Social Media Survey

Start of Block: General Questions
Q1 Which specialty are you applying to? (Select all that apply)

- Anesthesiology (1)
- Child Neurology (2)
- Dermatology (3)
- Diagnostic Radiology (4)
- Emergency Medicine (5)
- Family Medicine (6)
- General Surgery (7)
- Internal Medicine (8)
- Internal Medicine/Pediatrics (9)
- Interventional Radiology (10)
- Neurological Surgery (11)
- Neurology (12)
- Obstetrics and Gynecology (13)
- Orthopaedic Surgery (14)
- Otolaryngology (15)
- Pathology (16)
- Pediatrics (17)
- Physical Medicine and Rehabilitation (18)
Q2 Residency-based social media pages were available for approximately what percentage of programs in which you were interested?

- >90% of programs (1)
- 75-90% (2)
- 50-74% (3)
- 25-49% (4)
- Less than 25% of programs (5)
Q3 Which of the following resources did you use to learn about residency programs? (Select all that apply)

☐ Doximity (1)

☐ Facebook (2)

☐ Twitter (3)

☐ Instagram (4)

☐ Snapchat (5)

☐ LinkedIn (6)

☐ Research Gate (7)

☐ Official Residency Program Website (8)

☐ Other (9)
Q4 Which social media platform did you most frequently use to learn about residency programs? (Select only one)

☐ Doximity (1)
☐ Facebook (2)
☐ Twitter (3)
☐ Instagram (4)
☐ Snapchat (5)
☐ LinkedIn (6)
☐ Research Gate (7)
☐ Official Residency Program Website (8)
☐ Other (9)

End of Block: General Questions

Start of Block: Agree/Disagree Questions

Q5 Residency-based social media pages were widely available and easily accessible for me as an applicant.

☐ Strongly agree (1)
☐ Somewhat agree (2)
☐ Neither agree nor disagree (3)
☐ Somewhat disagree (4)
☐ Strongly disagree (5)

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Q6 Residency-based social media pages are an effective way to inform applicants about the associated residency program.

- Strongly agree (1)
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)

Q7 Residency-based social media pages had an impact on my perception of the associated program.

- Strongly agree (1)
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)

Q8 Residency-based social media accounts positively impacted my opinion of the program.

- Strongly agree (1)
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)
Q9 The presence of a residency-based social media account improved the program’s professional image.

○ Strongly agree (1)
○ Somewhat agree (2)
○ Neither agree nor disagree (3)
○ Somewhat disagree (4)
○ Strongly disagree (5)

Q10 The presence of a residency-based social media account improved my perception of a program’s prestige.

○ Strongly agree (1)
○ Somewhat agree (2)
○ Neither agree nor disagree (3)
○ Somewhat disagree (4)
○ Strongly disagree (5)
Q11 The presence of a residency-based social media account helped programs exhibit their culture and camaraderie among residents, faculty and staff.

- Strongly agree (1)
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)

Q12 The presence of a residency-based social media account made the program appear more transparent.

- Strongly agree (1)
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)

Q13 Social media will have a significant impact on applicant perceptions of programs during the current residency cycle due to Covid-19 limitations (i.e. Lack of in person interviews).

- Strongly agree (1)
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)
Q14 Social media accounts will have less of an impact on applicant perceptions during future application cycles not limited by Covid-19 safety measures (i.e. Lack of in person interviews).

- Strongly agree (1)
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)

Q15 Please rank the following in terms of which types of social media posts were most helpful in learning about the associated residency program:

- Social events/camaraderie (1)
- Research production (2)
- Education (conferences, didactics, dissections, etc.) (3)
- Faculty or resident biographical posts (4)
- Resources or facilities (5)
- Perks of residency geographical location (6)
- Highlighting resident hobbies (7)

End of Block: Agree/Disagree Questions

Start of Block: Demographic questions
Q16 What is your age?

- Less than 25 (1)
- 25-30 years (2)
- 31-35 years (3)
- 36-40 years (4)
- Greater than 40 (5)
- Prefer not to respond (6)

Q17 Which gender identity do you most closely identify with?

- Female (1)
- Male (2)
- Transgender female (3)
- Transgender male (4)
- Gender variant/non-conforming (5)
- Other (6)
- Prefer not to respond (7)
Q18 What is your race/ethnicity?

- Black (1)
- Native American (2)
- Alaskan Native (3)
- White (4)
- Asian (5)
- Native Hawaiian/Pacific Islander (6)
- Ethnic origin Hispanic (any race) (7)
- Multiracial (8)
- Unknown (9)
- Prefer not to respond (10)

End of Block: Demographic questions