



THE ART OF BALANCING PROFESSIONALISM & PERSONALITY ON SOCIAL MEDIA

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LEAD DERM CONFERENCE, NEWPORT BEACH CA



Board certified dermatologist
since 2004

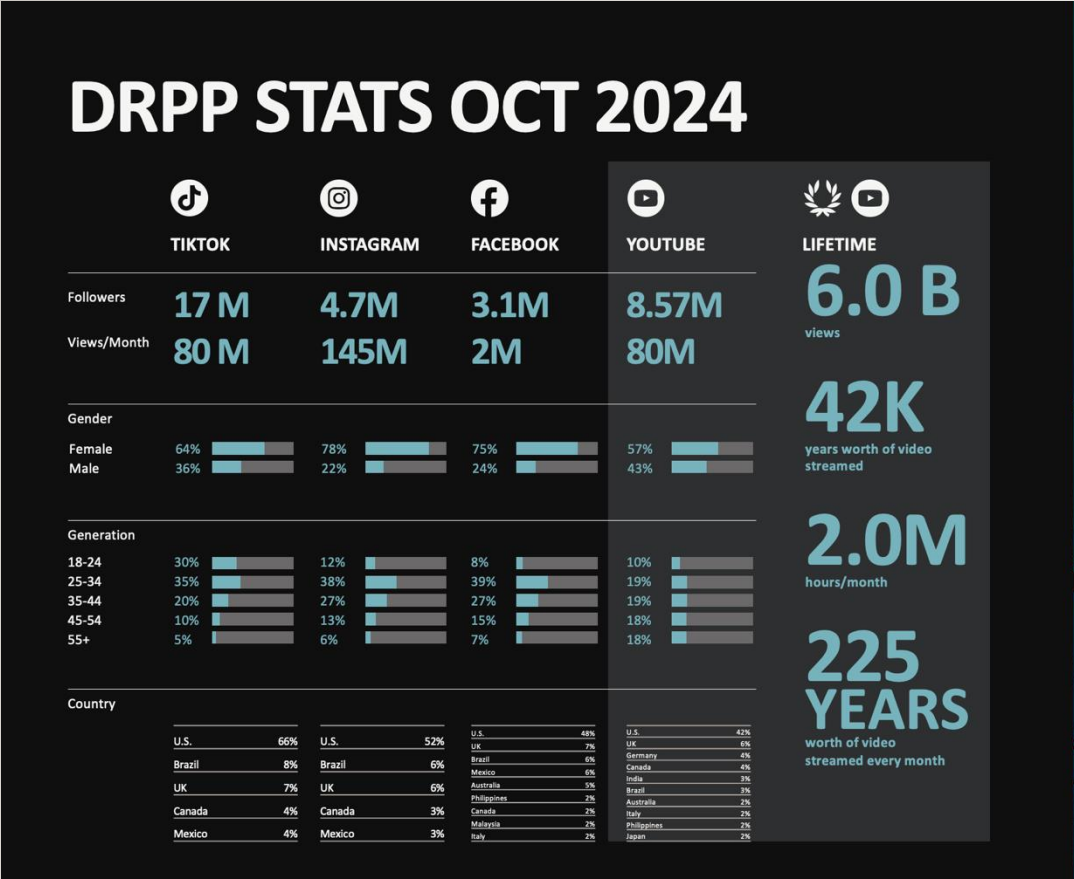
Residency: SIU Dermatology,
Springfield, IL

Fellowship: Laser, Cosmetic &
Surgical Dermatology with
Richard Fitzpatrick, MD in San
Diego, CA 2003

