

Pearls and Pitfalls of Social Media in Dermatology



Lorena Oliveira Fonseca, MD^{a,b,*}, Katherine Plampton, MD^b, Ronda Farah, MD FAAD^{a,b}

KEYWORDS

- Social media • Dermatology • Digital professionalism • Physician branding
- Online patient education • Marketing in medicine

KEY POINTS

- Social media is a core component of dermatologic communication and professionalism.
- Clear purpose, consistent branding, and high-quality content improve credibility and audience trust.
- Ethical standards, Health Insurance Portability and Accountability Act, consent, and avoidance of personalized medical advice must guide all online activity.
- Strategic workflows and realistic posting habits support sustainability and reduce digital burnout.
- Awareness of Food and Drug Administration and medical board rules is essential to avoid regulatory and medicolegal risk.

INTRODUCTION

Social media has quickly become one of the most powerful communication tools in modern medicine. Dermatology is a field that benefits greatly from the use of digital platforms because of its reliance on visual presentation, current trends, and direct interaction with patients Instagram, TikTok, YouTube, Threads, X, and new apps significant influence patient expectations before they visit the clinic. These platforms also serve as open forums where skin care myths spread rapidly, esthetic trends shift overnight, and commercial messages compete directly with medical knowledge.^{1–3}

Much of the dermatology content online comes from non-physician influencers, estheticians, cosmetic practitioners, and industry partners. Board-certified dermatologists, despite having the most appropriate qualifications to inform the public, represent only a small portion of these voices.³ This imbalance raises the risk of misinformation and highlights the need for dermatologists to

maintain a thoughtful, ethical, and trustworthy presence online.^{4,5}

This article outlines practical tips and common mistakes to assist dermatologists in creating sustainable, professional, and reliable digital identities. It emphasizes clear strategy, realistic workflow, ethical communication, and long-term engagement instead of high-volume posting or trend chasing.

DISCUSSION

Pearl 1: Define Your Purpose before You Post

Knowing why you are online is the most crucial first step. Dermatologists can use social media to promote a practice, highlight academic work, educate patients, demonstrate clinical expertise, develop a professional brand, advocate for public health, or simply humanize the doctor–patient relationship. Every choice you make, including platform selection, posting frequency, tone, and visual style, is made easier when your goal is clear.^{6,7}

^a Department of Dermatology, University of Minnesota, Minneapolis, MN, USA; ^b Alluma Dermatology PLLC, Medina, MN, USA

* Corresponding author. Department of Dermatology, University of Minnesota, 516 Delaware Street S.E., Minneapolis, MN 55455.

E-mail address: olive550@umn.edu

Abbreviations

FDA	Food and Drug Administration
FTC	Federal Trade Commission
HIPAA	Health Insurance Portability and Accountability Act

A purpose is not static. Every few months, you can assess whether your content is fulfilling both your audience’s needs and your own career objectives by looking at analytics and engagement trends.⁸ The following steps offer a simple framework for ongoing reassessment and course correction.

- Identify one primary purpose and one secondary purpose to guide content.
- Check to see whether this goal is reflected in your most recent posts.
- Reevaluate objectives every 3 months, changing course based on audience behavior and individual bandwidth.
- Use the following questions from Fig. 1 to clarify your purpose:

Pearl 2: Know Your Brand and Know Your Audience

Your professional identity becomes summarized in your brand. It reflects what you care about, how you communicate, and what your audience can expect from you. Expertise in hair loss, skin of color, cosmetic dermatology, chronic inflammatory disease, procedural dermatology, evidence-based skincare, or other dermatology-focused areas may be emphasized in by your brand. The most powerful brands maintain a consistent core identity while adjusting to each platform.⁶

Consider using a single account instead of separating your professional and personal profiles. Keeping everything in one place strengthens your brand identity, reduces confusion for your audience, and makes consistent engagement easier. Followers tend to connect best with a unified, authentic voice. Maintaining one account allows

dermatologists to express personality while still being professional.⁹ The following points outline practical considerations for defining a professional brand, selecting appropriate platforms, and aligning content with audience engagement.

- Write a one-sentence statement describing your professional brand.
- Choose platforms based on where your desired audience spends time.
- Use analytics to refine content types, tone, and posting frequency.
- When institutional policies allow, favor a single, professionally anchored account rather than multiple fragmented profiles.

Writing an effective bio for a medical social media profile

On social media, you have only a few seconds to make a first impression. A strong bio helps people understand who you are, what you do, and why your voice matters. For dermatologists, clarity is essential. Your bio should communicate your professional identity, your clinical focus, and the value you offer, all in simple, approachable language.¹⁰ An effective physician bio typically includes some or all of the following elements:

1. *Professional identity:* Degree and training level (eg, MD, DO, Resident, Fellow, Board-Certified Dermatologist).
2. *Clinical or educational focus:* Key areas of expertise that define your niche (eg, Acne, Hair Loss, Skin of Color, Evidence-Based Skincare).
3. *Purpose or value statement:* A concise description of what the audience can expect from your content (eg, “Education on hair health,” “Helping you understand your skin.”).
4. *Optional personal element:* A brief, humanizing detail that maintains professionalism while enhancing relatability (eg, coffee enthusiast, medical educator).

