



Instagram: The Future Educator for Dental Students in Oral and Maxillofacial Surgery

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INTRODUCTION

- In the era of technology, the advancement of social media has created an abundance of resources for oral and maxillofacial surgery (OMFS) education, as well as clinical practice.
- Despite the surge and the advantage of online learning opportunities to disseminate information to dental professionals, oral surgery seems to be underrepresented.
- This study aims to characterize the current use and popularity of OMFS social media accounts, specifically Instagram, on educating dental students.

OBJECTIVES

Overview of Social Media's Presence in OMFS

Analyze Impact of OMFS Representation on Instagram on Dental Students

Potential for OMFS Instagram growth to Educate Dental Students

INSTAGRAM (IG) OVERVIEW

Instagram handle

Instagram daily highlight feature to post pictures, videos, links and polls for viewers to see

Story highlight feature allowing viewers to access articles or cases quickly

Post showcasing educational content exchanged between faculty and student

METHODS & MATERIALS

Method 1: Instagram polls conducted by NYUCD OMS Society page

Method 2: Literature Review

Instagram polls conducted by NYUCD OMS Society asking if IG has an impact among followers' exposure to OMFS education

IS IG HELPFUL IN RECEIVING OMFS EDUCATIONAL CONTENT?

Yes

No

Literature search was performed using electronic search methods of PubMed and Google. Specific keywords yielded over 18 articles and 6 included.

Results

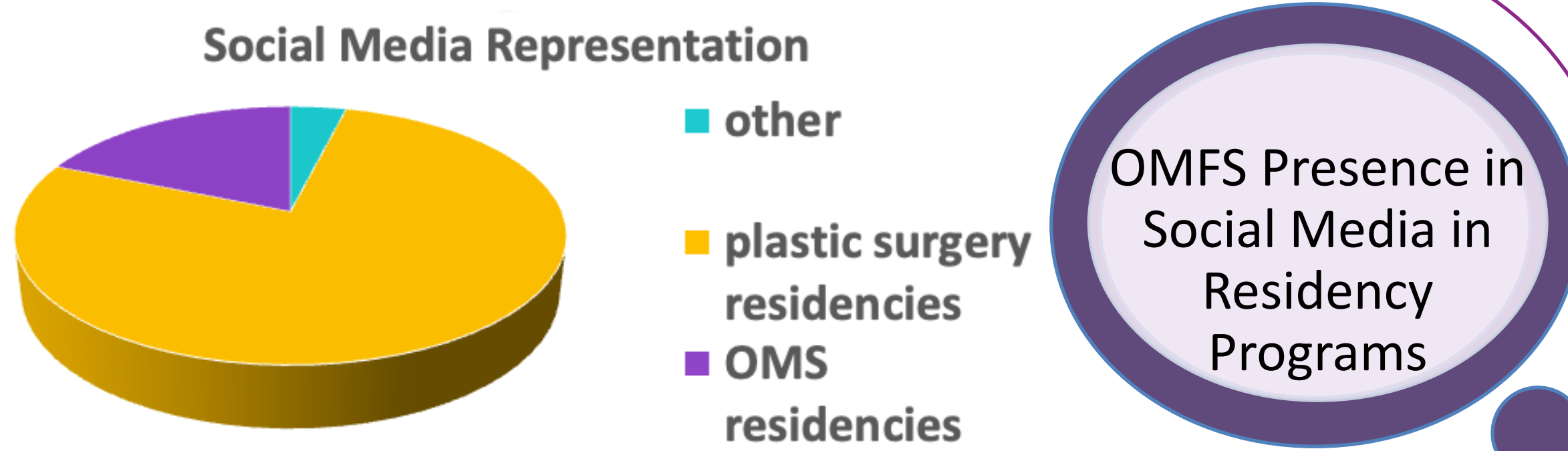


Figure 1. OMFS residency accounts only have 18.7% representation on social media vs plastic surgery which has 77.4% representation.