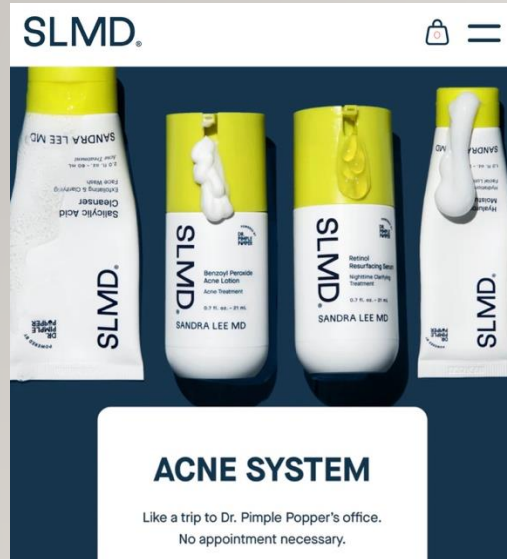
Late 2014 posted a blackhead
extraction on Instagram



My Social Media Stats



Internet says - Choose the right platforms:



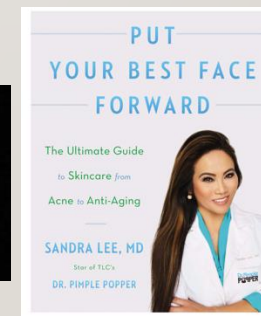
Oct 2014




March 2015





March 2017








 **sugestion_hipnotica** This is disgusting even for me... i cant stop watching it 😂


 **bobbiadair** I just love it so much
1w Reply


 **jess.lyn1025** How does this even happen ?
5w Reply


 **wendymaller** I love that nose 🥰🥰


 **april.michelle81** LOVE IT!
5w Reply

 **frau_oz** My day is all better now
1w Reply


 **t_babe26** Oh lordy.. WHY do i like WATCHING this stuff!! Haha 🤔🤔🤔


 **718_puma_one** Willing t remove some like this.


 **its_me_vikiii02185** Omg this is amazingggg
1w Reply


 **paddlegirl99**
What in the hell?!?! Why do I watch these videos. It's like a sickness. 😂😂😂


