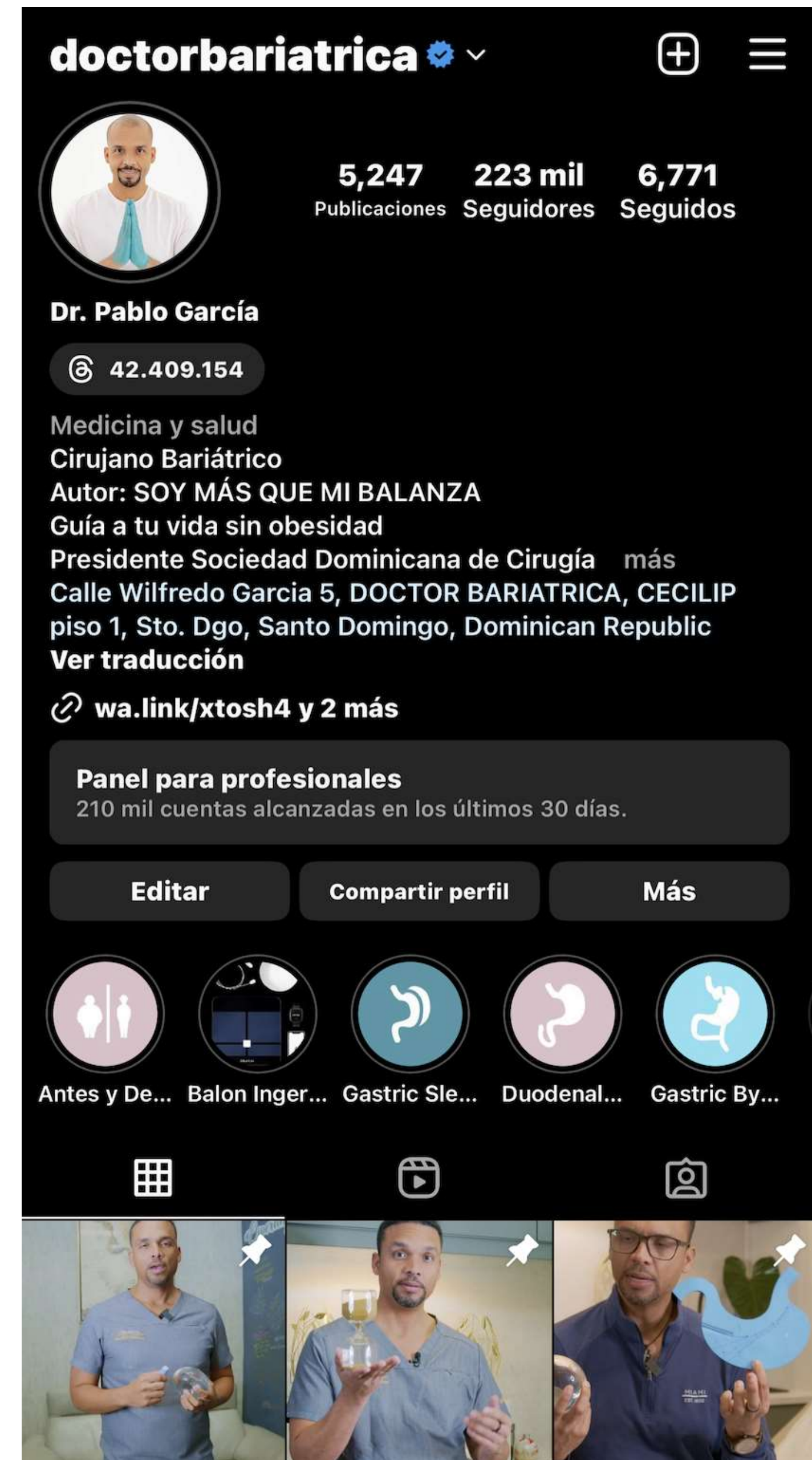


INSTAGRAM AND FACEBOOK, HOW TO MAKE IT MORE EFFICIENT?

