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.

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.

Methods

- Overview of social media trends and advantages and limitations of each platform were compared.
- A survey was collected from the ObGyn Delivered audience.
- Advantages and limitations of each platform were compared.
- A survey and experiences from the academic developers.
- Advantages and limitations of each platform were compared.

Background

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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.

Program Description

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

- Audience: Medical learners seeking supplemental Ob/Gyn educational content geared toward basic science exams, clerkship shelf exams, USMLE boards, and clinical experiences.
- Content: Dedicated ObGyn practice questions, topic reviews, research updates, medical case studies, and study tips.
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Table 1. Comparison of Social Media Platforms (★★★ = great; ★★ = good; ★ = fair)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers/audience</td>
<td>★★★</td>
<td>★★★</td>
<td>★★★</td>
</tr>
<tr>
<td>Use by medical students</td>
<td>★★★</td>
<td>★★★</td>
<td>★★★</td>
</tr>
<tr>
<td>Educational topic reviews</td>
<td>★★★</td>
<td>★★★</td>
<td>★★★</td>
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<tr>
<td>Interactive quizzes</td>
<td>★★★</td>
<td>★★★</td>
<td>★★★</td>
</tr>
<tr>
<td>Sharing educational content</td>
<td>★★★</td>
<td>★★★</td>
<td>★★★</td>
</tr>
<tr>
<td>Ease of sharing content</td>
<td>★★★</td>
<td>★★★</td>
<td>★★★</td>
</tr>
<tr>
<td>Other features</td>
<td>★★★</td>
<td>★★★</td>
<td>★★★</td>
</tr>
</tbody>
</table>

Figure 1. Example of ObGyn Delivered Instagram post

Figure 2. Example of ObGyn Delivered Twitter post

Figure 3. Survey participants' preferred platform for accessing ObGyn Delivered Social Media Platform Features:

- Instagram (54.4%), Facebook (32.4%), Twitter (13.5%)

Figure 4. Survey of Social Media Platform Features

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