging with your posts.

44 search appearances
See how often you appear in search results.

PERSONAL BRANDING TOOLBOX

Profile Picture

#NewProfilePic





It takes just **one second**
to form an impression
of someone from
their photo.



**First impressions
are based on five
unconsciously
determined traits.**



1 Openness



2 Extraversion



3 Agreeableness



4 Emotional Stability



5 Conscientiousness



HOW TO TAKE A BETTER PROFILE PHOTO

SQUINT SLIGHTLY



WIDE EYES
More vulnerable,
less competent



SUNGLASSES
Blocking your eyes
is less likeable

DRESS IN DARK SUITS AND WHITE



INFORMAL DRESS
Less competent
and influential



SMILE WITH YOUR TEETH

**CLOSED-MOUTH
SMILE**
2X less likeable
than a smile
showing teeth



DEFINE YOUR JAWLINE THROUGH WELL-PLACED SHADOWS

FLAT LIGHTING
Less competent
and influential



FRAME THE SHOT FROM WAIST-UP OR HEAD & SHOULDERS



**CLOSE-UPS ON
THE FACE**
Less likable

FULL-BODY SHOTS
Less competent
and influential





Takeaways



Execution of your brand is just as important as the thinking behind it.



**Build out your toolbox
so you are ready for
any opportunities that
come your way.**

K-STATE SOCIAL MEDIA WEEK

You Have The Power



YOU HAVE THE POWER



**Your brand is your
biggest asset.**

YOU HAVE THE POWER



Leverage relevant
social media platforms
to your advantage.

VINCENT FU, (ALMOST) MD



DESIGN

arctcfx



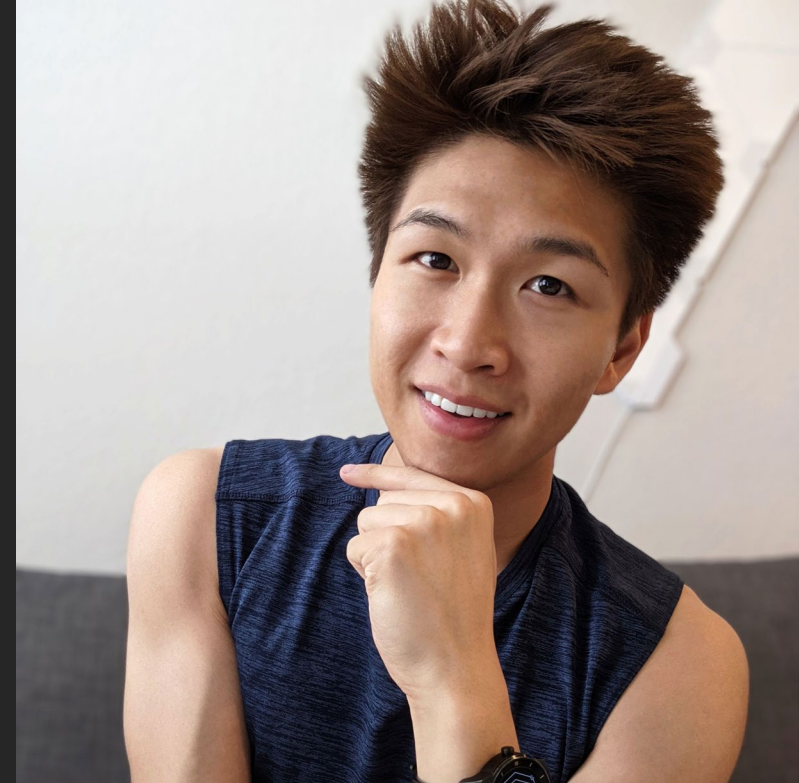
FITNESS

#fitfox

MEDICINE

MD

"We do not change
as we grow older,
we simply become
more clearly
ourselves." - Lynn K Hall





Let's Connect

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