IFSO 2023



Dr. Pablo García
Cirujano Bariátrica



NO CONFLICTS OR DISCLOSURE

BESIDES Bariatric Surgeon:

- **MBA International Business**
- **General Management Postgrade**
- **CEO Aesthetic and Bariatric Services, Dominican Republic**



**Who in the audience is
“INFLUENCER” ?**

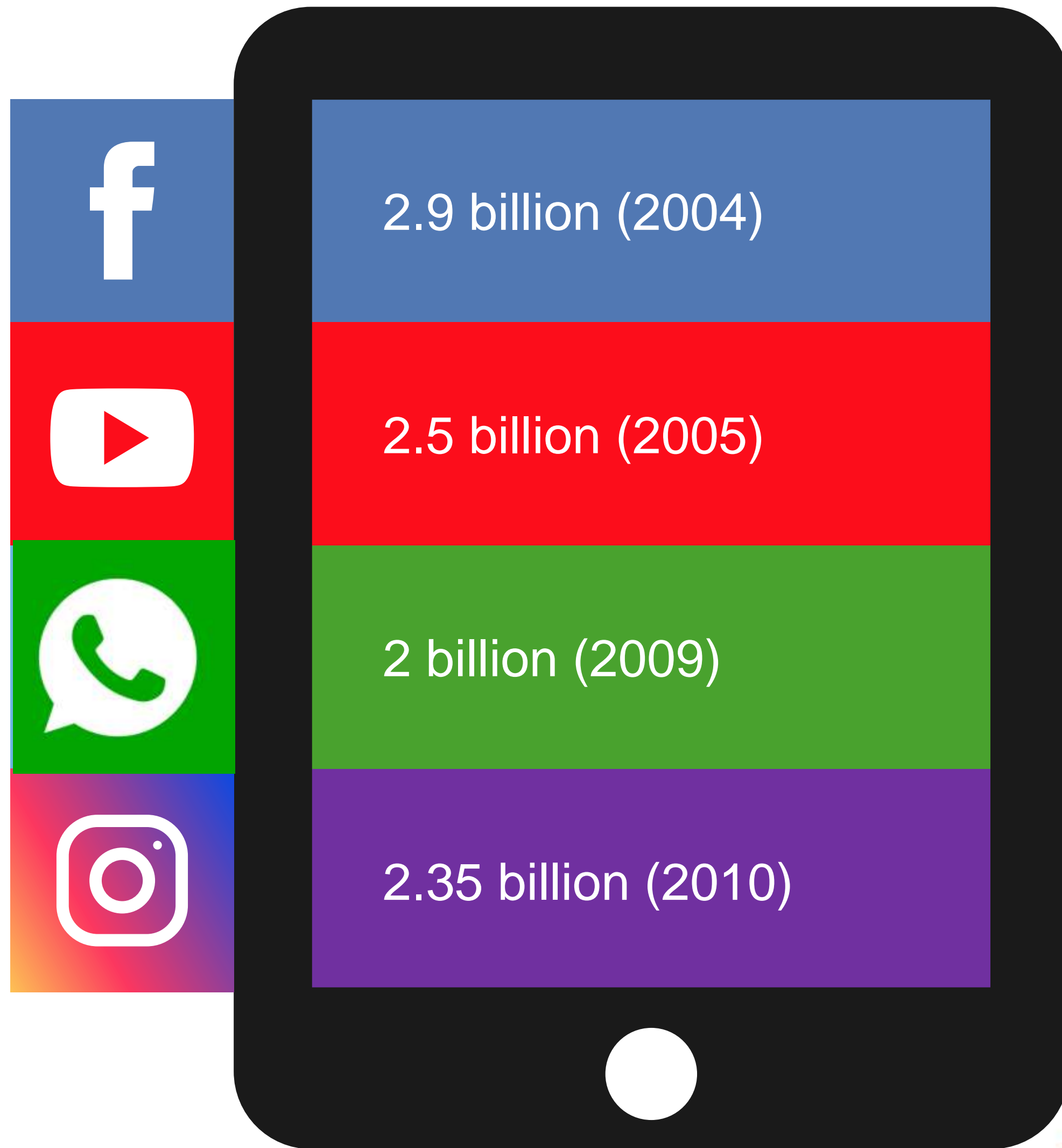


“Medical Influencer”

Who actively engages with their audience to impact their opinions, behaviors, or decisions.



