

Social Media Crash Course

Combined Course (Residents + Specialists) | 26-27 October 2026 | Rotterdam, The Netherlands

Description

Social media platforms like Instagram and TikTok are a very popular source of information for skin diseases. Certified dermatologists comprise a small fraction (4%) of Instagram accounts with popular dermatology content. (Ranpariya et al JAAD 2020;83 (6): 1840) Furthermore, on a daily basis they are being confronted with the consequences of misinformation spread via social media (Haddad et al. JMIR Form Res.2024;29:8)

Dermatologists and residents should ride the 'wave' and start to produce high quality information.

Learning Objectives

Following this course, the attendee should be able to:

- ✓ Have a strategic framework for professional social media use in dermatology.
- ✓ Be able to create engaging, scientifically sound content
- ✓ Feel confident and motivated to publish consistently.
- ✓ Contribute actively to improving the quality of dermatological information online.
- ✓ Contribute to "changing the narrative," including by countering misinformation about sunscreen and other topics

Faculty

Chairs: Catherine van Montfrans, Ana Molina Ruiz

Programme

1. Strategic awareness & mindset

- ✓ Develop a clear understanding of why social media is a strategic instrument in dermatology.
- ✓ Recognize the role of dermatologists in shaping public discourse and countering misinformation.
- ✓ Build confidence to become (more) active and visible on social media.
- ✓ Understand social media dynamics, including engagement psychology and audience behaviour.

2. Content strategy & positioning

- ✓ Define a clear target audience and communication objective.
- ✓ Develop a personal communication strategy aligned with professional goals.
- ✓ Tailor messages to specific audiences rather than trying to appeal to everyone.
- ✓ Translate scientific knowledge into accessible, audience-centred messaging.

3. Content creation skills

- ✓ Apply effective textual hooks to improve the impact and reach of posts.
- ✓ Analyse and improve existing social media content.
- ✓ Create engaging, scientifically responsible posts and short-form videos.
- ✓ Use AI tools and templates to enhance efficiency and creativity.
- ✓ Understand practical video production fundamentals (framing, storytelling, delivery).

4. Critical reflection & quality awareness

- ✓ Distinguish between effective and ineffective social media content.

- ✓ Identify common pitfalls and “don’ts” in dermatology-related communication.
- ✓ Critically evaluate content in relation to credibility, tone, and impact.

5. Professional & community development

- ✓ Contribute responsibly to online discussions in dermatology.
- ✓ Actively share evidence-based information to counter misinformation (e.g., sunscreen myths).
- ✓ Engage in peer feedback and collaborative content development.

The programme might be subject to changes.

EADV Headquarters

Via S. Balestra 22B
6900 Lugano, Switzerland
Tel. +41 91 973 45 20
education@eadv.org - www.eadv.org