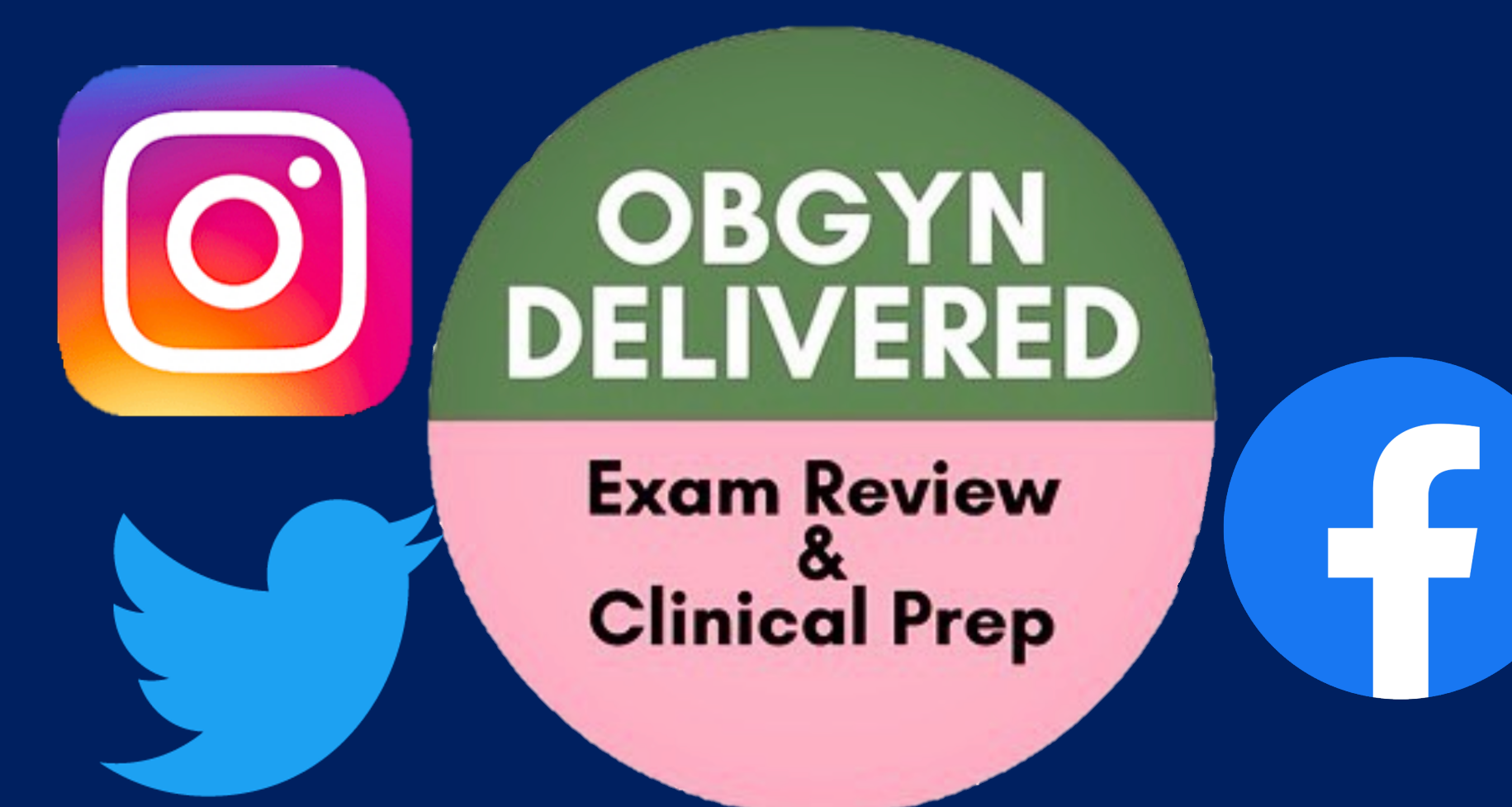


ObGyn Delivered: Student Driven Medical Education through Social Media



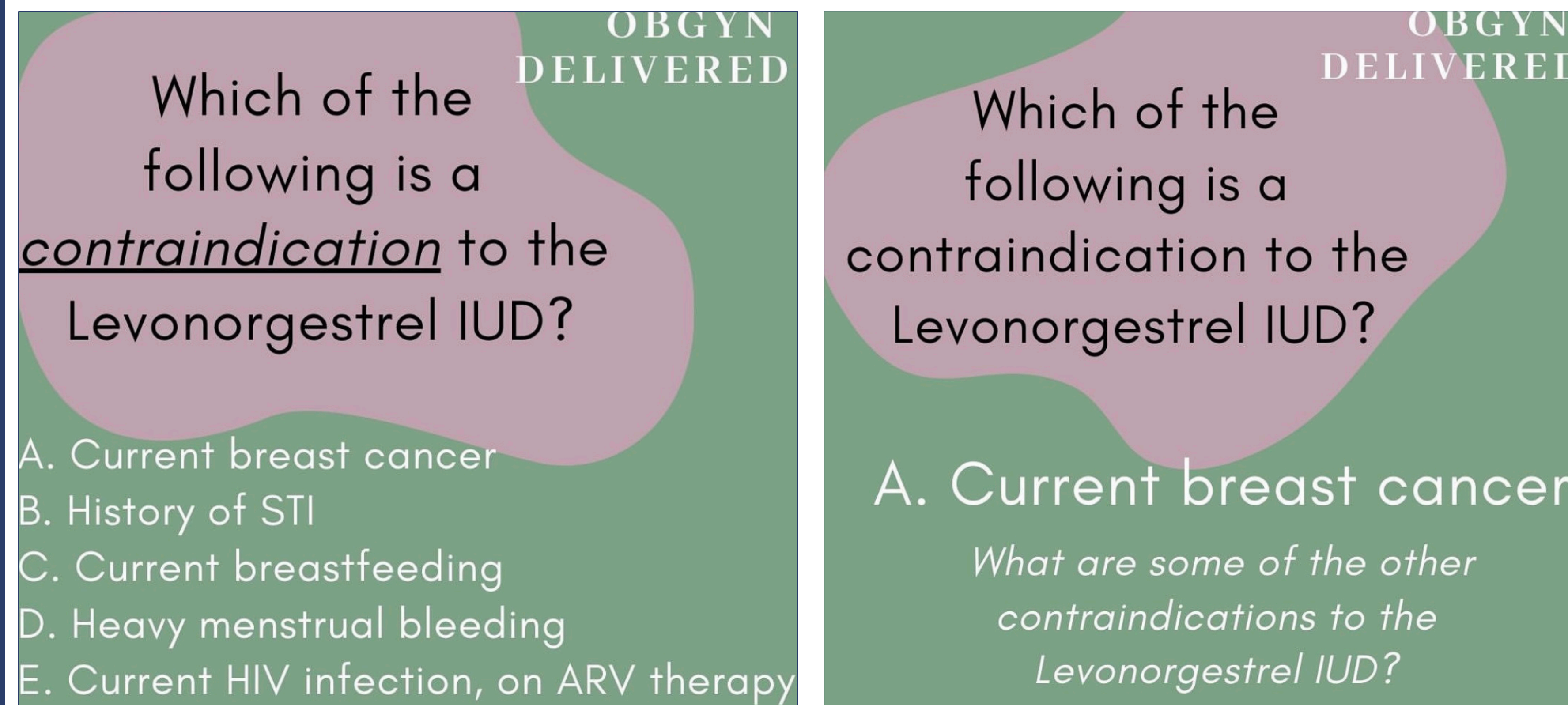
UMMS Capstone for Impact 2021

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PROGRAM DESCRIPTION

