

Building your practice through social media

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Social media is silly.

- Yes, it might be.
- But when evidence-based clinicians aren't online, the vacuum for information gets filled by wellness influencers who will sooner shove a discount code for supplements down your throat and do it really, really well.



Our words matter.

What we say and how we say it carries weight.

Social media impacts the care we deliver.

Objectives

After this session, you'll be able to use social media to:

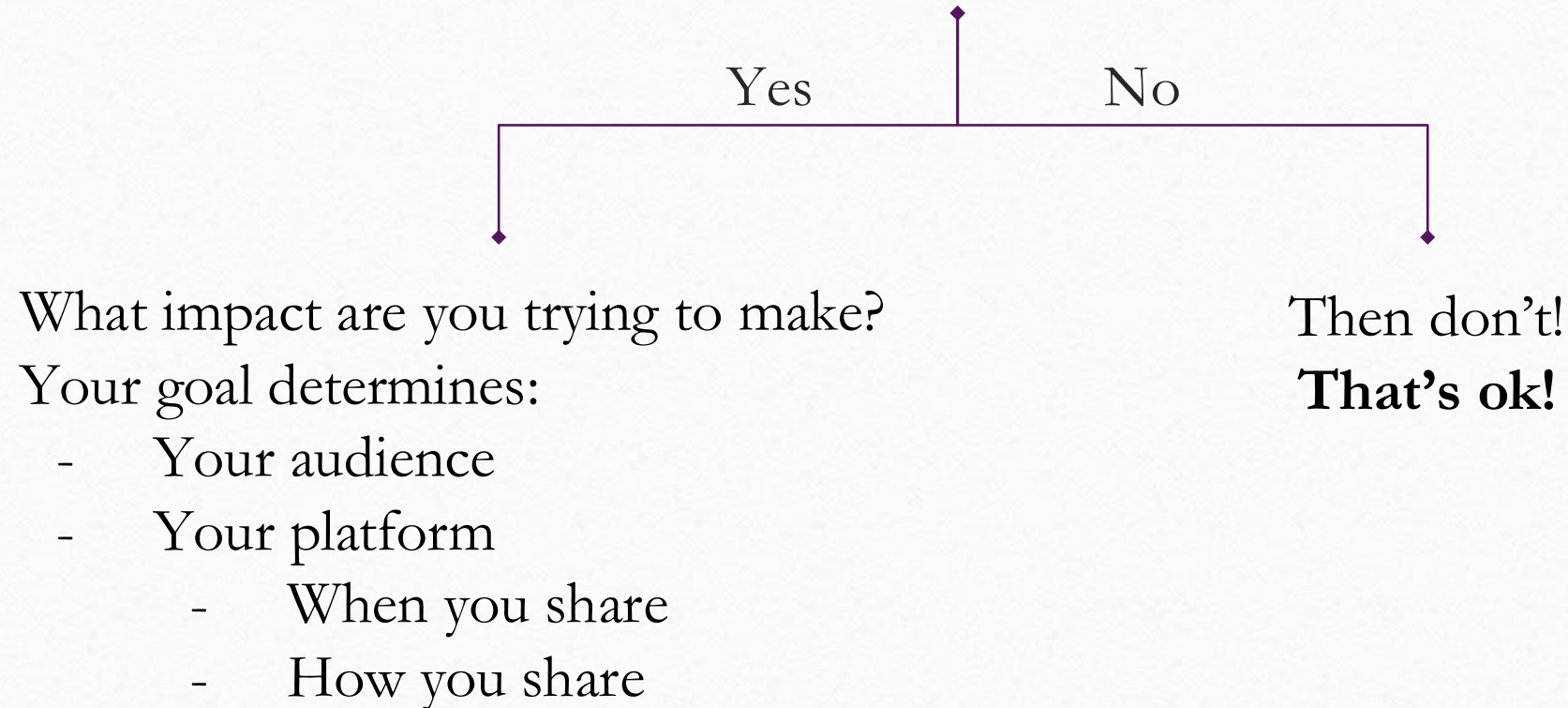
1. Grow your practice
2. Share evidence-based information

Topics We Will Touch On

- Overview of different social media platforms and their pros and cons
- Use of social media to connect with parents and patients
- Social media for branding and promoting yourself professionally

Start thinking about your goals with social media.

