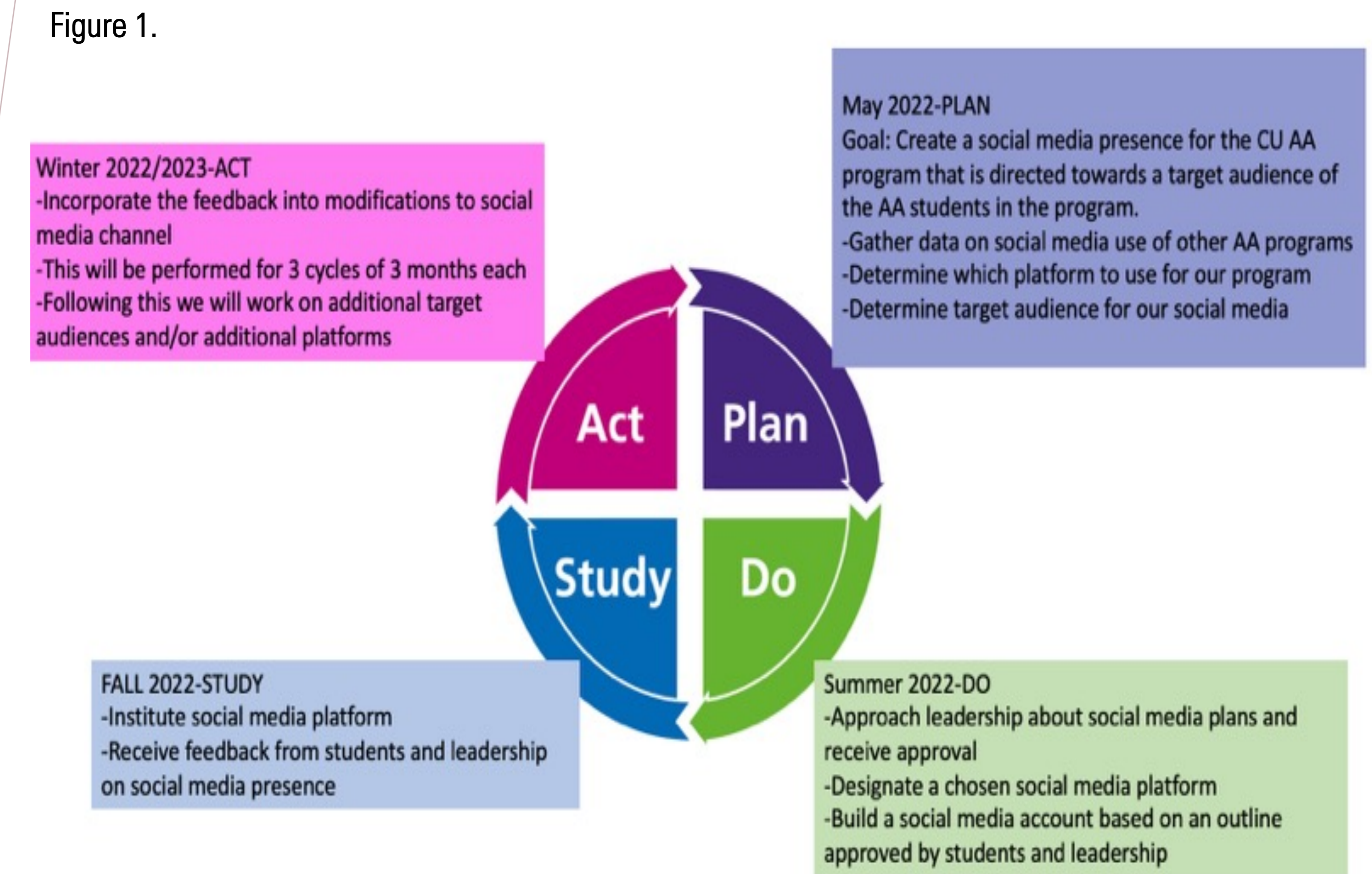


SOCIAL MEDIA FOR AN ANESTHESIOLOGIST ASSISTANT PROGRAM

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Background: Social media is a part of how education programs communicate with prospective, current and former students and faculty. The University of Colorado Anesthesiologist Assistant (AA) program has not developed a social media presence and consider creating this in the coming year.

Methods: We will utilize the PDSA method to approach this problem (Figure 1).



Data Collection: Data collection was done on May 20, 2022. When we looked at the AA program accounts that were listed on the CASAA site, the data points we sought included:

- # of followers
- Date of first post
- Date of most recent post
- Total number of posts in April
- Average number of likes for their last five posts
- Total # of posts
- Account content
- Target audience
- If the AAAA, employers or state academies are following these programs
- Attractiveness of the program (1-5, 1 being not attractive)

Results: Figure 1 presents our approach to considering social media for our AA program. We have discovered that as of May 20, 2022, that 85% of AA program's have an Instagram account. Table 1 and 2 present some of the results.

