TWITTER-BASED EDUCATIONAL ACTIVITIES #MONDAYNIGHTIBD AND #SCOPINGSUNDAYS ENHANCE ENGAGEMENT IN LEARNING, IMPROVE CLINICAL PRACTICE, AND FACILITATE NETWORKING AND COLLABORATION AMONG MEMBERS OF THE GASTROENTEROLOGY COMMUNITY

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This study incorporated a survey distributed via Twitter

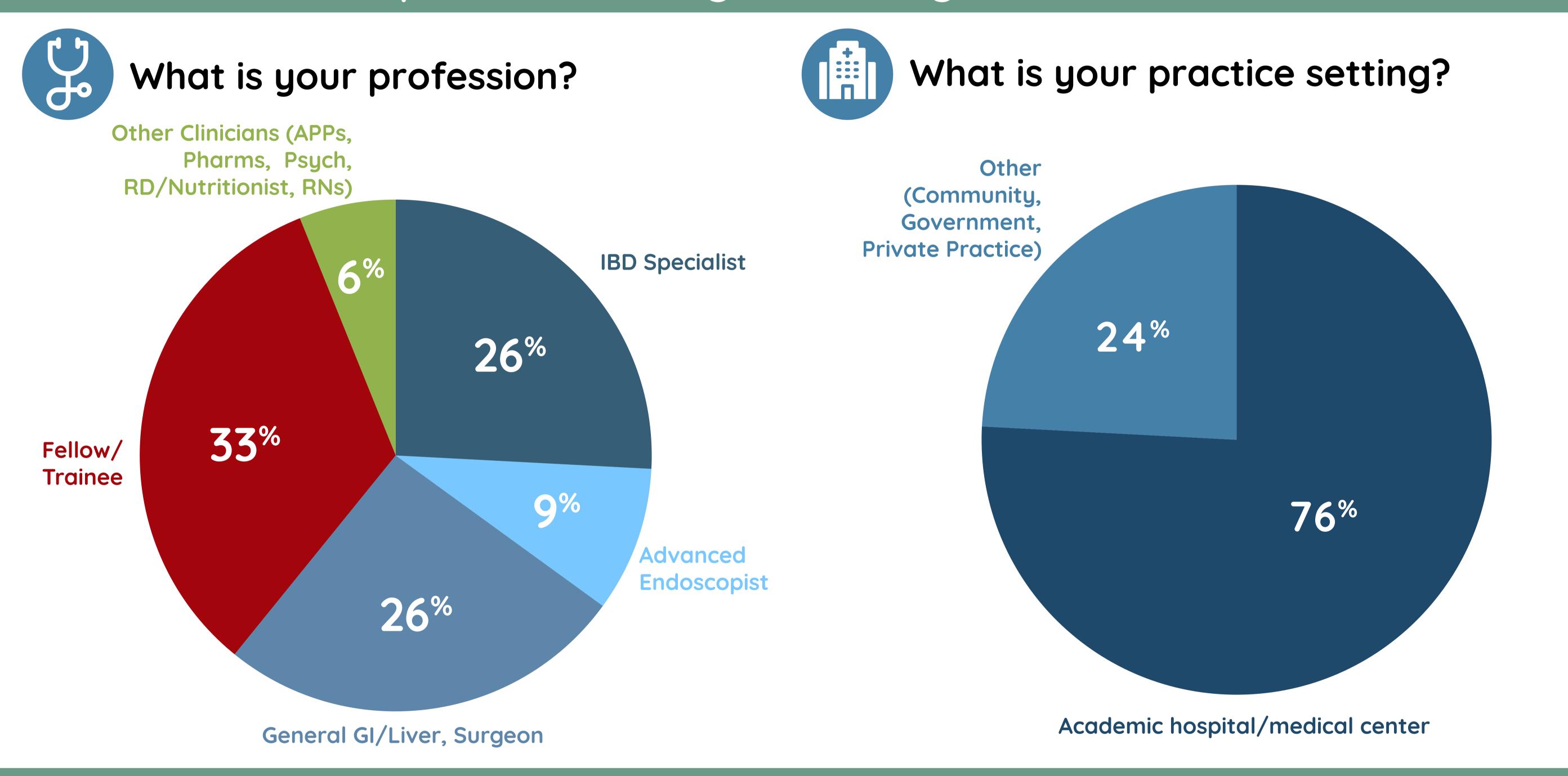


the use and effectiveness of #GITwitter as an educational resource for HCPs and to ascertain its perceived value relative to more traditional sources of education.

