

#Workhardplayhard - a Social Media Analysis of Wellness Culture in Plastic Surgery Residency

Presenter: Kailash Kapadia, MD

Co-Authors: Rose S Maisner, BS, Division of Plastic Surgery, Department of Surgery, Rutgers New Jersey Medical School, Newark, NJ; Vaishali Ravikumar, BS, Division of Plastic Surgery, Department of Surgery, Rutgers New Jersey Medical School, Newark, NJ; Haripriya S. Ayyala, MD, Division of Plastic Surgery, Department of Surgery, Rutgers New Jersey Medical School, Newark, NJ; Edward S. Lee, MD, Division of Plastic Surgery, Department of Surgery, Rutgers New Jersey Medical School, Newark, NJ

Affiliation: Division of Plastic Surgery, Department of Surgery, Rutgers New Jersey Medical School, Newark, NJ

BACKGROUND

Burnout, “a psychological syndrome of emotional exhaustion, depersonalization and reduced personal accomplishment”, afflicts almost one third of plastic surgeons and more than half of plastic surgery residents. Burnout can be detrimental to resident training and patient outcomes through diminished professionalism, workplace morale, empathy for patients, and ability to teach and learn. Therefore, cultivating wellness during residency training is essential. In fact, the Accreditation Council for Graduate Medical Education (ACGME) requires residency programs to create learning and working environments that optimize faculty and resident wellness. With increasing Instagram use by plastic surgery residency programs, this study aims to analyze their posts for wellness-related content.

METHODS

Integrated plastic surgery residency programs were identified from the American Council of Academic Plastic Surgeons (ACAPS) and Fellowship and Residency Electronic Interactive Database (FREIDA) websites, and their associated Instagram accounts were found through Instagram and Google searches. The authors reviewed all post images, captions, and comments made by the program’s account, until November 26, 2020. Posts meeting wellness criteria included portrayal of either resident 1) work/life balance, 2) attendance to physical health, 3) team building activities, 4) healthy work environments, 5) activities or lectures specifically designed to promote wellness, 6) images that imply but do not directly show residents participating in wellness activities, or 7) educational events that incorporated any of the aforementioned wellness criteria. Video posts were excluded. Any hashtags relating to wellness criteria were also recorded.

RESULTS

Seventy-six of 82 (92.7%) programs had Instagram accounts, totaling 7955 posts. Of these, 1845 (23.2%) posts met at least one wellness criteria, specifically 933 (50.6%), 451 (24.4%), 52 (2.8%), 98 (5.3%), 57 (3.1%), 26 (1.4%), and 545 (29.5%) posts, showed content related to resident work/life balance, physical health, team building activities, healthy work environments,

wellness activities or lectures, indirect wellness promotion, and educational events incorporating wellness activities, respectively. Twelve-hundred forty-nine of 7955 posts included at least one wellness-related hashtag. Interestingly, 738 (59%) of such posts did not meet wellness criteria. The most utilized hashtags were #residentlife (588), #residencylife (187), #teamwork (98), #residentwellness (70), #team (60), #residentfamily (57), #plasticsurgeryresidentlife (54), #wellness (50), and #workhardplayhard (46).

CONCLUSION

Despite the importance of burnout prevention during integrated plastic surgery residency, less than a quarter of the content on residency program Instagram accounts promote wellness. In addition, posts are not using wellness-related hashtags specifically for wellness-related content. Instagram is a valuable tool for showcasing how residency programs are incorporating wellness into their curricula to attract applicants, but it requires further investigation whether residencies lack sufficient wellness initiatives or are not advertising such programming on their social media accounts.

Wellness Criteria	Number of posts
Work/Life Balance	
Individual Hobbies	271
Parties	229
Resident Meals	216
Social Activities	181
Resident Happy Hour/Alcoholic Drinks	35
Sleep	1
Physical Health	
Individual Exercise	306
Group Physical Activities	145
Team Building Activities	
Team Building Exercise (i.e. Escape Room, Fantasy Football, etc.)	32
Team Sports	13
Resident 'Roasting' Events	7
Healthy Work Environment	
Food/Drink Provided at Work	89
Healthy Food at Work	7
Healthy Workspace	2
Wellness-Specific Activities/Lectures	57
Indirect Wellness	26
Educational Events/Activities Incorporating Wellness	
Program Formal Events (i.e. Graduation Ceremonies, etc.)	216
Meals including Educational Activities (i.e. Journal Club, Visiting Professor Lectures, Research Meeting, etc.)	154
Wellness Activities while Traveling for Meetings or Volunteer Work	153
Networking Event	14
Educational Social Activities	8

Table 2: Wellness Hashtag Usage of Integrated Plastic Surgery Residency Instagram Accounts

Hashtag	Number of posts
Work/Life Balance	
#residentlife	588
#residencylife	187
#plasticsurgeryresidentlife	54
#workhardplayhard	46
#worklifebalance	18
#residentslife	10
#worklifebalancegoals	7
#workhardplayharder	5
#lifestyle	3
#balance	2
Physical Health	
#fitness	8
#healthylifestyle	4
#lifestyle	3
Team Building	
#teamwork	98
#team	60
#residentfamily	57
#camraderie	16
#residencyfamily	14
#teamworkmakesthedreamwork	11
#dreamteam	9
#squadgoals	9
#teambonding	8
#bonding	8
#teamdinner	7
#residentbonding	6
#teambuilding	6
#theteamtheteamtheteam	6
#bestteamever	5
#goteam	4
#oneteamonepurpose	4
#teammates	4
#residencyisfamily	3
#squad	3
#teambreakfast	3
#residentteam	2
#teamlunch	2
#workfamily	2
Wellness	
#residentwellness	70
#wellness	50
#residencywellness	5
#bewell	3
#residentwellbeing	2