ASCO continues to take steps to fulfill its strategic communications plan, most recently creating its own YouTube channel and launching a blog for prospective optometry students.



ASCO now has its own YouTube channel.

The creation of the YouTube channel coincided with the release of a new video titled “Be a Doctor of Optometry: Put Your Future in Focus.” It is the latest marketing tool developed for the ASCO/American Optometric Association Joint Project Team on Further Developing a Robust, Diverse, and Highly Qualified National Applicant Pool for the 21 schools and colleges of optometry in the 50 states and Puerto Rico. The video, which is partially funded through a contribution from Luxottica, can be viewed on YouTube and accessed through ASCO’s website. The video reinforces the value of a career in optometry and complements ASCO’s booklet “True Stories – What Do Doctors of Optometry Do?”.

The new blog, *Eye on Optometry*, provides timely and useful information for individuals who are interested in applying to optometry school. Recent posts include “What Makes a Competitive Applicant to Optometry School?” and “Are You Ready for the OAT?”

ASCO President Dr. Jennifer Smythe also helped spread the word about optometry as a career with a recent appearance on the LocalJobNetwork.com radio show “I Want to Be a […]”. She spoke with the show’s host about why she loves optometry as a career, the variety of employment options it offers, and how doctors of optometry can make a real difference in the lives of their patients. Hear the whole interview here.

Send us your videos for YouTube

Schools and colleges of optometry are invited to send their videos for inclusion on ASCO’s YouTube channel. For details, contact Director of Communications Kimberly O’Sullivan.