



# Doctors and their image in social media

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## BACKGROUND

Image is an inseparable element of every person, company and institution. It is one of the most important intangible assets of a modern brand. The development of the Internet and, above all, social media has significantly facilitated building a personal brand. Currently, more than 4 billion people are connected to the Internet, which is about 57% of the entire world population. Such a high number of people using the Internet made it an excellent tool for building an image.

The rank and seriousness of the tasks performed by representatives of medical professions causes expectations regarding their work and attitude from the community

## AIM

The aim of the study was show the impact of profiles in social media run by medical professionals on their image

## MATERIAL ...

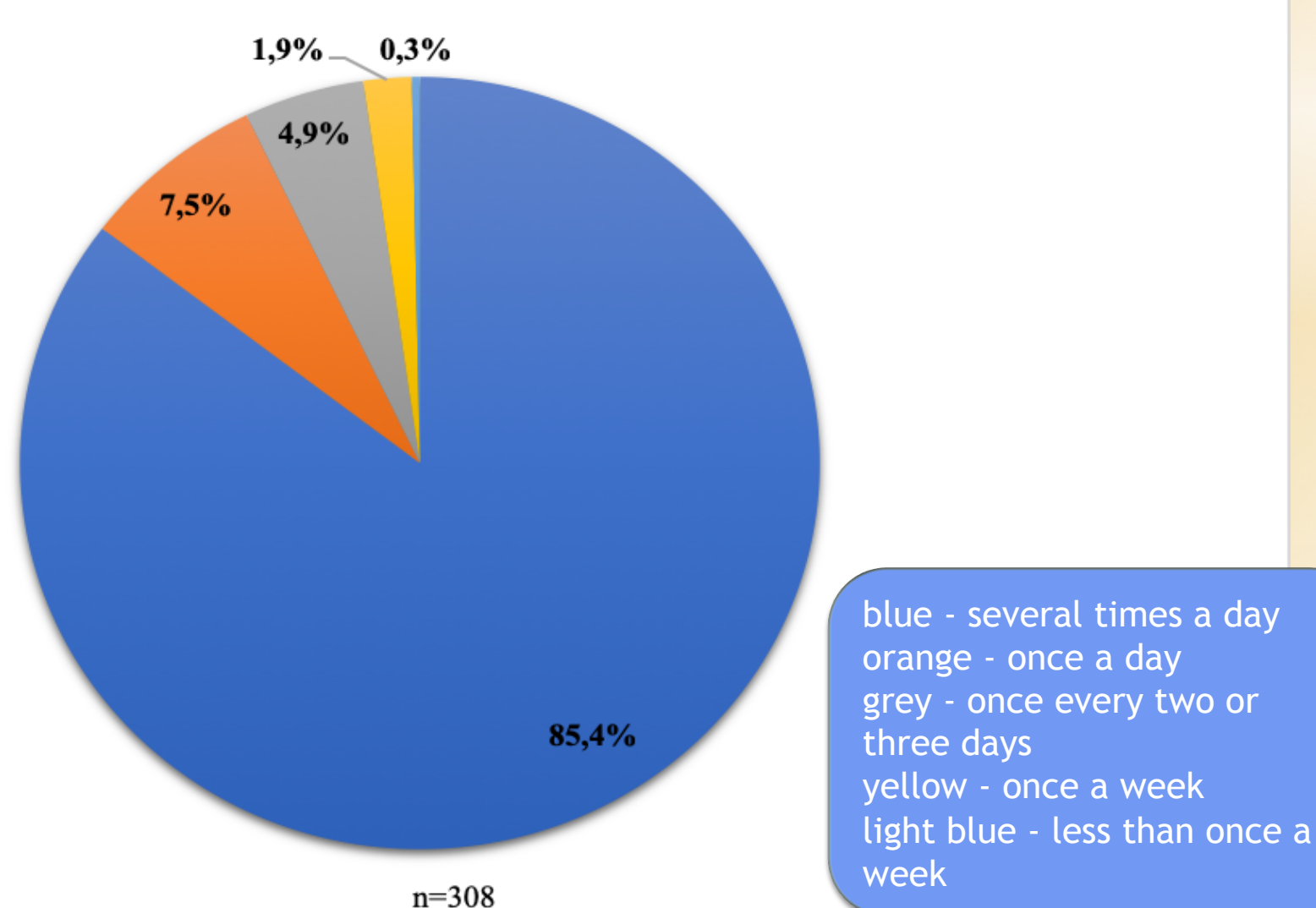
The study consisted in conducting a questionnaire survey using the CAWI method among students of Wrocław universities. The research was conducted in March-April 2020.

