

Supplemental Material 1. Applicant survey questions

1. Age

- 18-22
- 23-27
- 28-32
- 33-37
- 38-42
- 42+

2. Do you have a social media account?

- Yes
- No

3. Please select all platforms on which you have an account:

- Facebook
- Instagram
- Twitter
- Snapchat
- LinkedIn
- Other

4. How much time (on average) do you spend on social media throughout a 24-hour period?

- 0-30 minutes
- 30-60 minutes
- 1-2 hours
- 2-3 hours
- 3-4 hours
- > 4 hours

5. Do you follow any Plastic & Reconstructive Residency social media accounts? Yes/No

6. If "Yes" on Question 5, what platforms do you follow the accounts on?

- Facebook
- Instagram
- Twitter

7. When selecting which residency programs to apply for away rotations/visiting rotations/sub-internships, what sources of information did you access?

- Program Website
- Online Forum/Discussion Board
- Program's Social Media Account
- Direct Contact with Program Coordinator
- Mentor/Faculty at Home Institution
- Other Residents
- Other Applicants
- Other

8. When selecting residency programs to apply via ERAS, what sources of information did you access?
- Program Website
 - Online Forum/Discussion Board
 - Program's Social Media Account
 - Direct Contact with Program Coordinator
 - Mentor/Faculty at Home Institution
 - Other Residents
 - Other Applicants
 - Other
9. If all sources listed below were available to you, how likely would you be to access each source in order to gather information about a given residency program? (Very Likely, Somewhat Likely, Not Likely, I would not access this source of information)
- Program Website
 - Online Forum/Discussion Board
 - Program's Social Media Account
 - Direct Contact with Program Coordinator
 - Mentor/Faculty at Home Institution
 - Other Residents
 - Other Applicants
10. What type of information would you like to see on a residency program's social media account?
- Educational content
 - Resident Life
 - Promotional Marketing
 - Other