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Instagram as a Tool to Enhance Virtual Recruitment in the Era of COVID-19
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Background
• Due to COVID-19, resident recruitment was virtual for the first time.
• The recruitment committee aimed to utilize Instagram to spread awareness of our pediatric residency program.
• Intended to engage potential applicants and provide insight about the culture of Children’s Mercy and Kansas City, otherwise not captured in the virtual setting.

Methods
• Regular schedule of posts
  • Monday – Professor Rounds
  • Tuesday – Tours
  • Wednesday – Spotlights
  • Friday – Flash Back
• Created recruitment-related hashtags
• Monitored follower count, utility of hashtags, and engagement with each type of post
• Optimized posts with highest engagement

Results
• Page went live in coordination with new residency recruitment cycle
• Reached 756 followers by day 60, surpassing goal of 400 by day 90
• Average engagement 19% after 90 days, surpassing goal of 3%
• Top locations for followers included Kansas City, Overland Park, and Chicago
• Highest engagement with Intern Spotlights and Nursing Spotlights
• Follower demographics 81% female and 73% ages 25-34

Conclusion
• Instagram was effective in engaging applicants outside of the Kansas City area.
• Even after the conclusion of the COVID-19 pandemic, the residency program will continue to use social media to drive interest and engagement in the residency program.
• Collaboration with the marketing team was important to understanding these tools.

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