Untangling the Threads:
Radiology Profiles and Engagement Opportunities with the Latest Social Media Platform

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BACKGROUND

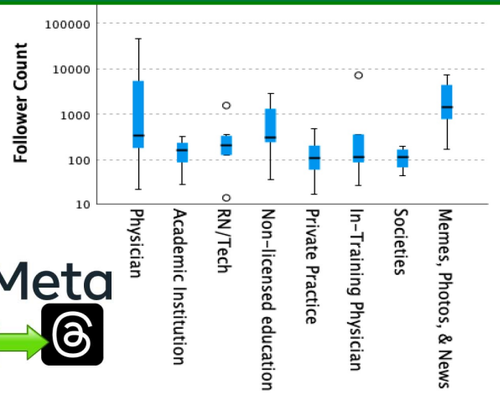
Prior studies have analyzed radiology content on social media platforms such as TikTok, Facebook, and Twitter. **Threads**, the newest social media application, has yet to be studied in medical literature.

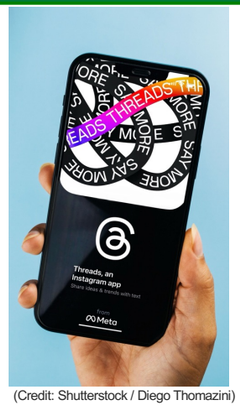
OBJECTIVE

We analyzed the top radiology-related profiles on Threads to describe opportunities for radiology engagement.

METHODS

56 Threads profiles that populated after searching “radiology” were included, with account type and follower count recorded. Profiles were grouped as MD/DO, RN/technologist, physician-in-training, non-licensed educational, private companies, academic institutions, national societies, and memes/photos/news. An independent Kruskal-Wallis test was used to analyze if follower count differed significantly between groups. A Chi-Square test of equal proportions was used to analyze distribution across account types.





(Credit: Shutterstock / Diego Thomazini)

Figure 1 - Results of Kruskal-Wallis Test

Account Type	Mean Follower Count	Median Follower Count	IQR
MD/DO N = 14	5,156	339	187.5 - 4389.5
Academic Institution (Schools, unofficial and official, RIG) N = 9	174	166	89 - 240
RN/Tech N = 7	393	211	129 - 342.5
Non-Licensed Educational (No claim of being professional) N = 7	909	309	246 - 1327.5
Company (Private practice) N = 7	167	111	61 - 209
In-training (Residency, Med Student) N = 5	1,566	117	89 - 367
National Societies (American Board, ACR, AJR) N = 4	120	118	81.5 - 156.7
Memes, Pictures, & News N = 3	3024	1424	797 - 5651

Table 1 - Mean, Median, IQR by Account Type

Total N	56
Test Statistic	11.384
Degree of freedom	7
Significance	0.123

Table 2 - Results of Kruskal-Wallis Test

RESULTS

14 of the 56 profiles were run by physicians (25%), 9 by academic institutions (16%), 7 by RNs or techs (12.5%), 7 by non-licensed accounts providing educational content (12.5%), 7 by private practice companies (12.5%), 5 by physicians-in-training (8.9%), 4 by national societies (7.1%), and 3 by profiles dedicated to radiology-related memes, photos and news (5.4%) (**Table 1**). The median follower count was 909 ([IQR]: 173 - 1565), while the mean follower count was 1525 (SD = 1795). Follower count was not found to differ significantly across account types (p = 0.123; **Figure 1**, **Table 2**) and there was no significant difference between observed and expected values (p = 0.110).

CONCLUSIONS

MD/DO-accounts made up 25% of all profile types and had the highest average follower count. Neither the number of MD/DO accounts nor the average follower count differed significantly from other account types, but MD/DO accounts were still most frequent. **Licensed radiologists with interest in creating educational content appear to have a captive audience on Threads**, presenting opportunities for engagement with patients, healthcare workers, and physicians-in-training.