

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, Göran van Rooijen

Speakers: Annemie Galimont, Marjolein Leenarts, Charlotte Meindersma, Pelpina Trip, Marije Kruis, Sander van der Linden

Assistant: Magdalena Antoszezwska, Cynthia van Amerongen

Organisers: Gerdie Schreuders, Oliver de Leeuw

Programme

Monday, 26 October 2026

09:00-09:30	Walk-in and registration Catherine van Montfrans
09:30-10:00	Who is who Catherine van Montfrans, Gerdie Schreuders, Göran van Rooijen, Oliver de Leeuw
10:00-10:30	Inspiration & frustrations Oliver de Leeuw
10:30-10:45	Learning objectives Gerdie Schreuders
10:45-11:00	Welcome & framing Gerdie Schreuders, Catherine van Montfrans
11:00-11:30	Coffee Break
11:30-12:00	Social media dynamics Gerdie Schreuders, Oliver de Leeuw

- 12:00-12:30 Guest speaker part 1
Marije Kruis
- 12:30-13:30 **Lunch**
- 13:30-14:00 Guest speaker part 2
Göran van Rooijen
- 14:00-14:30 Hooks
Oliver de Leeuw
- 14:30-15:00 **Coffee Break**
- 15:00-15:30 Hooks workshop
Gerdie Schreuders, Catherine van Montfrans
- 15:30-15:45 Hooks results & reflection
Gerdie Schreuders, Catherine van Montfrans
- 15:45-16:00 **Coffee Break**
- 16:00-17:15 Guest speaker & Communication canvas
Sander van der Linden
- 17:15-17:30 Wrap-up & reflections
Gerdie Schreuders, Göran van Rooijen
- 20:00-22:00 **Networking event with faculty members and participants**

Tuesday, 27 October 2026

- 08:30-09:00 Walk-in and registration
Catherine van Montfrans
- 09:00-09:15 Kick-off Day 2
Gerdie Schreuders, Catherine van Montfrans
- 09:15-09:45 Guest speaker Dr. Annemie Galimont: "Inside the Creator World"
Annemie Galimont
- 09:45-10:15 Refine your canvas
Gerdie Schreuders
- 10:15-10:30 **Coffee Break**
- 10:30-11:15 Panel discussion with guest speakers with 3-minute pitch and the audience fires questions
Annemie Galimont, Marjolein Leenarts, Magdalena Antoszewska, Cynthia van Amerongen
- 11:15-12:30 Guest speaker workshop: Pelpina Trip an interactive video masterclass
Pelpina Trip
- 12:30-13:15 **Lunch**
- 13:15-14:00 Video lab
Gerdie Schreuders, Oliver de Leeuw
- 14:00-14:45 Guest speaker (30m talk, 15m Q&A)
Marjolein Leenarts
- 14:45-15:15 **Coffee Break**
- 15:15-16:00 Guest speaker: (30m talk, 15m Q&A)
Charlotte Meindersma
- 16:00-16:30 Showcase & prize ceremony
Oliver de Leeuw, Göran van Rooijen
- 16:30-17:00 Commitment round & closing reflection
Gerdie Schreuders, Catherine van Montfrans
- 17:00-17:15 Wrap-up & farewell
Catherine van Montfrans, Gerdie Schreuders, Göran van Rooijen, Oliver de Leeuw

Thursday 12 November 2026 | Online follow-up session

- 17:00-17:45 What have you done/changed/created?
Please share links of published items before so we can all see this during the
follow-up session
- 17:45-18:30 What was a hurdle you encountered? How did you overcome this?

The programme might be subject to changes.

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