

# ObGyn Delivered: Student Driven Medical Education through Social Media



UNMS Capstone for Impact 2021

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## PROGRAM DESCRIPTION

**ObGyn Delivered is a social media-based educational tool that utilizes 3 platforms: Facebook, Instagram & Twitter.**

**GOAL:** Provide ObGyn medical education through social media that is (1) free & accessible, (2) easy to use on-the-go, and (3) available for quick review of high-yield topics.

**AUDIENCE:** Medical learners seeking supplemental Ob/Gyn shelf exams, USMLE boards, and clinical experiences.

**CONTENT:** Dedicated ObGyn practice questions, topic reviews, research updates, anatomy images, and study tips.

Figure 2. Example of ObGyn Delivered Twitter post

**ObGyn Delivered**
  
 @obgyn\_delivered

Clinical practice Q:  
 17yo F presents 2 days after having unprotected sexual intercourse. She desires emergency contraception & requests the most effective method. No PMH, no prior surgeries, regular menses. What do you recommend?  
[#obgyn](#) [#MedStudentTwitter](#) [#MedEd](#) [#medtwitter](#)

**Copper IUD** 78.2%  
 Levonorgestrel IUD 7.7%  
 Ulipristal (Ella) 3.8%  
 PO Levonorgestrel/Plan B 10.3%

Figure 1. Example of ObGyn Delivered Instagram post

Which of the following is a contraindication to the Levonorgestrel IUD?

OBGYN DELIVERED

- A. Current breast cancer
- B. History of STI
- C. Current breastfeeding
- D. Heavy menstrual bleeding
- E. Current HIV infection, on ARV therapy

Which of the following is a contraindication to the Levonorgestrel IUD?

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A. Current breast cancer

What are some of the other contraindications to the Levonorgestrel IUD?

## BACKGROUND

- Millennial learners prefer educational tools that use technology and are convenient.
- Use of **social media** in medical education is expanding, but there is little information comparing different platforms.
- In a world of increasing **virtual learning**, educators may consider social media tools.
- ObGyn Delivered** was developed by medical students as a tool to supplement traditional Ob/Gyn education.

## RESULTS

Figure 3. Survey participants' preferred platform for accessing ObGyn Delivered

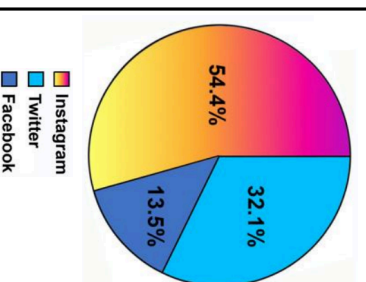


Table 1. Comparison of Social Media Platforms (★★★ = great; ★★ = good; ★ = fair)

Social Media Platform Features		Instagram	Twitter	Facebook
Followers & Audience	Number of followers	★★★	★★★	★
	Gaining target audience	★★	★★★	★
Ease of Sharing Content	Use by medical students	★★★	★★★	★★
	Educational topic reviews	★★★	★★	★★
	Practice questions	★★★	★	★
Other Features	Interactive quizzes	★★★	★★	★
	Hashtags	★★★	★★★	★
Likes and comments	Hashtags	★★★	★★★	★
	Likes and comments	★★★	★★	★

## CONCLUSIONS

Each social media platform offers unique benefits for use in medical education.

We recommend:

- Prioritizing Instagram for sharing practice questions.
- Utilizing specific features, such as Twitter polls and Instagram Highlights, to optimize use.
- Including medical students in the development of social media education tools.

## METHODS

- Data was collected from the ObGyn Delivered accounts, a user survey, and experiences from the account developers.
- Advantages and limitations of each platform were compared.

## OBJECTIVES

- Highlight the use of social media in medical education.
- Evaluate a novel social media-based educational tool.
- Provide guidance to educators looking to utilize social media.