

Exploring the Impact of LearnENT's Social Media as a Powerful Tool in OHNS Medical Education

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Introduction

- Advancements in medical education have led to the adoption of virtual learning, exemplified by LearnENT, the official app of the CSO.
- With over 8,000 users globally, LearnENT's community has experienced remarkable growth, aided by its expanding presence on social media.
- The specific impact of social media on spreading awareness of OHNS education resources remains largely unexplored despite widespread use of social media for communication and patient education.

Study Objectives

- Investigate the effectiveness of Instagram as an educational tool in medical training
- Analyze the potential of social media to disseminate OHNS resources, foster collaboration, and enhance learner engagement
- Explore methodology to develop a social media presence as a medical education account

Methods

- The Instagram Business Profile software was used to monitor the LearnENT Instagram account's performance over an 8-month period.
- Metrics of interest included follower demographics (age, gender, geographic location), audience activity patterns, account interactions (accounts reached and engaged, follower impressions).
- Data was independently collected from the LearnENT mobile app, including total users and top users by profession.
- Data underwent a descriptive analysis to identify trends in the growth of the LearnENT community and the utilization of its mobile application.

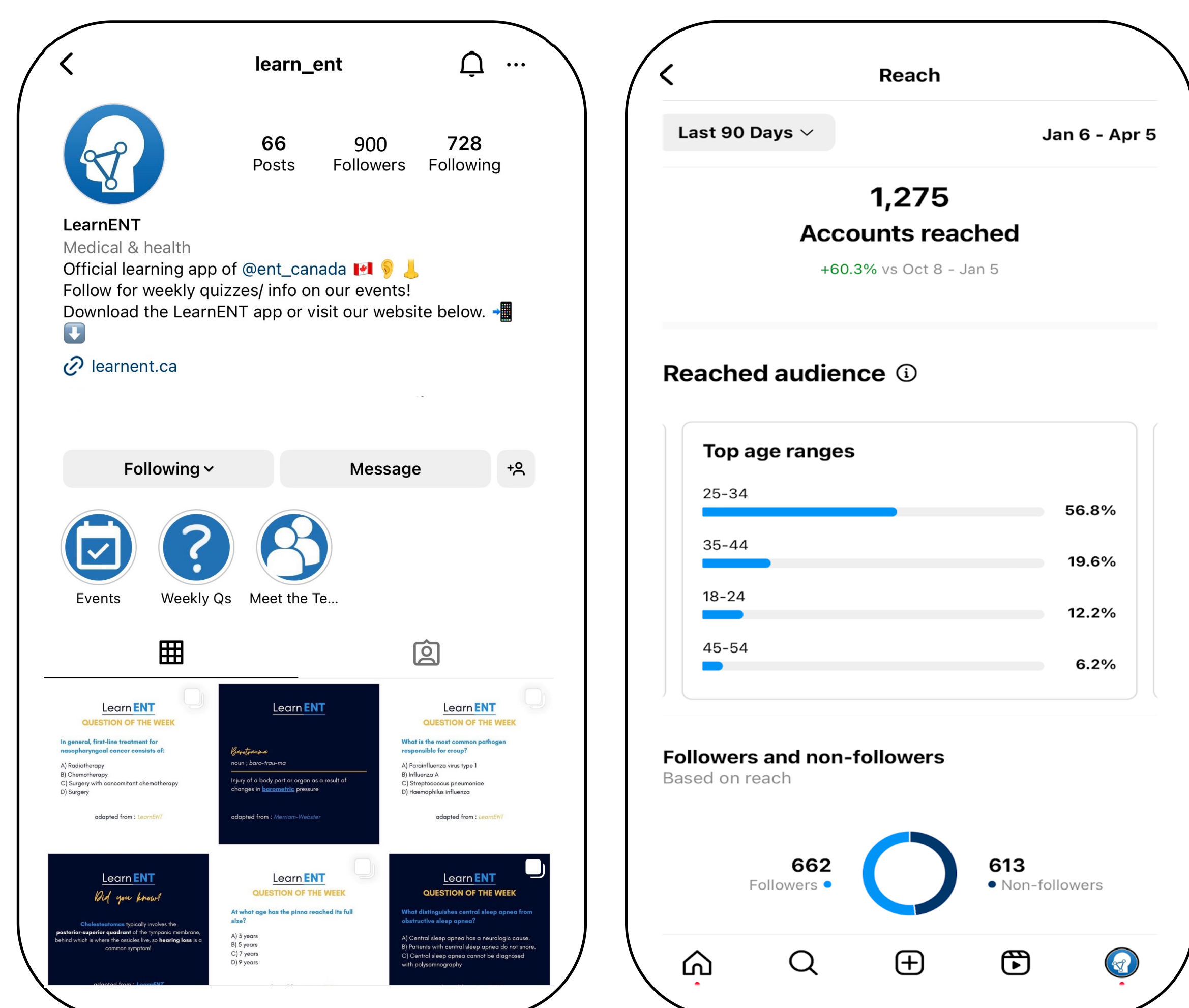
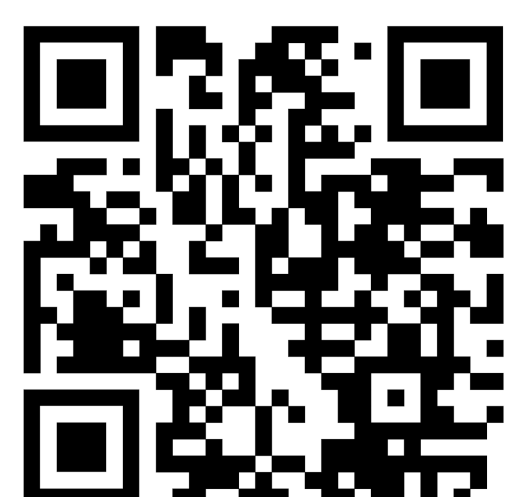