To support consistency across platforms, dermatologists can adapt the following template to

1 What do I want my social media account to accomplish for me as a dermatologist? • Education? Branding? Practice growth? Research visibility? Advocacy?	2 What is the core message or identity I want people to associate with my account? • Expertise? Skincare? Procedural outcomes? Professional physician voice?
3 Does my recent content reflect my stated purpose? • If not, which element should be adjusted: topic, tone, format?	4 How do I reassess effectiveness? • Every one to three months, review analytics, patient feedback, and engagement quality.

Fig. 1. Clarifying purpose in professional social media use. Key questions for intentional social media engagement.

fit their professional goals and areas of focus. **Fig. 2** illustrates a real-world example of how this framework can be applied in practice.

Example bio template for US physicians

Full Name, Degree | Current Role | Institution | Location
Clinical Focus
Educational content only | Not medical advice
Link to Official Web site or Scheduling Portal

Choosing the right platform

Understanding where patients spend their time online is important for dermatologists developing an effective digital strategy. Recent national survey data provide insights into social media platform use and demographic distribution.¹¹

As shown in **Fig. 3**, YouTube and Facebook are the top platforms among US adults, with 84% using YouTube and 71% using Facebook. Instagram and TikTok occupy a strong middle tier and are particularly suited for visually driven dermatologic education and esthetic content because of their emphasis on short-form video and image-based storytelling.^{11,12} These data help dermatologists prioritize where to invest their time, especially when managing multiple platforms is not feasible.

Age-based differences provide meaningful nuance in platform selection. As seen in **Fig. 4**, older adults report higher use of Facebook and YouTube. Dermatologists focusing on conditions that primarily affect older individuals may find better audiences on these platforms.¹¹

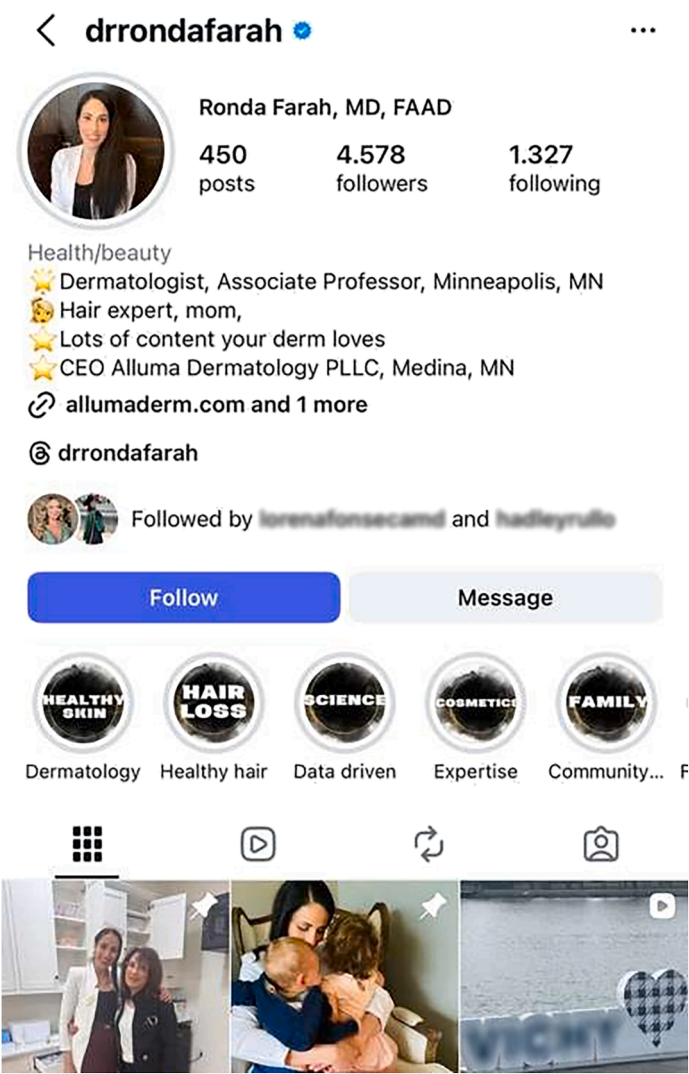


Fig. 2. Example of a purpose-aligned professional Instagram bio. (From Dr. Ronda Farah, Instagram post, @drrondafarah; with permission. Accessed on February 8th, 2026.)

