



# 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 whats 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

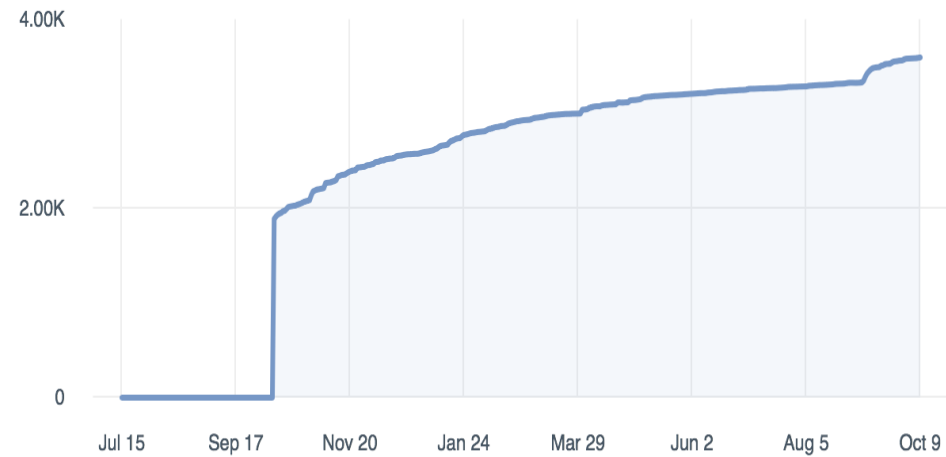
- ▶ Promise
  - ▶ Group purchases
  - ▶ Increased advocacy
  - ▶ Cross-generational relationships
  - ▶ Expertise
    - ▶ Virtual grand rounds
    - ▶ Practice management
  - ▶ Catharsis and venting
- ▶ Peril
  - ▶ Infighting
  - ▶ Control by outside forces

# “TBCD” – The Board Certified Dermatologists

## Total Members

Jul 15, 2017 - Oct 9, 2018

0 Members



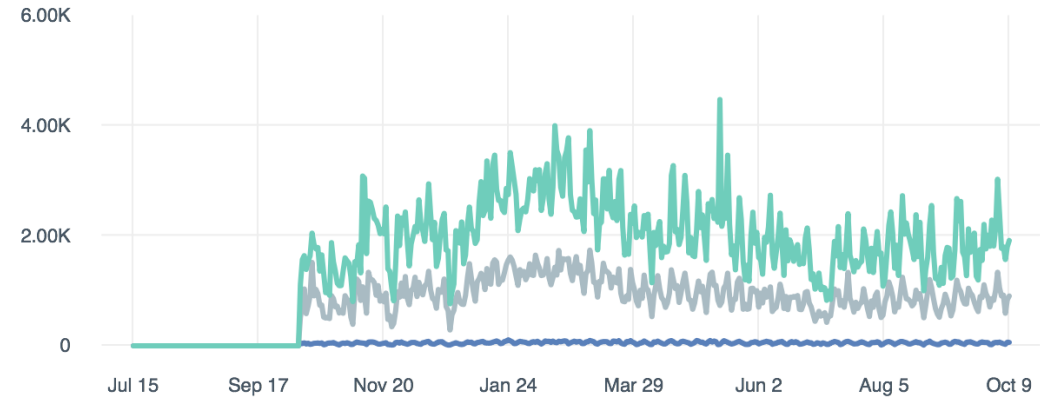
Engagement Jul 15, 2017 - Oct 9, 2018

[Download Details](#)