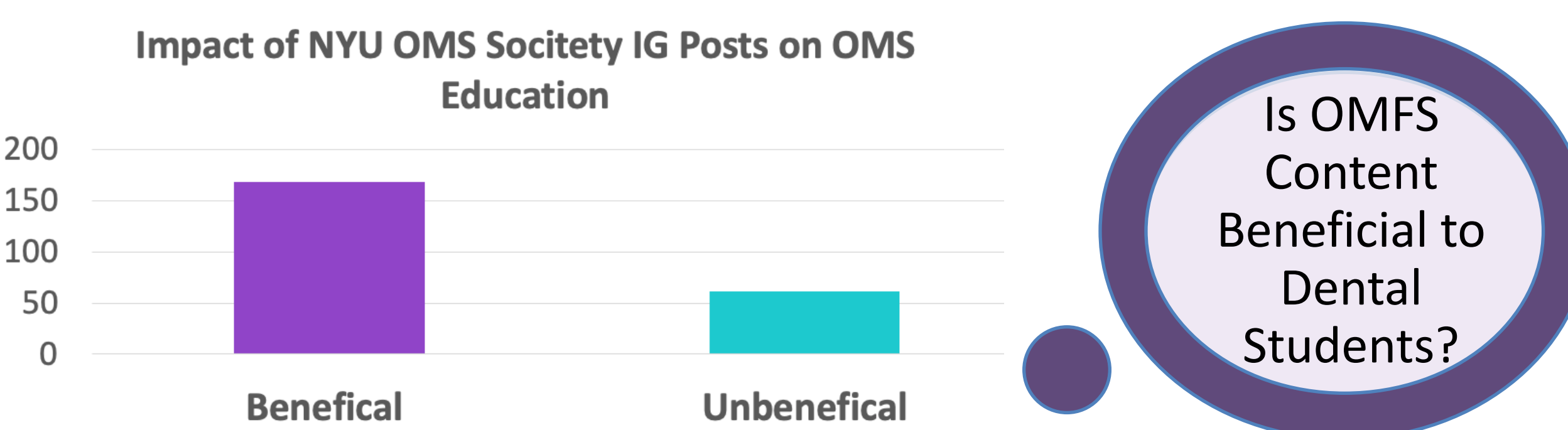


Figure 2. 168 students found the NYU OMFS Society Instagram posts beneficial to their education while 61 did not.