 **lindsaylivvy** This is fantastic


 **katsasoldier4life** 🤢🤢🤢🤢🤢
1w Reply


 **antonio_luis8** Que delícia
6d Reply Message


 **tatuteket** I must be mad, but I love watching this ... 🤔


 **insta.majq** Just squeeze it b
1w 1 like Reply


 **ana.cabreram** No mamen no mamen no mamen 😊 @andreaefcm @andiedadog


 **mikesoluna** I'm never eating tapioca pudding again
1w Reply Message


 **whiteshellwaterwoman** WHAT ABOUT THE LITTLE ONE RIGHT BELOW IT!? AAAGGHHHH!


 **blessed_always79** Gross and oddly satisfying

 **sydneyriddell** can't stop watching this one

 **syaheerahnaz** satisfying 🤩🤩❤️
1w Reply

 **marleeharley0128** 🤔🤔🤔

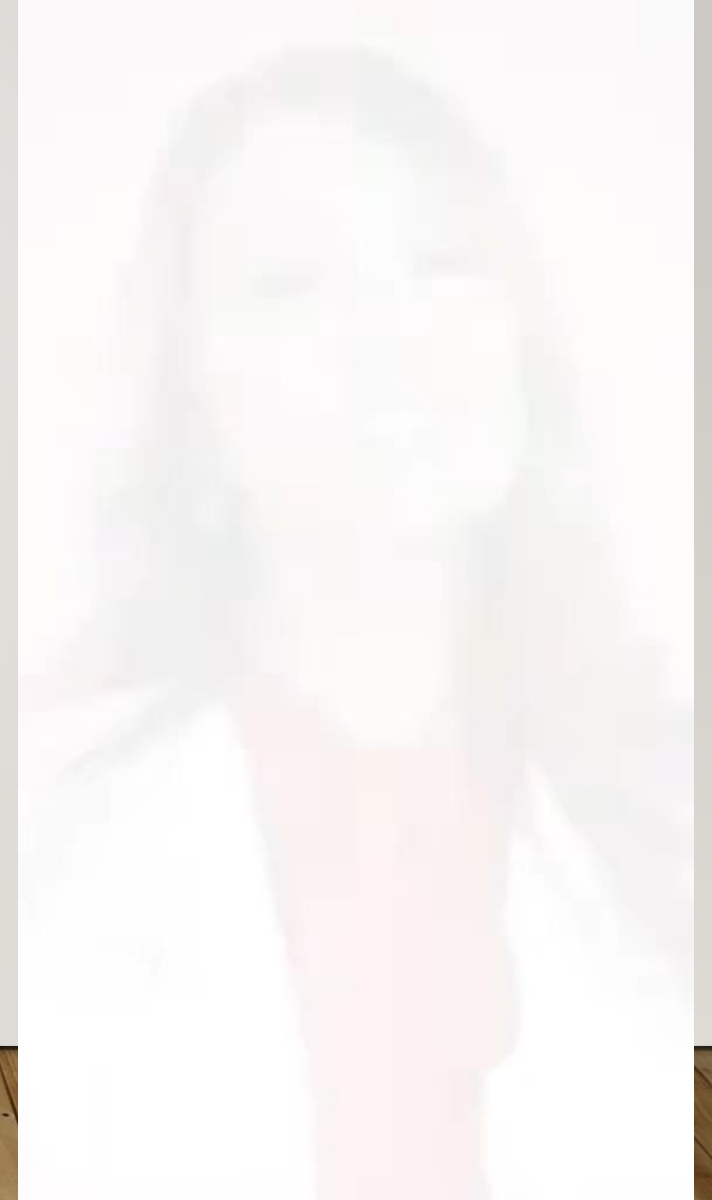
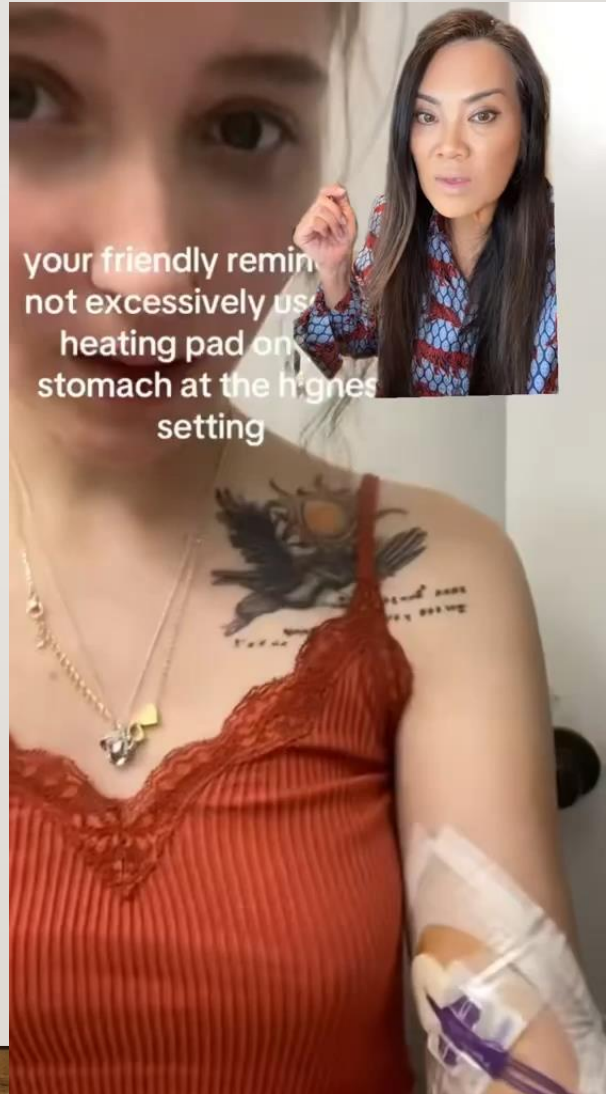
 **akhen_80**
It's like an instant gag reflex for me and yet I can't look away! 🤢🤢🤢