Do you want to be on social media?



Long-Form or Short-Form?

The difference in a nutshell...

Short-Form = A Solid Nugget of Information

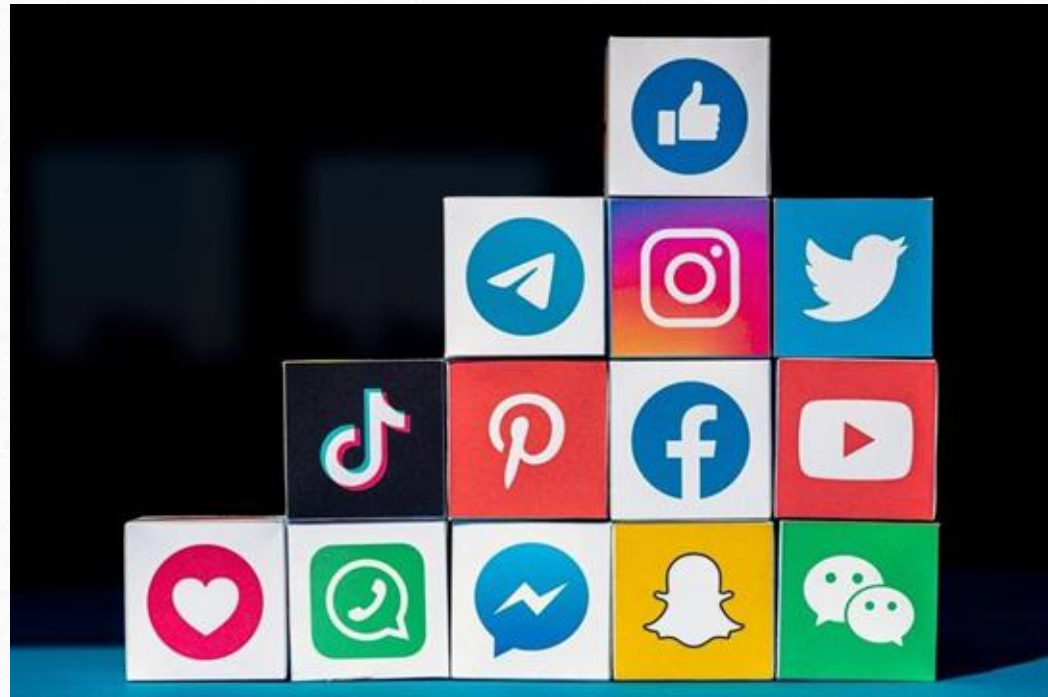
Long-Form = A Deeper Dive into a Topic

Both can be of value to viewers and to you.

The key: whatever you do, do it **authentically**.

Figuring out your format and
platform is half the battle.

What platforms? Let's break it down



LinkedIn (2003)

- Job and research opportunities
- Networking
- Medical journals and organization sharing recent news and research
- Course offerings like professional writing



Facebook (2004)

- Friends and family
- Networking
- Private and open Facebook groups for patients and providers to create community/exchange resources



YouTube (2005)

- Second largest search engine
- Long format video content



X (Formerly Twitter 2006)

- Share news, research, articles, memes, photos
- Can schedule posts in advance
- Trending hashtags



Doximity (2010)

- Professional networking for physicians
- News, dialer, sharing research, accessing peer reviewed articles, Doximity GPT, Scribe feature



Instagram (2010)

- All visual – photos and videos
- Friends, family, professionals
- Static posts, real-time updates
- Can film and create posts in the app



