



**XXVIII IFSO
World Congress**
9-12 September 2025
Santiago, Chile

Social media and metabolic and bariatric surgery.

The good, the bad and the ugly



dr.gonzalocaris



**Universidad
de Valparaíso**
CHILE



ifso2025.org



XXVIII IFSO World Congress

9-12 September 2025
Santiago, Chile

No disclosures





Contents

Current Landscape

The Good

The Bad

The Ugly





XXVIII IFSO
World Congress

9-12 September 2025
Santiago, Chile

Two Perspectives

Patients Perspective

Patients actively seek information and community support through various SM platforms for their journey.

- Pre-operative education about procedure expectations and requirements
- Post-operative support groups and peer experiences
- Lifestyle tips, recipes, and long-term success stories

Physicians Perspective

Healthcare professionals face challenges regarding their role and involvement in SM platforms.

- Professional responsibility, personal time investment
- Quality control of medical information circulating online
- Balancing patient engagement with maintaining professional boundaries





XXVIII IFSO
World Congress
9-12 September 2025
Santiago, Chile

68.5%

Non-Medical Content

Of all bariatric surgery content on social media is created by non-medical professionals, raising concerns about quality and accuracy.



Which platforms are most used by patients when searching for information?



XXVIII IFSO
World Congress

9-12 September 2025
Santiago, Chile

Current Landscape

Social media usage among bariatric surgery patients has dramatically increased, with Facebook leading as the preferred platform for peer support and information sharing.

High engagement rates: 87% of patients actively use social media before and after metabolic and bariatric surgery procedures



ELSEVIER

Surgery for Obesity and Related Diseases 21 (2025) 838–847

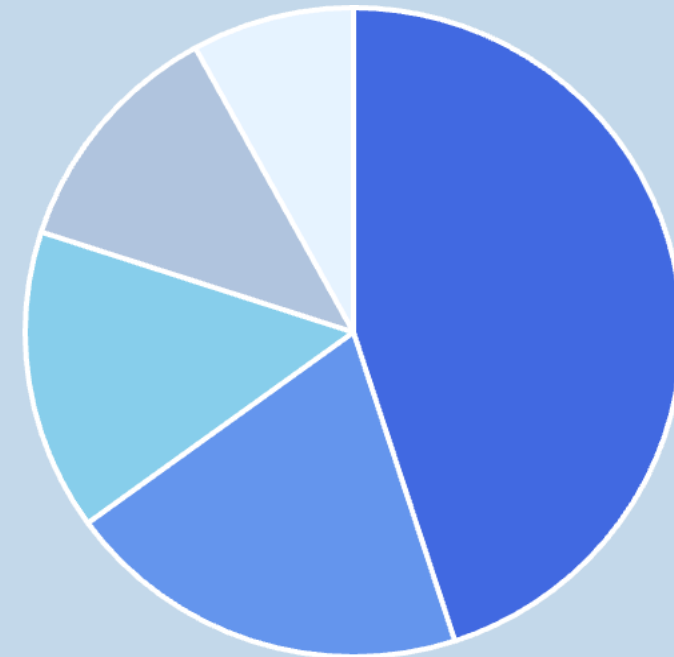
SURGERY FOR OBESITY
AND RELATED DISEASES

Review article

Social media use among patients before and after metabolic and bariatric surgery: a systematic review

Afton M. Koball, Ph.D.^{a,*}, Elizabeth Dougherty, Ph.D.^b, Taylor B. Stanley, M.A.^c,
Gail A. Kerver, Ph.D.^d, Karen B. Grothe, Ph.D.^a, Matthew M. Clark, Ph.D.^a,
Omar M. Ghanem, M.D.^e, Christi A. Patten, Ph.D.^a, Sean Phelan, Ph.D.^f,
Scott G. Engel, Ph.D.^d

Platform Usage



Facebook YouTube
Instagram TikTok
Online Forums

ifso2025.org



XXVIII IFSO
World Congress

9-12 September 2025
Santiago, Chile

What About Healthcare Professionals?

Surgery Today (2024) 54:1113–1123
https://doi.org/10.1007/s00595-024-02891-1

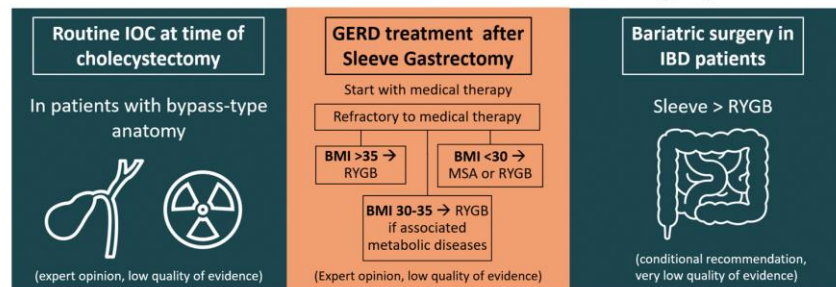
REVIEW ARTICLE

Current insights on social media as a tool for the dissemination of research and education in surgery: a narrative review