## RESULTS

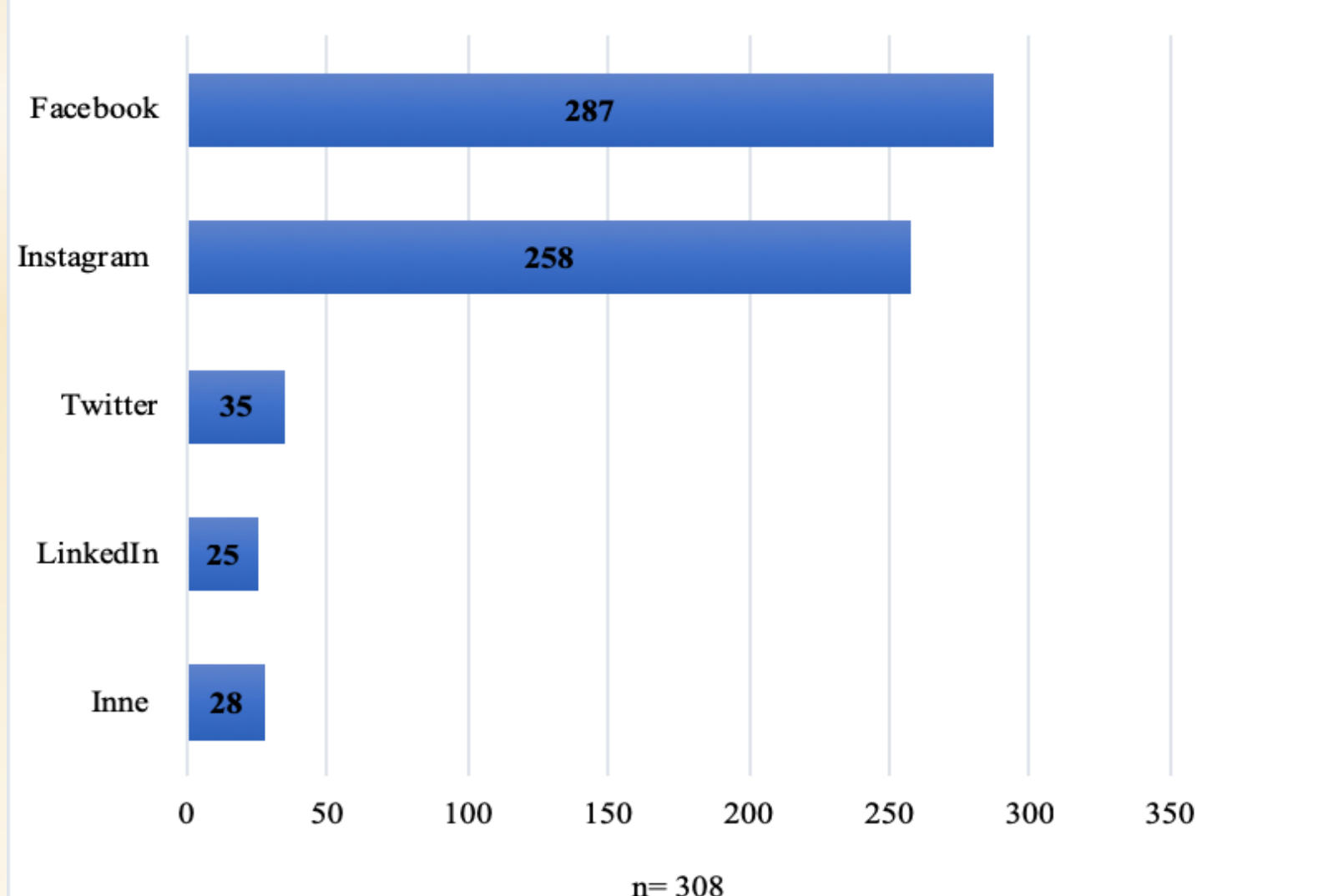
## ... And METHODS

309 students of Wrocław universities (n = 309) participated in the study. The study group consisted of 204 women (66%) and 105 men (34%).

