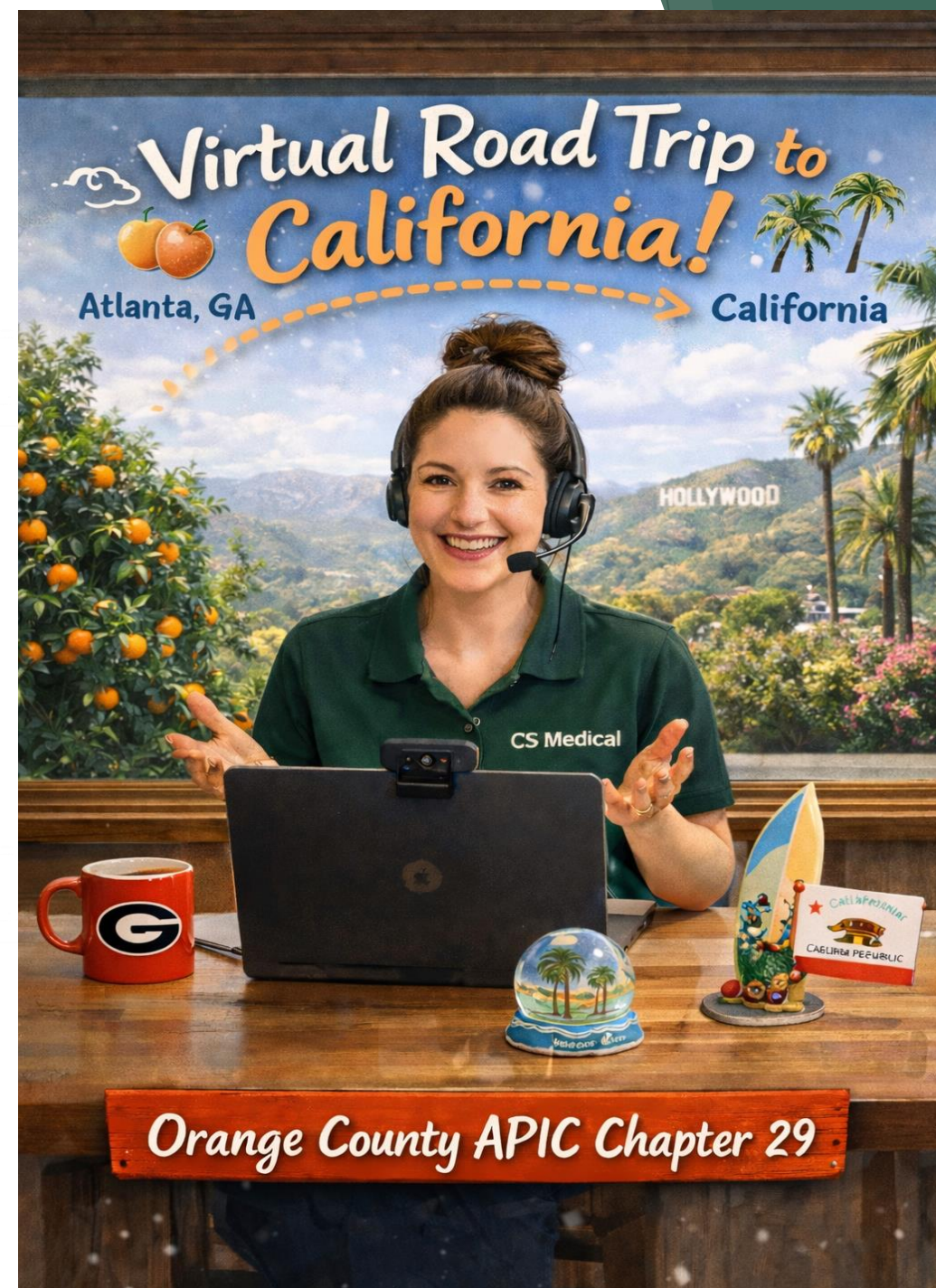


Go Viral for the Right Reasons: Standing Out on Social Media

Jill Holdsworth, AL-CIP, CIC, FAPIC, CRCST, CHL, NREMT

Medical Affairs Manager

CS Medical



About the Speaker

Jill Holdsworth, CIC, AL-CIP, FAPIC, NREMT, CRCST, CHL

Jill earned her Bachelor of Science in Biology from West Virginia Wesleyan College and her Master of Science in Exercise Physiology from Marshall University, launching her career as a Cardiac Rehabilitation Therapist.

