

#OBGYNInternChallenge: A Social Media-Based Educational Exploration for OBGYN Learners

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Background

- The COVID-19 pandemic has accentuated the importance of remote learning.
- Educators should harness social media for innovative curriculum design.
- Studies show that social media is effective, accessible, and efficient for medical learners.

Goal: To create an educational activity for incoming OBGYN residents using the free, open access medical education podcast CREOGs Over Coffee.

Methods

- Designed single-slide summaries for 19 CREOGs Over Coffee podcasts.
- One summary shared daily on Twitter using hashtag, “#OBGYNInternChallenge” from June 1st-June 19th, 2020.
- Quiz questions could be included.
- Analyzed using Twitter analytics for Impressions and Engagements.
 - Impressions:** number of times a Tweet was seen on Twitter.
 - Engagements:** number of times users interacted with a post (including re-Tweets, likes, and comments).



@lizzysouth26



@SarahASantiago



@ColinRussell93



@NicholasSRaja



@AmandaManorot



@joeywhite92



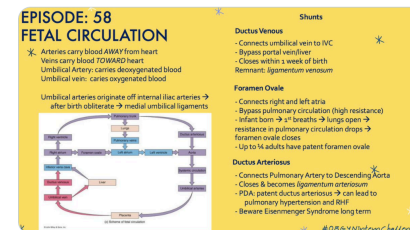
Sarah Santiago, MD @SarahASantiago · May 28, 2020
T-minus 4 days until the #OBGYNInternChallenge w/ @creogsovercoffee. Listen, learn, and tweet with us! We will be posting main take-aways from each episode & interacting w/you all on #obgyntwitter! @lizzysouth26 @NicholasSRaja @joeywhite92 @AmandaManorot @ColinRussell93

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
60h Episode 9: Management of Late Preterm and Early Term Delivery	61h Episode 10: Management of Early Pregnancy Loss	62h Episode 11: Management of Early Pregnancy Loss	63h Episode 12: Management of Early Pregnancy Loss	64h Episode 13: Management of Early Pregnancy Loss	65h Episode 14: Management of Early Pregnancy Loss	66h Episode 15: Management of Early Pregnancy Loss
67h Episode 16: Management of Early Pregnancy Loss	68h Episode 17: Management of Early Pregnancy Loss	69h Episode 18: Management of Early Pregnancy Loss	70h Episode 19: Management of Early Pregnancy Loss	71h Episode 20: Management of Early Pregnancy Loss	72h Episode 21: Management of Early Pregnancy Loss	73h Episode 22: Management of Early Pregnancy Loss
74h Episode 23: Management of Early Pregnancy Loss	75h Episode 24: Management of Early Pregnancy Loss	76h Episode 25: Management of Early Pregnancy Loss	77h Episode 26: Management of Early Pregnancy Loss	78h Episode 27: Management of Early Pregnancy Loss	79h Episode 28: Management of Early Pregnancy Loss	80h Episode 29: Management of Early Pregnancy Loss

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Joseph White, MD, MS @joeywhite92 · Jun 8, 2020
Needed a brush-up on Fetal Circulation before starting residency on L&D Days w/ the legendary @sarahgracebell. Thankfully we have @creogsovercoffee Episode 58 for this, @SarahASantiago @lizzysouth26 @AmandaManorot @ColinRussell93 @NicholasSRaja #MedEd #obgyn #OBGYNInternChallenge



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#OBGYNInternChallenge Posts



Results:

- 57 Tweets posted from six public Twitter profiles
- 57,299 Impressions and 5,927 Engagements
 - Summary posts:** 31,841 Impressions and 4,052 Engagements
 - 27 quiz questions:** 11,023 Impressions and 440 Engagements
 - 11 medical anti-racism posts:** 13,435 Impressions and 1,435 Engagements

Discussion & Take Aways:

- Twitter can be used as an effective method for OBGYN medical education and widespread dissemination.
- Free open access platforms (e.g. CREOGs Over Coffee) are effective in engaging large communities of learners.
- Social media provides a platform to engage with learners across the country.

Conclusion: The #OBGYNInternChallenge provided a clear and easily accessible educational activity for OBGYN applicants transitioning to residency.

Acknowledgments:

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