management in the emergency department. There was an increase in comfort levels of all 5 areas tested. Additionally there was an increase in knowledge base on all 6 questions tested. Overall feedback was that the students appreciated and enjoyed these lectures.

Conclusions: Lectures dedicated to acute pain management improved both knowledge base and comfort level for medical students, filling a gap in current medical education.

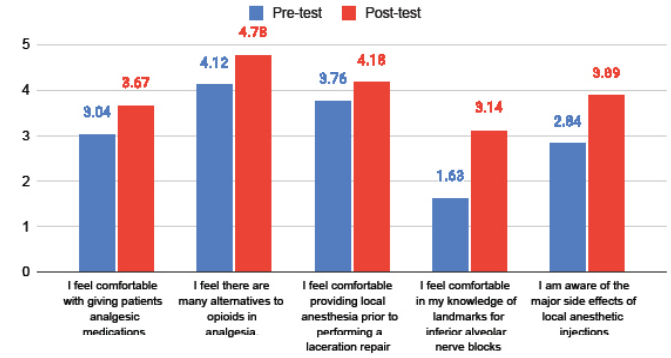

Figure 1. Pre- and post- intervention comfort assessment.

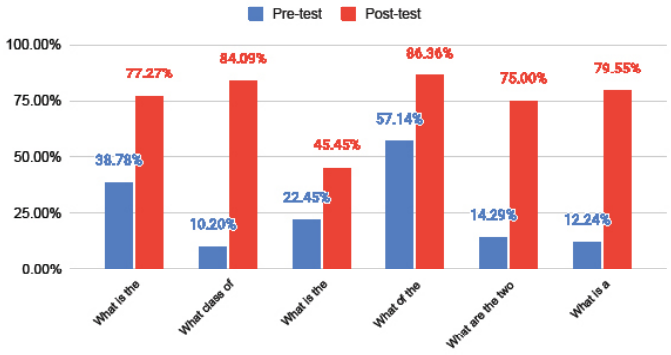

Figure 2. Pre- and post-intervention knowledge assessment.

43 The Impact of a Social Media Campaign on Applications for an Emergency Medicine Acting Internship

Shagun Berry, Lauren McCafferty, Andrew Golden

Background: Applications to EM residencies have been decreasing. We designed a social media (SM) campaign to highlight our education programs in an attempt to increase our acting internship (AI) applicant pool.

Objectives: The objectives were to (1) evaluate the association of a SM campaign to changes in the number and demographics of applicants to our EM AI and electives, and (2) evaluate for temporal trends in applications related to SM posts. We hypothesized our SM campaign would increase the number of applicants to our AI and electives from an increasingly diverse geographic range.

Methods: A 5-video SM campaign was created in March 2023 to highlight our institution's AI experience. Data was collected from the Visiting Student Learning Opportunities on the number of applicants, total applications to the AI and all clinical electives for the 2022 (control) and 2023 (intervention) cycles. Chi-squared analysis was performed for categorical data. Student's t-test was performed for continuous variables. Temporal trends were analyzed as a cumulative frequency graph relative to the dates of publication for the posts.

Results: There were non-significant increases in the number of applicants for the AI (18%, 60 vs 71; X2(1, N=6529)=1.78, p=0.18) and all clinical electives (25%, 69 vs 86; X2(1, N=6529)=3.16, p=0.08). There were also increases in the number of applications for the AI (30%, 131 vs 171) and all clinical electives (53%, 166 vs 254). The geographic distribution of applicants (X2(1, N=131)=0.42, p=0.51) and composition of MD- vs DO-applicants (X2(1, N=131)=0.66, p=0.42) to the AI did not change. Temporal relationships between cumulative number of all applicants and timing of SM posts are seen in Figure 1.

Conclusion: Our SM campaign was associated with an increase in the number of applicants and applications to the AI and electives, although this was not statistically significant. Figure 1. Graph of cumulative applications with video launches.

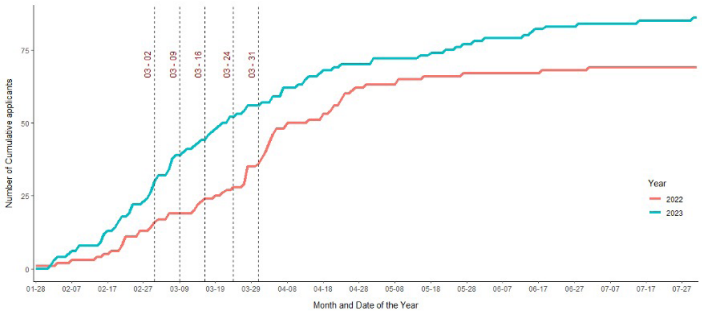

Figure 1. Cummulative applications with video launches.

44 Measures of Clinical Performance and Communication Skills of EM Residents on Simulated Resuscitations are not Correlated

Bryan Kane, Jeremiah Ojha, Diane Begany, Matthew Cook, Nicole Elliot, Michael Nguyen

Background: Prior publications evaluated multi-source feedback (MSF) and communication of EM residents managing a high-fidelity simulation (sim) case.

Objective: This project seeks to determine if a correlation exists between clinical performance and communication.