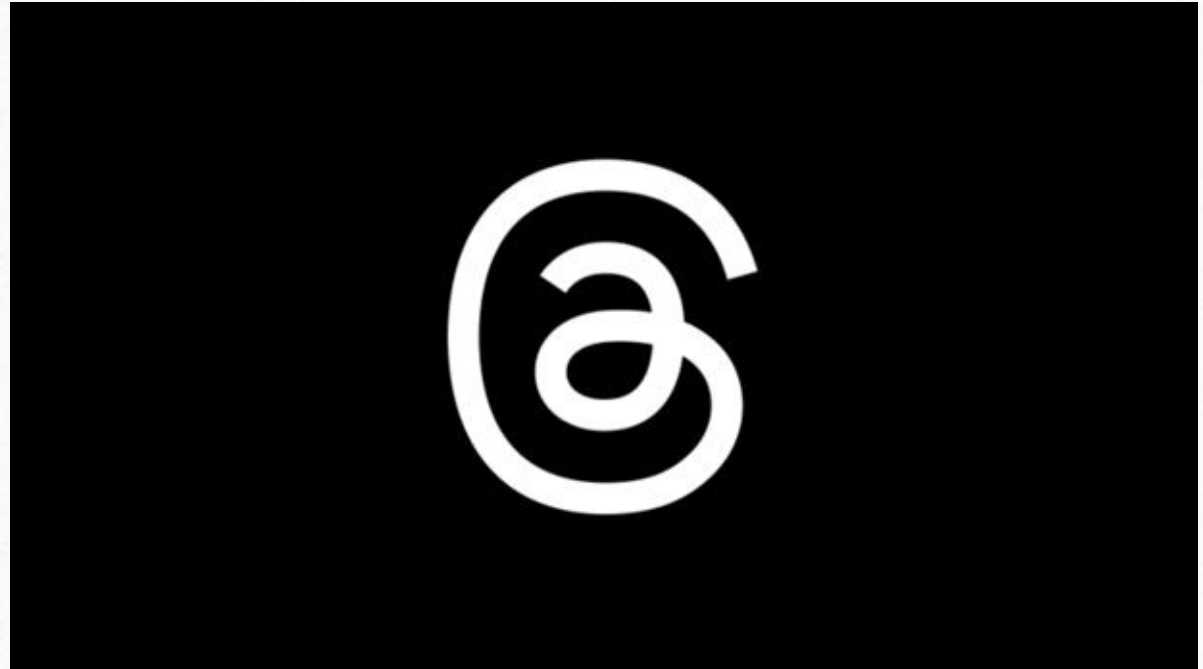
TikTok (2016)

- All visual – videos
- Friends, family, professionals
- Can create content directly in this app and cross post to different platforms



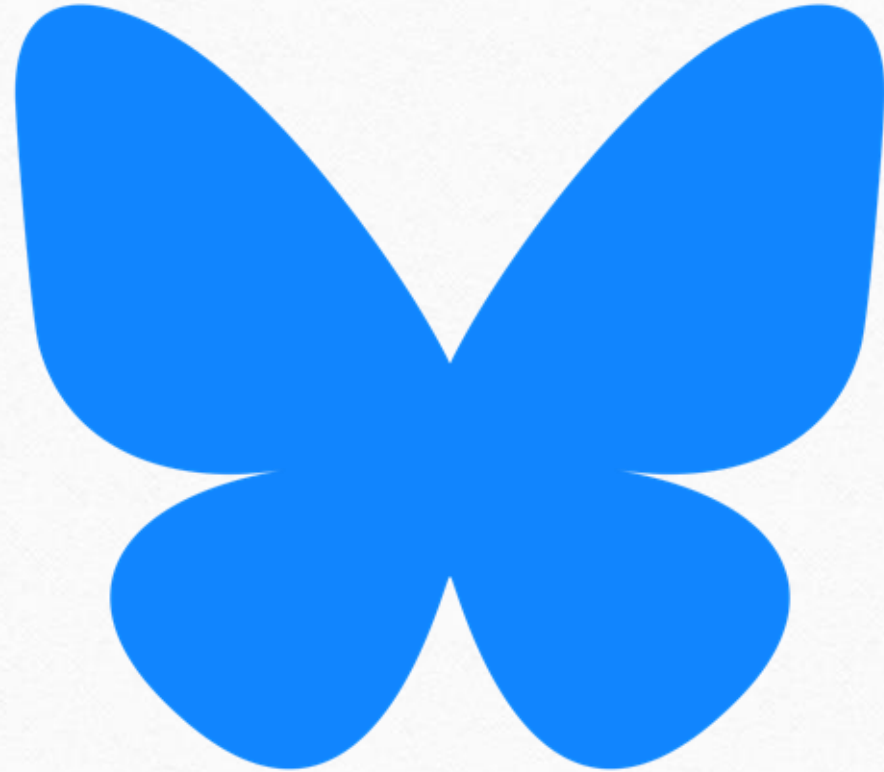
Threads (2023)