She began her work in Infection Prevention in 2009, achieved Certification in Infection Control (CIC) in 2010, and was named a Fellow of the Association for Professionals in Infection Control and Epidemiology (APIC) in 2016. Jill has held several leadership positions within local APIC chapters, including serving as President of the Washington, DC chapter.

She has also contributed at the national level as a member of the APIC Board of Directors and as Co-Chair of the Association for the Advancement of Medical Instrumentation (AAMI) Protective Barriers Committee.

Currently, Jill serves on the Certification Board of Infection Control and Epidemiology (CBIC) Board of Directors and the Healthcare Sterile Processing Association (HSPA) Certification Council. She is presently the



HOW TO BE AN Inbox Ninja



REDUCE VOLUME

When you can,
UNSUBSCRIBE

Set up **RULES**...
from: Blog → "Read later" folder
from: Manager → "High-importance" folder

...and **ALERTS**
auto-flag → Emails from external/important clients
auto-delete → When you can't (or won't) unsubscribe

DON'T REPLY ALL



REDUCE COGNITIVE LOAD

FOCUS
on newest messages

Determine your **"FOLLOW-UP" STRATEGY**

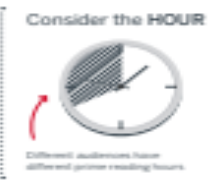
- ★ Use a follow-up folder
Pro: Clear delineation of next step
Con: Out of immediate sight
- ★ Flag email
Pro: Specific and easy to find
Con: Cluttered inbox
- ★ Move to "tasks"
Pro: Moves for categorization
Con: Out of immediate sight
- ★ Leave in your inbox
Pro: Easy to find
Con: Cluttered inbox

CAPTURE ATTENTION

Know your intention *before* you hit send

- ask/answer:
Is your email to **INFORM** or **REQUEST**?
- Recipient should read → Your email should **inform**
 - Recipient should save for later → Your email should **inform**
 - Recipient should reply → Your email should **request**
 - Recipient should act → Your email should **request**

LIMIT & USE SEARCH



- COMMUNICATE CLEARLY**
- Name names
- team
 - everyone
 - Mr. Ninja
- ... **set times**
- soon
 - when free
 - at some point
 - on the 15th

Keep your message **SHORT**



- EMPLOY FORMATTING**
- Bullets → For listing tasks and instructions
 - Line breaks → To create shorter paragraphs
 - Block → Names and deadlines
 - Indent → To call attention to
 - Text Size → To differentiate
 - Hyperlinks → For convenience

Follow These Tips!



Share Your Expertise



Engage with Comments



Use Clear Visuals



Tips to Create Better Posts

- ▶ Hook people in the first 2 lines
 - ▶ Start with a question
 - ▶ A bold statement
 - ▶ A surprising statistic
 - ▶ A relatable frustration
- ▶ Easy to read posts!
 - ▶ Short paragraphs
 - ▶ Bullet points
 - ▶ Line breaks
 - ▶ Don't over-emoji!

What Could be Improved With This?



DO NOT DO THIS!

- ▶ Check your sources FIRST
- ▶ Don't share before you READ
- ▶ Don't argue, make a counter point respectfully
- ▶ Complaining is unprofessional