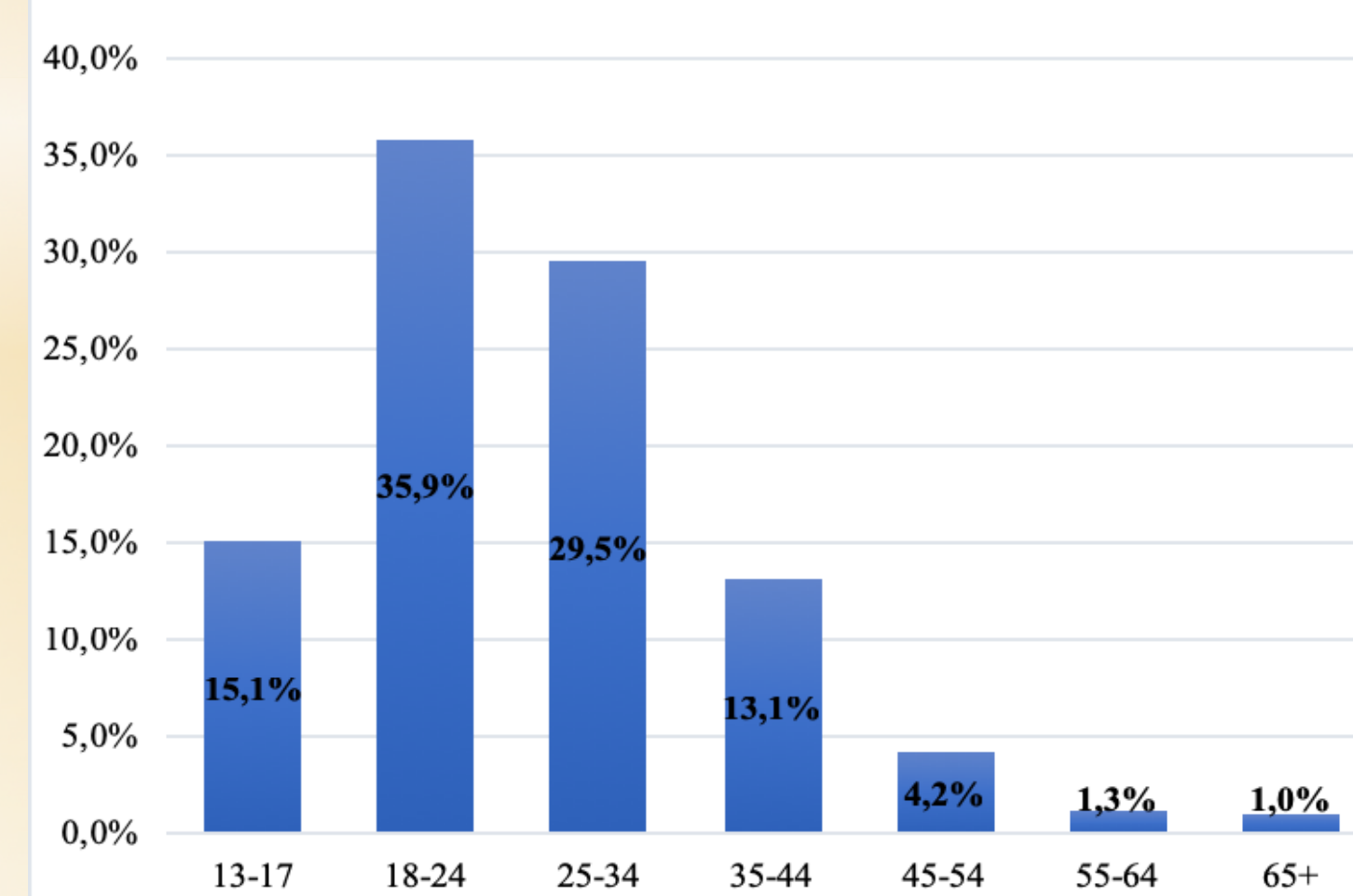
Frequency of use of social media