SOCIAL MEDIA



- In 2023, an estimated 4.9 billion
- 2027: 5.85 billion users
- People in the U.S. have an average of 7.1 social media accounts
- 145 minutes on social media every day
- The most engaging is short-form videos
- Half of Millennials trust influencers' product recommendations
- 39% of social media users report that they are addicted to social media
- 81% report that social media increases accountability for businesses

Advantages:

1. Broad Reach.
2. Diverse Content.
3. Groups and Pages.
4. Advertising.
5. Events and Marketplace.

Disadvantages:

1. Decline in Younger Users.
2. Cluttered Interface.
3. Privacy Issues.
4. Negative Content.
5. Algorithmic Changes.



Advantages:

1. Visual Focus
2. Engagement.
3. Targeted Audiences.
4. Creativity.
5. Influencer Marketing.

Disadvantages:

1. Limited Linking.
2. Privacy Concerns.
3. Image Pressure.
4. Algorithm Changes.
5. Shallow Content.



6 tips to become a Medical Influencer

1



Establish
Your Niche

2



Optimize Your
Social Media
Profile

3



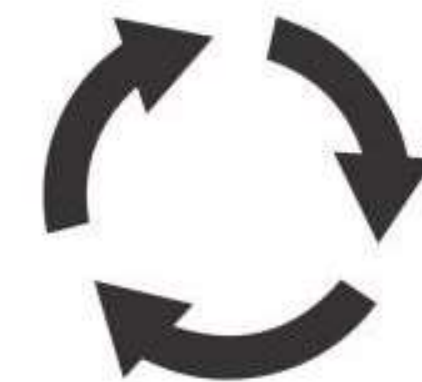
Know Your
Target
Audience

4



Create
Relevant,
Valuable
Content

5



Post Content
On A
Consistent
Basis

6



Above All,
Be Authentic

What you must know to improve it!

1. Quality Content.
2. Consistency.
3. Engagement.
4. Use of Visuals.
5. Live Videos.
6. Facebook Groups.
7. Advertising.