Figure 1: Screenshot of the LearnENT Instagram profile (left) and the Instagram Analytics page (right)

References



iOS App



Scan here to download the LearnENT app for iOS

Results

- The LearnENT Instagram account has a diverse user demographic including users in Canada (27.4%), US (19.1%), India (6.5%), and Spain (4.6%).
- The LearnENT Instagram experienced substantial growth in followers, accounts reached and engaged, and total impressions (Figure 2).
- The account accumulated 900 followers, a 49.7% increase over the study period.
- The app's user base followed this trend by reaching 8,257 users, a more than three-fold increase since 2021.
- The greatest growth occurred from February 26 to March 25, aligning with the CaRMS residency match (Figure 3).

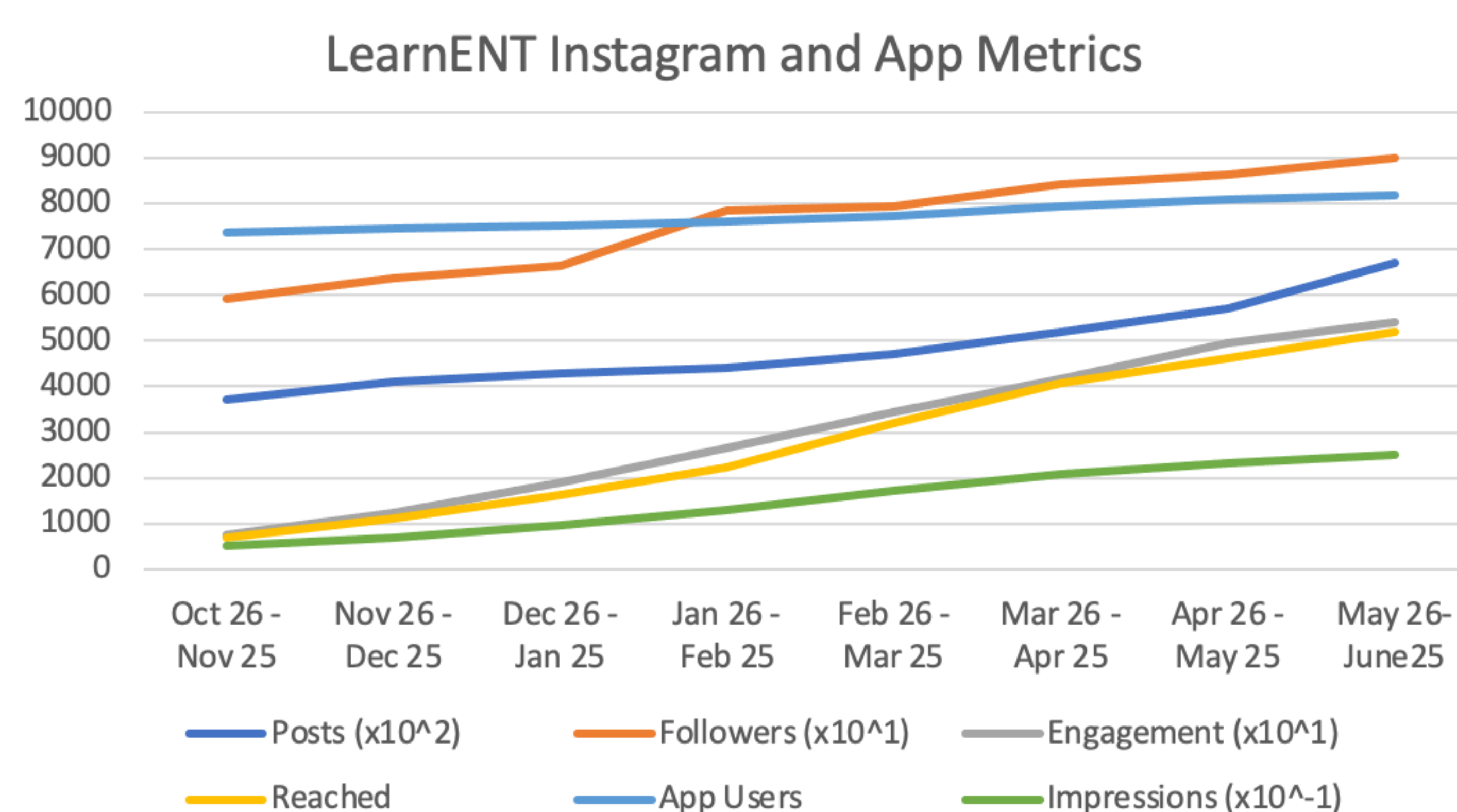


Figure 2: Trends in LearnENT Instagram metrics and LearnENT app users from October 26, 2022, to June 25, 2023. Cumulative values have been used to highlight total impact and growth over the study period.

