Social Media in Dermatology
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Disclosures

- None to report in the last 12 months
- Previously Cutera, Galderma, Valeant
Outline

► What is Social Media?
  ► Facebook, Instagram, IGTV, IG Stories, Twitter, SnapChat, YouTube, Vimeo, RealSelf, SpotLyte, etc

► What can Social Media do for your Practice?
  ► Attract new patients, Advertise services, Inform patients of what's going on in your practice

► What can you do for Social Media?
  ► The Board Certified Dermatologists “TBCD” Facebook group
  ► TBCD, TBCD-GPO, TBCD-Career Center, TBCD-New Beauty Partnership, REAL
Social Media for your practice...

- FB, Insta, etc. – Why do you need to be in these mediums?
  - To engage patients about your brand
    - Who are you? What do you do? Why are you the expert vs anyone else promoting themselves on Social?
    - REAL Board Certified Dermatologist – expert in anything that effects the form and function of the skin including rashes, growths, skin cancer, injectables, lasers, fat destruction, etc.

- Use Social to promote in line with well established sales funnels, events, etc.
  - Black Friday, Cyber Monday, Super Bowl, Breast Cancer Awareness...
October – Breast Cancer Awareness – Turn Your Logo Pink...
Social Media for you not your practice

- How can you be engaged with your peers?
  - “TBCD” – The Board Certified Dermatologists

- What can this engagement provide you and your practice?
  - The Promise and Perils of Social Media....
The Promise and Perils of Social Media

- Promise
  - Group purchases
  - Increased advocacy
  - Cross-generational relationships
  - Expertise
    - Virtual grand rounds
    - Practice management
  - Catharsis and venting

- Peril
  - Infighting
  - Control by outside forces
“TBCD” – The Board Certified Dermatologists
Active Members

Jul 15, 2017 – Oct 9, 2018

3.3K Members

3,343
Active Members
Our mission: REAL Physicians Association is a community of physicians committed to enhancing the education of its members, educating the public regarding the training and qualifications of its member physicians, and protection of the health of patients.

What does REAL stand for?
Residency Educated, Accredited, and Licensed. All member physicians must fulfill these criteria.