

FOR THE GRID

CAN THE USE OF INSTAGRAM BE AN EFFECTIVE PEDAGOGICAL TOOL IN CLINICAL SKILLS?

NICOLE DRON AND RACHEL HADDEN
UNIVERSITY OF EDINBURGH MEDICAL SCHOOL



THE UNIVERSITY OF EDINBURGH

INTRO & AIMS

BEFORE GRADUATING AS DOCTOR, STUDENTS MUST BE ABLE TO DEMONSTRATE COMPETENCY IN AN INCREASING NUMBER OF CLINICAL PROCEDURAL SKILLS (GMC, 2023).

THIS CAN BE CHALLENGING FOR STUDENTS WITH COMPETING PRIORITIES IN THE CLINICAL LEARNING ENVIRONMENTS.

THIS STUDY EXPLORES THE ACCESSIBILITY & FEASIBILITY OF CLINICAL SKILLS INSTAGRAM VIDEOS AS AN ADJUNCT TO THE CLINICAL SKILLS CURRICULUM

WHILST HIGHLIGHTING NEW TRANSFORMATIVE WAYS OF LEARNING IN HEALTHCARE.

IN TODAY'S FAST-PACED DIGITAL WORLD WE ARE ACUTELY AWARE THAT EDUCATIONAL CONTENT NEEDS TO ADAPT LIKEWISE

CREATING DIGESTIBLE, EDUCATION AND ENGAGEMENT ON THE GO

ENSURING UP-TO-DATE GUIDANCE FOR SKILLS

PROVIDING A 'FACE BEHIND THE SPACE'

FOSTERING A SENSE OF BELONGING AND COMMUNITY

METHODS

ETHICAL APPROVAL GRANTED BY UOE UNDERGRADUATE ETHICS COMMITTEE

WE PRODUCED & UPLOADED POSTS & SHORT VIDEOS ADOPTING THE TAGLINE "OKAY SKILLS TIME" TO HIGHLIGHT CLINICAL SKILLS LEARNING

SHORT DURATIONS AROUND 30 SECONDS TO 3 MINUTES

BOLSTERING FORMAL EDUCATION WITH OUR

INCREASING OUR CONTENT

TO INCLUDE: WELLBEING SIMULATION MEET THE TEAM

SNAPPY, EASILY DIGESTIBLE ON THE GO CLINICAL SKILLS INFORMATION - CHUNKED INTO BITESIZE CONTENT

MIXED METHOD DATA COLLECTION

SOCIAL MEDIA PROFESSIONAL DASHBOARD DATA GATHERING & SURVEY (QUANTITATIVE)

POLLS, QUESTIONNAIRES & FEEDBACK + WE AIM TO COMPLETE FOCUS GROUPS (QUALITATIVE)

OVERCOMING CHALLENGES

RESEARCHING, CURATING, FILMING, AND EDITING & UPLOADING CONTENT IS TIME CONSUMING & DON'T FORGET - WE ARE NOT MEDIA PROFESSIONALS.

UNDERSTANDING THE CORRECT LEVEL TO PITCH THE TEACHING CONTENT & AUDIENCE.

THE UNIVERSITIES LEGAL TEAM PRODUCED A DISCLAIMER THAT CONTENT ON OUR INSTAGRAM PAGE IS NOT USED IN ISOLATION FOR MEDICAL TRAINING OR ADVICE AND IS ATTACHED TO ALL OF OUR SKILLS VIDEOS.

RESULTS

+58.251.4%

MORE ACCOUNTS REACHED

INCREASE IN PROFILE ACTIVITY OF

+2,653.3%

OVER 96K VIEWS COMPARED TO 79 FROM JUNE - AUGUST 2025

'DOPAMINE BOOST'
'SUPER HELPFUL AND ENGAGING'
'GOOD EDUCATIONAL RESOURCE'
'BRINGS SO MUCH JOY'
'ACCESSIBLE'
'USEFUL CLINICAL SKILLS REVISION'

HERE'S A FEW COMMENTS FROM OUR STUDENT RESPONDENTS

THE SURVEY, ALONGSIDE THE PROFESSIONAL DASHBOARD ON INSTAGRAM, ALLOWED US TO GATHER QUALITATIVE AND QUANTITATIVE DATA FOCUSING ON; WHICH YEAR GROUPS ARE ACCESSING THE PAGE, WHAT THEY USE IT FOR, HOW OFTEN THEY ACCESS THE CONTENT AND WHICH POSTS THEY FIND MOST USEFUL.

CONCLUSION

OUR FINDINGS PROVIDE GREAT INSIGHT INTO PERCEPTION AND VALUE THAT STUDENTS HAVE OF THE INSTAGRAM PAGE, ALONGSIDE PROVIDING A GREATER UNDERSTANDING ON SOCIAL MEDIA SUPPORTS TRANSFORMATIVE AND INNOVATIVE LEARNING AS PART OF A WIDER CURRICULUM. NOT ONLY DOES INSTAGRAM PROVIDE THE ABILITY TO DELIVER BITE-SIZED CLINICAL SKILLS TEACHING, IT ALLOWS US TO FORM A CLOSER RELATIONSHIP WITH STUDENTS ON THE MBCHB PROGRAMME, NURSING STUDENTS AS WELL AS STAFF ACROSS NHS Lothian, thus proving its effectiveness.

& NEXT STEPS

IN THE NEAR FUTURE WE WILL CARRY OUT A FOCUS GROUP TO OBTAIN MORE QUALITATIVE DATA ON STUDENTS USE OF THE INSTAGRAM PAGE.

REFERENCES

GENERAL MEDICAL COUNCIL (GMC) 2023 AVAILABLE AT: WWW.GMC-UK.ORG/-/MEDIA/GMC-SITE/EDUCATION/DOWNLOADS/GUIDANCE/PRACTICAL_SKILLS_AND_PROCEDURES_A4_JULY_2023.PDF

WE WOULD LIKE TO ACKNOWLEDGE THE SUPPORT AND INVOLVEMENT OF OUR WONDERFUL COLLEAGUES IN THE UNIVERSITY OF EDINBURGH CLINICAL SKILLS CENTRE. PLEASE CONTACT CLINICAL.SKILLS@ED.AC.UK FOR MORE DETAILS ON THIS PROJECT.

ON INSTAGRAM: @MEDINBURGHSKILLS
IN PERSON: MEDINBURGHSKILLS
CHANCELLORS BUILDING RIE (FIND US)
ON CANVA: HTTPS://CANVA.LINK/O60WTONUYA388U