Takehito Yamamoto^{1,2,3} · Kentaro Goto² · Shoichi Kitano² · Yurina Maeshima^{1,4} · Toshiyuki Yamada^{1,5} · Yoko Azuma^{1,6} · Shintaro Okumura² · Naonori Kawakubo^{1,7} · Eiji Tanaka³ · Kazutaka Obama² · Kojiro Taura³ · Hiroaki Terajima³ · Tatsuro Tajiri^{1,7}

Received: 30 April 2024 / Accepted: 6 June 2024 / Published online: 9 July 2024
© The Author(s) 2024

SAGES Guidelines for the Management of Comorbidities Relevant to Bariatric Surgery



SAGES Guidelines Committee

Kumar, SS et al.
Surgical Endoscopy 2024
Visual Abstract by Wunker, CM

Current Applications

Academic Impact

Social media serves multiple professional purposes: dissemination of journal articles, surgical education, knowledge sharing and academic debates with colleagues, and recruitment of surgeons to training programs worldwide.

Article dissemination

Journals on surgery with dedicated X accounts have a significantly higher impact factor than journals without X accounts.
Visual abstracts improve impact: 7.7-fold increase in impressions, 8.4-fold in reposts, and 2.7-fold in article visits.



ifso2025.org



XXVIII IFSO
World Congress

9-12 September 2025
Santiago, Chile

Educational Tools & Professional Networks

Platform Applications

Educational Platforms

YouTube dominates surgical education with 90% usage among surgeons and medical students for surgery preparation. Key difference: WebSurg employs peer-review process while YouTube does not, affecting content quality and reliability for educational purposes.

Professional Communities

Hashtags like #SoMe4Surgery facilitate specialized discussions and content aggregation. Facebook enables closed communication among surgeons - International Hernia Collaboration (2012) was first surgical Facebook group, now serving as valuable resource for patient referrals globally.





XXVIII IFSO World Congress

9-12 September 2025
Santiago, Chile

Obesity Surgery
<https://doi.org/10.1007/s11695-025-08078-y>



EDITORIAL



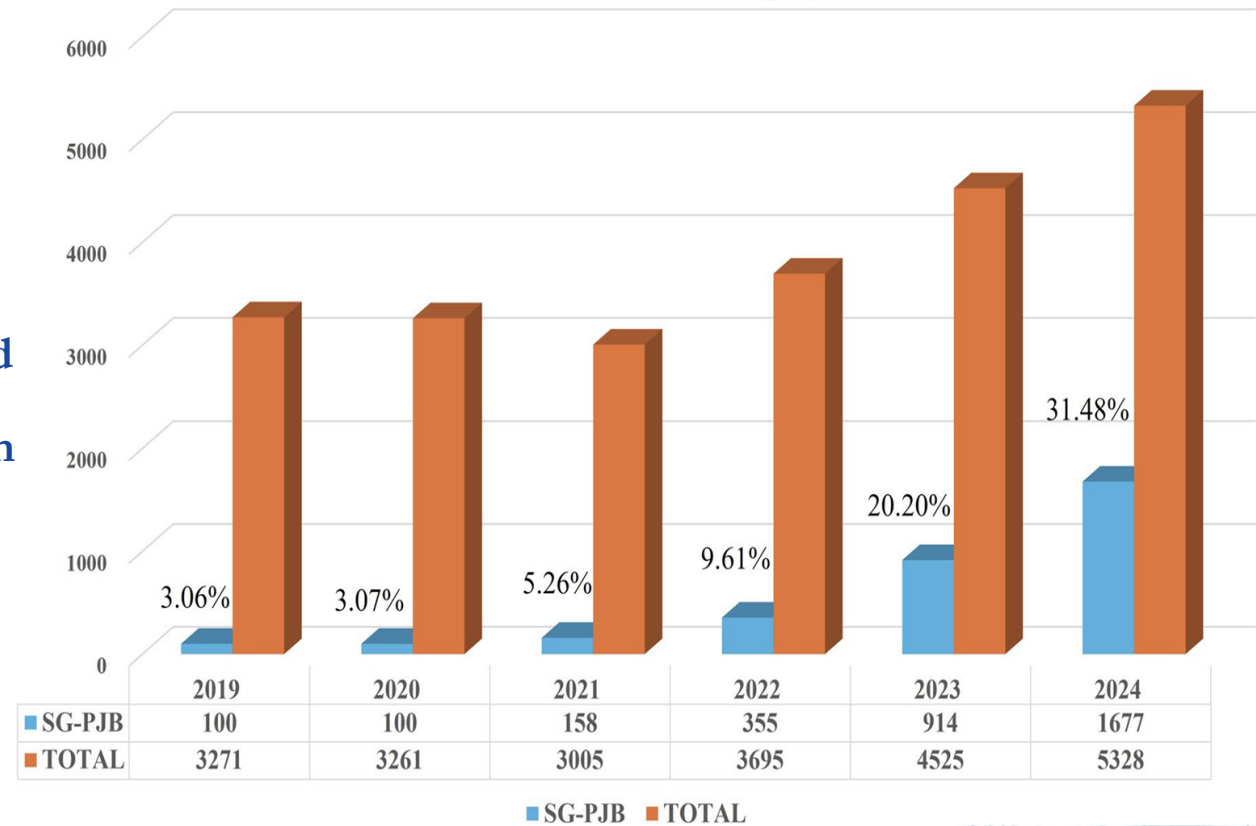
When Hashtags Shape Surgical Choices: Social Media Hype and Its Impact on Bariatric Surgery Preferences in Taiwan