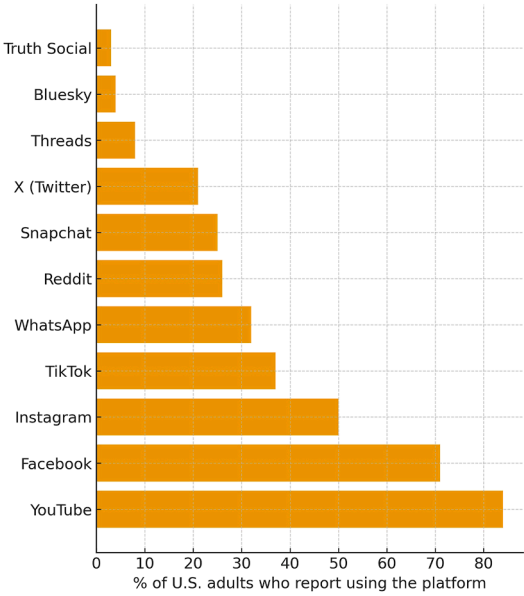


Fig. 3. Prevalence of social media use among US adults, 2025. Percentage of US adults who report using each platform. (Americans’ Social Media Use 2025, by Jeffrey Gottfried and Eugenie Park. Pew Research Center, Washington, D.C. Nov 20, 2025. URL: <https://www.pewresearch.org/internet/2025/11/20/americans-social-media-use-2025/>.)

Beyond age, broader demographic variables influence how digital content is accessed and consumed. **Fig. 5** summarizes platform use across gender, race and ethnicity, education level,

income, urbanicity, and political affiliation. Such trends suggest that effective communication tactics should consider demographic aspects of the community. Matching tone, language, and content style of communication with the diversity of the audience increases authenticity, inclusivity, and reach.¹¹

In competitive practice environment, aligning platform strategy with demographic trends can influence referrals, patients recruitment, and positioning. Platform choice should align not only with general user prevalence but also with the demographic profile of the target patient population and the type of content being delivered.^{9,13}

Pearl 3: Consistency Creates Trust and Visibility

Consistency is key to sustainable success. Posting daily is often unrealistic for clinicians and can lead to burnout. Instead, focus on establishing a posting schedule that fits your routine.¹⁴

A visually consistent look also improves recognition. Similar backgrounds, lighting, and templates help build your style and enhance credibility. The tools such as content calendars and scheduling platforms facilitate your workflow and save time.¹⁵

While planned consistency forms the foundation of a strong online presence, selective flexibility also plays an important role. Live posting can

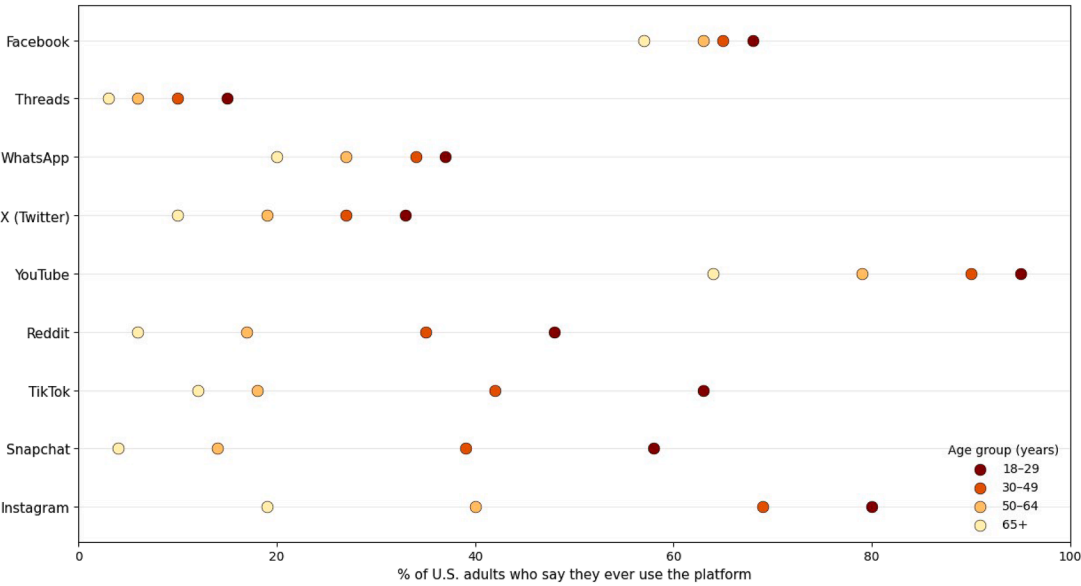


Fig. 4. Social media use by age group in the United States in 2025. Percentage of US adults within each age group who report ever using each platform. (Americans’ Social Media Use 2025, by Jeffrey Gottfried and Eugenie Park. Pew Research Center, Washington, D.C. Nov 20, 2025. URL: <https://www.pewresearch.org/internet/2025/11/20/americans-social-media-use-2025/>.)