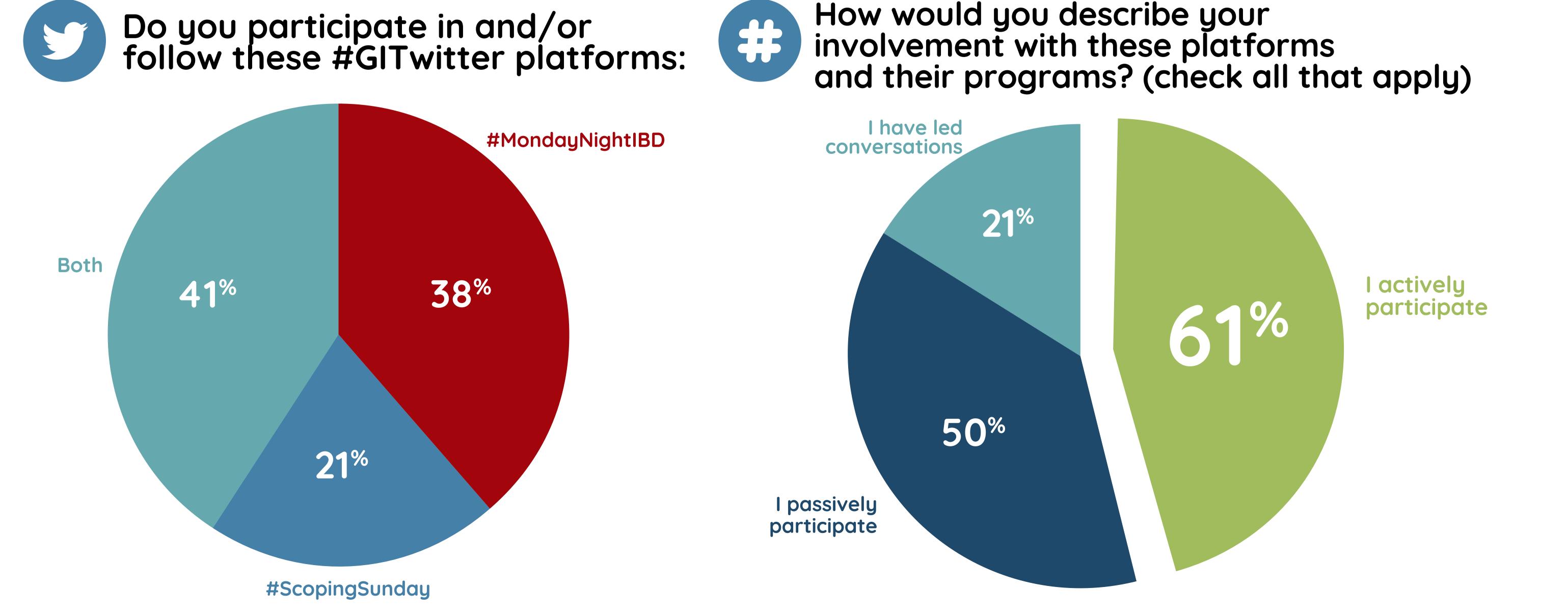
The survey was distributed via Twitter from the official accounts of #MondayNightIBD and **#ScopingSundays** and received a total of 237 respondents.

Questions regarding participant demographics, area of clinical practice, participation and effectiveness of #GITwitter were included. Level of agreement was assessed using a 5-point Likert scale.

#GITwitter engages the entire GI care team across practice settings and stages of career



GI HCPs often participate actively in more than one #GITwitter platform



The use of social media as an educational and networking platform is rapidly growing among healthcare professionals (HCPs), with Twitter being a preferred media for gastroenterologists. This has led to the development of organized gastroenterology (GI)-focused weekly Twitter chats (#GITwitter) to promote medical education while enhancing user engagement.

