

# ORRIS WEEKLY STORY SYSTEM

## WEEKLY TARGET: 5-7 stories

### 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

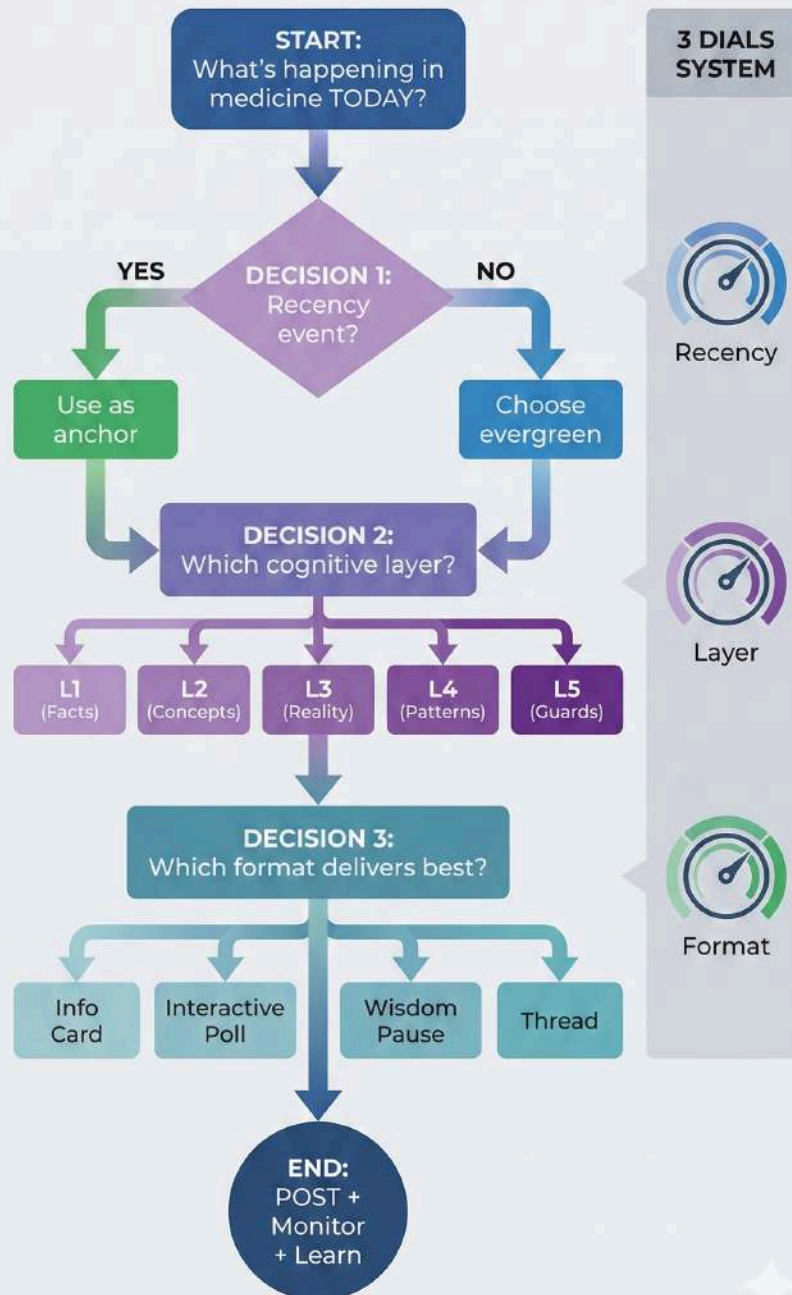
- Day -2: Scan + decide
- Day -1: Create + schedule
- Day 0: Post + monitor

