

ORRIS WEEKLY STORY SYSTEM

🎯 WEEKLY TARGET: 5-7 stories

July 17 FLEXIBLE PATTERN:

- Mon-Tue: Clinical entry (L1-L2)
- Wed-Thu: Skill building (L3-L4)
- Fri-Sun: Wisdom + engage (L5/Tk)

🎲 EVERY STORY = 3 DECISIONS:

1 WHAT'S NOW? (Recency)

→ Awareness day / Guideline / Season / Evergreen

2 WHAT SKILL? (Layer)

→ L1: Fact | L2: Concept | L3: Reality
→ L4: Pattern | L5: Guardrail

3 HOW TO SAY IT? (Format)

→ Info: Card, Thread, Compare
→ Interactive: Poll, Snapshot
→ Wisdom: Pause, Perspective

✓ PREP CYCLE: 2 days ahead

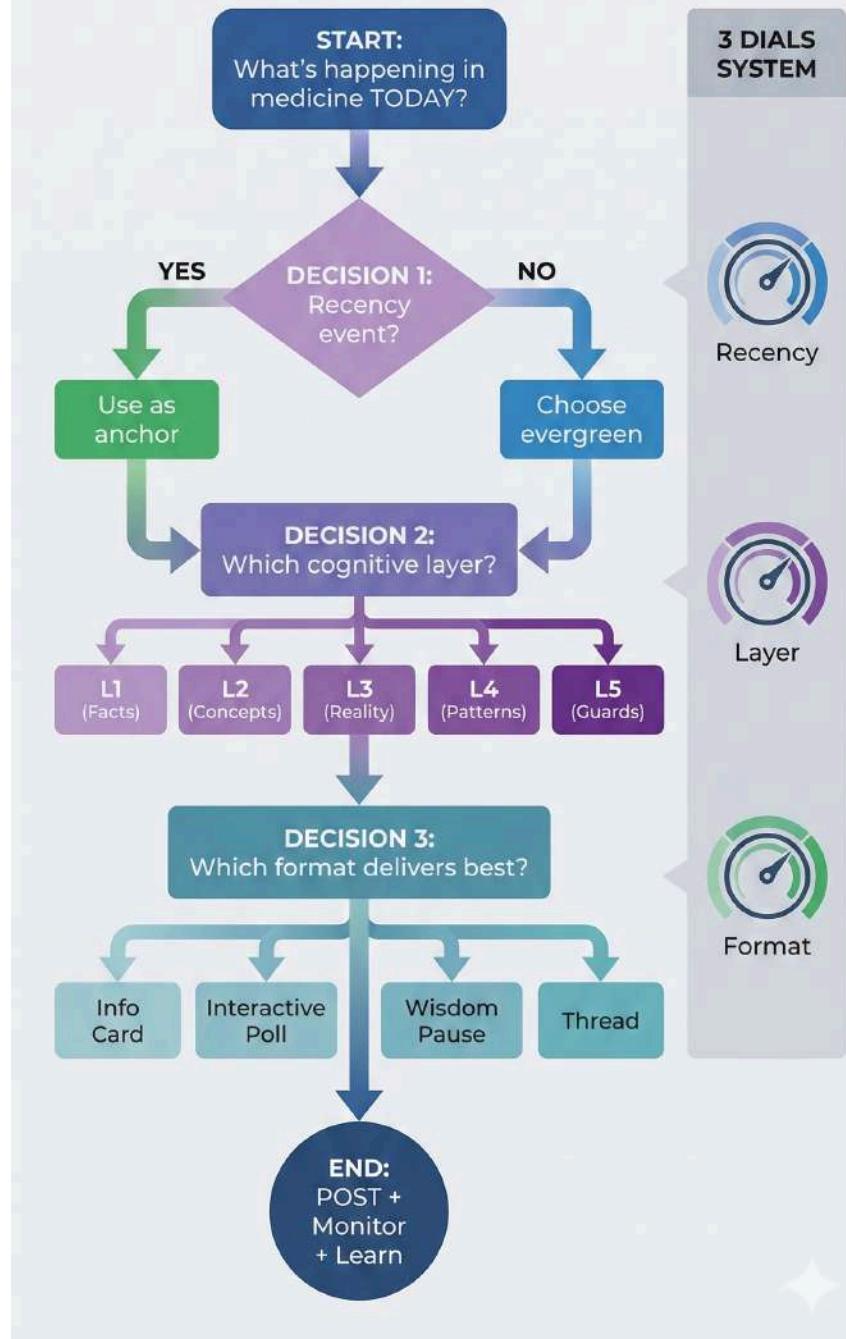
- Day -2: Scan + decide
- Day -1: Create + schedule
- Day 0: Post + monitor

