

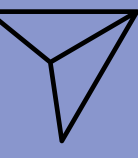


# BE THE CHANGE

using Instagram     
to **educate, empower** and **inspire**

## 01 Background

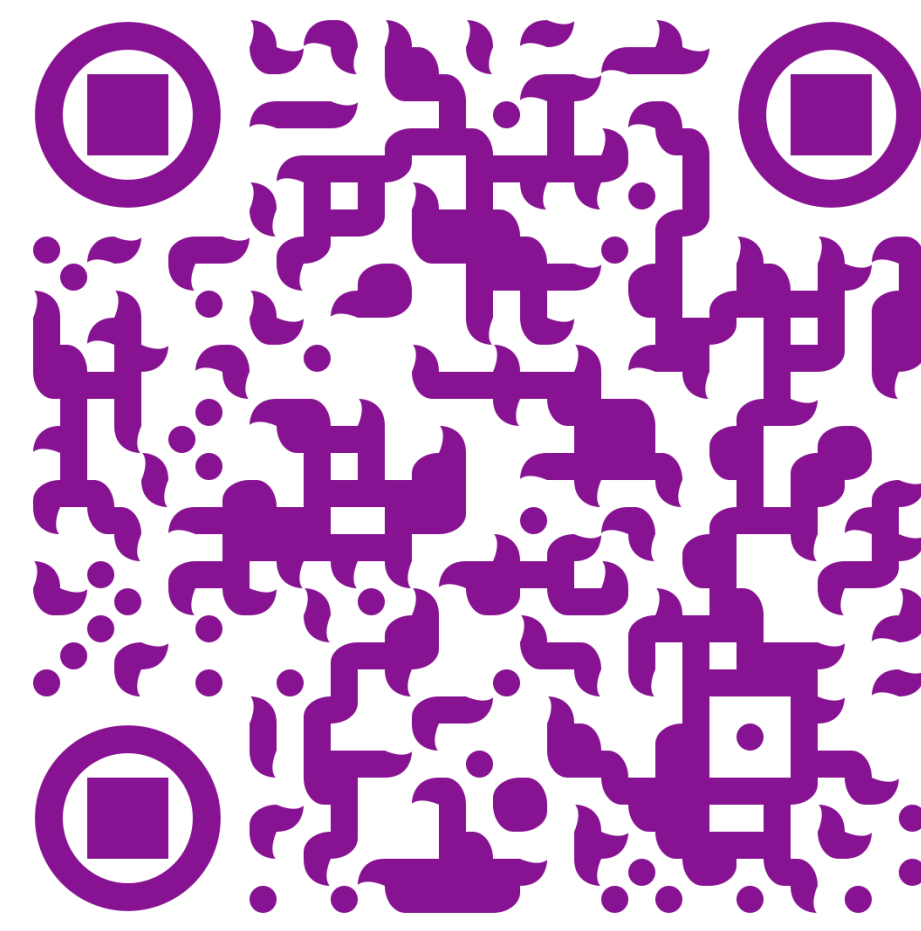
Students and trainees indicated that they viewed quality improvement as a **dull, tick-box exercise**. Some had ideas to create change but did not know where to start.

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.



(Scan the QR code to go to the Instagram page)

