

Appendix 1: Survey

Default Question Block

Please review the [attached consent document](#) prior to participating in the survey.

You are eligible to participate in this study if you are an ophthalmologist, ophthalmology resident, or ophthalmology fellow who utilizes social media and located in Canada or the United States of America. This survey will take 10-15 minutes to complete.

- ☐ Yes, I consent to this survey
- ☐ No, I do not consent to this survey
- ☐ No, I do not utilize social media

What is your country of origin?

- ☐ Canada
- ☐ USA
- ☐ Other

What is your age?

- ☐ Under 25
- ☐ 25 - 35
- ☐ 36 - 45
- ☐ 46 - 56
- ☐ 56 - 65
- ☐ 66 or older

What is your gender?

- ☐ Man
- ☐ Woman
- ☐ Non-binary, genderqueer, and/or gender non-conforming
- ☐ Prefer not to say
- ☐ Other

What is your ethnicity?

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Non-white Hispanic / Latino
- ☐ Other

What is your current status of training or number of years in practice?

- ☐ Resident
- ☐ Fellow
- ☐ 0-5 years in practice
- ☐ 6-10 years in practice
- ☐ 11-20 years in practice
- ☐ 20+ years in practice

What type of practice do you have? Please select N/A if you are still currently a trainee.

- ☐ Academic
- ☐ Private solo practice
- ☐ Private group practice
- ☐ Hospital based
- ☐ Large HMO based (ie. Kaiser)
- ☐ Not available
- ☐ Other

What is your specialty? Please select "in-training" if you are a resident, or the current fellowship you are in if you are a fellow.

- ☐ In-training
- ☐ Comprehensive
- ☐ Anterior segment, cornea and refractive
- ☐ Glaucoma
- ☐ Low vision rehabilitation
- ☐ Neuro-ophthalmology
- ☐ Ocular oncology
- ☐ Oculoplastics & orbit

- ☐ Pediatric ophthalmology
- ☐ Retina and/or uveitis

What is your current marital status?

- ☐ Married
- ☐ Widowed
- ☐ Divorced
- ☐ Separated
- ☐ Never married

How many children do you have?

Which of the following social media accounts do you use for professional purposes? Please select all that apply.

- ☐ Instagram
- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ YouTube
- ☐ Tik tok
- ☐ Other
- ☐ None of the above - I don't use social media for professional purposes

Which social media platform do you spend the most time on for professional purposes? Please rank your **top 3** choices, with #1 being the most time spent.

- Instagram
- Facebook
- Twitter
- LinkedIn
- YouTube

- ☐ Tik tok
- ☐ Other
- ☐ None of the above - I don't use social media for professional purposes

Which of the following are reasons for why you use social media? Please check all that apply.

- ☐ To stay in touch with friends and family
- ☐ To promote my practice and/or professional services
- ☐ To educate patients and/or the public about my field
- ☐ To share interesting clinical and/or surgical cases with colleagues in my field
- ☐ To provide mentorship to students, trainees, and/or colleagues in the field
- ☐ To find mentorship and/or networking opportunities (i.e. speaking engagements, research opportunities, consultancies, leadership roles, advisory roles, etc)
- ☐ To find resources and/or opportunities related to career planning and/or advancement (i.e. job search, promotions, contract negotiation, applying to fellowships, leadership opportunities, board exams and certifications, etc)
- ☐ To learn about practice management (practice purchase and valuation, marketing, practice philosophy, EMR system, human resources, shared expenses, renumeration plan, incorporation)
- ☐ To learn about financial planning (student loans, debt, investments, mortgage, retirement plan)
- ☐ To find advice and/or strategies for work-life balance (e.g. self-wellness, burnout, interpersonal relationships, household responsibilities, parenthood, caregiving for children / elderly, etc)
- ☐ Advice related to parenthood (e.g. family planning, childcare, maternity/paternity leave, breastfeeding, pumping at work, raising children, etc)

Which of the following are the **TOP 3** reasons for why you use social media? Please rank your **top 3** choices, with #1 being the most important.

- ☐ To stay in touch with friends and family
- ☐ To learn about practice management (practice purchase and valuation, marketing, practice philosophy, EMR system, human resources, shared expenses, renumeration plan, incorporation)
- ☐ To promote my practice and/or professional services
- ☐ To educate patients and/or the public about my field
- ☐ To share interesting clinical and/or surgical cases with colleagues in my field
- ☐ To provide mentorship to students, trainees, and/or colleagues in the field

- ☐ To find mentorship and/or networking opportunities (i.e. speaking engagements, research opportunities, consultancies, leadership roles, advisory roles, etc)
- ☐ To find resources and/or opportunities related to career planning and/or advancement (i.e. job search, promotions, contract negotiation, applying to fellowships, leadership opportunities, board exams and certifications, etc)
- ☐ To learn about financial planning (student loans, debt, investments, mortgage, retirement plan)
- ☐ To find advice and/or strategies for work-life balance (e.g. self-wellness, burnout, interpersonal relationships, household responsibilities, parenthood, caregiving for children / elderly, etc)
- ☐ Advice related to parenthood (e.g. family planning, childcare, maternity/paternity leave, breastfeeding, pumping at work, raising children, etc)
- ☐ Other (please describe)

How much time do you spend on social media?