What **NOT** to Do on LinkedIn



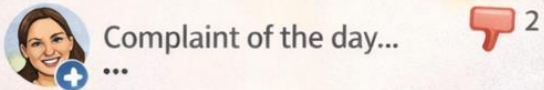
✗ Poor Quality Content



✗ Complain or Argue

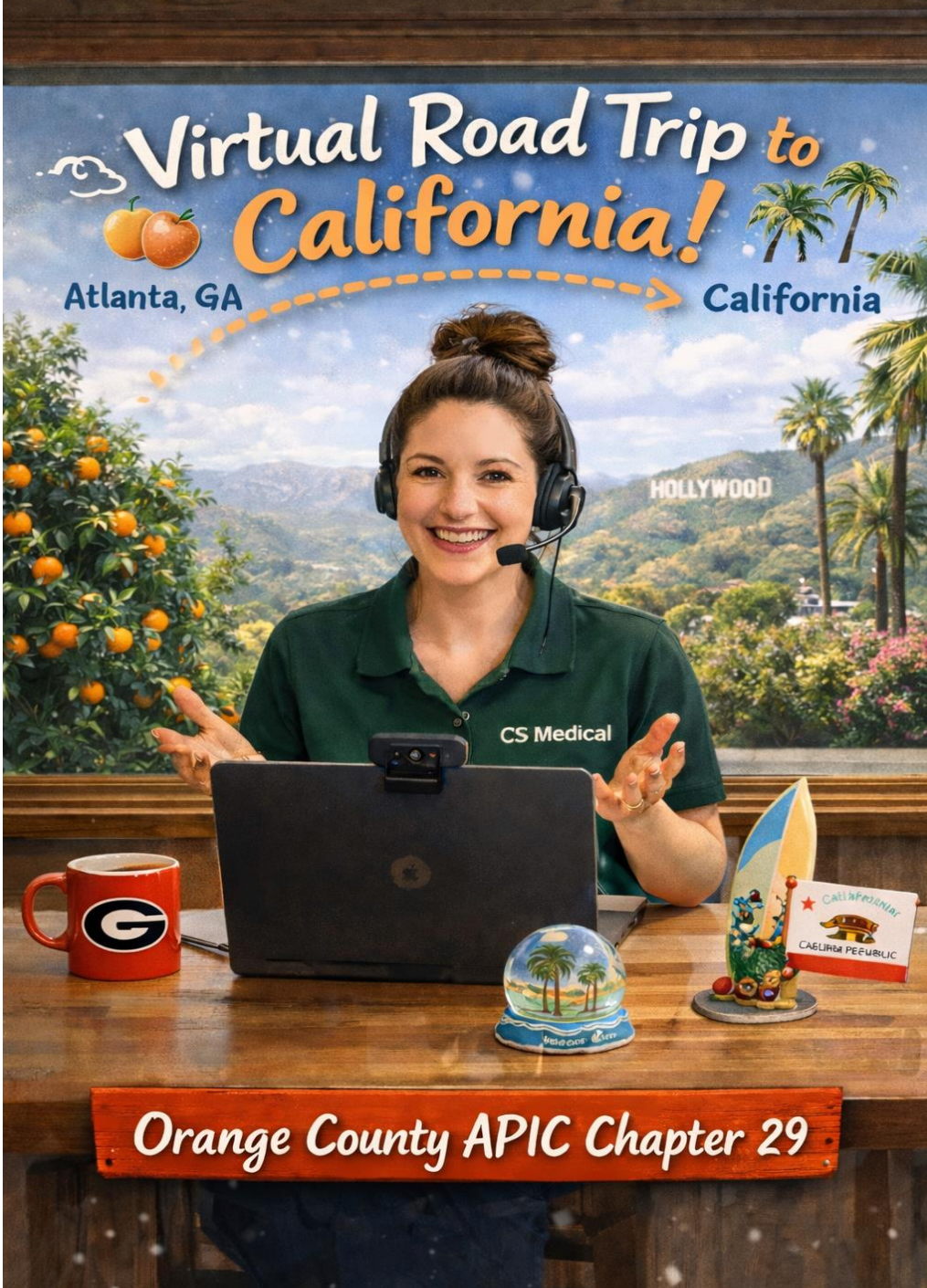


✗ Pushy Sales Tactics



What **NOT** to do in your Posts

- ▶ Out outside links in the comments
 - ▶ LinkedIn reduces reach for posts that sends you off platform
- ▶ Don't over hashtag
 - ▶ 3-5 is enough. More will look spammy
- ▶ Be specific with how you ask for engagement
 - ▶ What does your facility do for reprocessing of ultrasound probes?
 - ▶ How do you inspect your transvaginal probes prior to HLD?



What Is Catchy Here?

- ▶ Actually looks like me!
- ▶ Shows personal details about me
- ▶ My company logo without being pushy
- ▶ Signature hairdo!
- ▶ Details of where I am going and how I am presenting

NEW YORK TIMES BESTSELLER

Contagious

WHY THINGS CATCH ON



JONAH BERGER

"Jonah Berger knows more about what makes information 'go viral' than anyone in the world." – DANIEL GILBERT, author of *Stumbling on Happiness*

Why products and ideas become popular.....or “GO VIRAL”

- ▶ Social Currency
- ▶ Triggers
- ▶ Emotion
- ▶ Public Visibility
- ▶ Practical Value
- ▶ Personal Stories

- ▶ Understanding social transmission

NEW YORK TIMES BESTSELLER

"Alter's book will change the way you look at our world."

