

#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 CREGOs Over Coffee.



@lizzysouth26 @SarahASantiago @ColinRussell93 @NicholasSRaja @AmandaManorot @joeywhite92



Sarah Santiago, MD @SarahASantiago · May 28, 2020

T-minus 4 days until the #OBGYNInternChallenge w/ @creogsovercoff1 Listen, learn, and tweet with us! We will be posting main take-aways from each episode & interacting w/you all on #obgnyntwitter! @lizzysouth26 @NicholasSRaja @joeywhite92 @AmandaManorot @ColinRussell93



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CREOGs OVER COFFEE
a podcast for busy obgyn residents

#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

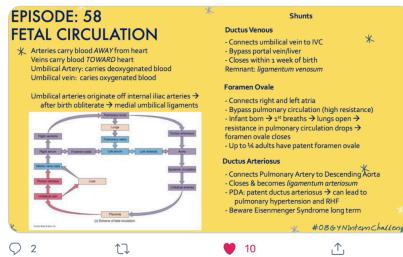
Methods

- Designed single-slide summaries for 19 CREGOs 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).



Joseph White, MD, MS @joeywhite92 · June 8, 2020

Needed a brush-up on Fetal Circulation before starting residency on L&D Days w/ the legendary @sarahgracebell! Thankfully we have @creogsovercoff! Episode 58 for this, @SarahASantiago @lizzysouth26 @AmandaManorot @ColinRussell93 @NicholasSRaja #MedEd #obgyn #OBGYNInternChallenge



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Discussion & Take Aways:

- Twitter can be used as an effective method for OBGYN medical education and widespread dissemination.
- Free open access platforms (e.g. CREGOs 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:

Thank you to @CREOGsOverCoffee for their support and highlighting the #OBGYNInternChallenge on their podcast. Thank you to Dr. Marzano and Dr. Malone for their support in this endeavor and assisting in the authors' transition to OBGYN residency.