

2026 Davee Foundation Lecture and Resident Research Day

Abstract

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Title: Diversity Representation on Social Media and Its Influence on Family Medicine Residency Recruitment During the 2024 Match Cycle

Purpose: Social media is an increasingly important recruitment tool for residency programs. Applicants frequently rely on online platforms to assess program culture, diversity, and patient populations served. This study aimed to evaluate how diversity representation on social media influences applicant perceptions and consideration of a family medicine residency program during the 2024 Match cycle.

Methods: Study design: Cross-sectional survey. Setting/Intervention: A family medicine residency applicant survey data collected during the 2024 Match cycle. Participants: Residency applicants who completed an anonymous electronic survey. Measures/Main Outcomes: Survey items assessed perceptions of diversity representation, value of patient population diversity, perceived program inclusivity, and usefulness of social media in learning about the program. Descriptive statistics were used to analyze survey responses. Comparative analytics were explored with a specialty-based surgical team.

Results: Forty-eight applicants responded, of whom 28 surveys were complete. Most respondents agreed that social media was helpful in learning about residency programs. The majority indicated that diversity among residents and patient populations influenced their program consideration. Applicants generally agreed that the program communicated its commitment to diversity through social media, though several noted room for "improvement. "

Conclusions: Diversity representation on social media plays a meaningful role in how applicants evaluate family medicine residency programs. Highlighting resident diversity, patient populations served, and program culture may strengthen recruitment efforts. Continued assessment and targeted content strategies may improve applicant understanding and engagement during future recruitment cycles.