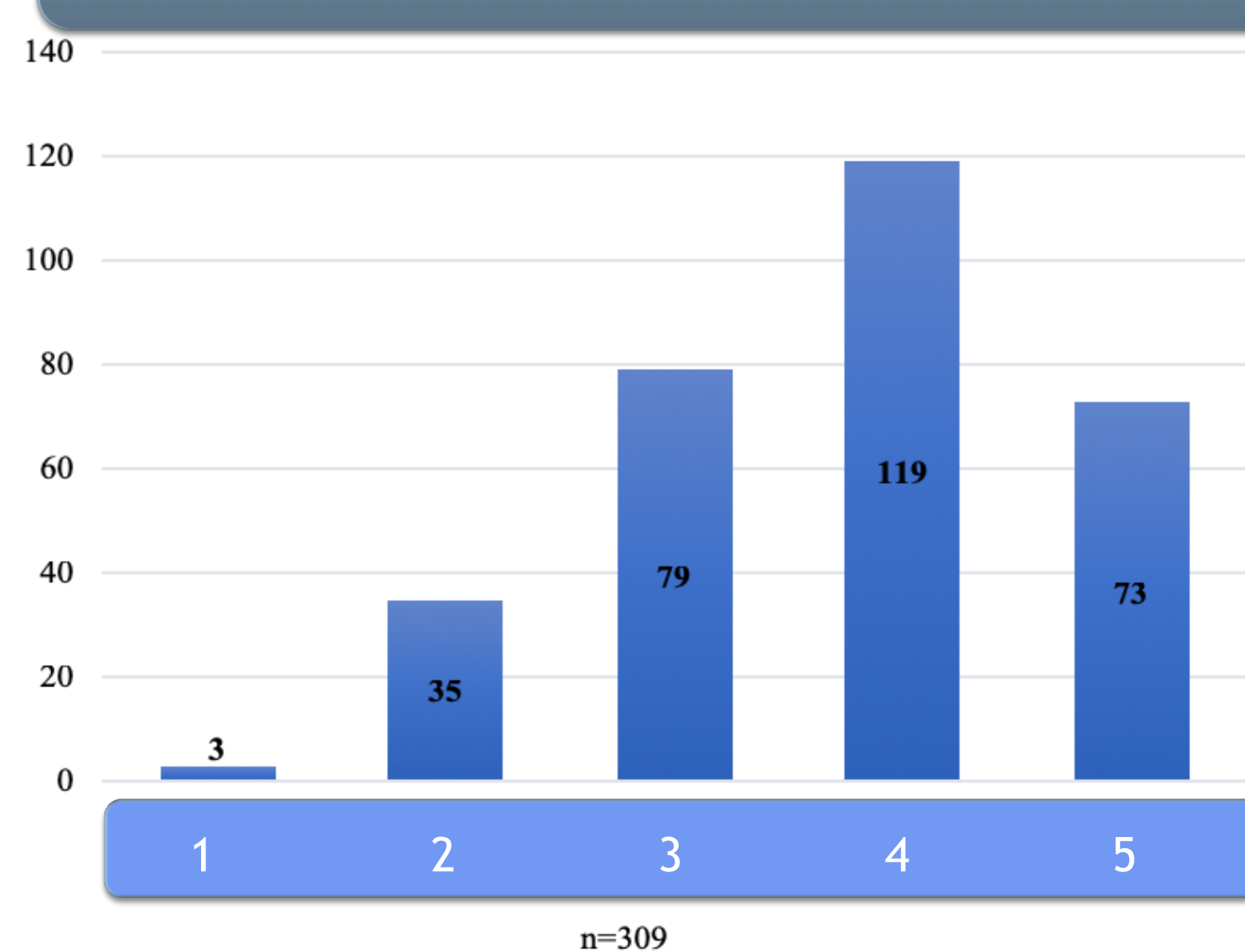
Types of social media