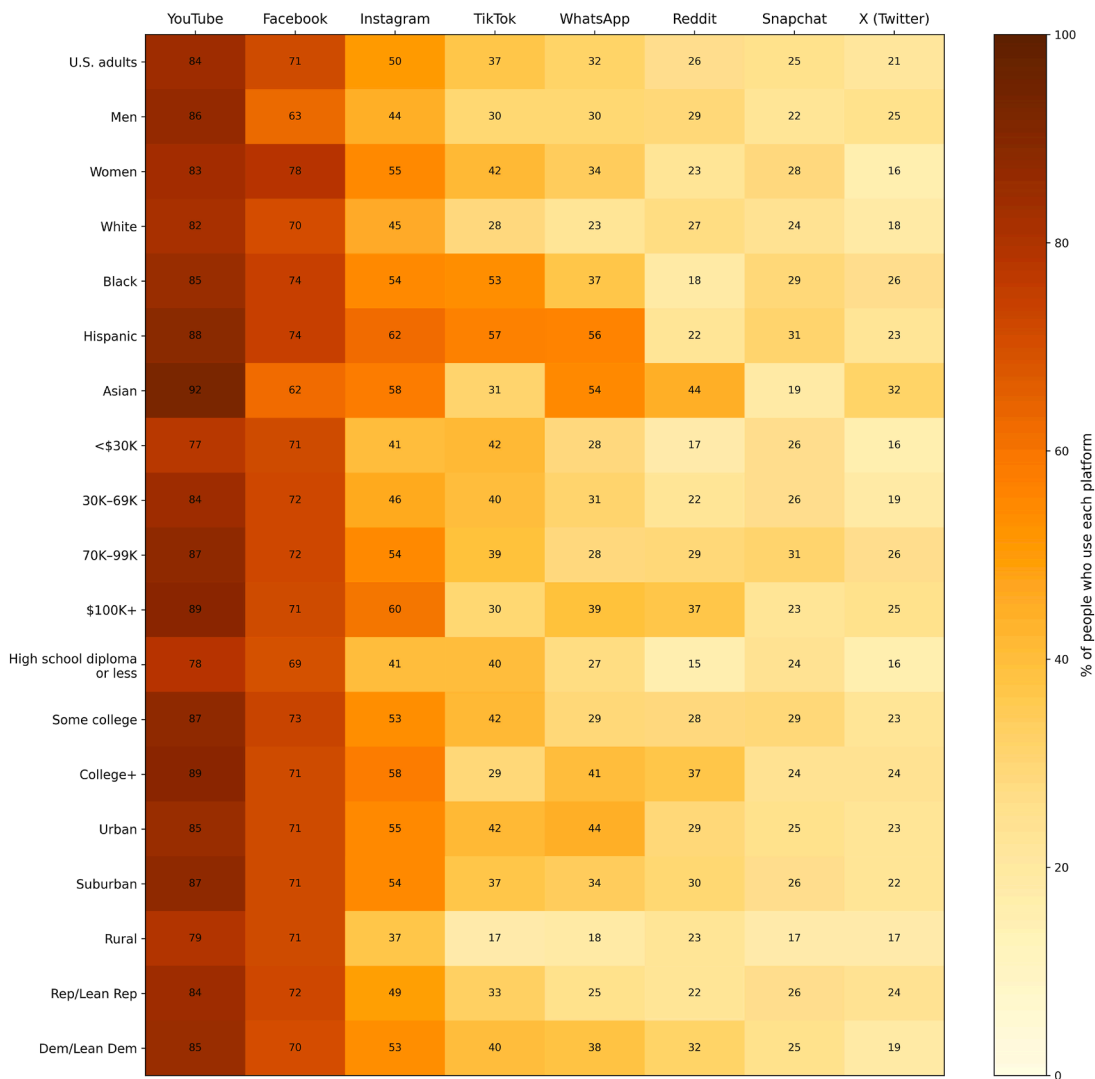


Fig. 5. Social media use across demographic groups in the United States, 2025. Percentage of US adults within each demographic category who report using each platform. (Americans’ Social Media Use 2025, by Jeffrey Gottfried and Eugenie Park. Pew Research Center, Washington, D.C. Nov 20, 2025. URL: <https://www.pewresearch.org/internet/2025/11/20/americans-social-media-use-2025/>.)

boost engagement. Topics that relate to breaking news or something newsworthy usually perform better than pre-planned material. Audiences tend to pay more attention to current issues or trends. It is here that dermatologists take on a more journalistic role, quickly responding, providing clarity, and guiding the public discussion.¹⁶ The following strategies outline practical ways to maintain consistency and flexibility in clinical social media use.