🔄 BREAK RULES FOR:

- Breaking medical news
- Urgent guidelines
- Viral clinical moments

DAILY CONTENT DECISION TREE

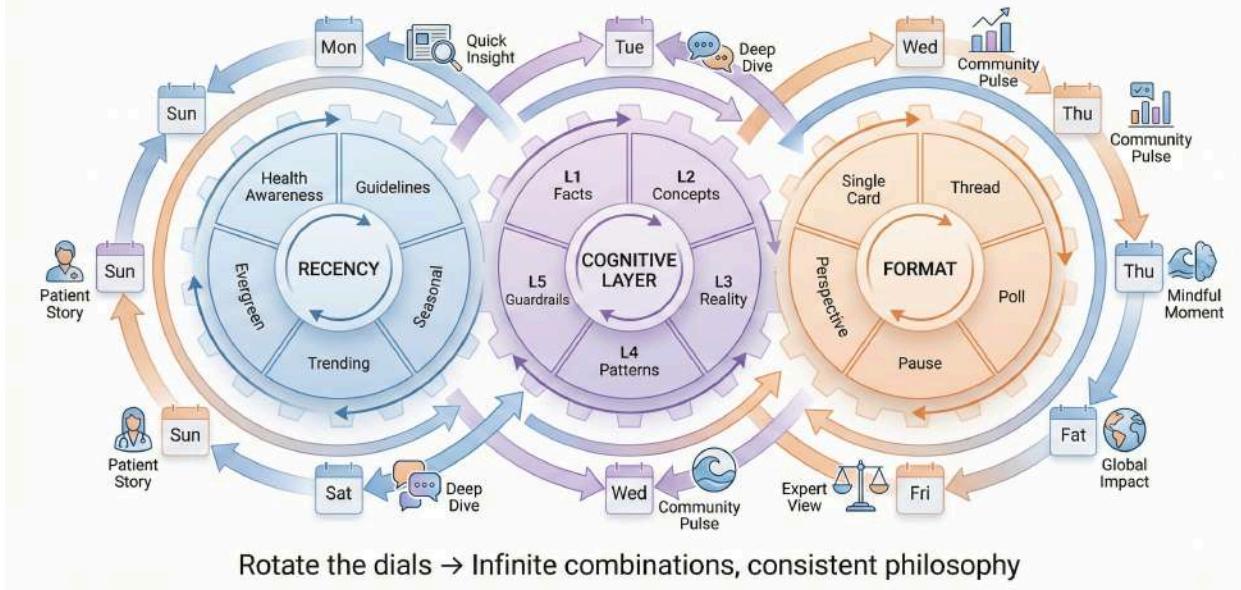
From clinical moment to story format in 3 steps



CONTENT PLANNING WORKFLOW (2-Day Prep Cycle)

