

Social Media and Influencers in Dermatology: The Good and the Bad

Being Your Authentic Self on Social Media: How to Make It Your Own

Heidi Waldorf, MD

Dr. Waldorf trademarked the term "Heideas" and started her practice website, Facebook, Instagram, and YouTube in 2017. In creating a social media presence, one must determine his/her goals. You can engage, educate, & inspire the public, patients, colleagues, industry, & media. You can also gain branding, followers, new patients, opportunities, feedback, & brand ambassador deals.

Dr. Waldorf's "Heideas for Aesthetic Practices, MATV" is unique, with a clever title, her own opinions, and data/science. You must find what works and does not work for you. For example, Dr. Waldorf prefers to post as ideas/situations arise rather than scheduling posts and deciphering the algorithms. She deletes angry and unreasonable comments – "it's my page, not a public forum." When posting procedure videos or pre/post photos, she recommends a watermark or label on patient photos, documented patient consent for use, and details of what it took to achieve that result. Posts should always be factual & professional (based on your definition). They can be original or a re-post from colleagues, societies, or publications. Overall, you can be a social media influencer and remain true to yourself and to medicine.

Social Media Opportunities: Amplifying Mentorship & a Platform for Elected Office

Susan Taylor, MD

Social media provides important opportunities to discover new trends & ideas, connect with existing & new audiences in deeper ways, bring attention & traffic to your work, and build & enhance your brand. Instagram posts are ideally suited for dermatology content which is visually driven. Facebook is mainly a personal network for most people, but it can be used to connect with influencers in your field, share articles and other items that show the world your interests, and help shape what others think of you.

Dr. Taylor uses Facebook and Instagram to share her activities and interests such as mentorship, as well as articles, awards, and other information that may inspire her mentees. She hopes mentees may be inspired in that if Dr. Taylor can do it, perhaps I can as well. Dr. Taylor highlights several posts from her own Instagram account promoting and supporting mentorship, sharing interests and activities with mentees, and spreading information about the 2021 AAD election.

Her tips for getting started on social media: Determine which platform & types of posts are most suitable for you, your goals or business direction. Creating content to post daily can be difficult & time consuming, so determine how much time you have to devote to it & consider identifying assistance. Social media is more of an art than a science. The best way to ensure success is to think carefully before you post, identify your subject area, & constantly evaluate what you are posting & your overall online activities.

Branding and Marketing Through Social Media

Cheryl Burgess, MD

In response to the spread of dermatologic misinformation, many board-certified dermatologists have utilized social media to post content that detail suggested products, skin routines, and treatment tips. A 2020 study found that board certified-dermatologists generated only 12% of the top 288 posts on skin of color dermatology content. Social media analytics can provide you with data on your follower trends and demographics, likes and comments, and best posts. Dr. Taylor uses a green theme and logo template on her social media and practice website, and this theme is also reflected in her office. Since social media is here to stay, she recommends hiring a social media consultant or learning to post content yourself, and determine the best posts and methods of branding to fit your style.

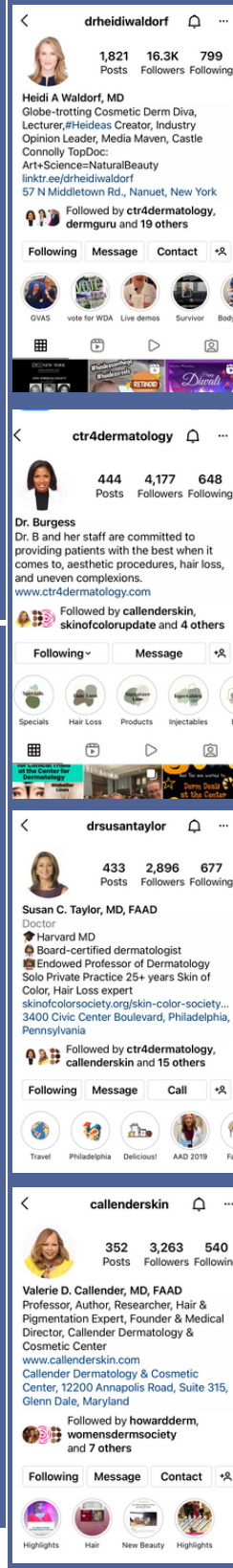
Social Media in Work and Play

Valerie Callender, MD

Social media is important because we can control the narrative as experts in hair, skin, and nails. There is a significant gap in health literacy based on socioeconomic and generational differences, leading to further health inequities. More Americans are turning to social media to obtain information, often citing social media's convenience as the main indicator. Board-certification sets you apart as an expert versus other influencers on social media.

Social media can help with building a brand, educating patients, patient marketing, and recruitment for clinical trials. Dr. Callender highlights some of her posts about hair loss and hair care practices, PRP, sclerotherapy, and even COVID-19. Marketing of new products and procedures can be shared successfully with social media. Examples from her own Instagram include posts about light therapy for acne, Coolsculpting, & cosmeceuticals.

Social media allows Dr. Callender to show another side of herself – not only her personal life, but also her involvement in leadership, teaching and mentorship, volunteerism, and patient advocacy. She also shares posts about lecturing at dermatology meetings, interactions with dermatology colleagues around the world, her family, and travel. Plus, the use of social media in the office can be fun for patients and staff!



More Photos from the Meeting!