- Choose a posting frequency that is feasible for you, whether weekly, biweekly, or monthly.
- Use templates and presets to stick to one visual style.

- When possible, let trained staff handle filming or editing tasks to streamline your workflow.
- Record multiple pieces of content in one session to save time and keep your visuals consistent across posts.
- Share real-time insights when attending conferences, such as new research findings, emerging techniques, or clinical tips. This allows your audience to receive timely, relevant information while interest is high.

Pearl 4: Invest in Basic Production Quality

Pictures and videos of excellent quality will make your video stand out and let people see the clinical

details, techniques, or results. Poor lighting, distracting backgrounds, and unstable filming can make the most valuable information seem unprofessional.

Basic tools such as a ring light, tripod, and neutral filming space make a substantial difference. Make sure filming takes place in settings that guarantee patient privacy and professionalism.¹⁷

In addition to visual quality, clear audio is just as important for sustaining viewer attention and credibility. Several simple adjustments can substantially improve visual and audio quality:

- Use natural light or a ring light for even lighting.
- Film against simple, uncluttered backgrounds, like a plain white or neutral-colored wall.
- Stabilize videos using a tripod.
- Keep audio clean. A small clip-on microphone is an inexpensive and effective upgrade.

High-quality production extends beyond lighting and resolution. Dermatologists should responsibly represent diverse skin tones, hair types, ages, and genders in educational materials.¹⁸ This increases inclusion, addresses the past exclusion of certain groups, improves diagnostic accuracy among viewers, and increases trust among those who have been marginalized.

Accessibility should also be prioritized as part of responsible production practices. Subtitles on all video content, readable fonts, high-contrast graphics, and descriptions for images help ensure that educational content remains accessible to individuals with hearing, visual, or cognitive limitations. These choices strengthen both professionalism and impact.¹⁹

Pearl 5: Create Content Anyone Can Understand

Dermatology involves complex terminology, but social media communication needs to be accessible. Overly technical explanations can discourage viewers and lead to misunderstandings. Successful online dermatologists simplify complex ideas into simple language, use analogies to explain them, and provide visual examples when possible. Aim for clear, straightforward language in all posts.¹⁹

Storytelling through relatable clinical scenarios, common patient misconceptions, or practical tips helps maintain engagement and reinforce understanding. Captions and on-screen text further emphasize key messages, particularly for viewers who watch content without sound.¹⁹

Pearl 6: Use Social Media as an Educational Platform

The use of social media provides a platform to correct misinformation, reduce fear, and share evidence-based recommendations. Dermatologists can address common concerns such as acne myths, steroid phobia, sunscreen safety, and other misconceptions. Educational series, weekly tips, “myth versus fact” posts, seasonal reminders, create structure and anticipation.⁷

For academic dermatologists, social media can disseminate publications, promote conferences, highlight departmental achievements, and engage trainees.²⁰ A consistent digital presence strengthens national visibility and enhances collaboration.²¹ The following strategies can help turn educational intent into consistent, structured content:

- Highlight evidence-based information in simple ways.
- Pin educational posts for easy access.
- Use recurring themes or hashtags to organize content.

Pearl 7: Protect Your Time, Boundaries, and Professionalism

Content creation is a learned skill, and dermatologists benefit from setting dedicated time aside for filming and editing. Avoid filming during clinic hours and maintain strict separation between clinical responsibilities and digital engagement.¹⁷

Professional boundaries should remain clear. Avoid giving personalized medical advice in comments. Always use documented consent for patient images. Be mindful of the Health Insurance Portability and Accountability Act (HIPAA) compliance in all filming locations.^{17,22,23} The following safeguards help maintain professional integrity while sustaining a consistent digital presence:

- Dedicate a block of time monthly or weekly for content creation.
- Maintain strict privacy and confidentiality rules.
- Use clear disclaimers about general medical information.
- Keep in mind that anything you share online can remain there permanently.

More detailed ethical and regulatory considerations, including HIPAA, consent, and advertising rules, are outlined in Pitfall 7, and the Regulatory Considerations section.

Pitfall 1: Setting Unrealistic Expectations

Daily posting is often not sustainable and leads to burnout. The skin experts will probably benefit

more from a steady, manageable rhythm than from intense bursts of content followed by long absences. Growth should be viewed as a long-term process rather than a race against influencers.²³ To maintain sustainable growth:

- Choose a realistic posting frequency.
- Maintain a content “reserve” for busy months.
- Avoid comparing your growth to full-time creators.

Pitfall 2: Engaging in Emotionally Charged Comment Debates

Comment sections can be unpredictable. Engaging in argumentative discourse rarely benefits the educational mission and may elevate conflict. Preparing standardized responses and anticipating common misconceptions creates clarity and saves time.²⁴

If an online comment is particularly inflammatory, consider whether you would regret your response if it went viral. This thought exercise prevents reactionary posting.