Figure 1. Example of ObGyn Delivered Instagram post



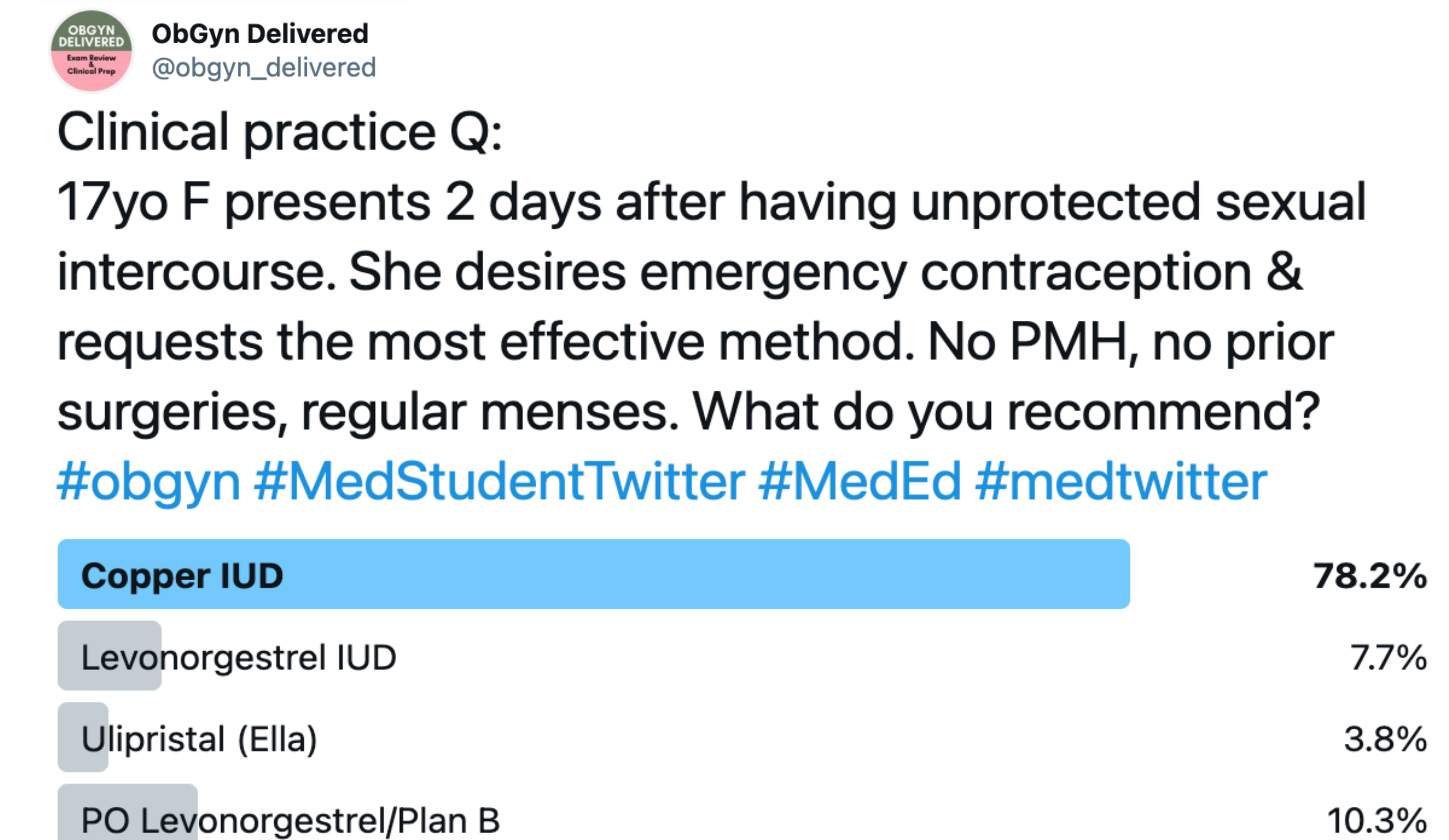
ObGyn Delivered is a social media-based educational tool that utilizes 3 platforms: Facebook, Instagram & Twitter.

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 educational content geared toward basic science exams, clerkship 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



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.

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

- 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.