Posts Comments Reactions All

Jul 15, 2017 - Oct 9, 2018

20.0K Posts 353.8K Comments 746.2K Reactions



20,046

Posts

353,819

Comments

746,235

Reactions

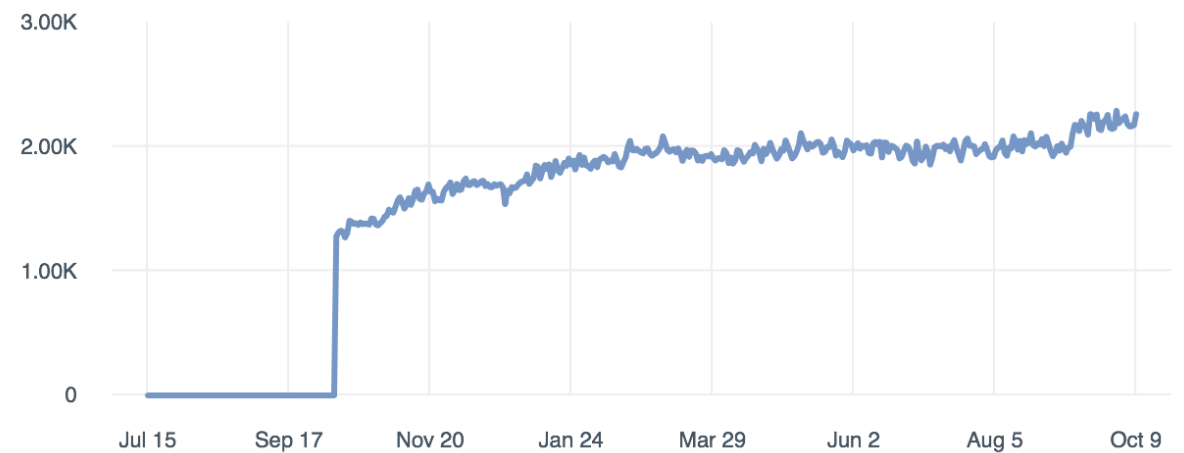


# TBCD

## Active Members ?

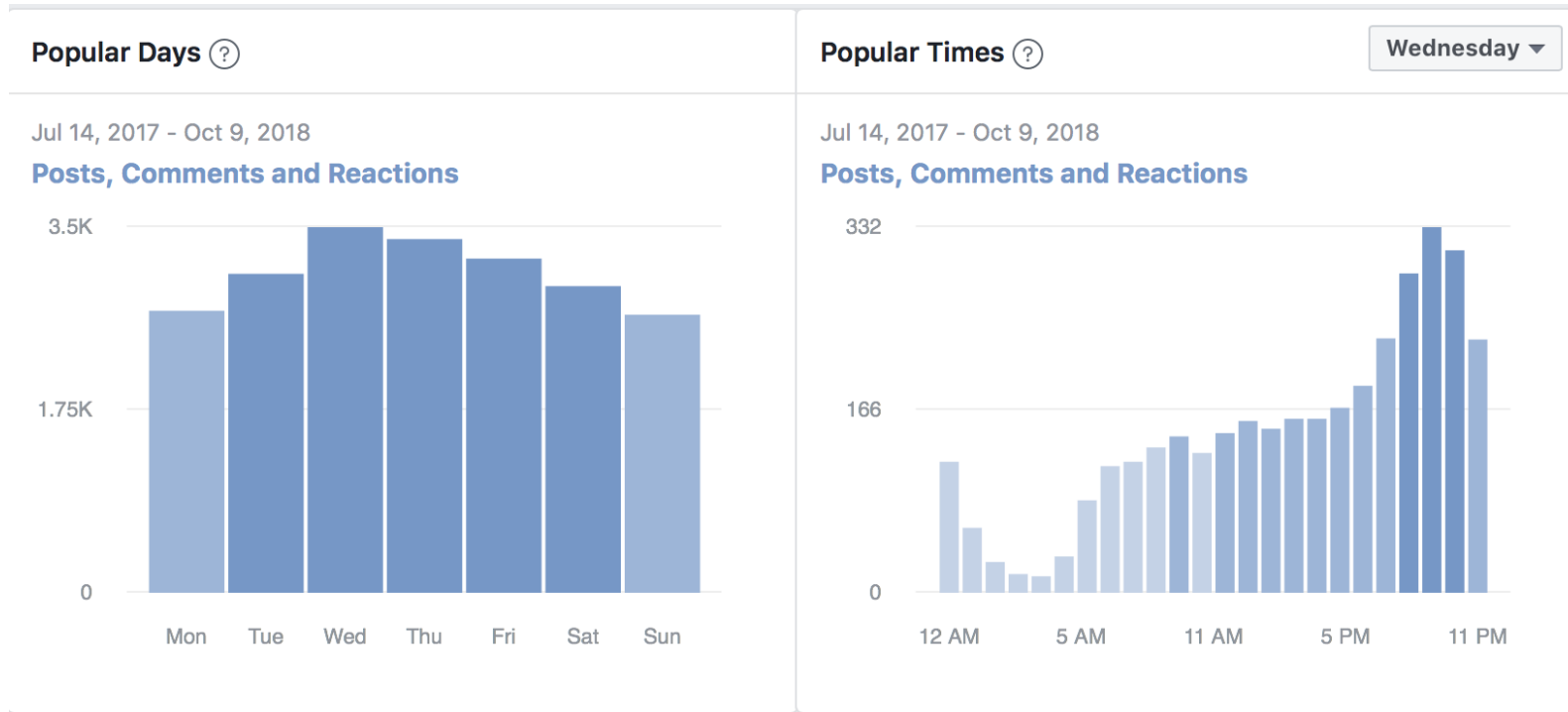
Jul 15, 2017 - Oct 9, 2018

**3.3K Members**



**3,343**  
Active Members

# TBCD



# RealPhysicians.org



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Residency Educated, Accredited, and Licensed. All member physicians must fulfill these criteria.