



The Social Side of Aesthetic Surgery: Staying on Brand

By Wendy Lewis

WILL THE METAVERSE HYPE CHANGE THE WAY YOU PRACTICE?

IS TIK TOK CONQUERING COSMETIC SURGERY?

WHAT'S THE SECRET SAUCE FOR GETTING MORE FOLLOWERS ORGANICALLY ON INSTA?

These and other trending topics will be discussed in San Diego with a panel of your peers, moderated by yours truly.

“Social media has created a disruption in how plastic surgeons interact with their patients and potential clients. You cannot have your head in the sand when it comes to these online interactions. It is critical that your business reflects who you are and your mission. In today’s world that is done through social media channels,” says La Jolla based Steven R. Cohen.

Karen Horton in San Francisco agrees. “If you’re not on social media, patients are not finding you. They are finding your colleagues however, who may not be Board Certified Plastic Surgeons! You need to ‘play the game’ to stay relevant. Not everyone will attempt or master the latest social media platforms, but find one that you feel comfortable posting on daily, sharing what makes YOU unique.”

According to Ashley Gordon in Austin, TX, “Like it or not, social media is how many potential patients are finding their plastic surgeons. Using the platform to educate patients about what you do and what makes you unique can be very helpful in connecting with your ‘ideal’ patient. And you don’t need a ton of followers for it to have an impact on your practice. I personally think this is an activity that shouldn’t be outsourced. You must be in control of the content and you’ll get



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much more engagement when your account has an authentic voice.”

Some plastic surgeons get stuck because they aren’t sure what kind of content they should post. In that case, play it safe and write on what you are most passionate about. “Talk about interesting topics in plastic surgery. Educate and explain why your followers need to know what you are talking about. Be respectful of your patients, and, of course, pretend the Ethics Committee of The Aesthetic Society is following your account,” says Dr. Gordon.

Patients and potential patients want to connect in a more convenient way, says Dr. Pittman in Washington DC. “Studies have shown that people don’t even want to read texts anymore. Social media helps to engage potential patients in a way that fits into their daily routine. Everything from before and after photos to “I wonder what my surgeon is having for dinner,” are ways to engage patients and keep your practice at the top of their mind,” he adds.

Social media success also means different things to every surgeon and every practice. Avoid feeling the pressure to be everywhere and try whatever you see others doing. Rather, choose the platforms and formats that fall into your personal comfort zone and ace those first. First, consider who your target audience is. For example, if you want to do more face and necklifts, your desired patients probably don’t live on TikTok right now. They are more likely to be on Facebook and Instagram primarily. Dr. Pittman relates, “My 70 year old mother is calling me and asking if I saw the latest plastic surgery reel on Facebook. Everyone is a content consumer now.”

Drs. Horton and Gordon are not on TikTok (yet) and neither am I, although I talk and write about it frequently. I see many dermatologists, nurses and aestheticians promoting skincare and non-invasive treatments and seem to be enjoying the lighter, more fun-loving quality to the channel. More than any popular channel today, TikTok users demand authenticity, which can be tricky for busy plastic surgeons

Meet Wendy Lewis at The Aesthetic Meeting 2022

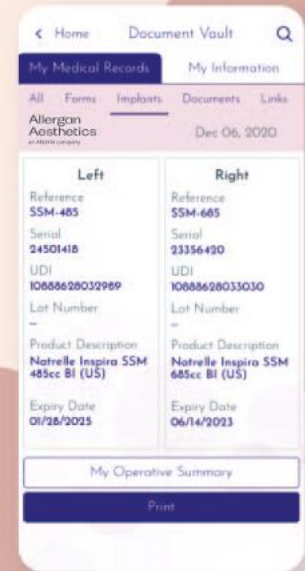
APRIL 23, 2022

Course 309 Insider Tips from Socially Savvy Plastic Surgeons
2:00pm – 4:00pm

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who spend hours in the OR. Don't even try to recycle Instagram Reels snippets to TikTok. TikTok has a tone of its own and your content needs to follow suit.

The ability to connect with the surgeon and the practice on a deeper level has a lot of prospective patients flocking to social channels, particularly Instagram which has long been the place to be for aesthetic treatments. Dr. Horton shares that her most popular posts are personal; "Images of me with my twin daughters, training with my office team for Symplast software, my excitement for my new office operating room were recently top posts. I don't mind sharing images of what I do outside of surgery, and patients appreciate getting to know me as a real person even before their consultation."

It is important to maintain consistency between what you post online and what you deliver in your practice. For example, if you promote your brand as offering optimal luxury and 5-star service, and you fall short in real life, your followers may call you out on it. Dr. Pittman adds, "The challenge for all of us is creating a strong brand with a powerful 'why' and then sharing it across multiple platforms. Once you nail your brand story, it will be easier to apply those principles to any medium. First find your voice and then promote it."

"Potential patients are very interested in the 'journey' aspect of procedures. They love to see the before picture, the actual treatment or surgery being performed, and then progression photos from early post-op to final result," Dr. Gordon says. The best ways to treat patient photos will be a hot topic of discussion as well. We are fortunate in the

US to be able to post images of before and after results, whereas some countries restrict physicians, which puts them at a supreme disadvantage. Patients today want to see examples of your results before scheduling a consult.

We have all learned by making mistakes along the way, especially as a newbie trying to find your way through the social media maze. If you're taking a leap into a new platform or trying out a different form of content, you may need some pro advice to guide you. If you do make a blunder, you can delete the content or image, but chances are that some of your followers will have already seen it.

Dr. Horton adds, "Don't post when you're tired, annoyed or not feeling your best. Think about what your biggest skeptic would think about your posts. Remember that even deleted posts can be screenshotted or recovered, and that "the internet is written in ink."

Join us at The Aesthetic Meeting on Saturday, April 23, 2-4 pm PST for: Course #309, Insider Tips from 6 Socially Savvy Plastic Surgeons, featuring Drs. Steve Cohen, Ashley Gordon, Karen Horton, Troy Pittman, Alfredo Hoyos, Jay Calvert and me. Hope to see you there!

Wendy Lewis is the Founder & President of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy since 1997, a marketing communications boutique in New York. An award-winning writer, she serves on the Editorial Board of Prime International Anti-Ageing Journal, and contributes to Practical Dermatology, Modern Aesthetics, and many other publications.

Wendy is a frequent speaker, course instructor, and moderator at conferences in the US and internationally. Her first textbook, Aesthetic Clinic Marketing in the Digital Age (CRC Press) will launch a second edition in 2022. <http://Wendylewisco.com> wl@wendylewisco.com

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