PHASE	TIMING	ACTIVITIES	OUTPUT
SCAN	2 days before	<ul style="list-style-type: none"> • Check health awareness calendar • Monitor medical news/guidelines • Review seasonal patterns • Note trending topics 	List of 3-4 potential topics
DECIDE	2 days before	<ul style="list-style-type: none"> • Apply 3-dial framework: • Recency? (What's now?) • Layer? (What skill?) • Format? (How to deliver?) • Select 5-7 stories for week 	Weekly content plan with: <ul style="list-style-type: none"> • Topics • Layers • Formats
CREATE	1-2 days before	<ul style="list-style-type: none"> • Write copy (Orris tone) • Design/source visuals • Create infographics • Prepare polls/interactions 	Ready-to-post stories
SCHEDULE	1 day before	<ul style="list-style-type: none"> • Load into scheduler • Set optimal posting times • Prepare backup/flex story 	Scheduled week
MONITOR	During week	<ul style="list-style-type: none"> • Track engagement • Note resident questions • Capture feedback 	Insights for next week

ORRIS STORY FRAMEWORK: Flexible Content System



THE THREE-DIAL SYSTEM (Core Decision Framework)

DIAL	OPTIONS	WHEN TO USE
⌚ RECENTY (What's Now?)	<ul style="list-style-type: none"> • Health Awareness Day • New Guidelines • Seasonal Pattern • Trending Topic • Evergreen High-Yield 	<p>Check calendar & medical news daily.</p> <p>If nothing urgent → default to evergreen.</p>
🧠 COGNITIVE LAYER (What Skill?)	<p>L1: Facts/Memory</p> <p>L2: Concepts/Mechanisms</p> <p>L3: Reality/Complexity</p> <p>L4: Pattern Recognition</p> <p>L5: Cognitive Guardrails</p>	<p>Match to topic depth:</p> <ul style="list-style-type: none"> • Known topic → L1/L5 • Confusing topic → L2/L3 • Diagnostic skill → L4
📱 FORMAT (How to Deliver?)	<ul style="list-style-type: none"> • Single Card • Split Screen • Mini-Thread (2-4 cards) • Poll → Reveal • Cognitive Pause • Takshit's Perspective 	<p>Match to layer:</p> <ul style="list-style-type: none"> • L1-2 → Info formats • L4-5 → Interactive formats • Weekend → Thought leadership