Growth in LearnENT Metrics from February 26th to March 25th

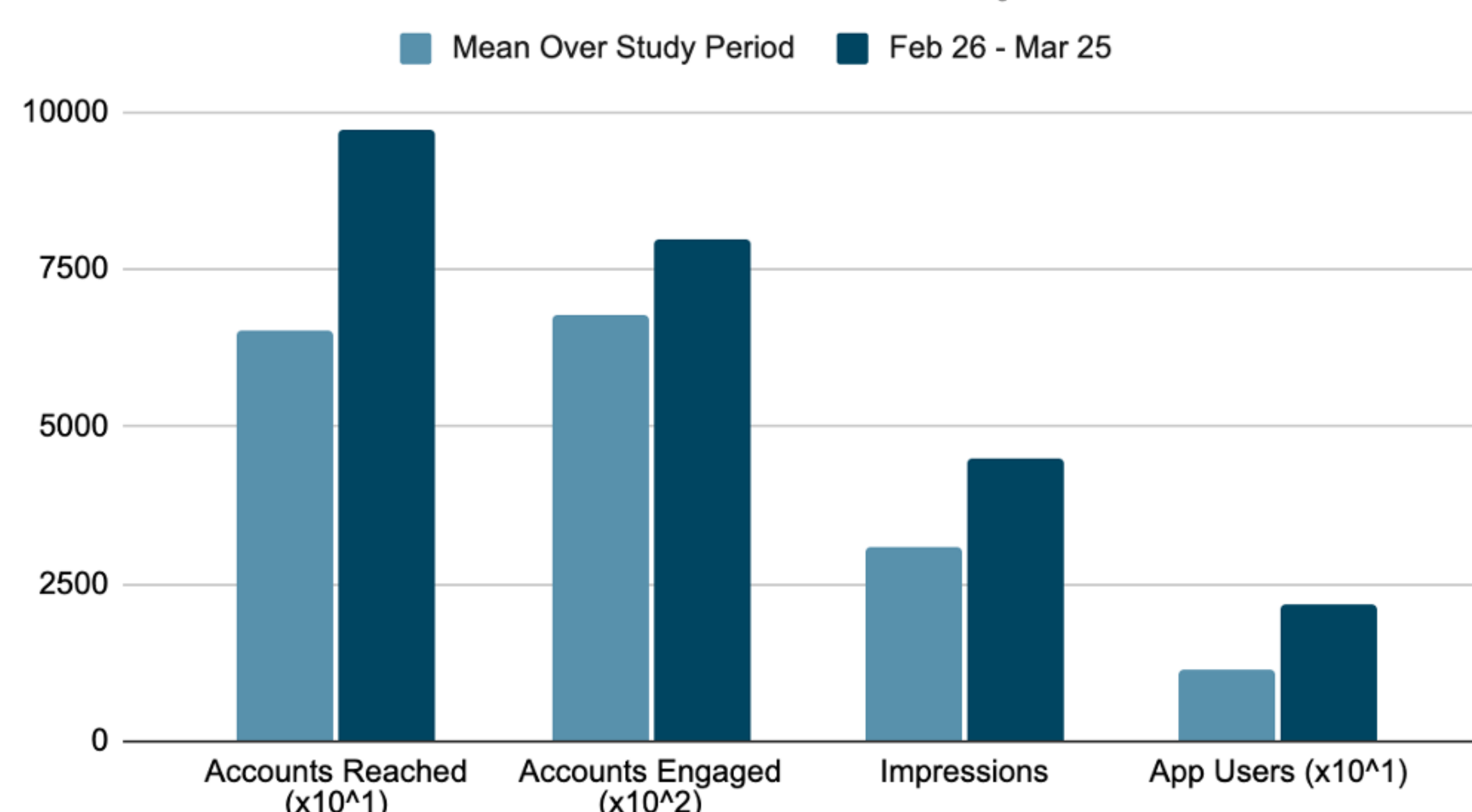


Figure 3: Growth in LearnENT Instagram and app metrics from February 26th to March 25th.

Conclusion

- This study showcased the efficacy of the LearnENT Instagram in disseminating OHNS resources, fostering collaboration, and enhancing learner engagement.
- The account exhibited substantial growth in followers and post interactions, indicating the positive impact of active engagement on social media.
- LearnENT's Instagram community is geographically diverse, exemplifying social media's ability to connect individuals and deliver OHNS content on a global scale.
- Further growth can be achieved by using graphics and hashtags, seeking audience preferences, engaging with other OHNS accounts, and more.