

Cosmetic surgery and social networks (surgeons)

Nowadays, social networks go so far as to influence everything in our daily lives.

In fact, many surgeons use social networks to inform and recruit patients.

Patients are increasingly using social networks to choose the surgeon and/or type of surgery.

This questionnaire is aimed at surgeons and aims to collect the information necessary to evaluate the real contribution of these Social Networks.

* **Mandatory answer**

1. Your university degree: *

- ☐ Consultant
- ☐ Assistant professor
- ☐ Associate Professor
- ☐ Professor

2. What kind of surgeon are you? *

- ☐ Maxillofacial surgeon
- ☐ Plastic and aesthetic surgeon
- ☐ Other

3. How old are you? *

4. In what sector do you work ? *

☐ Private

☐ Public

☐ Both

5. In which city do you work ?

6. In what context do you use social networks? *

☐ Private life

☐ Professional purposes

☐ I don't use Social networks

If you are using Social Networks for professional purposes .

7. What social networks do you use *

☐ FACEBOOK

☐ INSTAGRAM

☐ Website

☐ Youtube

☐ Snapchat

☐ Igtv

☐ No one

8. Who manages your activity on these social networks? *

- ☐ Myself
- ☐ Marketing agency
- ☐ A webmaster
- ☐ No one

9. Why do you use these social networks ? *

- ☐ Information regarding my surgical procedures and surgical techniques
- ☐ Information regarding my non-surgical activity
- ☐ Share before/after photos
- ☐ Recruit patients by promoting my latest accomplishments
- ☐ Correct the general public's erroneous ideas about cosmetic surgery
- ☐ Share scientific articles/conferences/webinars
- ☐ No answer

10. How many followers do you have ? *

- ☐ <1000
- ☐ 1000 -10 000
- ☐ 10 000 - 50 000
- ☐ 50 000 - 100 000
- ☐ > 100 000

11. How often do you share content on your Social networks ? *

- ☐ Every day
- ☐ 2-4 times a week
- ☐ every week
- ☐ every month
- ☐ every 6 months

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13. In your opinion, what percentage of patients choose their surgeon and find out about cosmetic surgery mainly through social networks? *

- ☐ 0-20%
- ☐ 20-40%
- ☐ 40-60%
- ☐ 60-80%
- ☐ 80-100%

14. Have you ever had the opportunity to operate an influencer? *

- ☐ Yes
- ☐ No

15. If yes; how do you judge from 1 to 10 the contribution she had to the promotion of your work

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