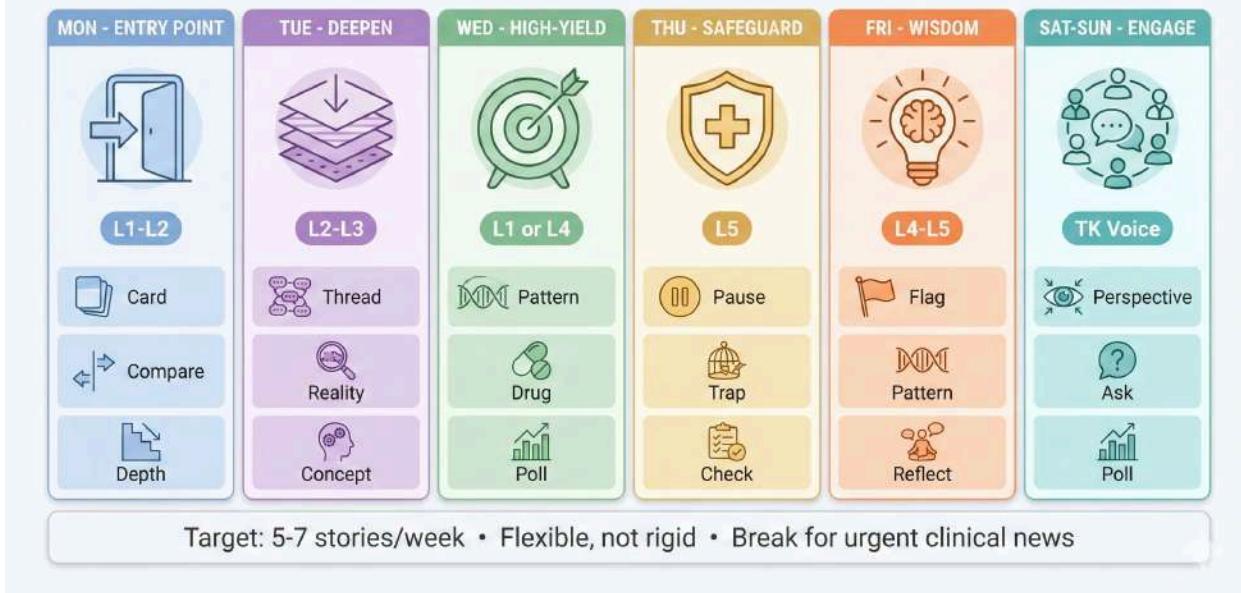
COGNITIVE LAYER QUICK REFERENCE

LAYER	PURPOSE	STORY FEELS LIKE	BEST FORMATS	FREQUENCY
L1 Facts/Memory	Quick recall reinforcement	"Quick reminder..."	<ul style="list-style-type: none"> • Single Card • Drug Recall • Micro-Mnemonic 	30-40% (Most common)
L2 Concepts	Mechanism insight	"Here's why this happens..."	<ul style="list-style-type: none"> • Split Screen • Mini-Thread • Foundation + Depth 	20-30%
L3 Reality	Textbook vs Ward truth	"Books say X, wards show Y..."	<ul style="list-style-type: none"> • Textbook vs Ward • Real Patient Complexity 	15-20%
L4 Patterns	Intuition building	"When you see this pattern..."	<ul style="list-style-type: none"> • Syndrome Snapshot • Poll → Reveal • Red Flag Reflex 	15-20%
L5 Guardrails	Cognitive safety check	"Pause — check this..."	<ul style="list-style-type: none"> • Cognitive Pause • Bias Trap Reset • "What am I missing?" 	10-15%

