

How to Have a Successful Residency Social Media Program

Dr Zachary Repanshek, MD - Temple University

Dr Jennifer Repanshek, MD - Temple University

Dr Alisha Brown, MD - University of Washington

The rising popularity of social media for both professional and personal purposes is undeniable. However, its presence creates new challenges for junior physicians from both a professional and ethical standpoint.

As educators, we must play an active role in guiding and advising them how to be lifelong learners and excellent stewards of social media.

In 2014, CORD made a strong recommendation that each emergency medicine residency program develop a social media policy and education effort.

Achieving this goal may seem like a daunting task, but there are solutions to creating successful social media platforms as part of a residency program. We present our experiences implementing a social medial curriculum at two different institutions.

At the end of this session, participants will be able to:

- Apply strategies to encourage residents to be lifelong learners by actively engaging in social media in a thoughtful and reflective manner.
- Outline a social medial curriculum that takes into consideration issues of engagement, ethics, evidence based medicine, and professional identity formation.
- Implement the necessary steps to create a social media program within the guidelines and expectations of their institution.

References:

[Recommendations from the Council of Residency Directors \(CORD\) Social Media Committee on the Role of Social Media in Residency Education and Strategies on Implementation](#)

[A Descriptive Analysis of the Use of Twitter by Emergency Medicine Residency Programs](#)

[Evaluation of Social Media Use by Emergency Medicine Residents and Faculty](#)

[Survey of Individual and Institutional Risk Associated with the Use of Social Media](#)

[The Social Media Index as an Indicator of Quality for Emergency Medicine Blogs: A METRIQ Study](#)

[Individual Gestalt Is Unreliable for the Evaluation of Quality in Medical Education Blogs: A METRIQ Study](#)

[Social Media and Physicians' Online Identity Crisis](#)