The following strategies help preserve professionalism in public interactions:

- Before posting, imagine the worst comment or interaction that could follow. If you know it would be hard to handle publicly, choose not to post.
- Avoid reactive or emotional replies.
- Use standardized, planned responses to common misconceptions.
- Turn off comments selectively when necessary.

Similar considerations apply when responding to public reviews, where the stakes are often higher and responses are permanent. Online reviews on sites like Google, Yelp, Healthgrades, and RealSelf frequently influence patient decision-making.²⁵ Dermatologists, however, are limited by HIPAA and cannot confirm whether a reviewer is a patient or disclose any details of care. Emotional responses may unintentionally violate privacy or escalate tension.²⁴

A safe strategy is to use neutral language that does not confirm a clinical relationship: “We are sorry to hear that your experience did not meet expectations. Please contact our office directly so we can address the concerns.” This approach preserves professionalism while inviting offline resolution. In cases of widespread misunderstanding or negative response, pausing posting, consulting institutional communications teams, and issuing an explanation statement may be appropriate.²⁴

Pitfall 3: Losing Authenticity

Audiences respond to genuine, consistent voices. Imitating popular trends that do not fit your personality or clinical focus can feel forced, reducing trust.²⁶ Similarly, partnerships should align with your practice philosophy because your credibility is your most valuable asset. Always remain authentic and true to yourself:

- Post content aligned with personal practice patterns.
- Decline partnerships inconsistent with clinical values.
- Maintain a consistent voice across all platforms.

Pitfall 4: Not Collaborating

Collaboration allows you to expand, and introduces your audience to new perspectives. Partnering with colleagues, institutions, photographers, and educators enhances creativity and builds community. Many dermatologists fail to collaborate due to unfamiliarity with digital networking, but even simple joint videos or shared graphics can increase visibility.¹³ Consider ways to intentionally increase collaboration:

- *Co-create content for shared educational goals.* Join forces with others to build educational content that amplifies both your voices and your impact.
- *Stay connected with colleagues around the world.* Engage with their work and successes as well as their postings. When you support others, they naturally support you back, creating a cycle of collaboration.
- *Engage with professional societies or journals for structured initiatives* (eg, JAAD, JAMA Dermatology, AAD, ASDS, WDS, AHRs, BAD).
- *Engage with the brands and partners you already trust.* When you tag them in your posts, you open the door to visibility, connection, and often a reshared spotlight from the brand itself.

Pitfall 5: Misunderstanding Trends, Audio, or Platform Norms

Trends can boost visibility, but their use must be intentional. Music with inappropriate lyrics, humor that feels unprofessional, or participation in formats that conflict with your brand can introduce reputational risk.¹⁷ Dermatologists can adopt trend-inspired transitions or editing styles without adopting trends that misalign with their values. Approach trends with intention and discernment:

- Double-check audio before posting.

- Use trends selectively and thoughtfully.
- Prioritize professionalism over visibility.

Pitfall 6: Correcting Misinformation Responsibly

Addressing misinformation is a crucial responsibility for dermatologists online, but it requires caution.⁵ When correcting false claims, whether about sunscreen ingredients, hair loss treatments, or immunomodulators, avoid amplifying the misinformation by repeating it in detail or linking directly to misleading posts. Instead, summarize the misconception briefly, emphasize accurate evidence-based information, and offer practical guidance. Visual representation of the information, including “myth versus fact” graphics and brief explanatory videos, improve message clarity and reduce the risk of unintentionally amplifying the original misinformation.^{27,28}

Pitfall 7: Professional Boundaries and Ethical Responsibilities

Social media extends the physician-patient relationship into a public space, requiring dermatologists to find the right balance between accessibility and professionalism. Clinicians should avoid individualized medical advice in comments or direct messages, and all shared content must comply with advertising regulations and established standards of medical communication. Unlike influencers, physicians act within clearly defined frameworks, including HIPAA, professional ethics, institutional policies, medical board rules, and the broader obligation to maintain public trust.^{17,22,23,29}

Maintaining patient confidentiality is central role to this process. When uncertainty exists, the safest approach is not to share anything. Disclaimers may support communication, but they should never be used as an excuse for ethical judgment or regulatory compliance.^{17,22,23,29}

Beyond general professionalism, social media activity is subject to federal, state, and institutional oversight. Content involving medical products, procedures, sponsorships, or partnerships may be interpreted as promotional and must comply with Food and Drug Administration (FDA) and Federal Trade Commission (FTC) requirements, including balanced discussion of risks and benefits and clear disclosure of financial relationships.^{17,30–32} State medical boards generally consider online activity an extension of professional conduct, even on personal accounts, and may monitor posts that could compromise patient privacy, or mislead the public.²⁹

