Social Media: The Next Frontier in Medical Education

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Disclosures

• Saad Ranginwala – None

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• Alexander J Towbin
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  – Guerbet – advisor
  – Elsevier – author/royalties
  – Applied Radiology – editorial board/advisor
Social Media in Medical Education

• Has not been widely explored

• Current usage could be considered “unorganized”
  – Experts disseminating their own knowledge
  – No method of determining quality of content
  – Random sharing of scholarly articles
  – No set curriculum
Social Media in Medical Education

Benefits

• Large user base
• Potential to reach a large audience
• Easy to access
• Mobile
• Directed towards a specific topic
• Available at point of need

Disadvantages

• Few trusted content providers
• Specific limitations imposed by each social media platform
• Does not provide exhaustive information
Focus on Image Sharing Platforms

• Uniquely suited for radiology education

• Allow users to see the teaching point
Instagram

• Image focused social media platform

• Large user base
  – 300 million active users\(^1\)
  – 2.5 billion “likes” per day\(^1\)

• Generous text limits
  – 2200 characters allowed per caption/comment
  – Allows authors to create detailed teaching points
  – Followers can comment/ask questions

2. Screen capture from Instagram; user @cincykidsrad accessed May 6, 2015.
Figure 1

• Image focused social media platform

• Targeted user base
  – Exclusively focused on medical education

• Limited text
  – 400 character limit on posts

1. Screen capture from Figure 1; user @cincykidsrad accessed May 6, 2015.
Figure 1 Compared to Instagram

Benefits
- Medical focus
- Medical user base
  - Increased engagement
- Multi-image posts
  - Multiple single images
  - Stack of images (entire series)

Disadvantages
- 400 character limit
- Limited user base
- No 3rd party applications

Limitations of both
- Mobile upload only
- No available advanced metrics
Anatomy of an Instagram Post

1. Posting user
2. Image
3. Number of likes
4. Educational caption

1. Screen capture from Instagram; user @cincykidsrad accessed May 6, 2015.
Anatomy of an Instagram Post

1. Hashtags

2. Comments

1. Screen capture from Instagram; user @cincykidsrad accessed May 6, 2015.
Anatomy of a Figure 1 Post

1. Posting user
2. Medical classification by specialty and anatomy
3. Image
4. Second image
5. Educational caption
6. Number of comments and likes

1. Screen capture from Figure1; user @cincykidsrad accessed May 6, 2015.
Building a User Base

- Advertising
  - Other social media channels
  - Word of mouth

- Maximize effectiveness of content
  - Regular content updates
  - Appropriate hashtag use
    - Diagnoses
    - Regular themes
    - Pre-existing awareness campaigns

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Conclusions

• Image-based social media platforms can be used for radiology education

• Strategies to maximize effectiveness of content
  – Regularly scheduled content
  – Appropriate hashtag use
  – Tie into pre-existing themes
Thank you!