

## **UC Irvine**

### **Western Journal of Emergency Medicine: Integrating Emergency Care with Population Health**

#### **Title**

The Rise of Social Media to Connect With Emergency Medicine Residency Applicants During COVID-19

#### **Permalink**

<https://escholarship.org/uc/item/8zc3971h>

#### **Journal**

Western Journal of Emergency Medicine: Integrating Emergency Care with Population Health, 23(1.1)

#### **ISSN**

1936-900X

#### **Authors**

Baldwin, Cassidy  
DeMarinis, Anthony  
Singh, Nikhi  
[et al.](#)

#### **Publication Date**

2022

#### **Copyright Information**

Copyright 2022 by the author(s). This work is made available under the terms of a Creative Commons Attribution License, available at <https://creativecommons.org/licenses/by/4.0/>

## 62 The Rise of Social Media to Connect With Emergency Medicine Residency Applicants During COVID-19

Cassidy Baldwin, BA; Anthony DeMarinis, BA; Nikhi Singh, BS; Charles Khoury, MD

**Learning Objectives:** Compare how emergency medicine residency programs are using various online platforms to engage and communicate with applicants during the 2020-2021 application cycle.

**Background:** The COVID-19 pandemic has profoundly impacted this year's residency application and match process. In-person interviews and the majority of visiting rotations have been suspended, impeding traditional avenues that applicants use to evaluate programs. Prior research suggests that emergency medicine residency programs have been using social media as a means of education, outreach, and discussion.

**Objectives:** The objective of this study is to evaluate how emergency medicine residency programs are using online platforms during the 2021 application cycle, specifically to publicize live virtual events showcasing their individual programs.

**Methods:** A standardized google search was used to find every EM program's website, Twitter, Instagram, and Facebook. The pages were further evaluated for virtual open house advertisements posted after March 2020, as well as for date of account creation.

**Results:** Emergency medicine has a large online presence with a total of 258 websites and 452 social media accounts across 260 programs. Nearly all programs (99%) have their own website. Many programs use Twitter (75%), Facebook (38%), or Instagram (61%), and 25% of programs have accounts on all three. Most Twitter and Facebook accounts were created before March 2020 (92% and 93%, respectively), whereas nearly half (44%) of Instagram accounts were created after the start of the COVID-19 pandemic. The majority of programs utilized their Twitter (69%) and Instagram (73%) to advertise virtual open houses; Facebook was used much less often (33%). Only 9% of programs advertised virtual opportunities on their website.

**Conclusion:** In a time of limited travel and social distancing, online platforms can facilitate virtual versions of interactions lost due to the pandemic. There is a clear preference for using social media over traditional websites to promote these networking opportunities. This bias is likely due to the dynamic, brief, and easily accessible nature of social media.

## 63 Uncompensated Academic Workload Negatively Correlates With Job Satisfaction Among Emergency Medicine Residency Faculty

Martha Barrett, MD; Jennifer Chapman, MD; Michael Hansen, DO; Meredith Thompson, MD; Bill Soares, MD; Christine Stehman, MD

**Learning Objectives:** To evaluate the effect of perceived uncompensated workload on the job satisfaction of EM residency faculty.

**Background:** Job satisfaction is vital to prevent burnout and attrition in emergency medicine (EM) residency faculty. Prior studies have split academic physician time into 4 domains: research, education, administration and clinical. Uncompensated work in non-clinical domains has been suggested to contribute to lower job satisfaction and higher rates of attrition.

**Methods:** A cross sectional survey was developed that evaluated perceived and actual contracted work hours by clinical and non-clinical domains, as well as job satisfaction, measured by the previously validated Global Job Satisfaction (GJS) (scale from -3 to +3) scale. It was piloted and edited for clarity by academic EM faculty not involved with the study. The survey was emailed to a cross sectional convenience sample of physician faculty at 49 EM residency programs across the US where the authors had personal contacts between 2/24/2020 and 4/20/2020. A one way ANOVA was used to compare groups.

**Results:** Out of 1791 surveys sent to EM faculty, 265 were completed. None were excluded and the response rate was 14.8%. Nearly half (43%) of respondents perceived that they are working more non-clinical hours than specified in their contract. Analysis of faculty with known contracted non-clinical hours who perceived that they were working more than contracted resulted in reduction in job satisfaction versus faculty who perceived they were at or below their number of hours ( $p=0.03$ , mean GJS 0.215 to 0.025/0.008).

**Conclusions:** Results show that perception of uncompensated non-clinical workload correlates with lower job satisfaction. With the importance of academic EM faculty retention, this study suggests that focus should be placed on non-clinical hours worked, since perceived uncompensated hours is associated with decreased job satisfaction.