

A Cross-Sectional Study of the Social Media Presence of ACGME Accredited Pain Medicine Fellowship Programs: Time to Get Online?

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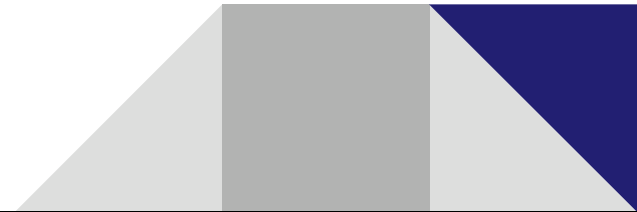
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Conflicts of Interest

- No financial conflicts of interest for any authors





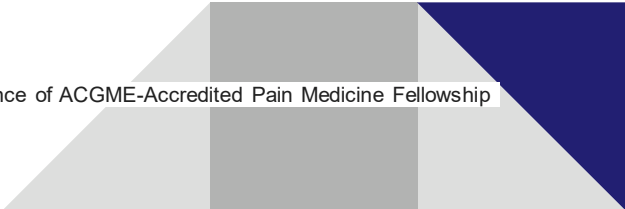
A Cross-sectional Study of the Social Media Presence of ACGME-Accredited Pain Medicine Fellowship Programs: Time to Get Online?

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Pain Physician Journal
Published October 2022

PMID: 36288587

Shekane P, Echevarria G, Irizarry G, Dumbroff J, Rosenblatt MA, Patel A. A Cross-sectional Study of the Social Media Presence of ACGME-Accredited Pain Medicine Fellowship Programs: Time to Get Online? Pain Physician. 2022 Oct;25(7):E1021-E1025. PMID: 36288587.





Background

- Social media use has exploded within society over the last two decades
- Social media has been used for networking and recruiting in healthcare among many specialties
- Generations raised with social media are increasingly applying to residency/fellowship
- How are pain programs utilizing this tool?





Objective

- To evaluate the social media presence, specifically on Twitter and Instagram, of ACGME-accredited Pain Medicine fellowship programs
- Why is this important?





Methods

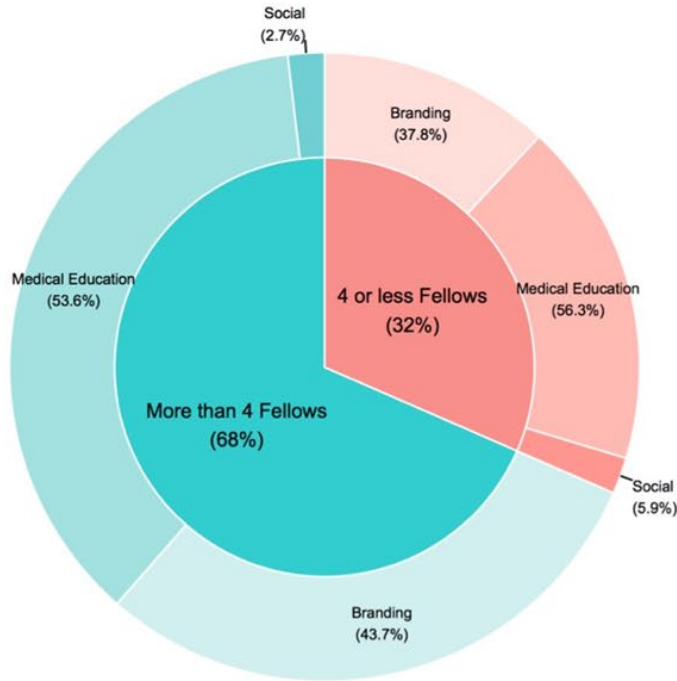
- Two independent reviewers conducted searches for official pain fellowship program accounts on Twitter and Instagram from 7/1/20-6/30/21
- Utilized the same specific keywords when searching for programs
- Specifically, they were looking at the number posts (total within the study period and overall in account history), and the number of followers
- Posts were then categorized as education, branding, or social





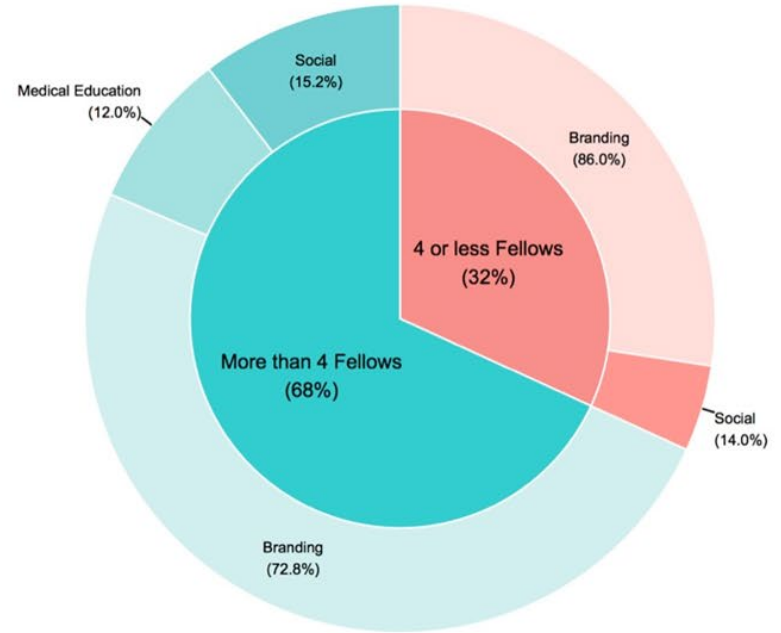
A.

Tweets From All Fellowship Accounts



B.

Instagram Posts From All Fellowship Accounts





Strengths/Limitations

- Study took place over a full academic year
- Classification of posts allowed us to determine how most pain fellowship programs were utilizing social media
- Ability to find all pain fellowship programs on social media
- Data obtained from 7/1/2020-6/30/2021 - during the early part of the COVID19 pandemic





Discussion

- Less than 20% of pain fellowship programs utilized Twitter and/or Instagram during our study period
- This represents a significantly lower percentage of utilization when compared to anesthesiology residencies
- This is an area of potential expansion for pain fellowship programs from a marketing, recruiting, and educational standpoint



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