

Social Media and Digital Strategy Committee

Committee Roster:

Chair: Kevin Lai

Vice Chair: Marc Bouffard

Members:

Lindsey De Lott

Andrew Carey

Faycal Mokhtari

Oana Dumitrascu

Nailyn Rasool

John Chen

Kim Gokoffski

George Park

Moe Aung

Bayan Al Othman

Afshan Mumtaz

NOVEL Liaison: Daniel Gold

Purpose:

- Promote the “face” of neuro-ophthalmology within the scientific community
- Promote neuro-ophthalmology to the public
- Disseminate noteworthy scientific material and accomplishments from the NANOS membership (works with the New Knowledge in N-O Committee)

Audience and Strategic Message



- Needs and challenges in neuro-ophthalmology
- Risks to society if supply decreases
- Why should people support us?



- What is neuro-ophthalmology?
- Why is it important?
- Patient education
- Neuro-ophthalmology highlights



- Why become a neuro-ophthalmologist?
- How to become a neuro-ophthalmologist

WE NEED CONTENT!

Do you have topic ideas?
Share them with us!



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