Social networks uncovered: 10 tips every plastic surgeon should know.

Social Networks Uncovered: 10 Tips Every Plastic Surgeon Should Know

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Abstract

Understanding online social networks is of critical importance to the plastic surgeon. With knowledge, it becomes apparent that the numerous networks available are similar in their structure, usage, and function. The key is communication between Internet media such that one maximizes exposure to patients. This article focuses on 2 social networking platforms that we feel provide the most utility to plastic surgeons. Ten tips are provided for incorporation of Facebook and Twitter into your practice.

Keywords: Internet, Facebook, Twitter, social network, LinkedIn, public relations, advertising, blog, mass media, online

Topic:

- advertising
- internet
- plastic surgery specialty
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