



# Social media as a personal branding tool for medical professionals



Ewa Kołodziejczyk; Jolanta Grzebieluch, PhD

Department of Population Health, Faculty of Health Sciences,  
Wroclaw Medical University

## BACKGROUND

Social media in public health has an educational role that is used by medical professionals to convey health-promoting knowledge. Eye-catching forms of communication and huge reach, combined with a credible medical professional, are the definition of effective health education

## AIM

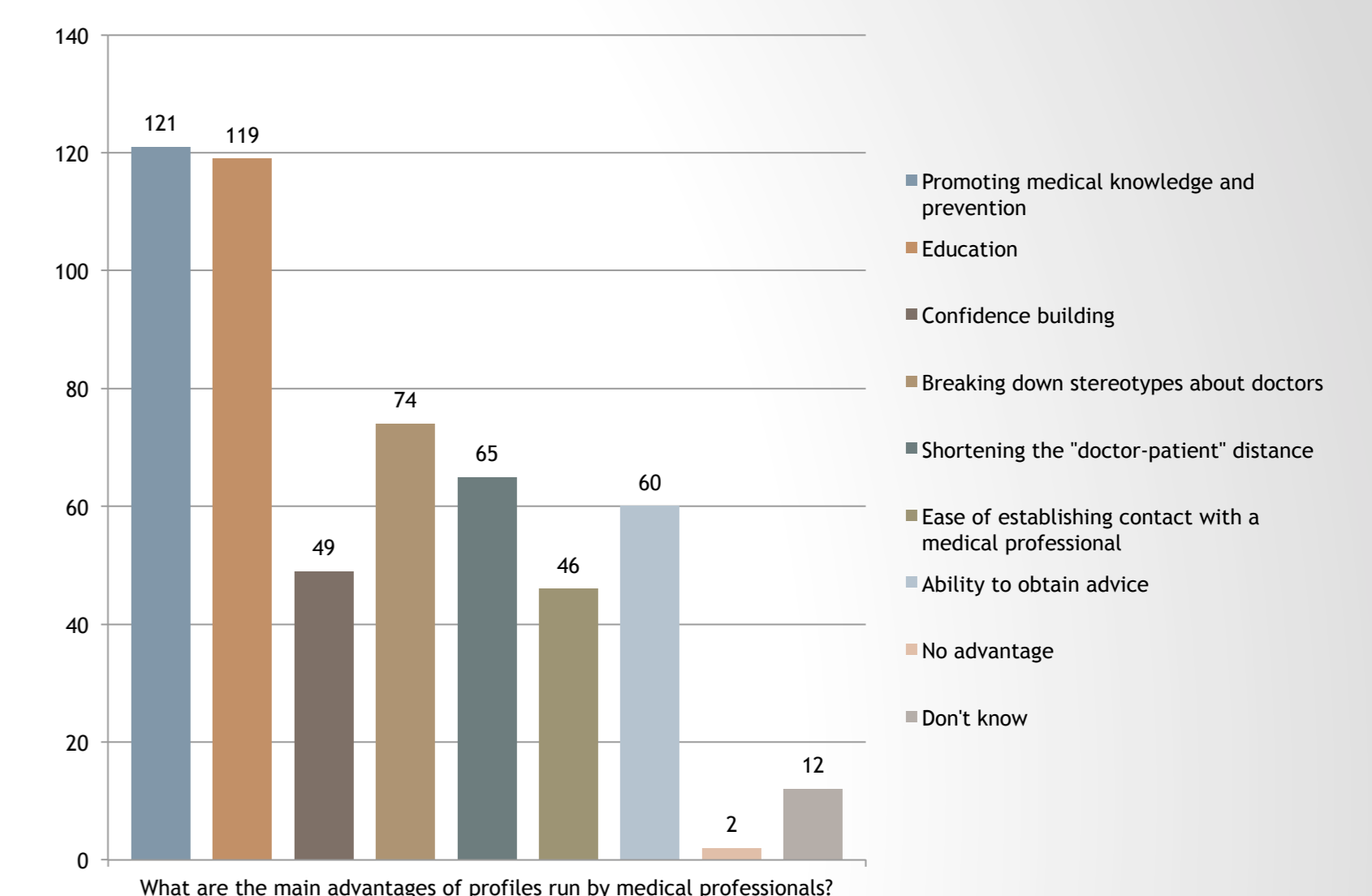
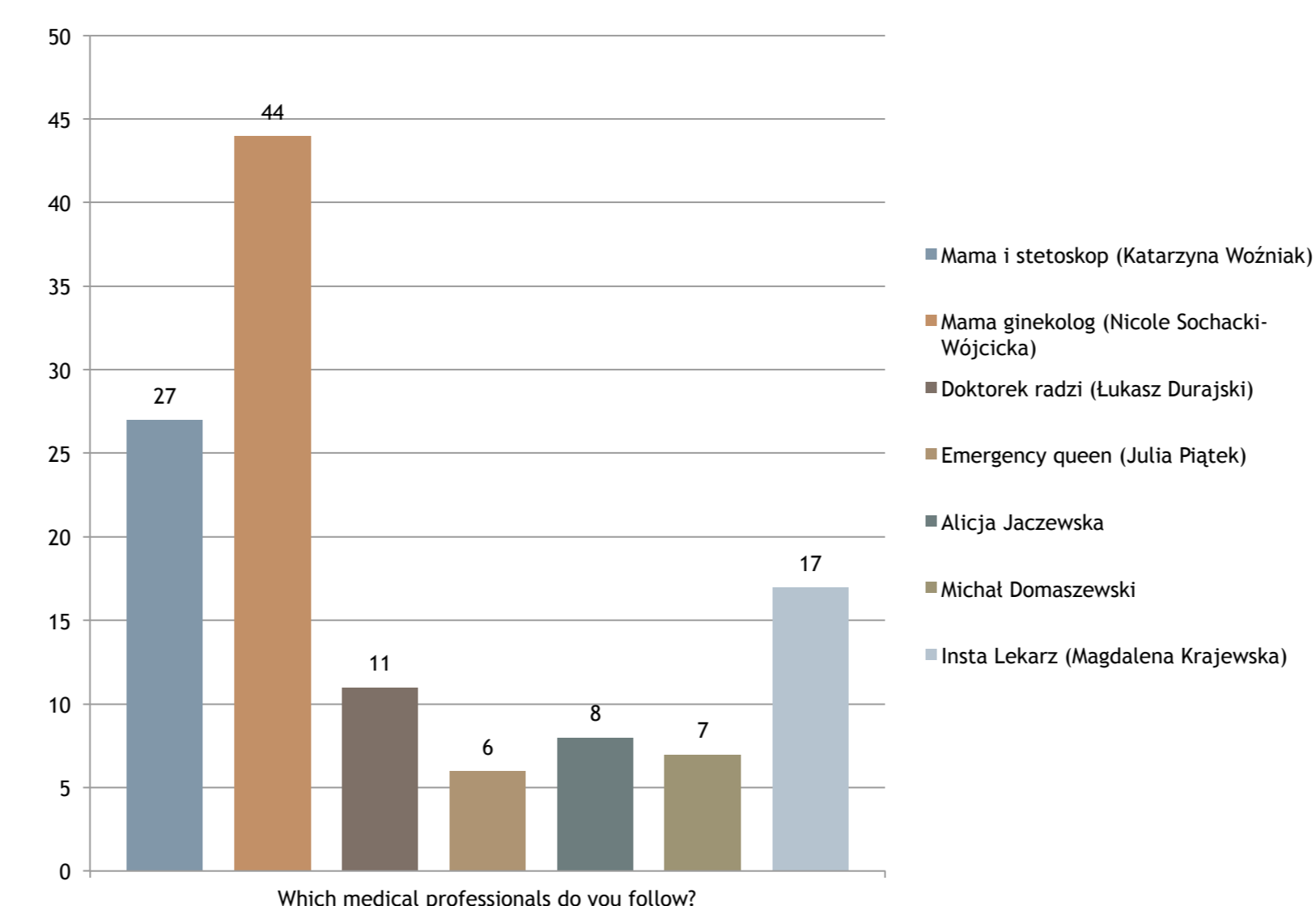
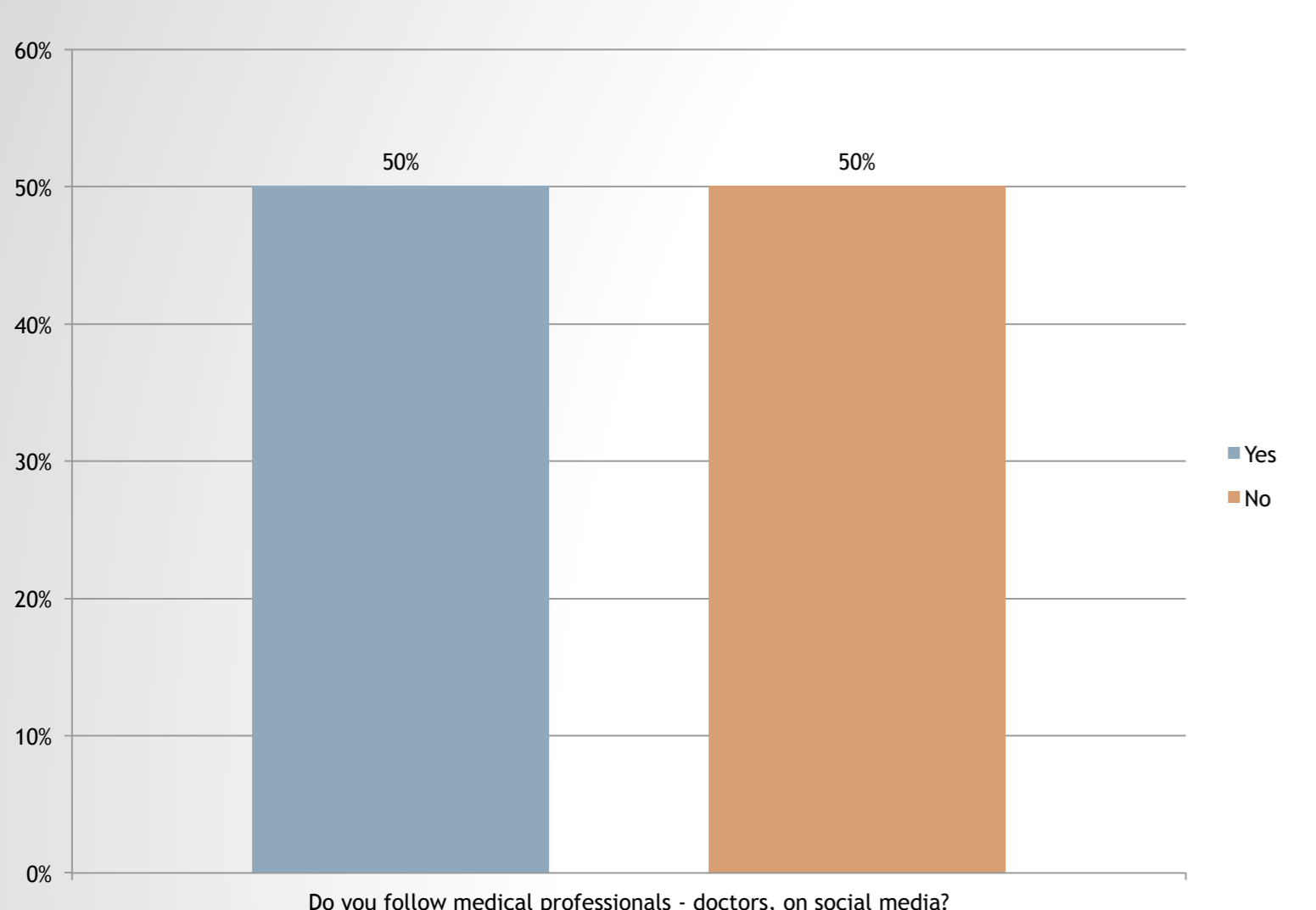