Among GI HCPs who use Twitter, organized educational Twitter chats #MondayNightIBD and #ScopingSundays, rank high or highest as compared to other educational resources for evidence-based learning and clinical practice impact, while providing opportunities for community building and networking.

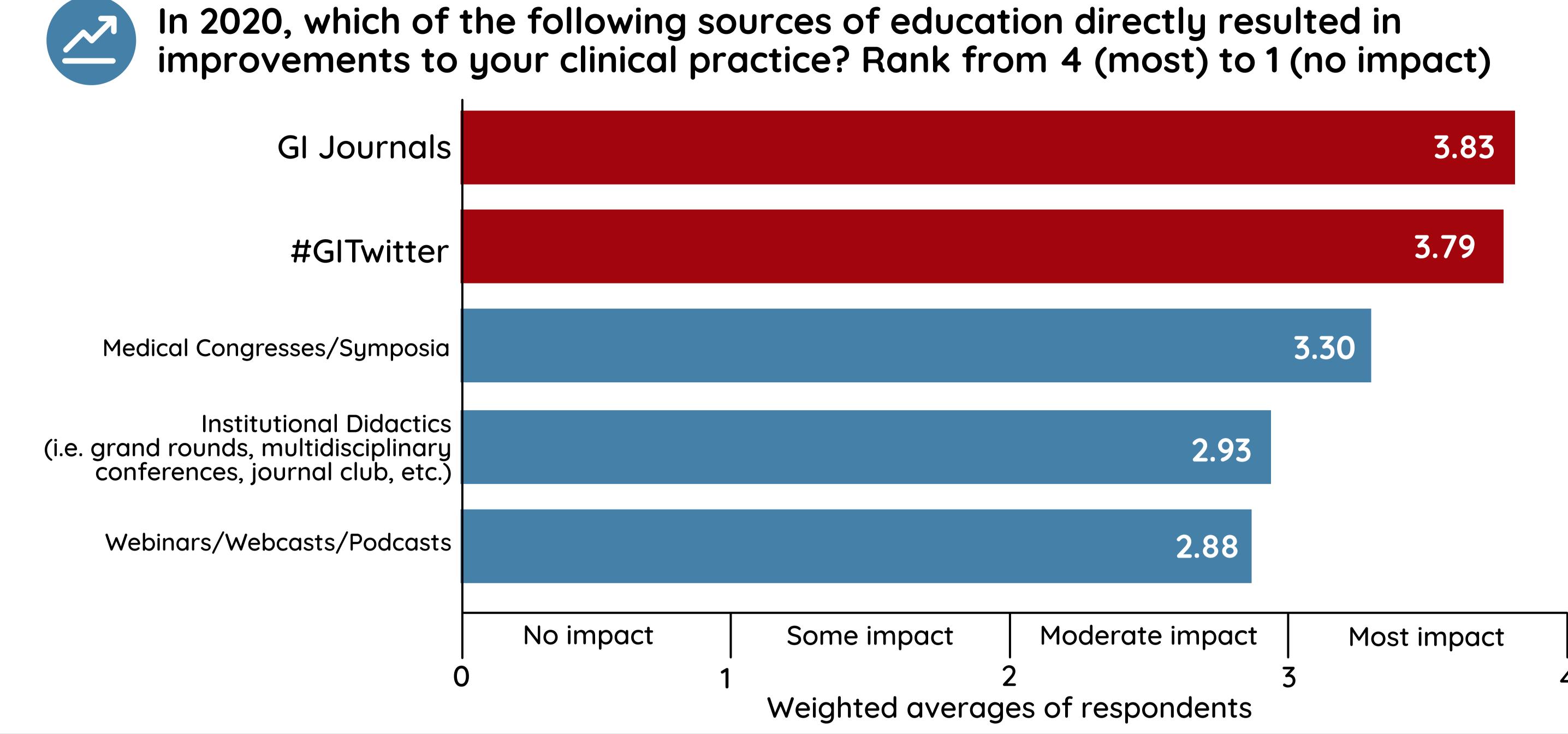


The success of these educational platforms is likely due in part to the interactive and open access format that facilitates effective learner engagement and a sense of community.