 **tshinakaho85**
am I the only one who felt this was so satisfying and not disgusted at all

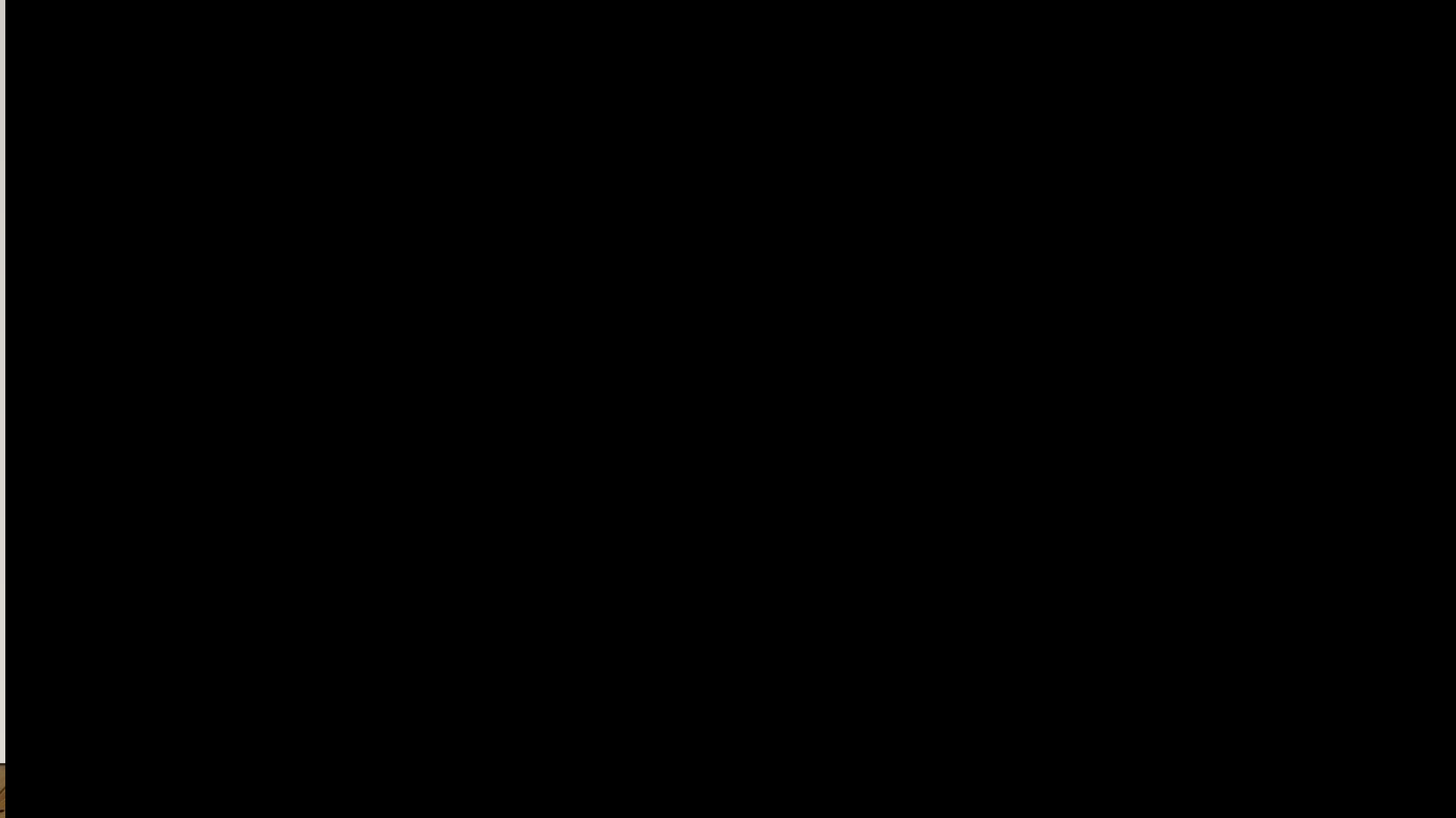
Dermatology is a visual specialty, lending itself well to social media



