

# Guide to Creating Your USIG Website

## Getting Started

WordPress is a free and easy website to help you build your USIG website. There are lots of options for building a website and if you have a preference for one of those site great! But WordPress is user friendly and easy to learn. There's lots of design options, so you can make your site unique.

Take a look at some other USIGs' sites for ideas:

- University of Kentucky – <http://wildcatusig.wordpress.com/>
- Ohio State University – <http://www.osuultrasound.com/about-osu-ultrasound>

## Pages to Create

*About* – Describe your USIG and its purpose.

*Why Ultrasound* – Explain why med students should care about bedside ultrasound. Tell readers why it's important to learn ultrasound as a med student and ultrasound is important in clinical medicine. Feel free to borrow from SonoMojo's "Why Ultrasound" page.

*Ultrasound Resources* – Plug your members into the ultrasound resources available to them. This include FOAMed ultrasound education, ultrasound societies, who to follow on twitter, etc. Feel free to borrow from SonoMojo's "Suggest Resource", "Getting Started", or "Beyond Basics" pages.

*Officers* – Let people know who you are and how they can contact you.

*For Members* – Describe what membership in your USIG includes. Share information about ultrasound specific to your institution; who are the ultrasound faculty, what ultrasound courses are offered, what your USIG chapter does to teach ultrasound, etc.

*Photos* – Document your USIG's awesomeness; keep the site interesting; and visually demonstrate student interest in learning bedside ultrasound!

*Calendar* – Post the date, time, & location for upcoming workshops, meetings, ultrasound grand rounds, ultrasound conferences, and any other USIG activities. This provides you members with one click access to all the upcoming USIG activities and lets them see what kind of activities you're had in the past.

*Learning Modules* – Provide your USIG students easy access to ultrasound learning by linking them to self-study ultrasound modules. SonoMojo has a thorough FOAMed-based ultrasound curriculum with individual learning modules broken down by scan. Feel free to copy these modules or to link to the "FOAMed Ultrasound Curriculum" page (we're always updating the modules so, this might be the easiest option).

## **Making Posts**

Be sure your posts page is your home page, so your USIG members see your news and updates immediately when they log onto your site. Post all the latest goings on your USIG chapter. This includes:

### ***USIG Info***

- Upcoming workshops, meetings, events, etc.
- Announcing successful completion of workshops
- Thanking your speakers and teachers
- Pictures of USIG students in action
- USIG's member of the month – someone who's done something extra special with ultrasound or for your USIG chapter!
- Upcoming USIG opportunities

### ***General Ultrasound Info***

- Creation of bedside ultrasound courses or integration into the medical curriculum at your institution
- Upcoming ultrasound conferences (and abstract due dates)
- Opportunities for med students be involved with ultrasound
- Local and national ultrasound education events
- Periods when Introduction to Bedside Ultrasound iBook is free
- General ultrasound news

You're trying to create an ultrasound community around your USIG and your website let's members plug into that community whenever that want! Basically if you would want to know the info, post it to the site. Happy site building!