Yi-Jie Wang¹ · Kuo-Feng Hsu¹

Received: 30 June 2025 / Revised: 4 July 2025 / Accepted: 8 July 2025
© The Author(s), under exclusive licence to Springer Science+Business Media, LLC, part of Springer Nature 2025

Social media influence demonstrates dramatic real-world impact on surgical decision-making. SG-PJB adoption in Taiwan shows unprecedented growth driven by hashtag campaigns and social media exposure.

Number of bariatric surgery in Taiwan





XXVIII IFSO World Congress

9-12 September 2025
Santiago, Chile

The Good

Community Support

Social media provides valuable emotional connection and motivation among successful bariatric patients worldwide.

- **24/7 access to peer-to-peer support communities**
- **Motivation and inspiration to maintain lifestyle changes**
- **Significant reduction of post-surgery social isolation**

Educational Resources

Access to specialized information, resources and support groups specifically related to surgery.

- **Updated information on medical research and developments**
- **Practical advice on diet and exercise regimens**
- **Real experiences shared for adequate pre-surgical preparation**

The Bad



XXVIII IFSO
World Congress

9-12 September 2025
Santiago, Chile

Medical Misinformation

Unverified content about diets, 'gastric reset' methods and potentially dangerous medical advice.

- Dietary trends not supported by solid scientific evidence
- Medical advice from unqualified non-professional individuals
- 'Pouch reset' methods without proper medical supervision

DISCERN Quality asses

Health content quality measured by DISCERN scoring shows alarmingly low results across all major social media platforms analyzed systematically in recent studies.

Average score of only 28.0 out of 80 possible indicates extremely poor and potentially dangerous information quality circulating among patients.

Obesity Surgery (2023) 33:714–719
<https://doi.org/10.1007/s11695-022-06409-x>

ORIGINAL CONTRIBUTIONS



Quality and Popularity Trends of Weight Loss Procedure Videos on TikTok

Ali Lahooti¹ · Amier Hassan¹ · Brian Critelli¹ · Donevan Westerveld¹ · Carolyn Newberry¹ · Sonal Kumar¹ · Reem Z. Sharaiha¹



XXVIII IFSO World Congress

9-12 September 2025
Santiago, Chile

The Ugly

Ethical Aspect

Emphasizing commercial and entertainment aspects over informational content. Social media posts can violate confidentiality and compromise patient privacy

- Post dramatic before-and-after photos
- Promoting medical tourism without clear follow-up guidelines
- Downplaying the risks and potential complications

Comparison Culture

Social pressure to compare with other patients generates frustration and unrealistic expectations.

- Individual weight loss comparisons creating pressure
- Dramatic transformations generating excessive social pressure
- Self-doubt and body image dissatisfaction



XXVIII IFSO
World Congress

9-12 September 2025
Santiago, Chile

Clinical Practice Impacts

Extension of Clinical Practice

- Enhancing Clinical Information via SM Platforms
- Virtual tour of the hospital experience
- Clinical case discussion with professional peers



Virtual Consultations

- Significant increase in consultations through SM platforms
- Reduction of unnecessary emergency department visits
- Better follow-up and therapeutic adherence





Professional Strategies for Bariatric Surgeons

Comprehensive Approach

Implement proactive strategies to maximize benefits and minimize social media risks in daily clinical practice.

For Professionals

- Create verified and educational medical content
- Actively monitor available patient groups
- Establish clear guidelines about responsible use

For Patients

- Educate about identifying verified reliable sources
- Promote critical thinking about received information
- Foster direct communication with medical team



Source Verification

Teach identification of reliable medical content



Moderated Groups

Recommend communities supervised by healthcare professionals



Open Communication

Maintain honest dialogue about SM



XXVIII IFSO
World Congress

9-12 September 2025
Santiago, Chile

Thank You

For your attention