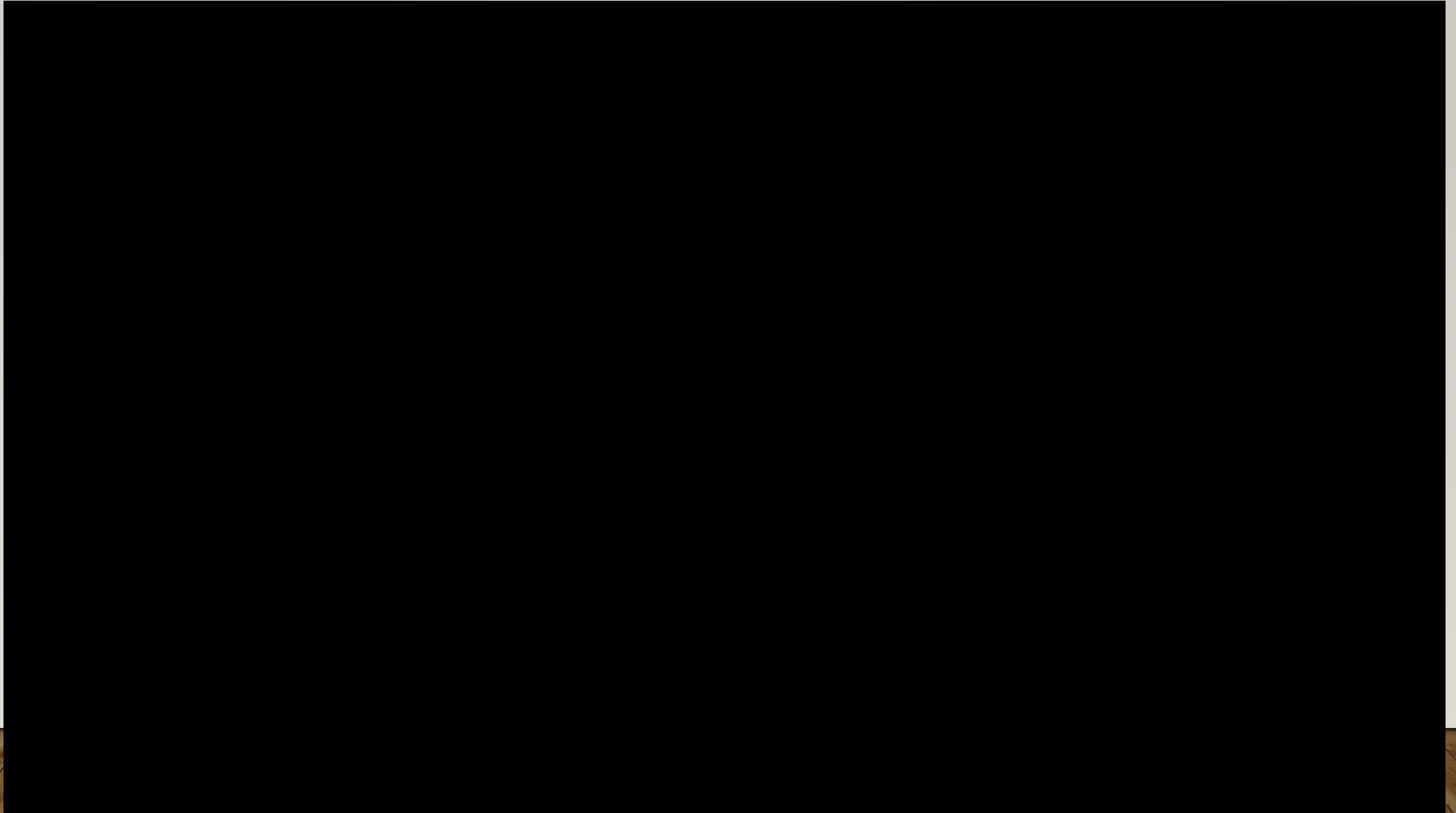
Educate and inform:



