

Building a Successful and Sensible Social Media Presence

By the WDS Practice Advisory Committee



From Dr. Lori Fiessinger:

- Start with one platform. Look to other dermatologists who have been successful on that platform to gain more information on what kind of posts do well.
- Early on, it is very important to be consistent. Post at least once weekly, but ideally more frequently on this.
- There are apps that can make posting easier. I currently use an app to design posts (Canva) and an app that auto-posts for me (Planoly) so I can design and plan posts in advance. For efficiency, I try to devote time once weekly to make all my posts for the following week.

From Dr. Mona Sadeghpour:

Whatever you do, stay authentic to who you are and your practice's brand. You do not have to keep up with the Joneses or the latest TikTok trend. Do post consistently even if it means posting 1-2 times per week.

The [Women's Dermatologic Society \(WDS\) Practice Advisory Committee](#) supports Dermatologists at any stage of their career looking to manage or start their own practice by offering resources on navigating the practice environment. Visit the [WDS blog](#) for more tips and advice.