BE THE CHANGE

using Instagram to educate, empower and inspire

01 Background

Students and trainees indicated that they viewed quality improvement as a dull, tick-box exercise. Some had ideas to create change but did not know where to start.

Feedback showed that our learners have a favourable view of using social media for education, and our content on the Highland Medical Education Instagram page had already reached over 70,000 accounts.

@highlandmeded

02 Objective

We wished to inspire and empower our learners to create change within their organisation.

03 Method

We organised a five-day event. Each day we shared one step in the journey to creating change.

Using posts, stories, and reels, we introduced our followers to change management principles and shared quality improvement methods.

We also included an inspirational message from a different change leader each day. Professor Jason Leitch and Dr Emma Watson both shared video messages.

04 Results

(Selection of Instagram data, April 2022)

- 292 accounts engaged
- 7,200 accounts reached
- 37,000 content impressions

Reached Audience

- Top age ranges:
  - 41% ages 25-34
  - 39% ages 18-24

Engaged Audience

- Top towns/cities:
  - 24% Inverness
  - 22% Aberdeen
  - 7% Dundee

05 Feedback

From thirty feedback submissions:

- 100% felt inspired to create change.
- 100% wanted to see more on quality improvement and change management.

“Brilliant campaign! Informative, inspiring, fun.”

“Great use of leaders and inspirational speakers!”

“Feel more empowered to approach people with my ideas and ask for support with developing them.”

06 Conclusion

We aimed to show our learners that small projects can have a significant impact and that quality improvement can be creative, exciting and even fun.

Feedback shows that our audience, from students to senior staff working within the organisation, have been inspired to create change due to the campaign.

We believe other educators can use the platform to engage and educate following our template.

Instagram can therefore be a powerful educational tool, and we think there is so much more potential to unleash.