### BREAK RULES FOR:

- Breaking medical news
- Urgent guidelines
- Viral clinical moments

# DAILY CONTENT DECISION TREE

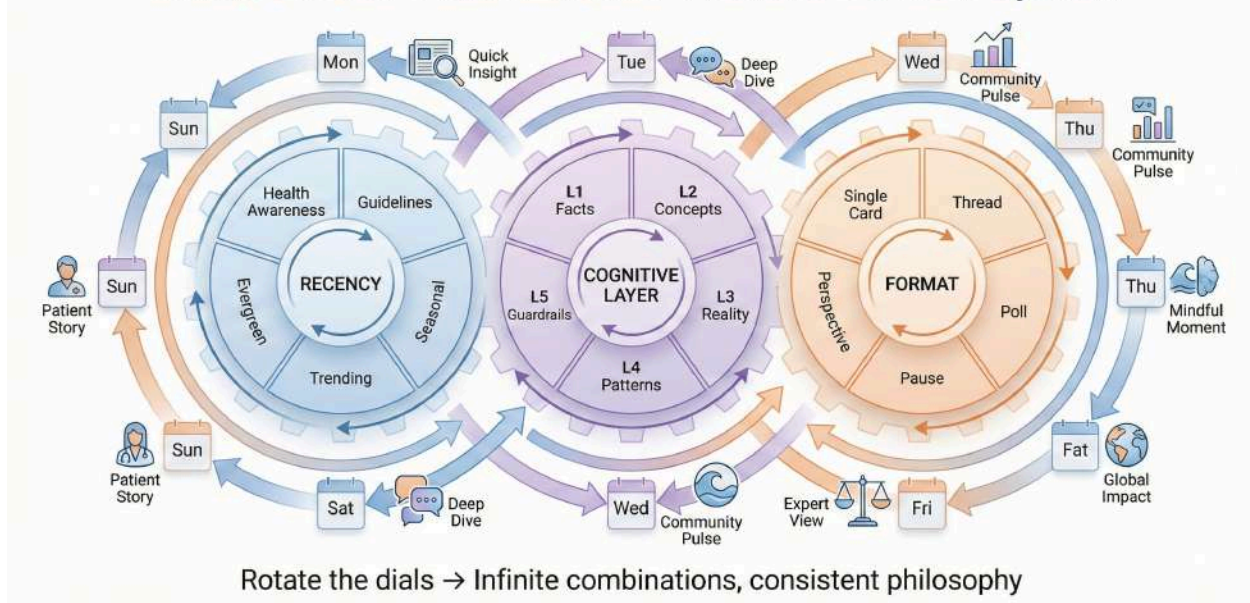
From clinical moment to story format in 3 steps



## CONTENT PLANNING WORKFLOW (2-Day Prep Cycle)

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

## ORRIS STORY FRAMEWORK: Flexible Content System



## THE THREE-DIAL SYSTEM (Core Decision Framework)

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

## COGNITIVE LAYER QUICK REFERENCE

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

## WEEKLY PLANNING TEMPLATE

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

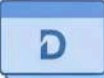







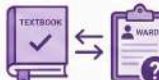

## WEEKLY CONTENT STRATEGY PLANNER

MON - ENTRY POINT	TUE - DEEPEN	WED - HIGH-YIELD	THU - SAFEGUARD	FRI - WISDOM	SAT-SUN - ENGAGE
					
L1-L2	L2-L3	L1 or L4	L5	L4-L5	TK Voice
 Card	 Thread	 Pattern	 Pause	 Flag	 Perspective
 Compare	 Reality	 Drug	 Trap	 Pattern	 Ask
 Depth	 Concept	 Poll	 Check	 Reflect	 Poll

Target: 5-7 stories/week • Flexible, not rigid • Break for urgent clinical news

## FORMAT LIBRARY (Quick Selector)

### FORMAT LIBRARY: Quick Selector Guide

<b>Single Drop</b>  One insight, done Best for L1-L2	<b>Foundation + Depth</b>  Known + deeper Best for L1	<b>Split Screen</b>  Compare contrast Best for L2-L3	<b>Mini Thread</b>  Build idea across Best for L2	<b>Poll → Reveal</b>  Question + answer Best for L4
<b>Syndrome Snap</b>  Pattern in steps Best for L4	<b>Cognitive Pause</b>  Trap + reset Best for L5	<b>Red Flag</b>  Danger → action Best for L4-L5	<b>Reality Check</b>  Textbook vs ward Best for L3	<b>TK Perspective</b>  Deep thought lead Best for TK



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