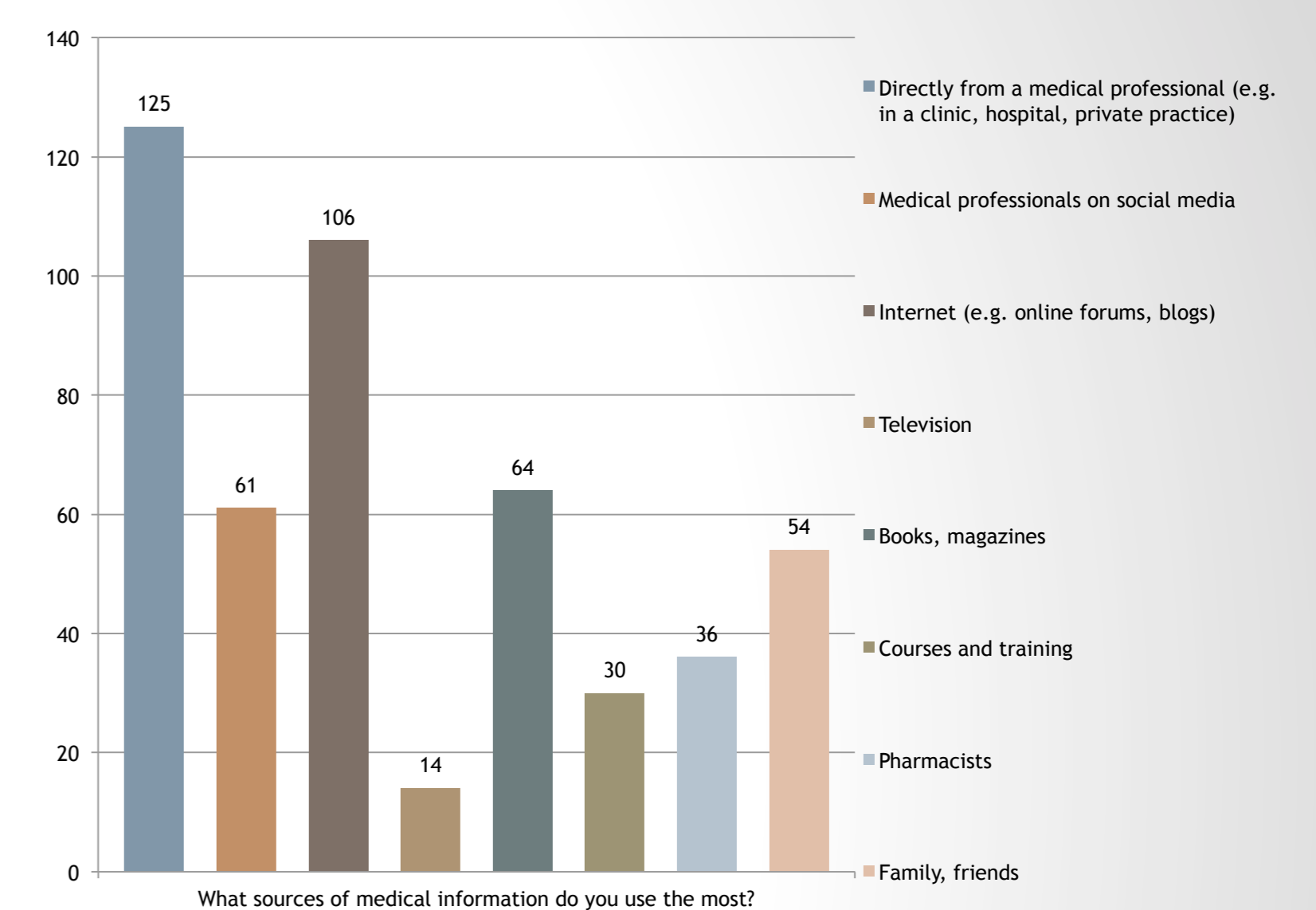
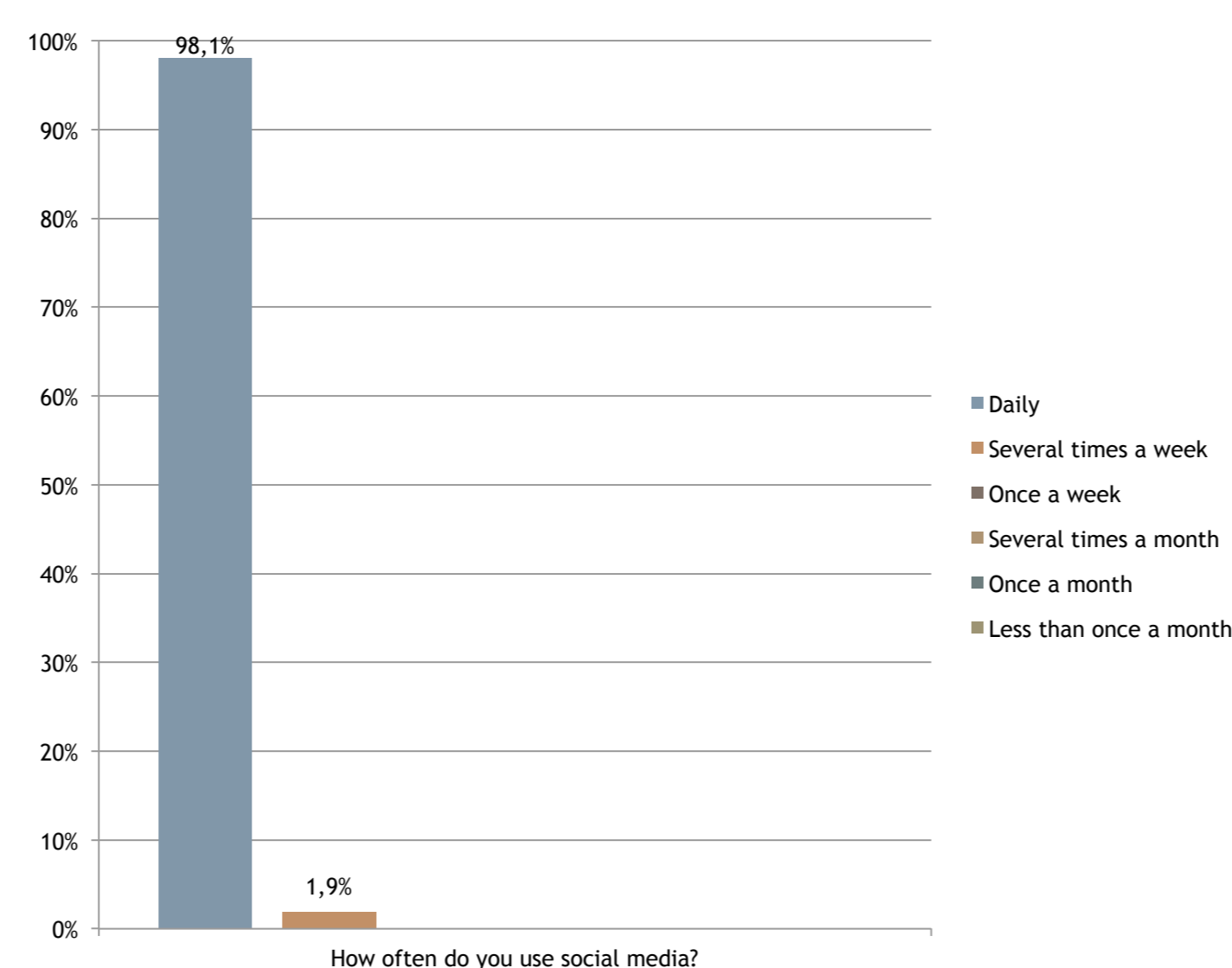
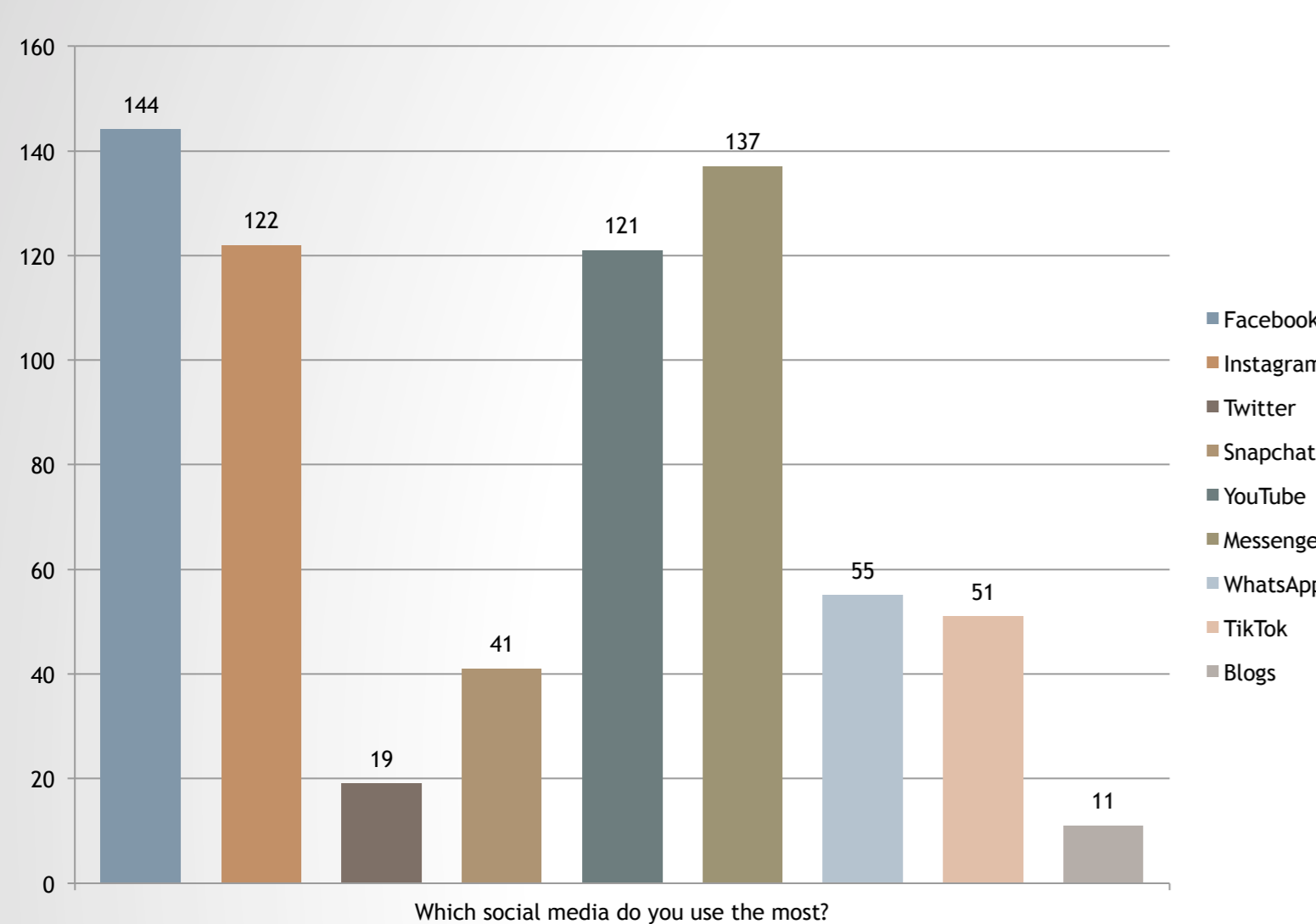
The study aims to determine the extent to which Internet users use social media profiles run by medical professionals as a source of health knowledge.

## MATERIAL ...

The survey was conducted in the first quarter of 2022, using an online survey. 160 respondents took part in the survey, 124 (77.5%) women and 36 (22.5%) men. The majority of respondents had higher education (86 people - 53.8%). Those with secondary education (68 people) accounted for 42.5% of respondents.

## ... And METHODS

## RESULTS



## FINDINGS

1. Social media is used by respondents primarily to connect with friends and as a source of up-to-date information.
2. The most frequently used source of knowledge about health was medical professionals, whom they met directly, for example, in private offices.
3. Respondents very much understand the information shared by medical professionals, which shows that this mode of communication is suitable for this target group, namely young people.
4. The most frequently indicated professional observed by respondents was "@mamaginekolog" which may be related to the feminized group of respondents.