- Similar to X in some ways, quick posts with recent news, research



BlueSky (2024)

- Deja vu of the old Twitter



But also,



sarcasm_only

Follow



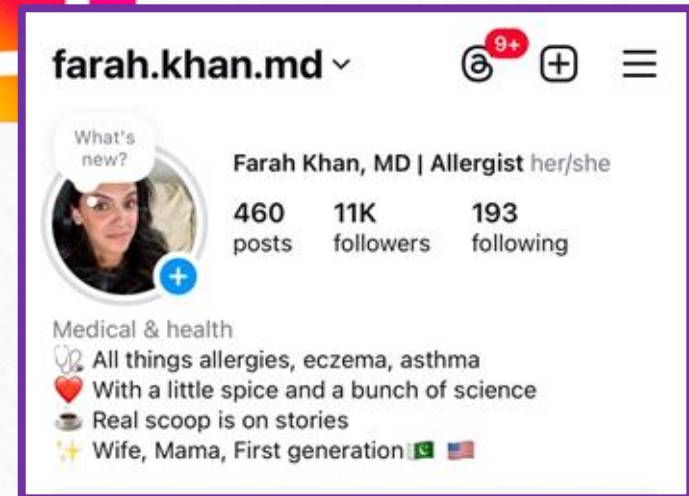
mark

@TheCatWhisprer

Used to wonder why my parents couldn't grasp technology but now anytime I see something new I'm like "I'm not learning that."

How did I decide?

- Wanted to reach patients and parents with allergic diseases
- Rampant misinformation from Facebook “support” groups
- Connecting with other HCPs
- Use a more creative part of my brain to communicate the same health info



How did I decide?

- Redundant conversations in clinic with little/no good parent-focused resources, so I started a “blog”
- But blogging is very time-consuming!
- So switched to podcasting and love it - full control (for better or worse!)
- Growing with video



Podcast Downloads

47K

Episodes Published

101

A word on your bio



Clearly state your credentials

One liner on what your page is about

Something personal if you want

What we can do vs. not-so-much

GENERAL
EDUCATION

SPECIFIC
MEDICAL
ADVICE

The cans vs. cannots

General education

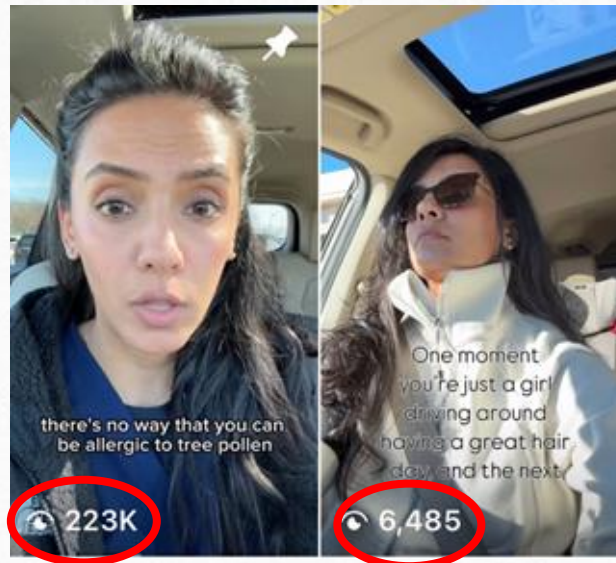
- Describing the condition
- Symptoms
- Mechanism
- Prevalence
- Treatment options

Specific medical advice

- Anything that could identify patient or violate any HIPAA rules
 - MRN
 - Age/sex
 - Any unique identifiers
 - Any specific recommendations for treatment/management

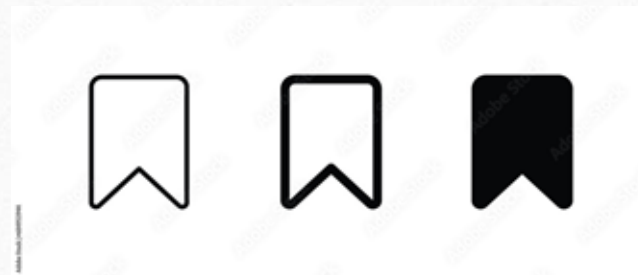
Some posts will do better than others.