RESULTS

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

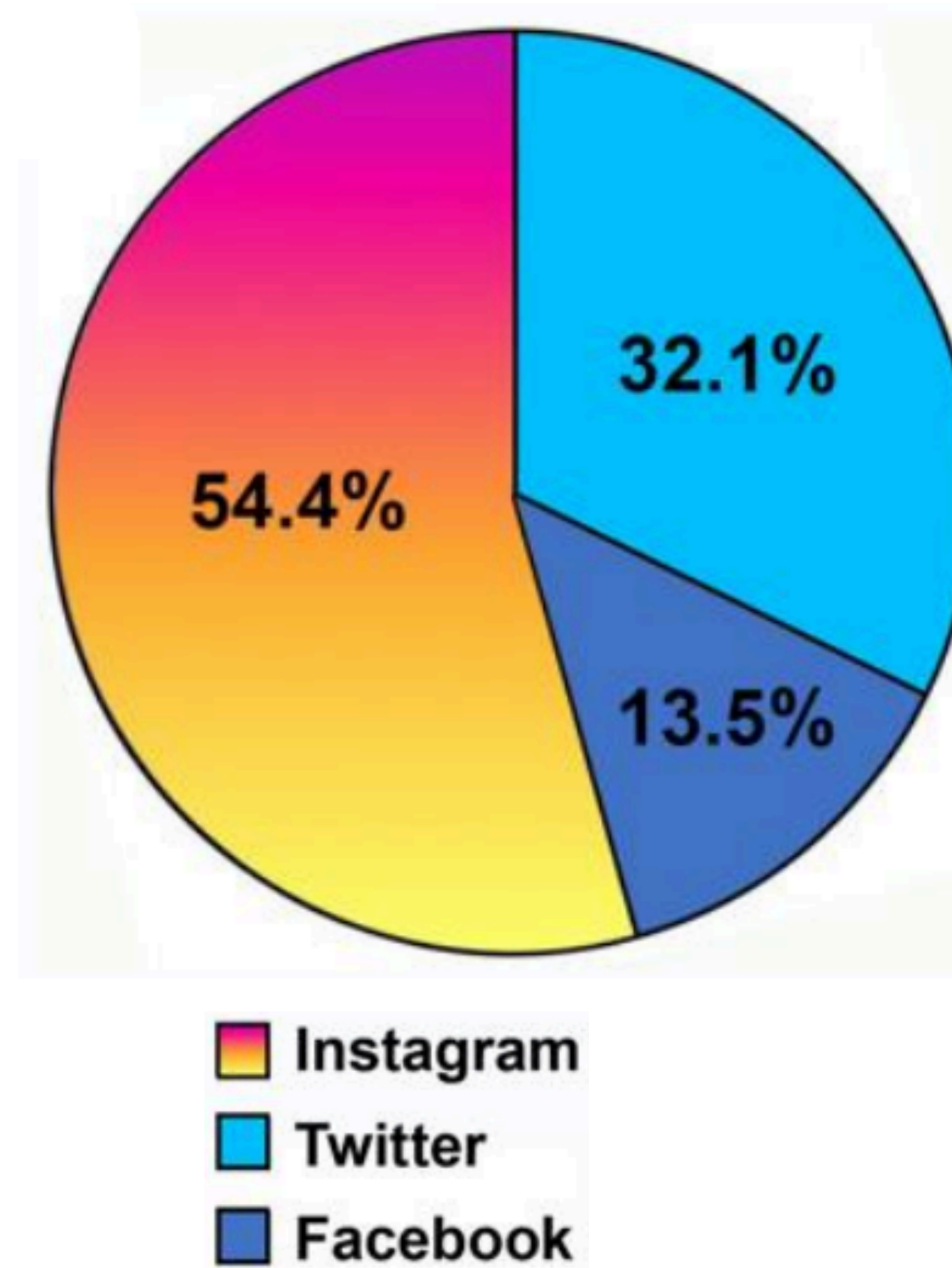


Table 1. Comparison of Social Media Platforms (★★★★ = great; ★★★ = good; ★ = fair)

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