

Wellness in Focus: Quantifying Instagram Content Among U.S. Pain Medicine Fellowship Programs

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PURPOSE / OBJECTIVES

- Evaluate how pain medicine fellowship programs portray wellness on Instagram.
- Quantify the prevalence of wellness-related posts across a standardized time frame.
- Identify patterns and variability in the types of wellness content presented.

METHODS

- Identified ACGME-accredited pain medicine fellowships using ASRA and APPD directories, then located affiliated Instagram accounts.
- Excluded accounts with no posts after Jan 1, 2024; remaining accounts were analyzed through May 31, 2025.
- Collected total posts, wellness-related posts, and follower counts for each account.
- Classified posts as “wellness” if they depicted mental health support, group bonding, physical/social activities, or work-life balance.
- Used descriptive statistics to evaluate patterns in wellness portrayal across programs.

RESULTS

- Of 78 programs identified, 36 had fellowship-specific Instagram accounts; 30 were active and included in analysis.
- Active accounts averaged 34 posts (median 15) through May 31, 2025.
- Wellness-related content averaged 20.2 posts (median 7.5), representing a mean of 52% and median of 58% of all posts.
- Accounts averaged 336 followers (median 241), showing wide variability in audience reach.
- Overall, wellness comprised a substantial share of content, but posting frequency and engagement varied markedly across programs.