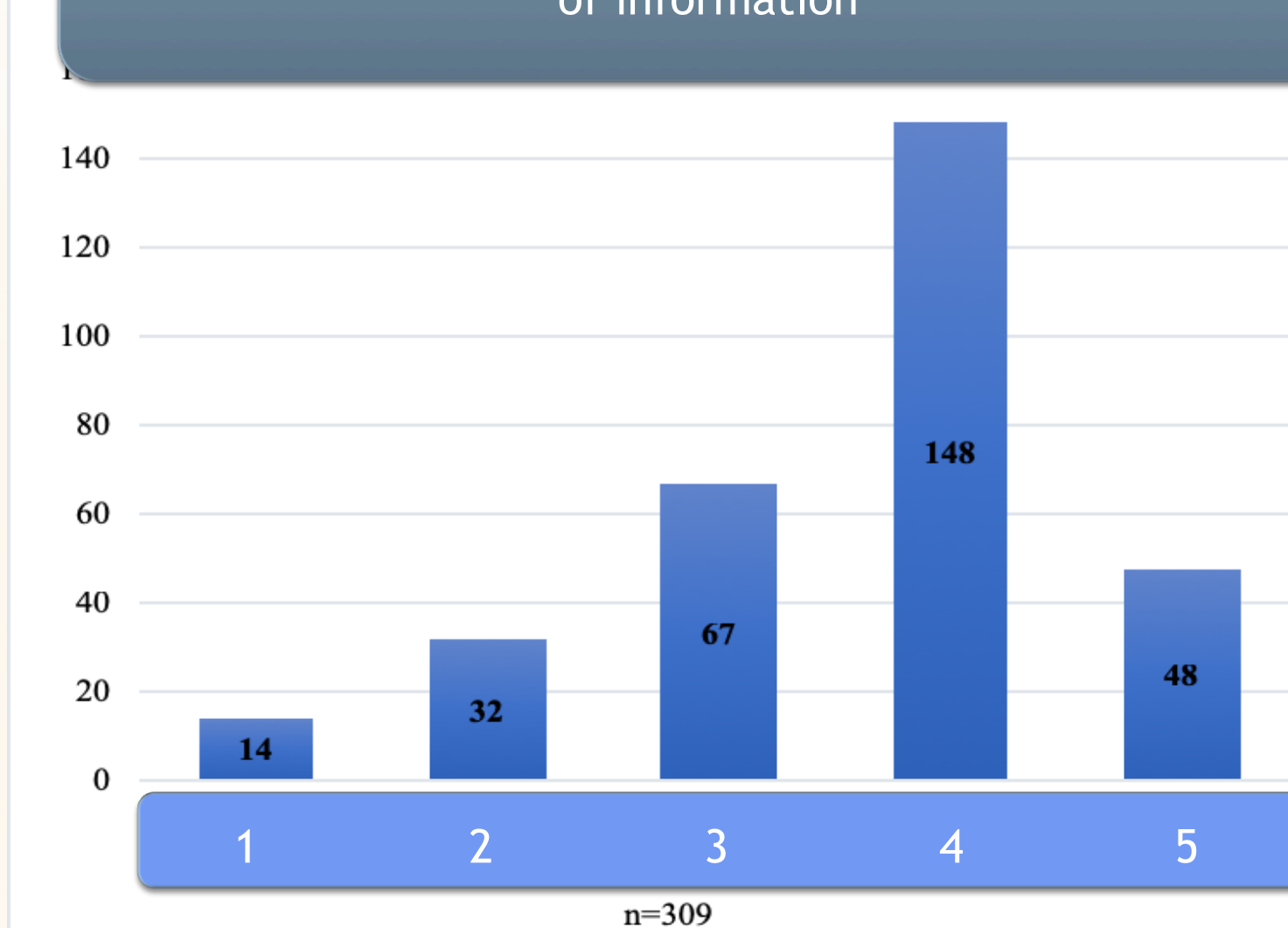
Percentage distribution of Instagram users by age