## 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

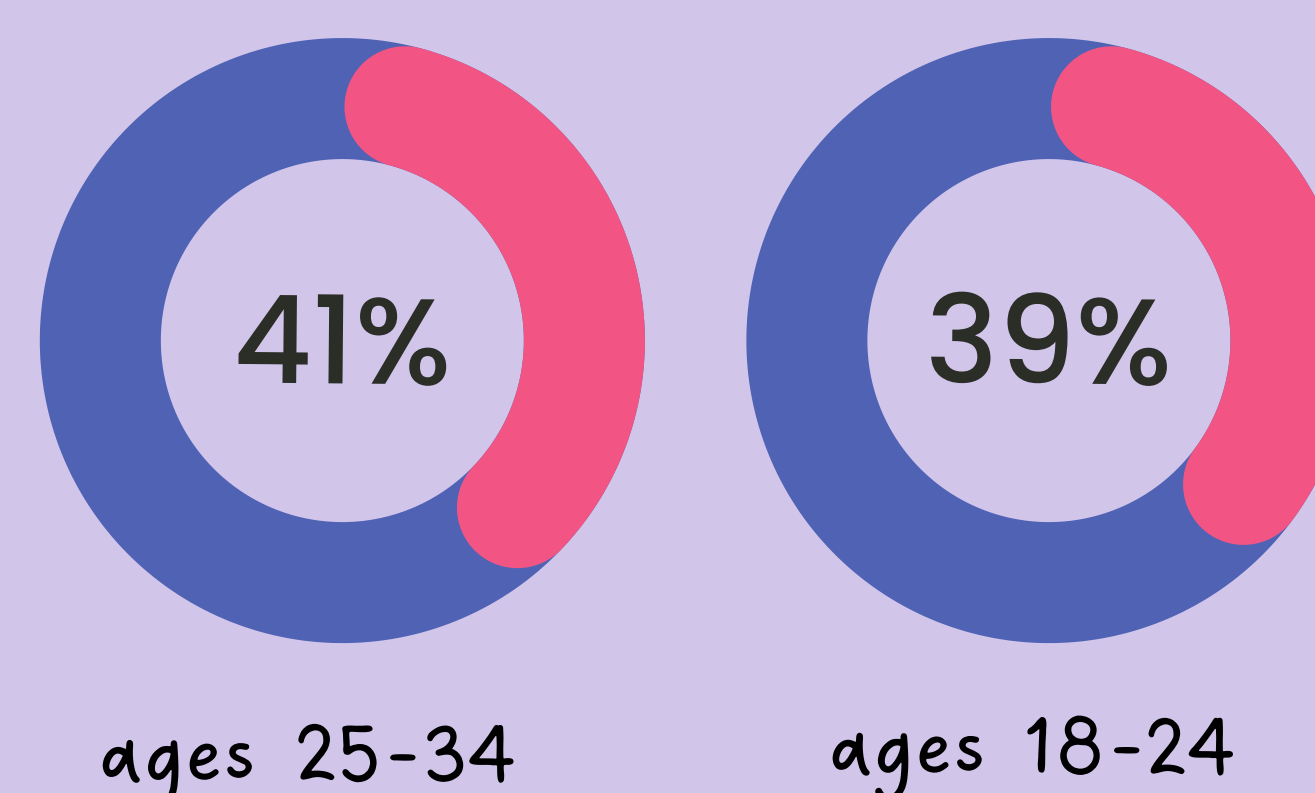
(Selection of Instagram data, April 2022)

**292** accounts engaged

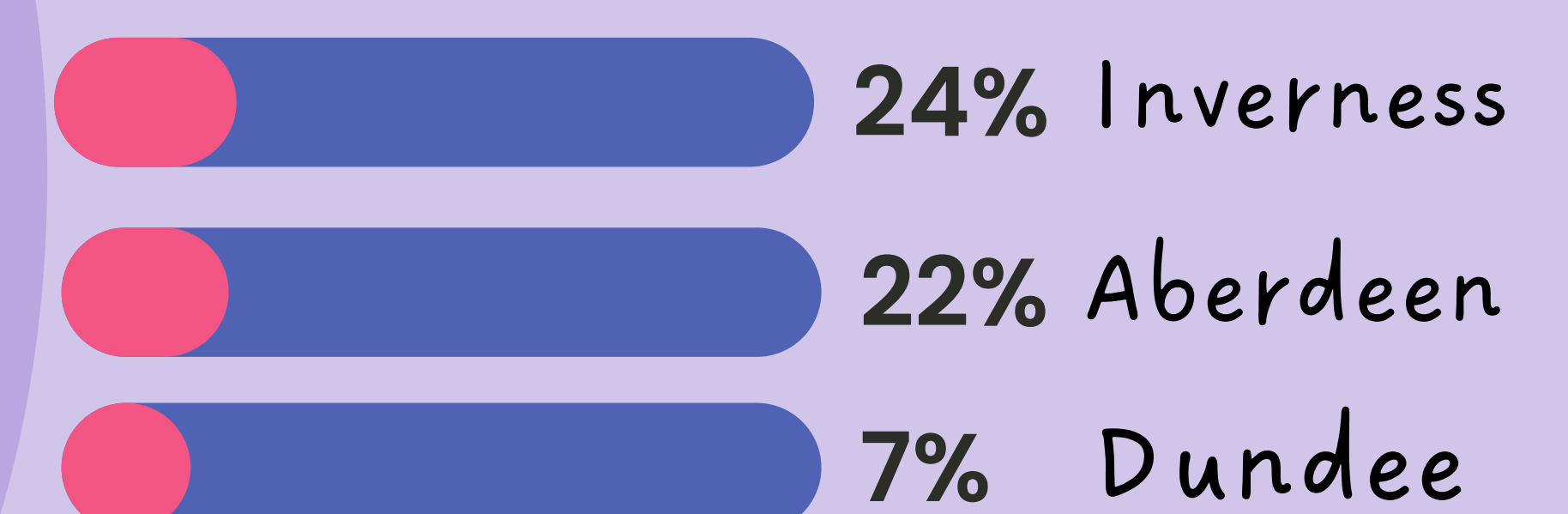
**7,200** accounts reached

**37,000** content impressions

Reached Audience  
Top age ranges



Engaged Audience  
Top towns/cities



## 05 Feedback

From thirty feedback submissions:

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

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

"Brilliant campaign! Informative, inspiring, fun."

"Great use of leaders and inspirational speakers!"

## 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.