

Social Media For Dermatologists – The First Three Principles

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A strong, consistent, and constant Social Media presence, with a clear message adapted to the various types of platforms and audiences, is an essential and fundamental component in the success of medical and aesthetic activities.

The presence of various social media platforms combined with multiple social media post options (articles, blogs, photos, long and short form videos and reels) requires the practitioner to develop a comprehensive strategy including the basic purpose of the posts and the variables associated with daily practice.

This presentation will cover the key elements to help medical practitioners get the most out of their current activities and to better associate them with a business and personal Social Media presence, including:

- Current global aspects of Social Media,
- The differences between the various platforms and their preferred content,

- Building the Social Media strategy based on the niche, the avatar, and the short, medium, and long-term goals,
- The basic features of a post – headline, intro, main message, take home points and a call to action,
- The types of posts best suited to each individual platform,
- Evaluating the impact of a post,
- Tips for measuring Social Media success.