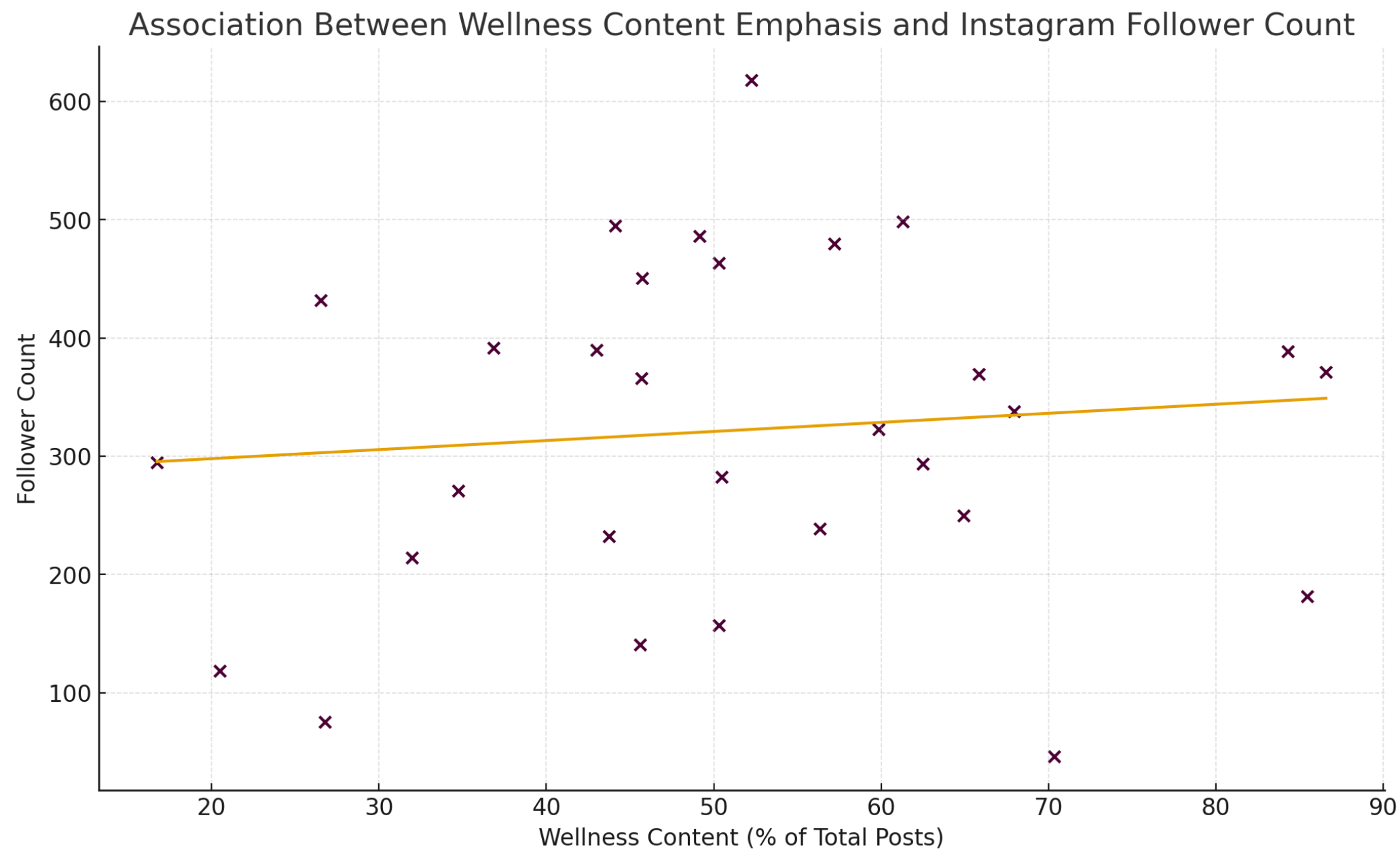


Figure 1

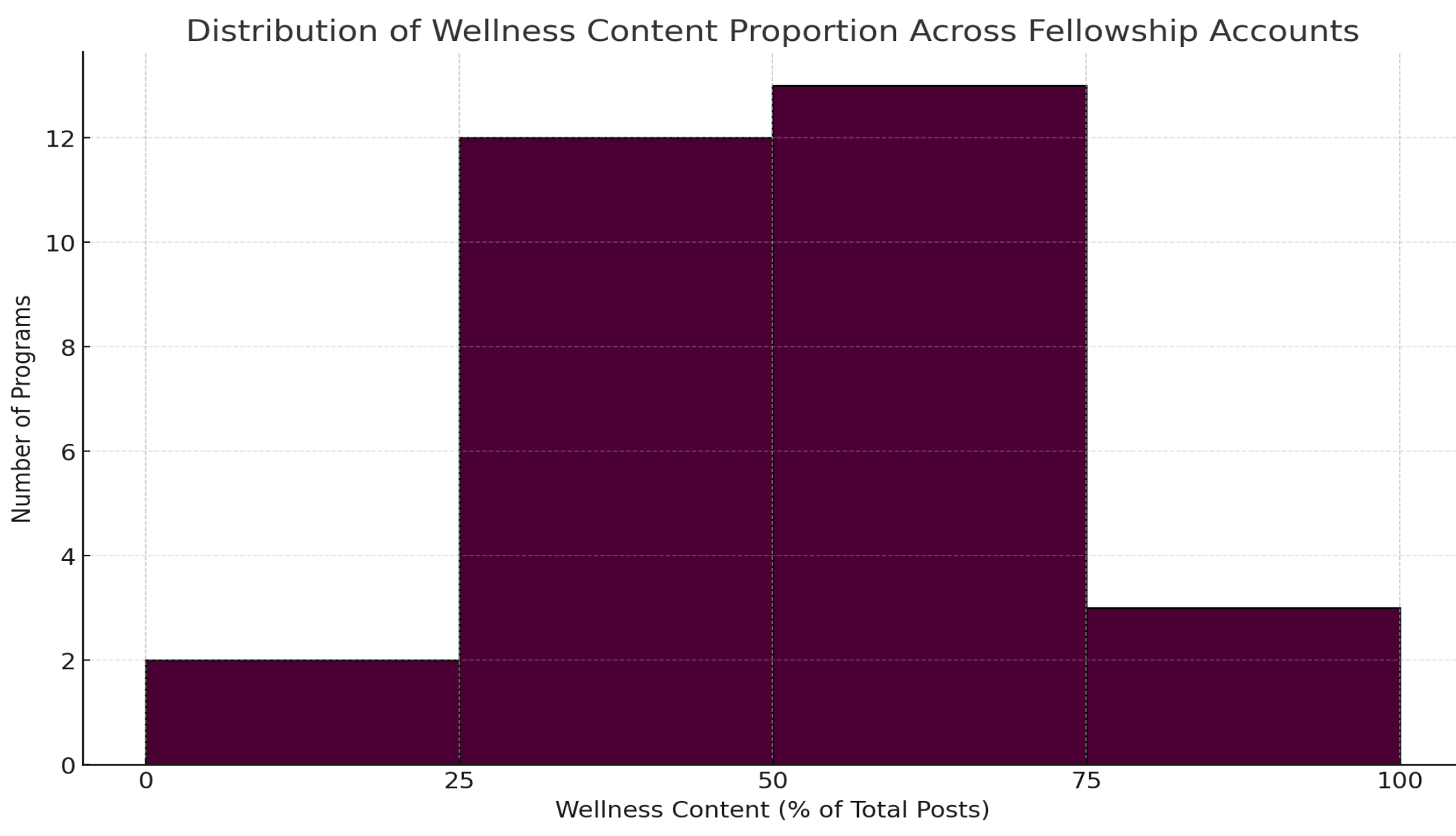


Figure 2

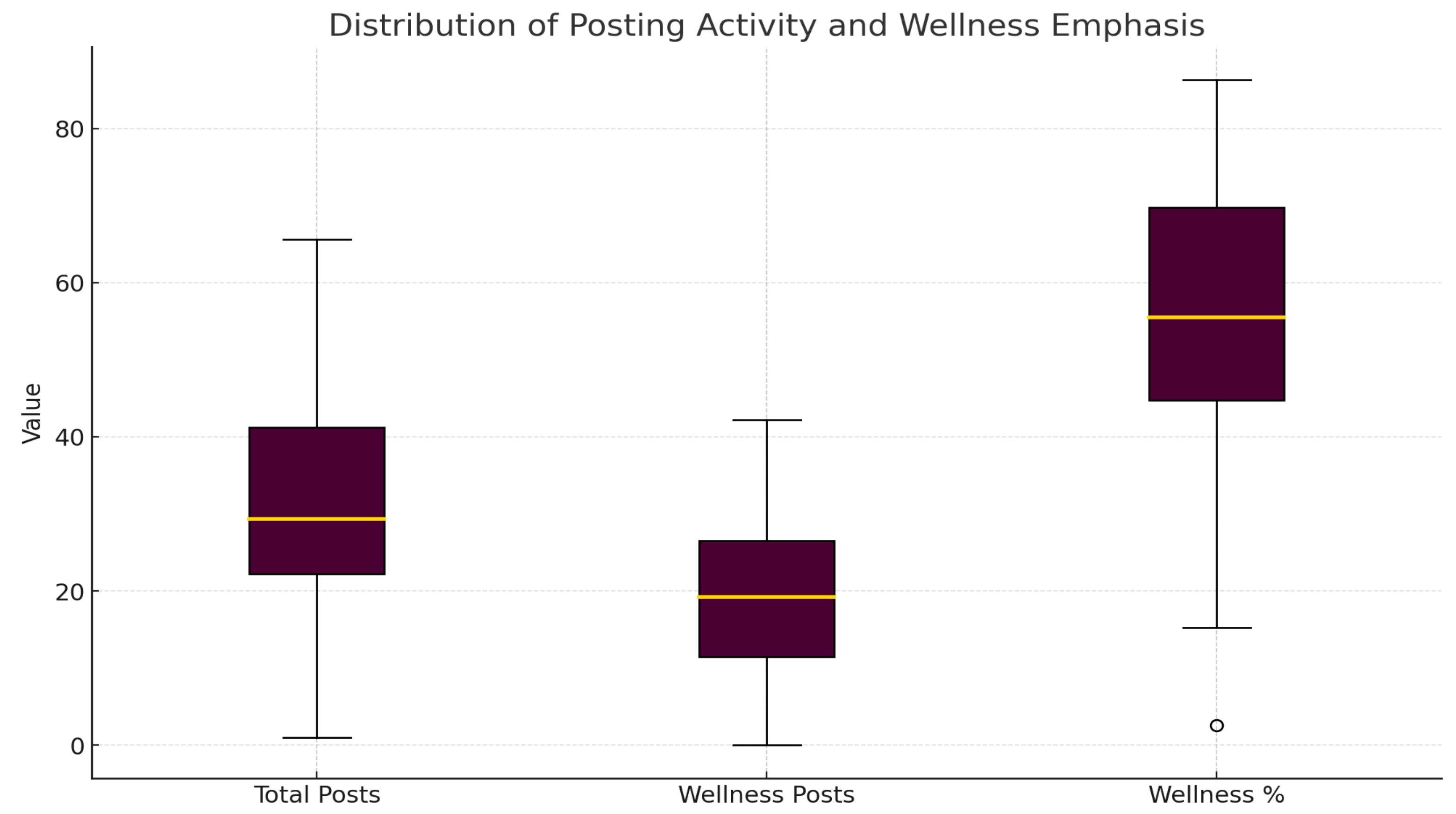


Figure 3

SUMMARY / CONCLUSION

- Wellness was prominently featured, comprising over half of all Instagram content across active fellowship accounts.
- Large variability in posting frequency, follower count, and wellness emphasis shows inconsistent use of social media for wellness messaging.
- Programs with stronger wellness presence may shape more favorable applicant perceptions of support and culture.
- Online wellness portrayal may not reflect actual institutional efforts; alignment should be evaluated.
- Further research is needed to assess how social media wellness content influences recruitment and trainee satisfaction.

Wellness is prominently posted but inconsistently represented, underscoring gaps between online portrayal and actual trainee support.