



# **VIRTUAL RECRUITING**

## **A SOLUTIONS-ORIENTED DISCUSSION**

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**Two-pronged problem:**

**-how to evaluate  
applicants**

**-how to showcase our  
program**

# SHOWCASING THE PROGRAM

Before we relied on word of mouth and a good ol' night on the town before interview day



# SHOWCASING THE PROGRAM

## Solutions for the virtual world:

- video highlight reel of working environment
- virtual sub-I's
- utilizing your city's extant Tourism network and resources
- informative social media posts

- AskMeAnything AMA sessions, live
- 'A Day in the Life' posts
- updating residency website
- virtual Meet & Greet, Zoom social
- virtual event calendar
- post-interview gift basket showcasing city's favorites

# SHOWCASING THE PROGRAM

## Solutions for the virtual world:

- Official department and/or residency program **SoMe** account and handler
- **Twitter >>> Instagram, thoughts?**
- **Contracting videographer, video editor, or marketing/outreach team**
- “34% of applicants reported social media influencing their rank list, with non-training-related posts being the most impactful.” Butler et al. 2022

Social Media and the Orthopaedic Surgery Residency Application Process



Andrew Butler<sup>1</sup>, Chandler Berke<sup>1</sup>, Usman Zareef<sup>1</sup>, Amr M Tawfik<sup>1</sup>, Bobby Varghese<sup>1</sup>, Giulia Frias<sup>1</sup>, Charles Gatt<sup>1</sup>, Brian M Katt<sup>1</sup>

Affiliations + expand

PMID: 35535296 PMCID: PMC9079009 DOI: 10.7759/cureus.23933

# EVALUATING APPLICANTS

## Solutions for the virtual world:

- Phone call a few nights before from junior residents
  - A low-stakes proxy for the 'applicant dinner' casual kind of chatting
- Meet & Greet zoom socials, cocktail hour
  - Intrinsically hard for a group to socialize when only 1 person can have the spotlight at a time
    - Solution: breakout rooms
- Does one review an applicant's social media profile? And to what extent

# WE ARE NEW TO SOCIAL MEDIA FOR RECRUITMENT.. LOTS OF UNKNOWNNS

- Does reliance on social media alienate those not using it?
- do applicants with greater SoMe presence get viewed more favorably? (unconscious or conscious bias)
- who manages a program's social media account?
  - residents? –program coordinator? –marketing staff/outsource? – program director?

# WE ARE NEW TO SOCIAL MEDIA FOR RECRUITMENT.. LOTS OF UNKNOWNNS

- how often to post / leveraging the Algorithm
- overwhelming for applicants to keep track of content, virtual calendars
- are applicant tweets part of the application review process?
- applicant Some accounts should not be an expectation

# WHAT ARE APPLICANTS SAYING?

-Some posts, content, 'vibe', and perceptions of team are important to applicants

-with such limited data points and limited personal exp., Some posts impt supplement

-anonymous forums can be toxic, misleading (Uncle Harvy, nsgymatch..)

-86% of applicants think programs should keep using Some

If you were/are an applicant using social media as part of your process for deciding what residency programs to apply to, what things are you looking for? What would you like to know about programs?

#MedStudentTwitter #MedTwitter #surgtwitter #surgery



**Makenna Marty** @MakennaMarty · Jul 3

Replying to @AntiWheatGirl

I've noticed accounts that feature their residents on a more personal level (for ex: talking about what they like to do, photos/examples of residents interacting with each other, whether at work or outside it) come across as most genuine and helpful in getting a sense of culture!



**Daisy Proksch** @ClimbingToTheMD · Jul 3

Replying to @AntiWheatGirl

Supporting residents during COVID posts, strong team spirit, and I especially appreciate if the program puts on a webinar or meet the residents zoom session.



**Melanie Fritz** @melanie\_fritz\_ · Jul 3

Replying to @AntiWheatGirl

like others said, I'm using social media as an imperfect proxy for 'fit'. i get good vibes re: fit when i see:  
-publications by faculty/residents on topics I care about  
-thoughtful, \*action-focused\* statements on racism & antiracism  
-residents just being themselves on twitter!

