Integrating Social Media in Residency for More Accessible Networking and Professional Development
Krithika Srikanthan\textsuperscript{1}, Allan Zhang\textsuperscript{1}, Edward Gillis\textsuperscript{1}, David Karimeddini\textsuperscript{2}

\textsuperscript{1}Univ of Connecticut Health Ctr, Farmington, CT
\textsuperscript{2}UConn Health, Farmington, CT
PURPOSE

Social media, such as Twitter, allows communication among multiple parties to be streamlined and more accessible than ever before. Medical conferences are a traditional way for physicians around the world to network, however social media is an effective adjunct to this. The purpose of this exhibit is to discuss several ways radiologists can utilize Twitter to augment their networking and professional development.
MATERIALS/METHODS

Attending radiologists and residents created Twitter accounts which they then used to follow and tweet at several prominent radiology societies/organizations, well known radiologists, and other medical specialty societies. We surveyed whether or not their usage of Twitter helped them network with other radiologists or medical specialists and professional development.
## RESULTS

### Reported Benefits of Twitter Use

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<tr>
<th>Networking</th>
<th>Professional Development and Education</th>
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<tr>
<td>+ Create and maintain lasting relationships with fellow Radiologists</td>
<td>+ Distribute concise educational pearls and reference links, including to those absent from didactics</td>
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<tr>
<td>+ New job opportunities</td>
<td>+ Share educational material with all viewers</td>
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<td>+ Fosters research collaboration between departments and institutions</td>
<td>+ Distribute content from conferences (regional to international) live</td>
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<tr>
<td>+ Increased technology applications development</td>
<td>+ Stay up to date on guidelines and research</td>
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CONCLUSIONS

Radiologists have been at the forefront of utilizing novel technology. The accessibility of social media allows for a simplified way of communication and shows incredible promise as a tool for professional networking and development, which is critical for Radiologists to stay relevant.
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