**Run contests and giveaways:
#ExtractionReaction**



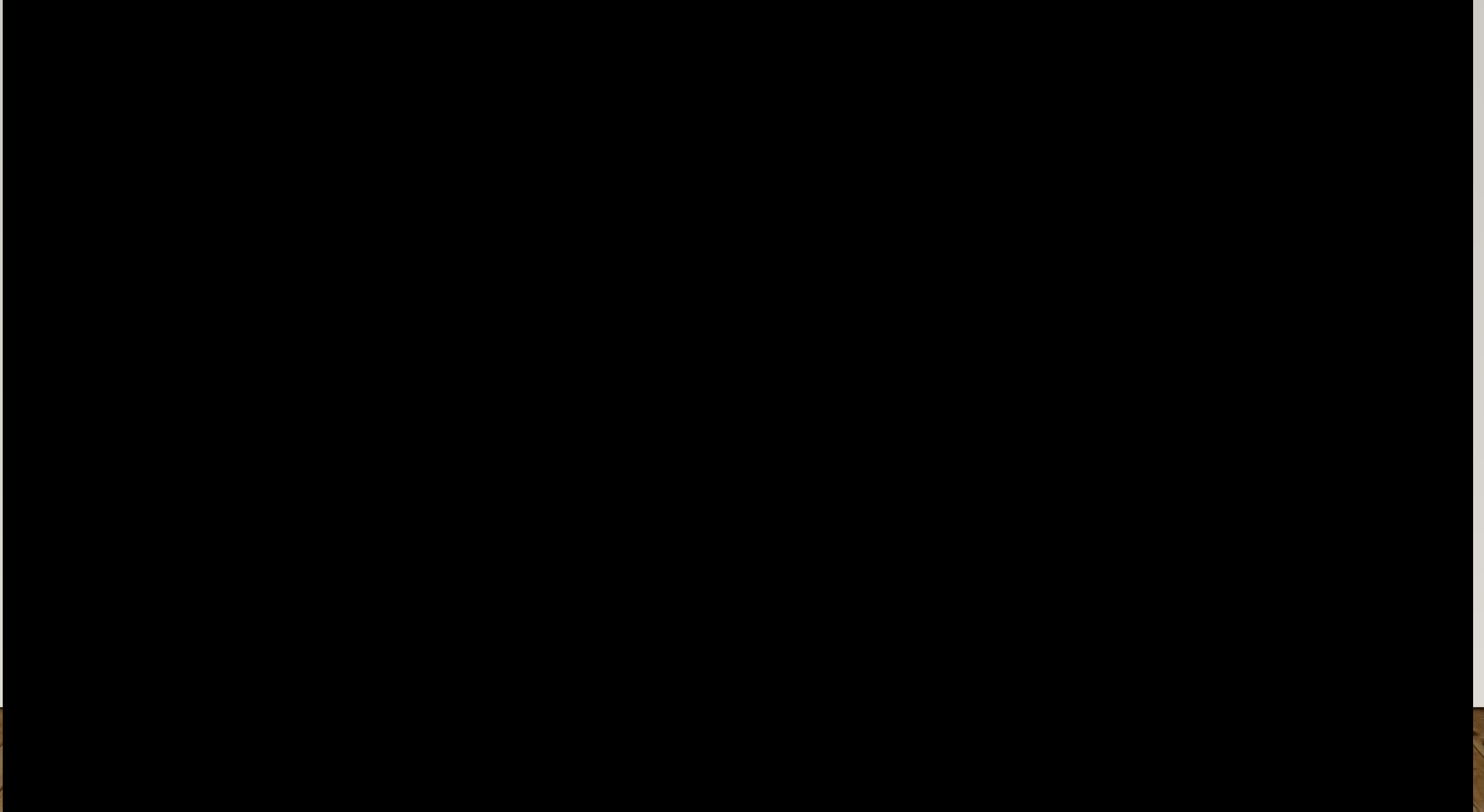
Run contests and giveaways: Hiding Comedone Extractors



