

SOCIAL STRATEGY



Understanding Your Audience Is the Key to Social Media Success for Dermatologists

In today's competitive aesthetic and medical dermatology landscape, a strong social media presence isn't just a bonus — it's a business imperative.

Yet, many dermatologists find themselves posting content that doesn't resonate, wondering why engagement is low or why followers aren't converting into patients. The missing link? A deep understanding of your audience.

Your Social Media Isn't for You—It's for Them

It's easy to fall into the trap of creating content that *you* find interesting: detailed case studies, complex dermatologic terminology, or before-and-after photos without context. But effective marketing

starts by flipping that perspective. The majority of your audience isn't fellow dermatologists — it's comprised of current and prospective patients, each with their own concerns, motivations and level of knowledge.

Whether your goal is to grow your cosmetic clientele, promote a new service or position yourself as a thought leader in medical dermatology, understanding your audience's mindset is crucial to crafting content that connects.

Use Google Trends to Guide Your Messaging

Google tracks every search query and where it came from. You can use this data to tailor your marketing message to your local audience. Visit trends.google.com and enter a search query to gauge its popularity. Adjust the time frame and location of your search to get more accurate information related to your practice location. [Read more in this Currents article.](#)

Who Is Your Audience?

Start by identifying your core patient segments. These might include:

- **Parents of children and teens** seeking sun safety information to prevent skin cancer.
- **Aesthetically driven millennials** looking for preventative neurotoxins or skin care advice.
- **Middle-aged professionals** interested in rejuvenating anti-aging treatments.
- **Patients with chronic skin conditions** like psoriasis or eczema.

Each of these groups requires a different tone, message and approach.

Crafting the Right Message for the Right Person

Once you know who you're talking to, you can tailor your content to your audience's specific needs and interests.

- **Educational content** — Use clear, jargon-free language to explain common skin concerns or procedures.
- **Behind-the-scenes moments** — Showcase the people and culture behind your practice to build trust.
- **Before-and-after photos** — Include captions that focus on the patient's experience, not just the results. Use a

direct testimonial if you have permission to share their feedback!

- **Reels and Stories** — Use quick, relatable videos to address FAQs, bust skin care myths or show a day in your life as a dermatologist.

Speak Their Language

The tone you use should match the audience's expectations. A younger demographic may appreciate casual, playful language and meme-style content, while an older, more conservative audience may prefer professionalism and reassurance.

Data Doesn't Lie — Use It

Pay attention to engagement metrics. Which of your posts get likes, comments, shares or saves? Which stories are getting skipped? Use these insights to refine your content strategy over time.

It's About Connection, Not Just Conversion

Ultimately, the most successful dermatologists on social media aren't just posting — they're connecting. When you understand your audience, you can build genuine relationships, increase trust and turn followers into loyal patients.



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Final Thoughts

Social media marketing doesn't have to be overwhelming — but it does have to be intentional. The more deeply you understand your audience, the more effective your content will be. And in a field as personal as dermatology, building trust online can be the first step to building long-term patient relationships offline. ●

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