



Featured Initiative: Using Social Media to Inspire Wellness



Using social media to inspire wellness in the medical school community
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CONTEXT


The George Washington University School of Medicine and Health Sciences (GW SOMHS) Wellness Committee wanted to leverage social media to inspire wellness among students and our medical school community.



BE WELL & GET MOVING WITH GW'S WELLNESS COMMITTEE

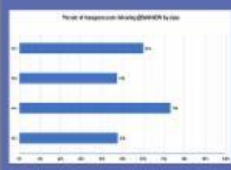
INNOVATION DESCRIPTION

- Instagram is a social media platform that shares photos and videos with a community of followers.
- In April 2016, the @BeWellGW account was launched on Instagram.
- The account is run by student members of the Wellness Committee and guided by student affairs leaders.
- The @BeWellGW account showcases the ways George Washington medical students stay well through photos, videos, and inspirational messages.
- In September 2016, we began to feature "week-long takeovers" where individual students or faculty took over the account, sharing the ways they keep themselves well.



Knowledge Beginning NEXT WEEK we will have GW faculty and students take over the @BeWellGW account looking forward to the fun and creative posts showcasing how @BeWellGW stays well!

INNOVATION EVALUATION



Year	Percentage
2016	25%
2017	35%
2018	40%
2019	45%
2020	50%
2021	55%
2022	60%
2023	65%
2024	70%


- The account has amassed over 1,600 followers.
- The account has featured 101 wellness posts, each post averages 203 "likes".
- To date, we have featured 8 students and 3 faculty takeovers.
- Faculty have enjoyed interacting with students through the platform.
- Students have enjoyed sharing their definition of wellness, as an individual level just appreciated the opportunity to inspire others.
- The students felt the live contentment was authentic and 100% would do it again.
- We surveyed students to determine student engagement and impact on the school community. 92% of survey respondents heard of @BeWellGW.
- Approximately 79% of survey respondents have an Instagram account; of those respondents, 89% of them follow @BeWellGW.

"I appreciated the way it is showing what I get to post and how often." -R452

"I made me think about small daily things and how to share them." -D43

CONCLUSION

- The @BeWellGW account has been feasible and acceptable to participants.
- We attribute success to having student leadership run the account, media relations involvement, and having faculty and deans support.
- In the future, we look to measure and reevaluate the impact on the George Washington medical students.



Ozbeki A, Goldberg R, Norris L, Chretien KC. Using social media to inspire wellness in a medical school community. Northeast Group on Student Affairs meeting, New York City, April 28, 2017.

Collaborators at George Washington University School of Medicine and Health Sciences launched an Instagram account @BeWellGW in April 2016 to support and encourage wellness in the school's community. The project was student-led and had deans and media relations support. Since it's inception, the account amassed over 1600 followers from both within and external to the medical school community. The account has featured individual student and faculty "takeovers" where one person takes over the account for a week at a time to show how they keep themselves well. Over 101 wellness posts generated an average of 203 "likes." Overall, the @BeWellGW project has been feasible and acceptable to participants. Student leadership has been integral to its success. Next steps will involve capturing metrics of impact.

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