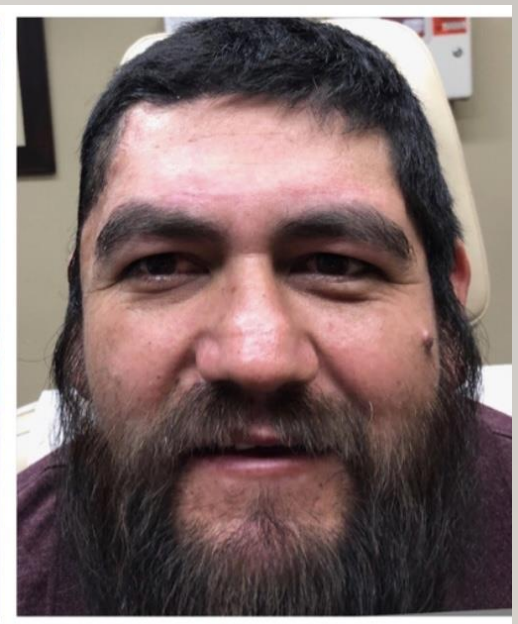
Run contests and giveaways:



**Internet says - Collaborate with influencers: Created a
Dr Pimple Popper Shot with Topsy Bartender**



Promote your practice



What I say:

Average time spent on social media per day – about 2.5 hours

Many of us now get our “news” on our favorite social media platform

Many of us get our entertainment on our favorite social media platform

Many of us get our education on our favorite social media platform

The more you post the more opportunities you have to “go viral”

There are many dermatologists on social media now, there is lots of competition, and many people spend a lot of time creating and posting on the internet

The “trick” here in my opinion, is to NOT have to spend the extra time to create stuff

Most important thing is to show who you are, why you love what you do, what you do and how you do it. This all can make people WANT to see YOU, they already feel comfortable with your staff, your office, and like and feel they know YOU before they even call your office for an appointment.



What I say - The Tips

You're a dermatologist, a professional – Remember, you represent us ALL

Personalize without getting too Personal; Show you are HUMAN; people follow you because they like YOU as a person

You have to be involved - only way you can win, is if you play

Not everyone will want to, will enjoy doing, or will be successful at it... find your niche, try not to get frustrated

Special sauce: Entertainment + Education



•What I personally AVOID doing

I don't make our specialty appear easy, simple, like anyone can do it. It's not, and we know it, why do we want to make people believe it's "easy" to be a dermatologist?

I don't make our specialty look excessively glamorous and superficial

I don't make fun of our specialty

I don't film treating myself with injectables & lasers

I don't quit practicing dermatology to pursue social media

I don't endorse taking residency positions from other dermatologists who want to be practicing dermatologists, not influencers

I don't feel guilty if I don't participate in social media

Social media is a SIDE GIG and can enhance your practice & career, don't throw away the "main show"





We are so much MORE than “pimple poppers”

You're not "missing out" by not being on social media

Dermatology is such a rewarding specialty, gain lifelong dedicated patients, & we change lives

Don't sacrifice your own successful and fulfilling career in derm for SM fame which can be fleeting

Specialty satisfaction is high, only need to talk to derms in practice 20,30,40 years to see how varied practices are, and how happy they are to go to work every day



Advice for young physicians

I'm just like each one of you, really. I don't consider myself to be the smartest, most talented, most industrious, most accomplished dermatologist. My traditional career path just took a turn, or rather sped up in one direction, and got supersized.

These are bits of advice I've learned along the way, some given by my dad who is a retired dermatologist, and some things I think are important "rules" that I abide by.

1. You can be the most intelligent, accomplished derm in the world, but if you have bad bedside manner, your patients are not going to think as much of you.
2. NEVER speak badly about fellow dermatologists to your patients, or even colleagues in other specialties and this proves to be true on social media as well.
3. Become FRIENDS with your patients, make a connection even if its brief. It's much harder to sue a friend.
4. Be happy and upbeat when you're working, even if you're not having the best week. Happiness is contagious and actually can increase your happiness as well. It can turn a bad day into a good day.
5. Don't quit your day job, you took many years and a lot of sacrifices to get here, don't easily give it up for something else. When I did a fellowship, my husband said if you take this extra year of training you better use the things you learn during this extra year. And I listened to him.
6. Post on social media responsibly, know that you are representing all of us.





Thank You