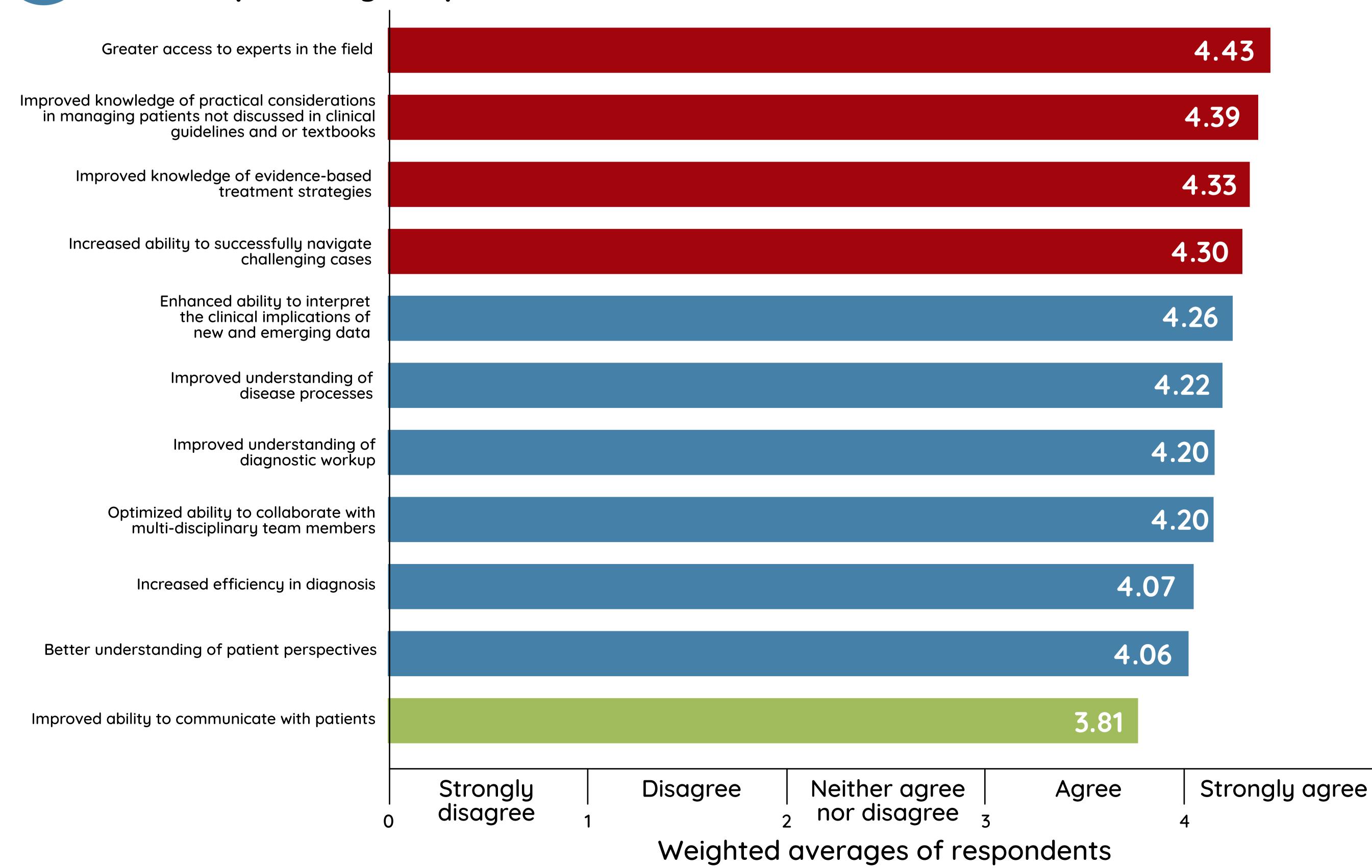
The use of Twitter in medical education is an emerging field of scholarship that merits further study.

Peer-reviewed GI journals and #GITwitter had the most impact on GI HCP clinical practice



#MondayNightIBD and #ScopingSundays positively impacted HCP GI practice in several ways

In what ways do you believe #MondayNightIBD and/or #ScopingSundays have impacted your practice?



95% strongly agree/agree that #GITwitter social media accounts provide a sense of collegiality and community.