
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 decanal 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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