

Resident-Led Social Media Quality Improvement Initiative to Improve Visibility and Engagement in a Safety-Net Radiology Residency

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Introduction

Radiology residency programs at safety-net institutions often have limited digital visibility despite serving large, diverse patient populations. Social media has emerged as a potential tool to enhance program visibility, communication, and engagement with both internal and external audiences. However, many residency programs lack a structured approach to social media use. This study evaluates the impact of a structured, resident-led social media quality improvement initiative within a safety-net radiology residency.

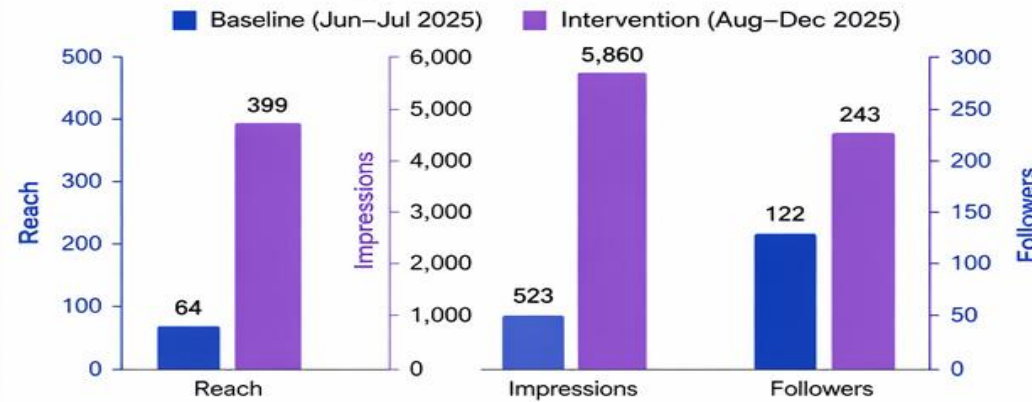
Objective

Evaluate the impact of a structured, resident-led social media quality improvement initiative on program visibility, communication, and engagement within a safety-net radiology residency.

Methodology

Beginning in August 2025, residents implemented a structured social media posting schedule using a standardized workflow and content calendar. Posts highlighted resident life, educational events, program culture, and departmental activities. Outcome metrics were tracked monthly and obtained through the platform. Metrics included reach, impressions, follower count, and engagement rate. Data from August to December 2025 were compared with baseline data from June and July 2025 prior to intervention.

Figure 1. Growth in Key Metrics: Baseline vs. Intervention (June–July 2025 vs. August–December 2025)



Key Takeaways



6x
increase in reach
(64 → 399)



11x
increase in impressions
(523 → 5,860)



2x
increase in followers
(122 → 243)

Figure 2. Engagement Rate During Intervention Period (August–December 2025)



Weekly posting was sustained without interruption.

A written sustainability guide was developed in December 2025 to support continuity for future resident cohorts.

Results

The initiative yielded significant improvements across all tracked metrics compared with baseline. Average monthly reach increased from 64 accounts during the baseline period to 399 accounts during the intervention period, representing more than a sixfold increase. Average monthly impressions increased from 523 to 5,860, reflecting an approximately elevenfold increase. Follower count increased from 122 at baseline to 243 by December 2025. Engagement rates during the intervention ranged from 9.4% to 23.5%. Posts featuring residents and program events consistently demonstrated the highest engagement and impressions. Weekly posting was sustained without interruption. In December, a written sustainability guide was developed to support continuity for future resident cohorts.

Discussion

A resident-led social media initiative represents a low-cost, scalable quality improvement strategy that boosted visibility, communication, and engagement in a safety-net radiology residency. Sustained implementation and engagement demonstrate feasibility using a standardized resident workflow. Although recruitment outcomes were not directly measured, increased reach, impressions, and engagement suggest potential value for education, resident involvement, and public-facing program visibility. This model may be adapted by other institutions seeking to formalize their social media efforts.