—Dan Ariely, author of *Predictably Irrational*

DRUNK TANK PINK



AND OTHER UNEXPECTED
FORCES THAT SHAPE HOW WE
THINK, FEEL, AND BEHAVE

ADAM ALTER

Author of *Irresistible*



What is Behavior Modification?

- ▶ Our environment shapes our behavior
- ▶ Color affects aggression and mood
- ▶ Names and labels shape identify and outcomes
- ▶ Small cues can influence major decisions

- ▶ Human behavior is not shaped by personality or willpower...but constantly shaped by invisible environmental forces.

RED

MEANS:
 passionate
active
 EXCITING
 bold energy
 youthful
physical
 PIONEERING
 leader willpower
 confidence
 ambition
POWER

BRANDS:

PINK

MEANS:
 love **calm**
respect
WARMTH
 longterm
 feminine
 intuitive **care**
 assertive
sensitive
 NURTURE
possibilities
 UNCONDITIONAL

BRANDS:






PURPLE

MEANS:
DEEP
 creativity
 unconventional
 original
stimulation
 individual
 WEALTHmodesty
compassion
 DISTINGUISHED
 respectable
fantasy

BRANDS:




NAVY

MEANS:
 trust order
LOYALTY
sincere
 authority
 communication
 confidence
PEACE integrity
 control
 responsible
success
 CALM masculine

BRANDS:
 

GREEN

MEANS:
 BALANCE
growth
restore
 sanctuary
 EQUILIBRIUM
 positivityNATURE
generous
 clarity
 prosperity
 good judgement
 safetystable

BRANDS:
 
 
 
 
 

BLUE

MEANS:
spirit
 perspective
CONTENT
 control
rescue
 determination
 self-sufficient
 modern goals
 awarePURPOSE
OPEN
 ambition

BRANDS:



ORANGE

MEANS:
INSTINCT
WARMTH
 gut reaction
 optimistic
 spontaneity
extrovert
 social new ideas
FREEDOM
 impulse
 motivation

BRANDS:
 
 

boutique

**2 Scholarship
Opportunities Available!**

**Attend the 2026 APIC Annual
Conference and Expo**



Includes:

- ~ Airfare
- ~ Registration Fee
- ~ Accommodations



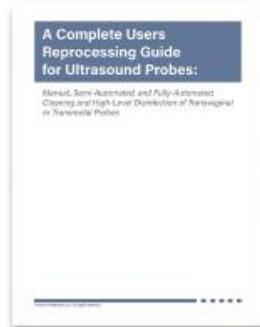
**Apply by:
March 31, 2026**



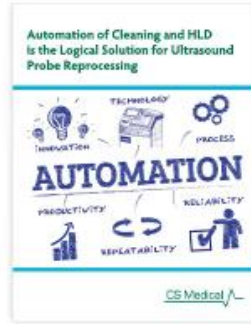
Visit Our Resources Page



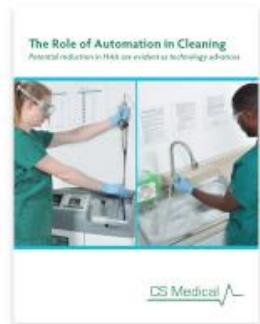
kNOw Risk
Download Resource



A Complete Users Reprocessing Guide for Ultrasound Probes
Download Resource



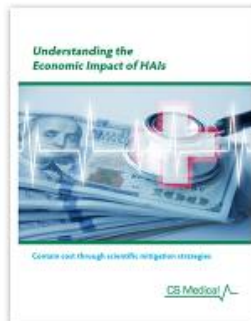
Automation of Cleaning and HLD is the Logical Solution for Ultrasound Probe Reprocessing
Download Resource



The Role of Automation in Cleaning
Download Resource



Preventing Damage To Ultrasound Probes
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Economic Impact Of HAIs
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Free to Download!



IP Insights

A one-stop shop for all things Infection Prevention.

BLOG

RESOURCES

TRAINING

TRADE SHOW SCHEDULE

VIDEOS

ASK A QUESTION

Blog



Is IP Certification Right for Me?



How Different Backgrounds Lead to Infection Prevention



SPD Certification for Infection Preventionists



Infection Preventionists: Who Are They and What Do They Do?



Check Out Our New
Webpage!

Thank you!

Any Questions?

Jill Holdsworth

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Medical Affairs Manager
CS Medical

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