

ASDS / ASDSA Social Media Guidelines

(Updated April 2024)

These guidelines educate members and staff on social media practices for promoting and responsibly sharing the Society's content and messages.

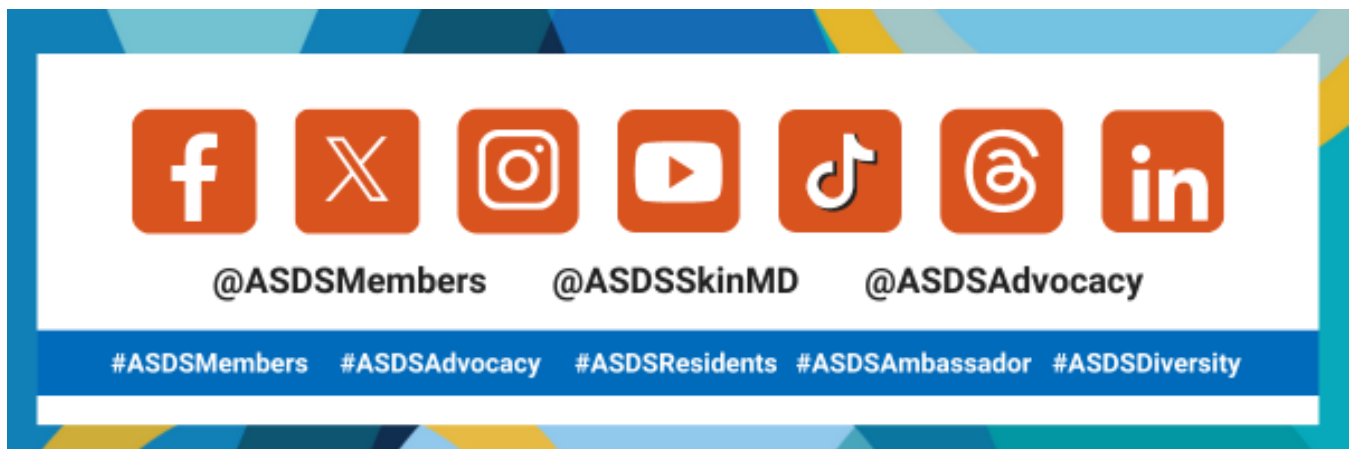
What: Social media is a powerful communication tool that has changed how the world shares information and how people engage with the world around them. These communication channels allow everyone to have a voice and share information instantly.

Why: ASDS/A and its members need to be part of the conversation. ASDS/A aims to educate, inform and encourage its core objectives of skin health and beauty — and ultimately, its membership be seen as the TRUE skin health and beauty experts.

Who: ASDS/A has different target audiences, which include members, the public / patients and policymakers. Each of these audiences has different needs for messaging that is relevant, meaningful and engaging.

How: To increase the Society's presence in digital conversations, staff and the Social Media Work Group develop a social media strategy for the various ASDS/A audiences and implement active campaigns that align with the Society's strategic goals.

ASDS / ASDSA Social Media Handles and Hashtags



Social Media Audience Strategy

Patient / Public Audience

Society Account:
ASDS Skin MD



Primary Objective:
 Showcase ASDS members as the TRUE skin health and beauty experts.

Overall Campaign Goals:

- Provide information on skin health and beauty.
- Educate followers on the treatments and conditions ASDS/A members provide.
- Increase patient engagement and drive them to the *Find a Dermatologic Surgeon* referral tool on the ASDS website.
- Use consumer media reach to connect with influencers and aligned media contacts.
- Promote patient safety by seeing a board certified physician.
- Promote patient safety by debunking misinformation and popular myths.
- Increase ASDS/A brand awareness.

Member Audience

Society Account:
ASDS Members



Primary Objective:
 Educate and engage the dermatologist community on the offerings and value of ASDS/A membership.

Overall Campaign Goals:

- Share Society activities, initiatives and events.
- Encourage follower engagement with Society efforts and social media channels.
- Connect with all types of media to share innovations, news, surveys and data, all reinforcing the Society's specialty expertise.
- Build membership support and activities to promote truth in advertising, scope of practice and combat misinformation in social media channels.

Policymakers Audience

Society Account:
ASDSA Advocacy



Primary Objective:
 Educate and advocate on behalf of dermatologic surgeons and their patients.

Overall Campaign Goals:

- Share patient safety alerts.
- Share impactful stories and details that drive change with policymakers.
- Support for truth in advertising and scope of practice.
- Combat misinformation.

Best Practices Guidelines

Any ASDS / ASDSA tagged or submitted content should:

- Align with the [ASDS/A positions and values](#).
- Content must represent the Society and board certified dermatologist in a professional and positive manner.*
- If a patient is featured, you must have written patient permission.**
- Avoid content that is strictly commercial in nature or a sponsored message.
- Content can include product, company or device brand name for Society reshares as long as the Society does not curate the content.
- Be aware that posting graphic content may be flagged which might impact engagement.
- Music used should be royalty-free or have secure usage rights.
- Follow and comply with copyright laws. Make sure you have the right to use the material before publishing.

***Social Media Trends**

Participating in social media trends can be a popular way to gain traction and awareness of channels and brands. The Society will evaluate evolving trends to ensure member participation reflects our Society's mission and vision, leading with a professional tone that showcases and reinforces physicians as the head of the medical team.

****Approvals / Informed Consent**

For ASDS/A to distribute any photos of patients on social media, patients' full written consent must be obtained, and they must authorize and agree to have their pictures and/or videos shared on social media for educational purposes. All patients must be over the age of 18.

Record Keeping

A copy of patients' signed informed consent should be kept on file with the ASDS/A member per their state regulations.

