

What Does Radiology Education on X (Twitter) Look Like? A Descriptive Analysis of Content Types, Formats, and Engagement

Purpose:

To characterize radiology educational content on X over one year, focusing on post formats, teaching intent, media usage, and engagement patterns, to guide trainees to high-yield resources and inform content strategies.

Methods/Materials:

Thirty radiology educator accounts (>5,000 followers, ≥ 1 educational post/week) were included: personal educators (n=20), teaching channels (n=8), and organizations/journals (n=2). Original educational posts (cases, quizzes, pearls, reviews; excluding reposts/announcements) from January 2025–January 2026 were sampled. Approximately 300 posts were analyzed for format (single, thread, poll), media type, teaching intent (case-based, pearls, review, exam-oriented), and engagement metrics (likes, reposts, bookmarks, views) using descriptive statistics.

Results:

Case-based content predominated (68–82%), followed by pearls/pitfalls/signs (18–28%) and concept reviews (10–15%). Exam-oriented material was uncommon (<10%). Most posts were single posts with media (85%), almost exclusively image-based (95–100%). Personal educator accounts demonstrated higher per-post engagement (median likes 50–200; bookmarks 10–80) than organizations, which achieved higher views but lower interaction. Neuroradiology and emergency/trauma posts generated the highest engagement, while pediatric and MSK content showed consistent but lower interaction. Visual quizzes frequently exceeded 10,000–40,000 views.

Conclusions:

Radiology education on X is predominantly interactive, case-driven, and image-centric, with personal educators generating strong engagement. Organizations offer broader reach but less interaction. Gaps include limited exam-focused content and underrepresentation of subspecialties such as interventional radiology and breast imaging. X is well suited for case-based learning, with opportunities to expand structured board preparation.