The two programs that had their first matriculating class start this year, (January 2022) Northeast Ohio Medical University and Nova Southeastern University-Denver, have Instagram accounts established. As of June 17th, 2022, Indiana School of Medicine has an Instagram account established for their program. The only program found to not have an Instagram account is the University of Colorado.

Table1.

| *= Programs that started this year | Data gathered May 20, 2022 | | | | |
|--|----------------------------|------------------------|------------------------------|---|------------------------------|
| | INSTAGRAM: | | | | |
| Program (these are the ones listed on CASAA site) | How many followers | First post ever | Most recent post date | average number of likes for last 5 posts | Number of total posts |
| Emory (@emoryaaprogram) | 1012 | 7-Dec-17 | 2 days ago | 75.4 | 182 |
| Case Western Reserve-Ohio/houston/DC/Austin (@cwrumsaprogram) | 981 | 13-Dec-16 | 4 days ago | 80.8 | 360 |
| South University-West Palm Beach (@south_aa_wpb) | 305 | 26-Aug-21 | 24 days ago | 57.8 | 15 |
| Nova Southeastern University-Fort Lauderdale (@nsuaaftl) | 748 | 19-Oct-19 | 3 days ago | 118.6 | 26 |
| Nova Southeastern University-Tampa (@aansutampa) | 946 | 9-Jul-19 | 32 days ago | 92 | 58 |
| Nova Southeastern University-Jacksonville (@nsu_anesthesiajax) | 946 | 31-Aug-20 | 40 days ago | 76.8 | 47 |
| South University-Savannah Campus (@southaaprogram) | 613 | 13-Aug-19 | 3 days ago | 80.8 | 55 |
| University of Missouri Kansas City (@umkcaa) | 368 | 10-Jun-19 | 3 days ago | 35.4 | 22 |
| Medical College of Wisconsin (@mcwaaprogram) | 273 | 3-Jun-21 | 22 days ago | 29.4 | 104 |
| *Northeast Ohio Medical University (@neomed_mmsca_) | 121 | 9-Apr-22 | 19 days ago | 21.8 | 13 |
| *Nova Southeastern University-Denver (@nsuaa_denver) | 276 | 2-Mar-22 | 28 days ago | 77 | 5 |
| Indiana University | NA | NA | NA | NA | NA |

Table2.

| Program | Description of posts (last 5) | Geared towards who? | Does the AAAA follow this page? | Any state academies following? | Attraction to program |
|--|---|---|--|---------------------------------------|------------------------------|
| Emory (@emoryaaprogram) | Diversity/artwork, recognizing CAA at retirement party, highlighting expert physicians as professors, | Class, prospective students, faculty | Yes | Yes | 5 |
| Case Western Reserve-Ohio/houston/DC/Austin (@cwrumsaprogram) | Highlighting students graduating, congrats to new class, white coats, aneminites, volunteer work | Class, prospective students | Yes | Yes | 5 |
| South University-West Palm Beach (@south_aa_wpb) | Student spotlight, AAAA conference, presenting at FAAA, white coat, IV day | Current students, prospective students | Yes | Yes | 4 |
| Nova Southeastern University-Fort Lauderdale (@nsuaaftl) | AA growth, highlight proffessors, other campus openings, philanthropy, highlight class | Current students, prospective students, faculty | Yes | Yes | 5 |
| Nova Southeastern University-Tampa (@aansutampa) | Highlight skills/sim lab, conferences | Current students, prospective students | Yes | Yes | 5 |
| Nova Southeastern University-Jacksonville (@nsu_anesthesiajax) | Conferences, highlighting students, sim lab, rotations/places they go | Current students, prospective students | Yes | Yes | 4 |
| South University-Savannah Campus (@southaaprogram) | Faculty spotlight, conferences, philanthropy, highlight students, events | Current students, faculty | Yes | Yes | 5 |
| University of Missouri Kansas City (@umkcaa) | student spotlight, ceremonies, conferences, happy veterans day, CAA week | Current students | Yes | Yes | 4 |
| Medical College of Wisconsin (@mcwaaprogram) | Conferences, faculty recognition, highlight students | Current students, faculty | Yes | Yes | 3 |
| *Northeast Ohio Medical University (@neomed_mmsca_) | Highlighting students, conferences, events, highlighting students | Current students | Yes | Yes | 4 |
| *Nova Southeastern University-Denver (@nsuaa_denver) | Highlighting students, conferences, student of the month, | Current students | Yes | Yes | 4 |
| Indiana University | NA | NA | NA | NA | NA |

Conclusion/Discussion: Most AA programs have an Instagram account geared toward current and prospective students. AAAA and state entities engage with these programs on social media. Instagram is a common form of social media presence for the majority of AA programs.

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