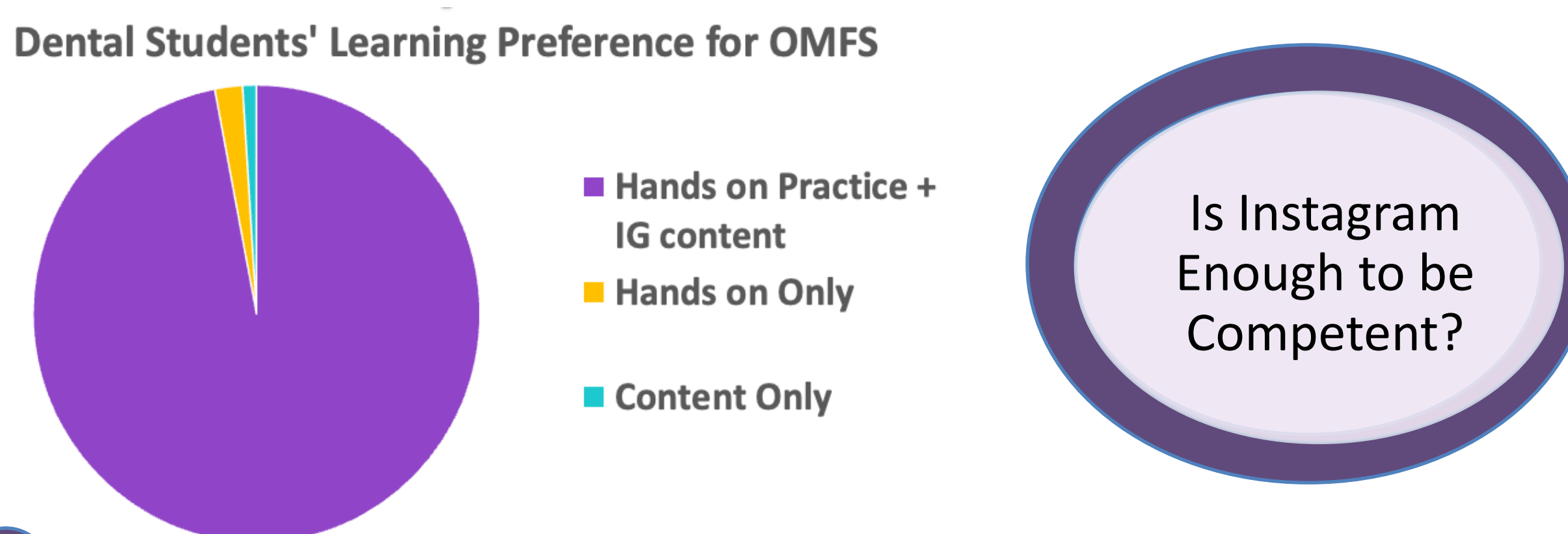
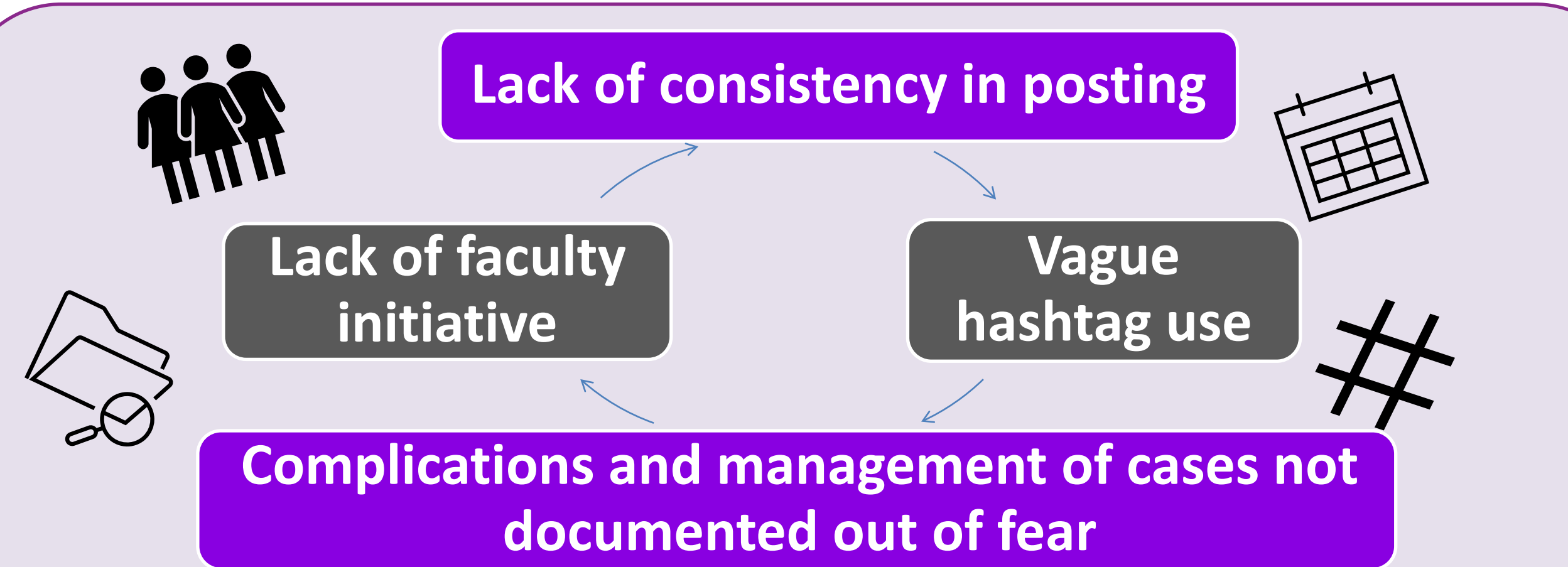


Figure 3. 96% of students voted hands-on practice combined with supplemental educational content through social media posts enhances exposure to the OMFS field.

Reasons for Lack of Representation



Discussion and Future Direction

OMFS Representation on Instagram

OMFS educational accounts are severely lacking on Instagram compared to other dental and medical specialties

Impact of NYUCD OMS Society for Dental Students on Instagram

Pearl of the Day

The pearl of the day in Implant Dentistry, comes courtesy of Dr. Wiedemann.

Areas of Improvement

- Centralized OMS research account on Instagram (3)
- Residency recruitment via social media activity as an effective way to attract future applicants (6)
- Content highlighting mode of action to manage complications during surgeries

Summary

- Clinical exposure and hands-on practice will remain the mainstay of healthcare training, while social media may enhance its understanding. The theory that one will universally take over the other is **highly unlikely**.
- Proper use of media can greatly contribute to oral surgery education and clinical practice, resulting in improved knowledge acquisition and technical skills development, ultimately leading to improved patient outcomes.

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