- ☐ Less than 1 hour per week
- ☐ Less than 1 hour per day
- ☐ 1-2 hours per day
- ☐ 3-4 hours per day
- ☐ 4+ hours per day

Over the past year, I have experienced challenges related to **career planning and/or advancement** (e.g. job search, promotion and/or compensation, contract negotiation, applying to fellowship, board exams and certification, finding leadership positions, speaking opportunities, consulting, research projects, networking, etc)

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Social media has helped me overcome challenges and/or find opportunities related to **career planning and/or advancement** (e.g. job search, promotion and/or compensation, contract negotiation, applying to fellowship, board exams and certification, finding leadership positions, speaking opportunities, consulting, research projects, networking, etc)

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

In which area(s) has social media has helped you with **career planning and/or advancement**? Please check all that apply.

- ☐ Job search and/or promotion
- ☐ Contract negotiation
- ☐ Applying to fellowship
- ☐ Board exams and/or certification
- ☐ Leadership position(s)
- ☐ Research opportunities
- ☐ Speaking engagement(s)
- ☐ Consulting opportunities
- ☐ Networking opportunities
- ☐ Other (please describe)

Over the past year, I have experienced challenges related to **workplace discrimination** (i.e. cultural, ethnic, religious, age or gender bias; sexual harassment; lack of professionalism; interpersonal work conflicts; institutional politics; etc).

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Social media has helped me overcome challenges related to **workplace discrimination** (i.e. cultural, ethnic, religious, age or gender bias; sexual harassment; lack of professionalism; interpersonal work conflicts; institutional politics; etc).

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree

☐ Strongly disagree

Which type(s) of **workplace discrimination** has social media helped you overcome? Please select all that apply.

- ☐ Cultural bias
- ☐ Ethnic bias
- ☐ Religious bias
- ☐ Age-related bias
- ☐ Gender bias
- ☐ Sexual harassment
- ☐ Lack of professionalism
- ☐ Interpersonal work conflicts
- ☐ Institutional politics
- ☐ Other (please describe)

Over the past year, I have experienced challenges related to **practice management** (i.e. practice purchase and/or valuation, digital marketing, building a brand, practice philosophy, EMR system, human resources, shared expenses, remuneration plan, incorporation, etc).

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Social media has helped me overcome challenges related to **practice management** (i.e. practice purchase and/or valuation, digital marketing, building a brand, practice philosophy, EMR system, human resources, shared expenses, remuneration plan, incorporation, etc).

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Which aspect(s) of **practice management** has social media helped you improve and/or achieve? Please select all that apply.

- ☐ Practice purchase and/or valuation
- ☐ Digital marketing
- ☐ Building a brand
- ☐ Practice philosophy
- ☐ EMR system
- ☐ Human resources
- ☐ Shared expenses
- ☐ Renumeration plan
- ☐ Incorporation
- ☐ Other (please describe)

Over the past year, I have experienced challenges related to **financial planning** (student loans, debt, investments, mortgage, retirement plan, etc).

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Social media has helped me overcome challenges related to **financial planning** (student loans, debt, investments, mortgage, retirement plan, etc).

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Which aspect(s) of **financial planning** has social media helped you improve and/or achieve? Please select all that apply.

- ☐ Student loans
- ☐ Debt management
- ☐ Investments

- ☐ Mortgage
- ☐ Retirement plan
- ☐ Other (please describe)

Over the past year, I have experienced challenges related to establishing **work-life balance** (i.e. interpersonal relationships, household responsibilities, parenthood, caregiving for children/elderly, self-wellness, burnout, etc).

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Social media has helped me overcome challenges related to establishing **work-life balance** (i.e. self-wellness, burnout, interpersonal relationships, household responsibilities, parenthood, caregiving for children/elderly, etc).

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Which aspect(s) of **work-life balance** has social media helped you improve and/or achieve? Please select all that apply.

- ☐ Self-wellness
- ☐ Burnout
- ☐ Interpersonal relationships
- ☐ Management of household responsibilities
- ☐ Parenting
- ☐ Caregiving for children/elderly
- ☐ Other (please describe)

Over the past year, I have experienced challenges related to **parenting** (i.e. family planning, maternity/paternity leave, breastfeeding, pumping at work, raising children, etc).

- ☐ Strongly agree

- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree
- ☐ Not applicable

Social media has helped me overcome challenges related to **parenting** (i.e. family planning, maternity/paternity leave, breastfeeding, pumping at work, raising children, etc).

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree
- ☐ Not applicable

Which aspect(s) of **parenting** has social media helped you improve and/or achieve? Please select all that apply.

- ☐ Family planning
- ☐ Maternity/paternity leave
- ☐ Breastfeeding
- ☐ Pumping at work
- ☐ Raising children
- ☐ Other (please describe)

I have provided mentorship to students, trainees, and/or colleagues in ophthalmology on social media.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I have received mentorship from other ophthalmologists on social media.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree

- ☐ Somewhat disagree
- ☐ Strongly disagree

I have used my social media platform to discuss and support gender issues.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Have you ever participated in any healthcare-related social media campaigns? Please select all that apply.

- ☐ #ILookLikeASurgeon
- ☐ #MedBikini
- ☐ #SheCanBeBoth
- ☐ #AsAWoman
- ☐ #verifyhealthcare
- ☐ #IAmYourDoctor
- ☐ #BehindtheWhitecoat
- ☐ No, I have never participated in any healthcare-related social media campaigns
- ☐ Other (please describe)

Is there anything else you think we should know about how and/why you integrate social media into your career and/or personal life?

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Figure 1 supplementary