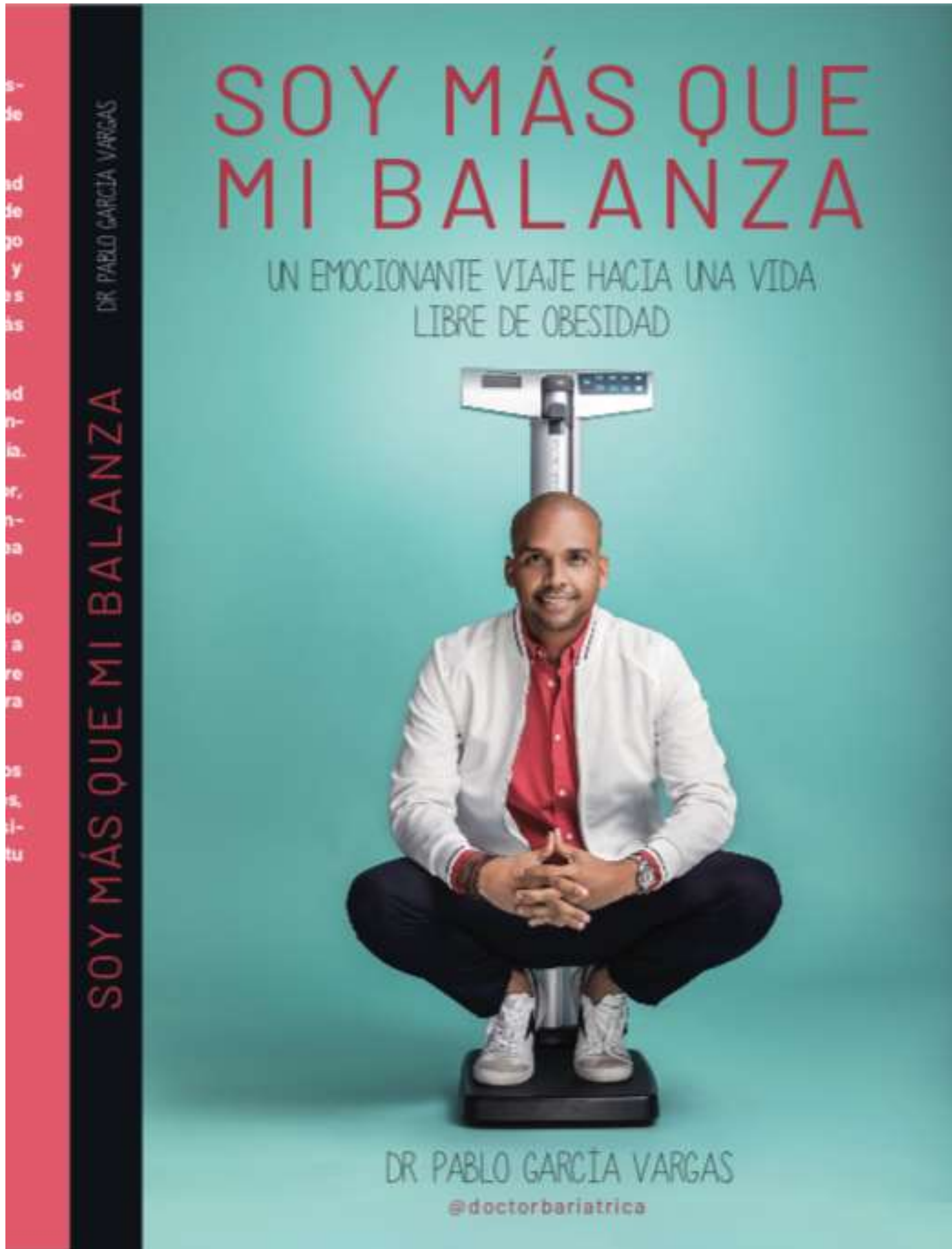


1. Consistent Aesthetics.
2. Hashtags.
3. Engaging Captions.
4. Stories and Reels.
5. User-Generated Content.
6. Engagement with Others.
7. Consistent Posting.
8. Influencer Collaborations.

1. Liability and Legal Risks.
2. Misinterpretation of Information.
3. Emotional Toll.
4. Burnout and Overcommitment.
5. Harassment and Criticism.
6. Ethical Dilemmas.
7. Keeping Up with Information
8. Emotional Connection with Followers.
9. Filter Bubbles and Echo Chambers.
10. Impact on Professional Reputation.
11. Managing Time and Quality.
12. Mental Health Impact.

FYI:
“12 Lesser-known challenges of being a medical influencer”





PRIZES

Dr. Pablo García. DOCTOR BARIATRICA | Cirujano De Obesidad [Obtén más opiniones](#)

CECILIP, Calle Wifredo García 5, Santo Domingo, República Dominicana

5.0 ★★★★★ 439 opiniones
No se verifican las opiniones. ⓘ

Temas que las personas mencionan con frecuencia

- Todas
- decisión 53
- equipo de trabajo 27
- gastrectomía en manga 27
- bendiciones 16
- +6

Ordenar por

- Más relevantes
- Más recientes
- Más alta
- Más baja

Descripción



Grazie mille!



@DOCTORBARIATRICA

WWW.OBESIDADYBARIATRICA.COM

1-809-804-2053



NAPOLI
2023