Ob/Gyn Delivered: Using social media platforms to enhance medical education

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## OVERVIEW & LEARNING OBJECTIVES

1) **Background**
   a) Millennial learners and social media
   b) Roadmap to developing a social media-based educational tool
   c) Creation of *Ob/Gyn Delivered*

2) **Advantages & Barriers to using social media in medical education**

3) **Evaluating *Ob/Gyn Delivered***

4) **Next steps for *Ob/Gyn Delivered*** & the future of social media use in med ed
Millennial learners prefer educational tools that are “technology-enhanced, convenient, and personalized,” and also “easy to use and familiar” (1, 2)
Today’s Medical Students:

➢ Use social media regularly
➢ Want tech-based, convenient educational tools
➢ Already utilize virtual learning platforms
➢ Seek alternative & supplemental study content
➢ Pay high prices for practice questions and review tools

→ Social Media-Based Education Tools
BUILDING A SOCIAL MEDIA MED-ED TOOL

Identify Audience, Content, & Goals

Understand Social Media Options

Develop Optimal Content

Share Content & Engage with Users
BUILDING A SOCIAL MEDIA MED-ED TOOL

First, Identify Your Audience, Goals & Content

**Audience**
- Medical students vs residents
- One institution vs nationwide

**Content**
Novel vs Existing Content
- Practice questions
- Study tips
- Anatomy review
- Research updates
- Clinical practice guidelines
- Surgical videos

**Goals**
- Reach learners through non-traditional methods
- Provide supplemental educational content
- Improve performance on exam(s)
- Prepare students for clinical rotations
Next, Understand Social Media Tools & Strategies:

**Instagram:**
- Photos, captions, hashtags, Stories, Highlights
- Large potential audience, good for slideshow type review and practice questions

**Facebook:**
- Posts can be photos and/or typed descriptions
- Difficult to reach a large audience

**Twitter:**
- Tweets can be photos and/or typed descriptions
- Polls can be used as multiple choice questions

**Optimal Content**
- Reaches target audience
- Engages users
- Utilizes available tools on each platform
- Meets requirements for each platform (e.g., photo size, word count)
- “On Brand” - Canva, Powerpoint
Audience
- 1st through 4th year medical students seeking supplemental Ob/Gyn educational content.

Goals
- Provide ObGyn education via social media that is:
  1. free & accessible
  2. easy to use on-the-go
  3. available for quick review of high-yield topics
  4. by med students, for med students
- Improve ObGyn clinical knowledge

Content
- ObGyn focused
  - practice questions
  - topic reviews
  - research updates
  - anatomy images
  - study tips

Ob/Gyn Delivered:
A Social Media-Based Tool to Provide ObGyn MedEd Content
A 17 y/o F presents after having unprotected sexual intercourse. No PMH and has regular menses. She desires emergency contraception and requests whichever method is most effective. What is the most appropriate treatment?

A. Copper Intrauterine device (IUD)
B. Levonorgestral IUD
C. Ulipristal (Ella)
D. Oral Levonorgestrel (Plan B)

The most effective method of emergency contraception is the Copper IUD.

The Copper IUD can be placed within 5 days of unprotected intercourse for emergency contraception (+ added benefit of offering additional pregnancy prevention!)

Contraindications to the Copper-T IUD include:
1. Current STI or PID
2. Unexplained vaginal bleeding
3. Untreated cervical or endometrial cancer
4. Uterine cavity distortion
5. Wilson’s disease.
ADVANTAGES

- Accessibility & Audience Reach
- Low Cost
- Expand Existing Study Methods
  - Spaced repetition
  - Visual learning
- Integrate Novel Strategies
  - Incorporate studying into non-traditional moments
  - Active engagement between users
- Versatility of multiple platforms
Ob/Gyn Delivered: Growth over the year

Total Followers Per Platform

- Jan
- Feb
- March
- Apr
- May

- Instagram
- Twitter
- Facebook

Thanks for the shout out @creogsovercoffee! (Aka our favorite ObGyn podcast!)

Want more study material? Check out @obg_delivered both on insta and on Twitter!
BARRIERS

- Time
- Resources
- Quality Control
- Consistency
- Difficult to assess true impact
BUILDING A SOCIAL MEDIA MED-ED TOOL

1. Identify Audience, Content, & Goals
2. Understand Social Media Options
3. Develop Optimal Content
4. Share Content & Engage with Users
Evaluation: Assessing our impact

Data was collected from the ObGyn Delivered accounts, a user survey, and experiences from the account developers.

A. Level of education of respondents.

B. Respondents preferred content on OBGD (multiple answers allowed)

*n=256, with 4 duplicated responses eliminated.*
Preferences: Learners vs. Educators

Preferred platform for accessing Ob/Gyn Delivered amongst learners.

Social Media Platform Features

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<thead>
<tr>
<th></th>
<th>Instagram</th>
<th>Twitter</th>
<th>Facebook</th>
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<tbody>
<tr>
<td><strong>Followers &amp; Audience</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of followers</td>
<td>Great</td>
<td>Great</td>
<td>Fair</td>
</tr>
<tr>
<td>Gaining target audience followers</td>
<td>Good</td>
<td>Great</td>
<td>Fair</td>
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<tr>
<td>Use by medical students</td>
<td>Great</td>
<td>Great</td>
<td>Good</td>
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<tr>
<td><strong>Ease of Sharing Content</strong></td>
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<tr>
<td>Educational topic reviews</td>
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<td>Good</td>
<td>Good</td>
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<tr>
<td>Practice questions</td>
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<td>Fair</td>
<td>Fair</td>
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<tr>
<td>Interactive quizzes</td>
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<td>Fair</td>
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<tr>
<td><strong>Resources</strong></td>
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<tr>
<td>Time required to share content</td>
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<td>Great</td>
<td>Good</td>
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<tr>
<td>Additional app needed to create post</td>
<td>Fair</td>
<td>Great</td>
<td>Fair</td>
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A special thank you to Dr. Hammoud & Dr. Hortsch!

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Ob/Gyn Delivered: Looking Ahead

Takeaways?

How can we improve?

Quality Control?

Sustainability & Growth?