

# GLOBAL HEALTH GRAND ROUNDS | Monday, April 29

## Thinking Social: Crafting a digital channel to engage a broader audience on research and education

### Holly Fletcher

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Co-presenter: Kristin Centers, Digital Content Producer, VIGH

Thinking about how to find new channels for your work, research and expertise? In a digital world, colleagues, students and funders are searching for information, and everyone's network is a chance to find a new audience for ideas and research. Join us to learn more on how to connect, collaborate and disseminate your research findings. Cultivate and curate a Twitter community that boosts and informs what you do.



Holly Fletcher joined Vanderbilt University Medical Center in late 2018 after spending the year designing a journalism experiment, BirdDog, to understand how readers engage with wonky, data-heavy information in a digital age. Prior to that, she covered the business of healthcare for The Tennessean focusing on how various macro trends — such as rising deductibles, increasing chronic diseases, and early transitions to value-based care — affect the flow of money. Before moving to Nashville in 2014, she covered M&A in the power and clean energy space across the Americas from New York City. She earned a Bachelor of Arts degree in International Affairs from Northeastern University in Boston and a Master of Science degree from Columbia University Graduate School of Journalism in New York City.

Kristin Centers is the Digital Content Producer for Vanderbilt Institute for Global Health, working to convey the global health work of faculty, staff, and students by creating and sharing content on digital communication channels. Coupled with her prior experience in marketing and public relations at Williamson Medical Center, Kristin brings more than 15 years of experience developing and executing corporate communication activities in academia and healthcare. She is a graduate of O'More College of Design holding a Bachelor of Arts degree in Advertising and Design. She earned a Master of Liberal Arts and Science degree from Vanderbilt University with a Certificate in Creative Arts.

Vanderbilt Institute for Global Health  
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8th Floor Conference Room

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