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May 10th, 11:30 AM - 1:30 PM

### Instagram as a Tool to Enhance Virtual Recruitment in the Era of COVID-19

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Hackman, Sophia; Hudson, Zuri; Oliveros, Christian; and McCarty, Kyra, "Instagram as a Tool to Enhance Virtual Recruitment in the Era of COVID-19" (2021). *Research Days*. 5.

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# Instagram as a Tool to Enhance Virtual Recruitment in the Era of COVID-19

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## Background

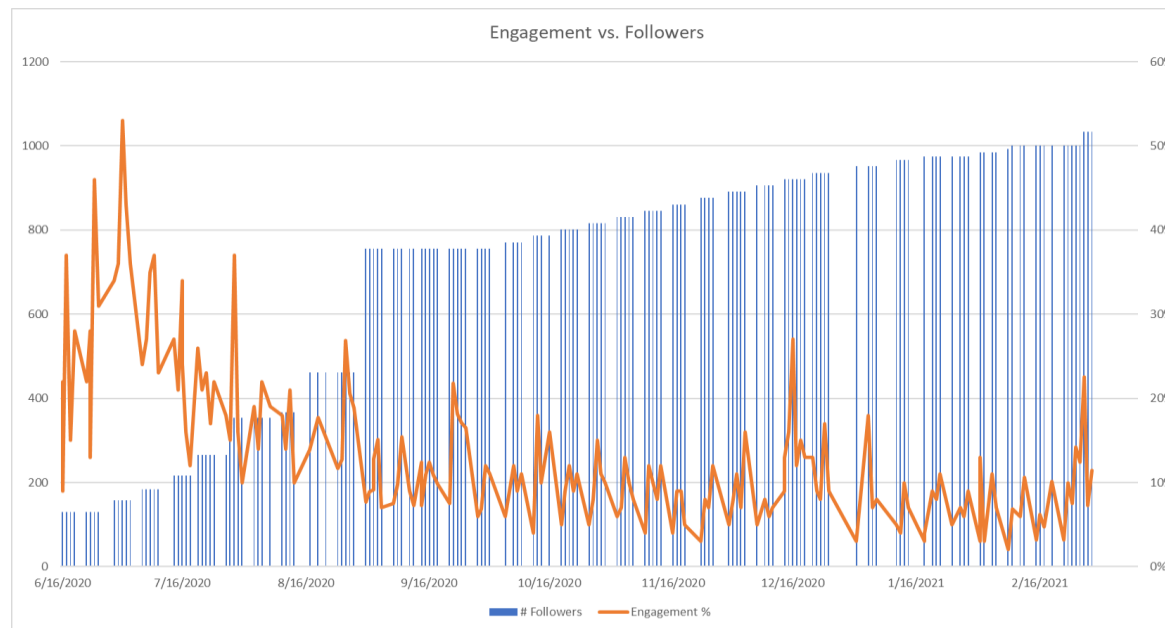
- Due to COVID-19, resident recruitment was virtual for the first time.
- The recruitment committee aimed to utilize Instagram to spread awareness of our pediatric residency program.
- Intended to engage potential applicants and provide insight about the culture of Children's Mercy and Kansas City, otherwise 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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