Evaluating Applicant Perceptions of the Impact of Social Media on the 2020-2021 Residency Application Cycle Occurring During the COVID-19 Pandemic: Survey Study



Ariana Naaseh<sup>1</sup>, Sean Thompson<sup>1</sup>, Steven Tohmasi<sup>1</sup>, Warren Wiechmann<sup>1</sup>, Shannon Toohy<sup>1</sup>, Alisa Wray<sup>1</sup>, Megan Boysen-Osborn<sup>1</sup>

Affiliations + expand

PMID: 34591779 PMCID: PMC8527380 DOI: 10.2196/29486

# DESIGNATED SOCIAL MEDIA HANDLER

## **Solution:**

- Some posts and engagement greatly increase visibility of a program**
- designated Some account handlers**
- adherence to Medical Some best practices, etiquette, and organizational policy**
- may be too much to expect of residents...IMHO**
- Instagram? Twitter? Facebook? Reddit? Pick one or two max**

# CONCLUSION

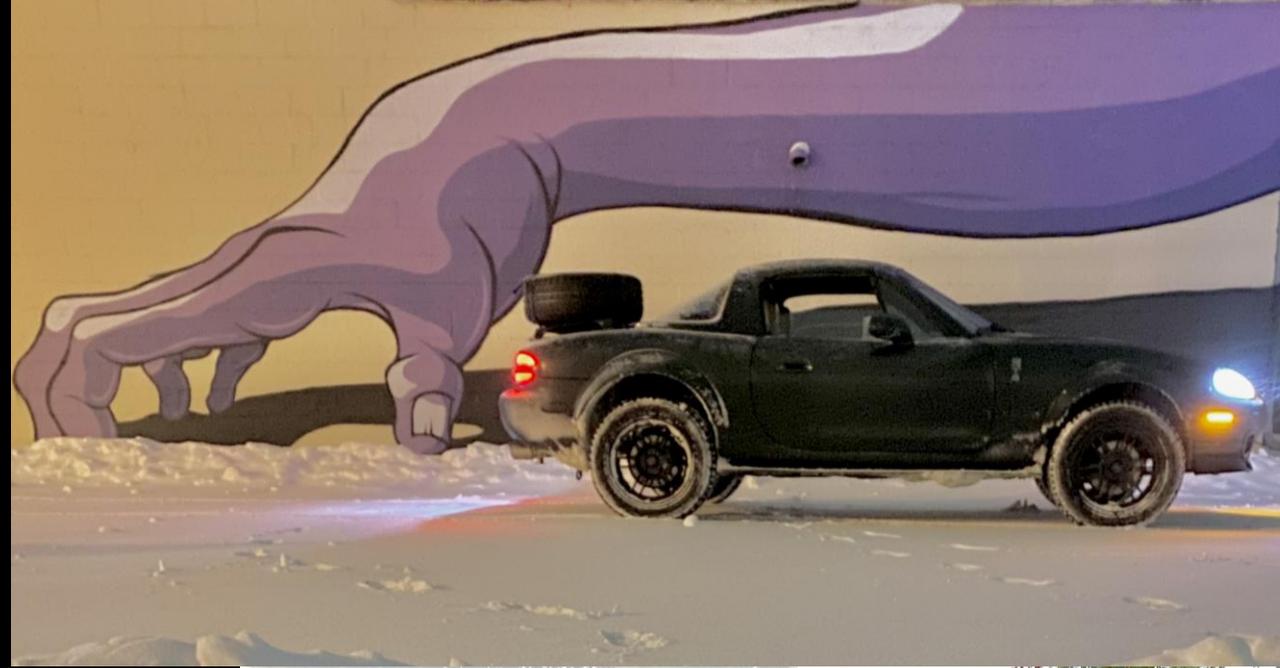
- Virtual interviewing may come and go, on an as-needed basis**
- Social Media as a platform for outreach and exposure is here to stay**
- plan accordingly and recognize limitations / biases of the tool**

**“The loudest voice in the room is seldom the wisest.”**



Questions and comments?





My SoMe grassroots  
quarantine build

THANK YOU