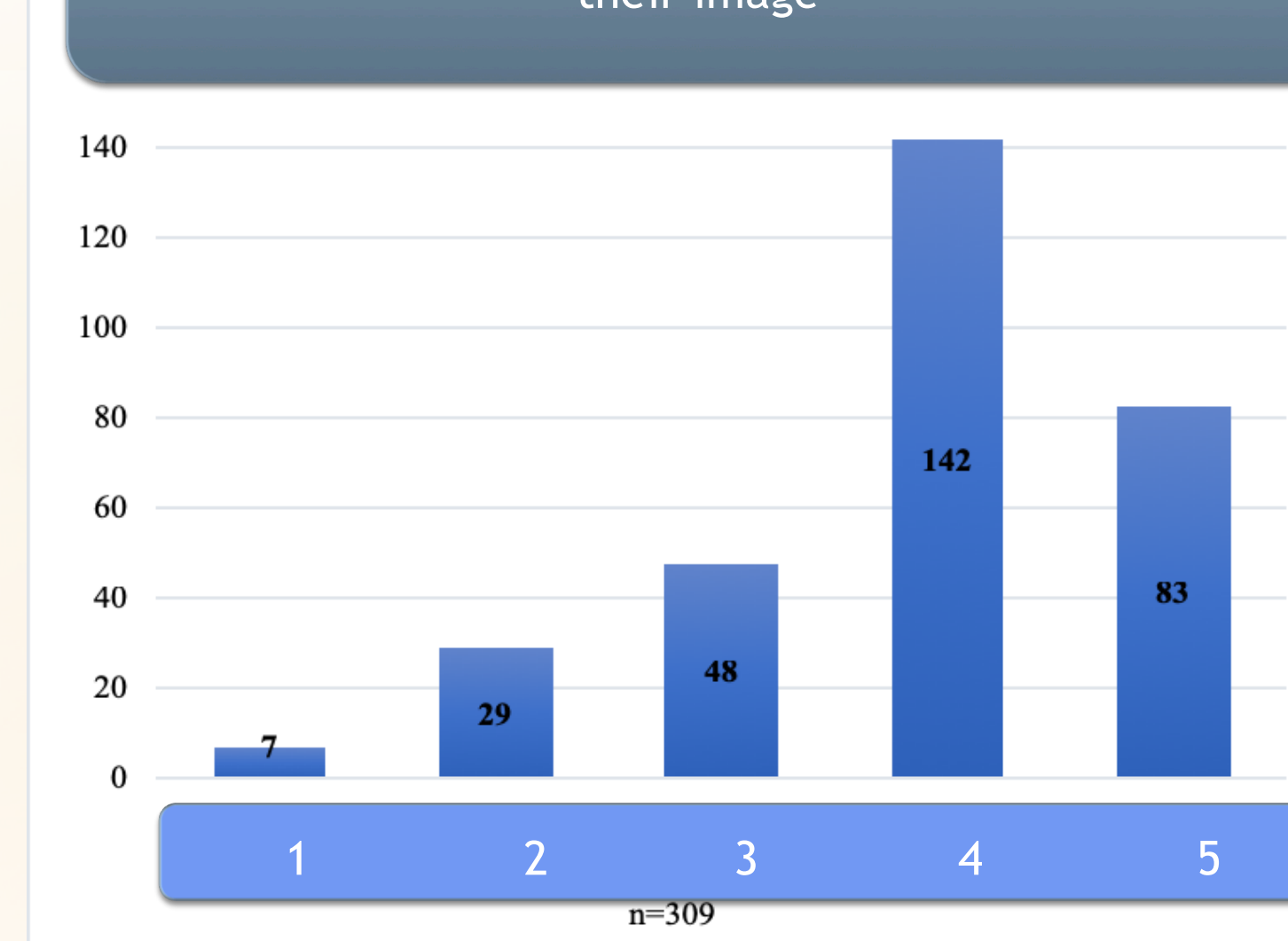
Online medical advice as a reliable source of information



Entries of medical professionals in SM as a reliable source of information



Influence of profiles run by medical professionals on their image



1-definitely not    2 - I don't think so    3 - hard to say    4-rather yes    5-definitely not

## FINDINGS

1. Students of Wrocław universities are active users of social media. The most popular websites are Facebook and Instagram.
2. They most often follow the profiles of medical professionals using Instagram.
3. The most frequently followed accounts by students in social media are mamaginekolog, mama.i.stehoscop and doctorekradzi
4. In the opinion of students social media run by medical professionals have an impact on the image of the medical professionals