

**2025 Davee Foundation Lecture**

**and Resident Research Day**

**Abstract**

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**Title: Broader Social Media Impacts on Family Medicine Recruitment and Engagement during the 2022-2023 Match Cycle**

**Background:**Many residency programs continue to use virtual interviewing, and several have started to develop their social media presence as an adjunct. As many social interactions can be lost through video formats, Instagram, Facebook, and other sites are being used to showcase both the professional and personal traits of a program. NRMP Applicant Survey results show, “goodness of fit” was the most important factor to determine program ranking underscoring the need to explore the role of social media to connect with applicants virtually.

**Methods:**To determine how the use of social media by family medicine residencies impacts the impression and engagement of applicants.

Study-Design: Multi-method study utilizing cross-sectional survey data and social media analytics

Setting: Community-based Family Medicine Residency

Population: Family Medicine residency applicants selected for an interview.

Intervention: Using REDCap, we sent a standardized questionnaire to all interviewed applicants regarding social media use. We also collected analytic data from our program’s Facebook and Instagram profiles to quantify the impact and reach of each post.

Outcome Measures: 39 quantitative survey items included Likert scale, ranked, ranked choice responses, and 2 qualitative items were free text responses. Facebook and Instagram analytic data include “reach” per post and user engagement.

**Results and Conclusions:**Results: n=26 respondents completed the survey for a response rate of 19%. Respondents indicated Instagram was the most helpful social media platform to evaluate programs (42%, n=11 in agreement). Opinions were split as to whether or not social media played a vital role in recruitment (50%, n=13 in agreement). Similarly, 50% agreed it was a useful addition for learning more about a program. A majority stated resident profiles/hobbies, and Day-in-the-life videos were most helpful (N=18; 73%, and 57% favored, respectively). Full results including social media analytics (reach, number of posts, number of unique and repeat users) will be presented at the meeting.

We anticipated candidates would continue to use social media as a supplemental tool when evaluating programs. Our data showed that social media may not be a crucial factor in residency selection, but it likely provides useful information on intangible aspects of a program, such as camaraderie and fit. Lastly, our data show applicants largely preferred profiles and lifestyle-type posts.