Comment sections and direct messages present a particular risk. Providing diagnoses, interpreting images, or offering individualized advice may unintentionally establish a physician–patient relationship with associated liability. A standardized response, such as “I cannot provide medical advice online, but I recommend scheduling a visit with a board-certified dermatologist,” helps maintain boundaries while remaining supportive. If a message suggests urgent concern, clinicians may acknowledge the need for in-person evaluation but should avoid further triage or follow-up within social platforms.^{17,29}

Clinical care, including teledermatology, must occur within secure, HIPAA–compliant systems that allow for consent, documentation, and follow-up. Social media platforms should not be

Table 1
Ethical and professional safeguards for social media use in dermatology

Principle	What to Do
Protect Patient Identity	Never share identifiable patient information. Avoid faces, voices, tattoos, dates, locations, or background details that could reveal identity, even unintentionally.
Use Explicit, Platform-Specific Consent	Obtain written consent before posting any patient-related content. Clearly explain that social media posts may be permanent and widely shared.
Maintain Clinical Privacy	Film only in controlled environments. Ensure no background conversations, charts, names, or clinical details are visible or audible.
Educate Without Treating	Share general educational content only. Avoid case-specific advice, public diagnoses, or individualized recommendations; use clear disclaimers when appropriate.
Preserve Professional Boundaries and Credibility	Maintain respectful communication, avoid patient anecdotes, disclose conflicts of interest, and refrain from engaging in dual relationships or emotional online debates.

used to diagnose, manage treatment, or communicate test results. Likewise, physicians working within institutions should clarify branding permissions, and content approval processes. When posting or editing is delegated, all contributors should receive HIPAA training, and clinicians should retain final review authority to ensure accuracy and compliance.^{17,23}

Considering the complexity of regulatory and ethical expectations, having a simple reference point is helpful. **Table 1** offers a concise checklist to support safe, ethical, and professional social media use in dermatology.

SUMMARY

Social media has become a natural extension of dermatologic practice, offering unique opportunities for education, advocacy, community building, and professional visibility. When used with intentionality, authenticity, and clear boundaries, social media strengthens trust and enhances patient understanding of dermatologic care. By embracing the pearls and avoiding the pitfalls outlined in this article, dermatologists can build sustainable digital identities that elevate the specialty and support the patients and communities they serve.

CLINICS CARE POINTS

- Define a clear purpose and target audience before engaging on social media.
- Use a standardized physician bio and pin a few reference educational posts to establish credibility and set expectations.
- Share educational content only; avoid individualized medical advice in comments or direct messages.
- Establish clear boundaries through standardized policies for consent, comment moderation, and direct message responses.
- Ensure all content complies with ethical, institutional, and regulatory standards, including HIPAA, FDA, FTC, and medical board guidance.

DISCLOSURE

The authors have nothing to disclose.

REFERENCES

1. Amir M, Sampson BP, Endly D, et al. Social networking sites. *JAMA Dermatol* 2014;150(1):56.
2. Kang J, Szeto MD, Suh L, et al. Popular skin-of-color dermatology Social Media Hashtags on TikTok from 2021 to 2022: content analysis. *JMIR Dermatol* 2024; 7. <https://doi.org/10.2196/50408>.
3. Szeto MD, Mamo A, Afrin A, et al. Social media in dermatology and an overview of popular social media platforms. *Curr Dermatol Rep* 2021;10(4):97–104.
4. Devjani S, Ezemma O, Fruechte S, et al. “Skinfluencers” versus dermatologists as creators of the top dermatology-related videos on TikTok. *J Clin Aesthet Dermatol* 2023;16(8):20–1.
5. Trepanowski N, Grant-Kels JM. Social media dermatologic advice: dermatology without dermatologists. *JAAD Int* 2023;12:101–2. Elsevier B.V.
6. Nguyen BM, Lu E, Bhuyan N, et al. Social media for doctors: taking professional and patient engagement to the next level. *Fam Pract Manag* 2020; 27(1):14–9.
7. Cooper BR, Concilla A, Albrecht JM, et al. Social media as a medium for dermatologic education. *Curr Dermatol Rep* 2022;11(2):103–9. Springer.
8. Gonçalves A. Social media analytics strategy: using data to optimize business performance. New York (NY): Springer; 2017. <https://doi.org/10.1007/978-1-4842-3102-9>.
9. Ventola L. Social media and health care professionals: benefits, risks, and best practices. 2014. Available at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC4103576/>. Accessed November 24, 2025.
10. Jain M, Malik P. Social media bio strategy and ideas for all platforms. Sprinklr. Available at: <https://www.sprinklr.com/blog/social-media-bio/>. Accessed November 25, 2025.
11. Gottfried J, Park E. Americans' social media use in 2025. Pew Research Center; 2025. Available at: <https://www.pewresearch.org/internet/2025/11/20/americans-social-media-use-2025/>. Accessed November 23, 2025.
12. Nigro AR, Osman A, Saal RC, et al. Information regarding dermatology as seen on the social media platform TikTok. *JMIR Dermatol* 2025;8. <https://doi.org/10.2196/59597>.
13. Mariwalla K. Social media. In: Dover Jeffrey S, Mariwalla K, editors. *The business of dermatology*. New York (NY): Thieme; 2020. p. 297–303.
14. Santos S, Gonçalves HM, Teles M. Social media engagement and real-time marketing: using net-effects and set-theoretic approaches to understand audience and content-related effects. *Psychol Mark* 2023;40(3):497–515.
15. Canva Team. What is brand identity? And how to create a strong brand. Canva 2025. Available at: <https://www.canva.com/resources/brand-identity/>. Accessed November 26, 2025.
16. Lu X, Balakrishnan K, Chan TJ, et al. The role of real-time engagement in shaping social media Check-In behavior: moderating effects of trust and peer influence. *Brain Behav* 2025;15(9). <https://doi.org/10.1002/brb3.70887>.