Credit

When sharing others' content, appropriate credit must be given to the content provider by tagging and/or mentioning ASDS/A member's full name and/or practice name.

Avoiding Medical Advice

Maintain separation and avoid requests to give medical advice through social media. As an alternative, you can suggest viewers visit you for an in-office consultation or contact their local ASDS/A member through the Find a Dermatologic Surgeon webpage at asds.net/find.

Consider Separate Professional and Personal Profiles

Separating personal and professional online profiles with high security and controlled “friending” may be a good way to control your messaging and various relationships.

Interacting with Patients

Physicians are discouraged from sharing medical advice regarding the medical treatment of current or past patients on personal social networking platforms. Any medical advice between a physician and a patient should be kept off social networking platforms. Physician and patient interaction is appropriate when commenting on / sharing posts that include testimonials, before and after photos or videos.

Protecting Patient Privacy

All members must be Health Insurance Portability and Accountability Act (HIPAA) compliant. In addition to obtaining patient consent, photos and videos will be edited as appropriate to maintain patient confidentiality. Edits could include pixelation or blurring of eyes / face.

Comment Moderation

- Mute audio on social media videos if audio is inappropriate or leaks confidential information.
- All follower comments on ASDS/A posts must be reviewed and moderated, and inappropriate comments should be removed if they contain:
 - Discriminating, racist, offensive, obscene, inflammatory, unlawful or otherwise objectionable statements, language or content.
 - Explicit commercial endorsements.
 - Blatantly partisan political views.
 - Content that does not align with the ASDS/A position and values.

Public / Patient-Facing Content

Suggestions for content ASDS/A members can create on their practice / professional accounts.

Educational Posts

- Minimally and non-invasive procedures.
- New conditions, treatments, devices, etc.
- Showcase devices and medical and surgical equipment used to treat patients.
- Overview of treatments members provide for a particular condition.
- Medical drawings / photos. Remember to get written patient consent.
- Data graphics showing results from a relevant study.
- Post-op recovery suggestions.
- Patient procedure journeys (with written patient consent and documents).
- Safety guidelines for procedures.
- Myth-busting posts. Address common myths about skin care and dermatologic surgery, providing accurate information to combat misinformation.
- Photos of patients during their recovery process (with written patient consent and documents).
- Use of videos, reels and shorts, driving stronger attention and engagement.
- Patient safety posts – Combat misinformation on social media in a positive way by highlighting patient safety in posts that provide medical expertise.
- Highlight diversity and patients with skin of color when sharing dermatologic surgery and cosmetics procedures.
- Captions:
 - Add calls to action (CTAs) to further drive traffic to your website, email, etc.
 - Approach Instagram as a form of microblogging and write a short story to accompany every post (name of procedure being performed, condition being treated, timeline of procedure, anticipated results, patient testimonials, etc.).

Promotion

- ASDS/A members can promote their social media pages / profiles and encourage users to follow them by tagging their personal or practice accounts in the post.

Behind the Scenes

- Member profiles where dermatologic surgeons tell a patient story, provide expertise, explain procedures, give overviews of conditions or treatments, etc.
- Office / surgical room tours to showcase where and how ASDS members perform procedures and treat patients.
- “Day in the life”
- Photos and videos from before and after procedures, live procedure videos (remember to get written patient consent).

To Be Featured on the ASDS Skin MD Channels:

- Tag @ASDSkinMD and use #ASDSSkinMD in public / patient-facing social media content for the Society to feature on the ASDS Skin MD channels.
- Content **must** be professional and positive.
- Content can include product, company or device brand name for Society reshares as long as the Society does not curate the content.
- If a patient is featured, you **must** have written patient permission.

Member-facing Content

Suggestions for ASDS/A members to create on their practice / professional accounts.

Educational Posts

- Highlight ASDS/A educational events / opportunities that you attend.
 - Share behind-the-scenes of Society workshops and events to showcase the active community and ongoing professional development.
 - Share key takeaways from webinars you attend.
 - Post recaps, highlights or your testimonial from Society events.
- Feature ASDS/A activities, courses and initiatives that you are faculty at.
- Share ASDS/A activities, courses, initiatives, etc.
- Connect with media and highlight the latest articles, news, media, etc. that feature you.
- Spotlight on innovations and the latest dermatologic surgery research to showcase ASDS members' leadership in advancements.
- Feature your ASDS member success story, such as your significant contributions to dermatologic surgery, celebrating achievements and inspiring others.

To Be Featured on the ASDS Members Channels:

- Tag @ASDSMembers and use #ASDSMembers in member-facing social media content featuring ASDS/A activities, initiatives and events for the Society to feature on the ASDS Members channels.
- Content must be professional and positive.
- Content can include product, company or device brand name for Society reshares as long as the Society does not curate the content.
- If a patient is featured, you must have written patient permission.

Policymaker Focused Content

Suggestions for ASDS/A members to create on their practice / professional accounts.

Advocacy Content

- Collaborate with partners such as state dermatology societies, aligned coalitions and partner organizations such as AMA and AADA.
- Create a call to action, such as participating in the ASDSA Federal Virtual Fly-in or sharing adverse events on CAPER.
- Drive awareness and education, such as sharing a patient safety alert, recent “news you can use” articles, tying in the latest research, alerts that promote ASDSA position statements, model legislation and patient safety.

To be Featured on the ASDSA Advocacy Channels:

- Tag @ASDSAdvocacy and use #ASDSAdvocacy in policy-facing social media content featuring advocacy content for the Society to feature on the ASDS Members channels.
- Content must be professional and positive.
- Content can include product, company or device brand name for Society reshares as long as the Society does not curate the content.
- If a patient is featured, you must have written patient permission.

Questions? Contact ASDS/A staff at CommunicationStaff@asds.net.