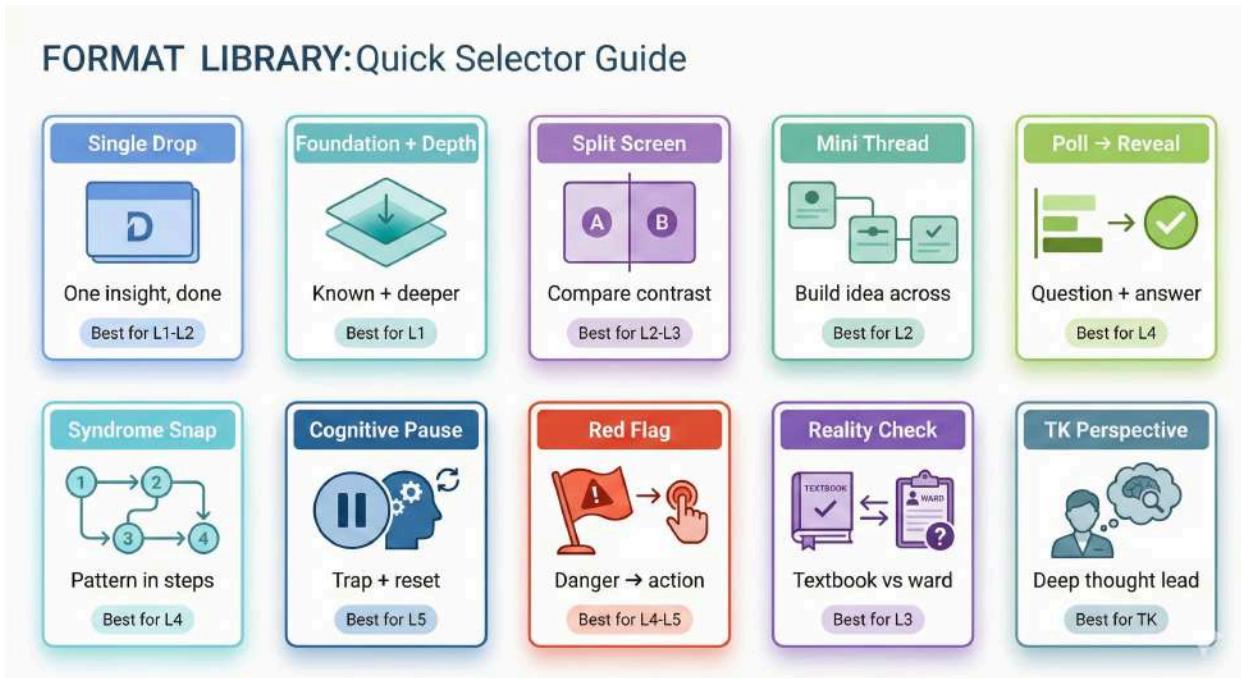
WEEKLY PLANNING TEMPLATE

DAY	PRIORITY	TYPICAL LAYER	FORMAT OPTIONS	EXAMPLE TOPICS
MON	Clinical hook Entry point	L1-L2	<ul style="list-style-type: none"> • Single Card • Foundation + Depth • Split Screen 	<ul style="list-style-type: none"> • Awareness day tie-in • New guideline drop • Seasonal pattern start
TUE	Depth/Follow-up	L2-L3	<ul style="list-style-type: none"> • Mini-Thread • Textbook vs Ward • Concept Deep Dive 	<ul style="list-style-type: none"> • Continue Monday topic • Or pivot to trending issue
WED	High-yield skill	L1 or L4	<ul style="list-style-type: none"> • Syndrome Snapshot • Drug Recall • Poll → Reveal 	<ul style="list-style-type: none"> • Evergreen clinical skill • Pattern recognition • ICU/ER essentials
THU	Cognitive safety	L5	<ul style="list-style-type: none"> • Cognitive Pause • Bias Trap • "Check This" 	<ul style="list-style-type: none"> • Common diagnostic trap • Anchoring reminder • "What am I missing?"
FRI	Wisdom/Pattern	L4-L5	<ul style="list-style-type: none"> • Red Flag Reflex • Time Pattern • Cognitive Pause 	<ul style="list-style-type: none"> • End-of-week reflection • Pattern consolidation • Safety check
SAT-SUN	Engagement or Thought Leadership	Takshit's Voice or Community	<ul style="list-style-type: none"> • Takshit's Perspective • Ask Residents • Poll/Question 	<ul style="list-style-type: none"> • Healthcare AI thinking • Behind-the-scenes • Community question

WEEKLY CONTENT STRATEGY PLANNER



FORMAT LIBRARY (Quick Selector)



FORMAT NAME	STRUCTURE	BEST FOR	EXAMPLE
Single Card Drop	1 card, 1 insight, done	L1 (Facts), L2 (Concepts)	"Tachycardia in sepsis = protecting cardiac output"
Foundation + Depth	Statement + one deeper layer	L1 (Facts)	"HTN = BP number + years of vascular remodeling"
Split Screen	Side-by-side comparison	L2 (Concepts), L3 (Reality)	"Asthma vs COPD: reversible vs destroyed"
Mini-Thread	2-4 connected cards	L2 (Concepts), Takshit's Voice	"Map is not territory" series
Poll → Reveal	Card 1: Poll Card 2: Answer + reasoning	L4 (Patterns)	"25M, fever, rash after antibiotic. Diagnosis?"
Syndrome Snapshot	4-step pattern recognition	L4 (Patterns)	"Trigger → Presentation → Key clue → Next step"
Cognitive Pause	Ward moment + trap + reset	L5 (Guardrails)	"First diagnosis sticking? What else would fit?"
Red Flag Reflex	Symptom + danger cue + action	L4 (Patterns), L5 (Guardrails)	"Back pain + fever + neuro = spinal abscess"
Textbook vs Ward	Expectation vs reality	L3 (Reality)	"Textbook PE vs ward PE presentation"
Takshit's Perspective	3-5 card thought leadership	Thought leadership	"Healthcare is negotiation, not optimization"