17. AMA. Professionalism in the use of social media. Opinion 2.3.2, AMA Code of Medical Ethics. 2017. Available at <https://policysearch.ama-assn.org/policyfinder/detail/E-2.3.2%20?uri=%2FAMADoc%2FEthics.xml-E-2.3.2.xml> (Accessed 25 November 2025).
18. Perlman KL, Williams NM, Egbeto IA, et al. Skin of color lacks representation in medical student resources: a cross-sectional study. *Int J Womens Dermatol* 2021;7(2):195–6. Elsevier Inc.
19. The public health communicators guide. Accessible Social Media for Public Health; 2024. Available at: https://publichealthcollaborative.org/wp-content/uploads/2024/05/202405015_PHCC_AccessibleSocial_v3-1.pdf. Accessed February 13, 2026.
20. Wojtara MS. Use of social media for patient education in dermatology: narrative review. *JMIR Dermatol* 2023;6. <https://doi.org/10.2196/42609>. JMIR Publications Inc.
21. Bressler MY, Grudnikoff E, Bressler Y, et al. Risks and benefits of using social media in dermatology: cross-sectional questionnaire study. *JMIR Dermatol* 2021;4(1):e24737.
22. The HIPAA journal. HIPAA social media guidelines. The HIPAA journal 2025. Available at: <https://www.hipaajournal.com/hipaa-social-media/>. Accessed January 21, 2026.
23. Federation of State Medical Boards. Physician Wellness and Burnout: Report and Recommendations of the Workgroup on Physician Wellness and Burnout. 2018. Available at: <https://www.fsmb.org/siteassets/communications/draft-report-for-2018-hod—wellness-and-burnout.pdf>.
24. Lewis W. Managing your online reputation. In: Dover JS, Mariwalla K, editors. *The business of dermatology*. New York (NY): Thieme; 2020. p. 309–14.
25. Henry M. Managing your online marketing and advertising your dermatology practice reputation. In: Dover JS, Mariwalla K, editors. *The business of dermatology*. New York (NY): Thieme; 2020. p. 320–6.
26. Zhong C, Chan H, Karamshuk D, et al. Wearing many (social) hats: how different are your different social network personae? Available at: <http://arxiv.org/abs/1703.04791> (Accessed 25 November 2025), 2017.
27. Vraga EK, Bode L. Using expert sources to correct health misinformation in social media. *Sci Commun* 2017;39(5):621–45.
28. Chan MPS, Jones CR, Hall Jamieson K, et al. Debunking: a meta-analysis of the psychological efficacy of messages countering misinformation. *Psychol Sci* 2017;28(11):1531–46.
29. King P, Steingard S, Chaudhry H, et al. Social media and electronic communications. Federation of State medical records (FSMB), Available at: <https://www.fsmb.org/siteassets/advocacy/policies/social-media-and-electronic-communications.pdf> (Accessed 25 November 2025), 2019.
30. U.S. Food & Drug Administration (FDA). Basics of drug ads. 2015. Available at: <https://www.fda.gov/drugs/prescription-drug-advertising/basics-drug-ads>. Accessed November 26, 2025.
31. U.S. Food & Drug Administration (FDA). Drug advertising: a glossary of terms. 2020. Available at: <https://www.fda.gov/drugs/prescription-drug-advertising/drug-advertising-glossary-terms>. Accessed November 26, 2025.
32. Muzumdar S, Grant-Kels JM, Farshchian M. Ethics of social media marketing by dermatologists. *J Am Acad Dermatol* 2021;85(1):277–8. Mosby Inc.