#Matched:
Impact of Residency Programs’ Social Media

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BACKGROUND

• Plastic surgeons were early embracers of social media use in their practices as well as in their training programs
• Social media is now regularly being used by residency programs

GOALS OF STUDY:
1. Survey to investigate impact of residency programs’ social media on applicants
2. Cross-sectional analysis of social media presence of integrated plastic surgery residency programs
METHODS

• Survey e-mailed to 220 M4s and 125 interns at our institution

• Survey included 9 questions, consisting of applicants use of residency social media and it’s usefulness

• Social media presence of integrated plastic surgery programs searched on residency program’s website and/or via “search” feature on Facebook, Twitter and Instagram
RESULTS

- Total of 108 applicants responded to the survey (response rate of 31%)
- 38% responded that they visited social media pages affiliated with residencies
- 47% of responders stated that they wished more residency programs had a social media presence
RESULTS

Rated Importance of Resources for Gathering Information about Residency Programs

<table>
<thead>
<tr>
<th>Resource</th>
<th>Mean</th>
<th>95% CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>4.5</td>
<td>(4.2, 4.8)</td>
</tr>
<tr>
<td>Social Media</td>
<td>1.5</td>
<td>(1.2, 1.7)</td>
</tr>
<tr>
<td>Attendings</td>
<td>3.0</td>
<td>(2.8, 3.2)</td>
</tr>
<tr>
<td>Residents</td>
<td>4.5</td>
<td>(4.2, 4.8)</td>
</tr>
<tr>
<td>Classmates</td>
<td>3.0</td>
<td>(2.8, 3.2)</td>
</tr>
</tbody>
</table>
RESULTS

Rated Aspects of Social Media Pages that were Found most Helpful

- Residents working in the hospital
- Residents socializing
- Achievements of members of department
- Location
- Notable activities/events within department

Mean:
- 2.5
- 3.75
- 5
**Results**

**Instagram:** 73% of integrated PRS programs (21% in 2017)

**Facebook:** 30% of integrated PRS programs

**Twitter:** 29% of integrated PRS programs

- Only 10% linked their social media profile to their residency program website
- 14% of responders stated that social media profiles were very easy to find
- 35% stated social media affected their decision to apply to a specific residency program
CONCLUSION

- Exponential growth of number of integrated PRS programs on Instagram
- Information about notable events and location of program most helpful
- More programs should link their social media to program website