- Don't delete any of them.



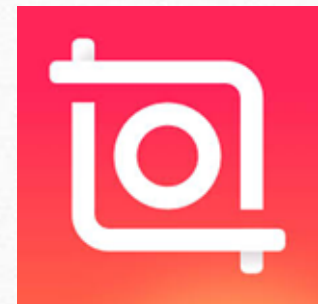
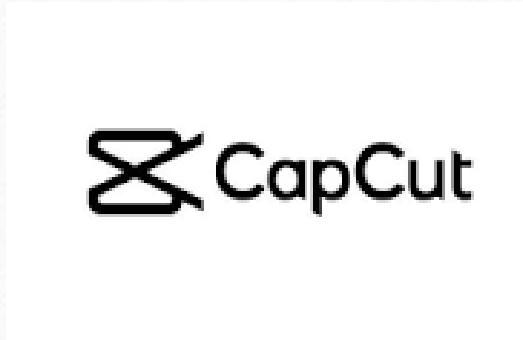
Engagement

- Saves
- Shares
- Watch time



The How

- Where do you start?
 - ☐ With one platform
- Canva
- CapCut
- Edits
- InShot (clunkier)
- Using AI!



Know your audience

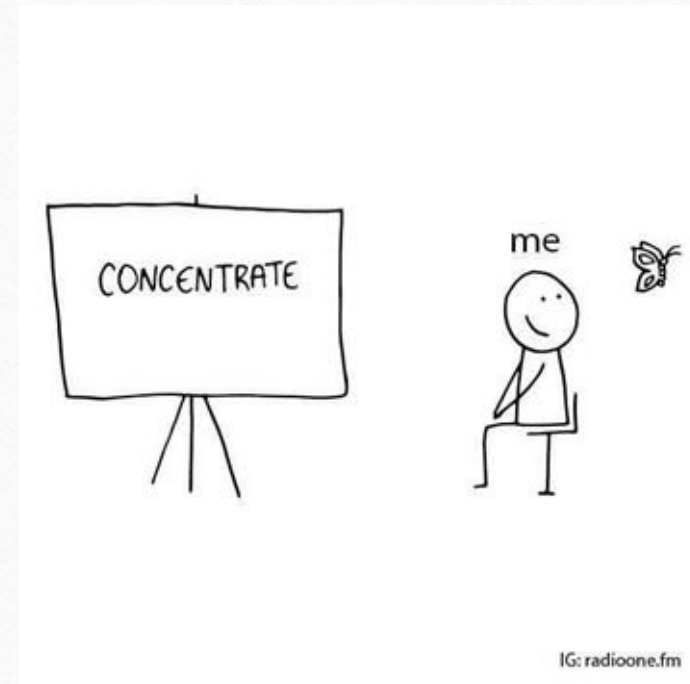
- Who are you talking to?
- Who are you trying to reach?
- Who are your listeners?
- Why are your followers following you?

Make it relatable

- Share your experience to connect with your audience.
 - “I” and “me” are powerful
- Promoting the value of something.
- Emotional connections can lead to action and can influence behavior.

Nobody has an attention span anymore

- Engaging to capture attention.
- What can people relate to?
- Paint a story to convey the message.
- Use humor.



Tips

- A **hook** to grab the viewer's attention
 - “Do you want to know why you can't get your charts done at work?”
 - “I'm an allergist with a food allergy. Let me tell you why you need to carry your Epi.”
- **Call to action**
 - “Share this post with someone who has asthma”
 - “Tell me why this also bothers you in the comments”

Tips

- Combine text, audio and video to create a message that resonates
- Use emojis



Length of a post

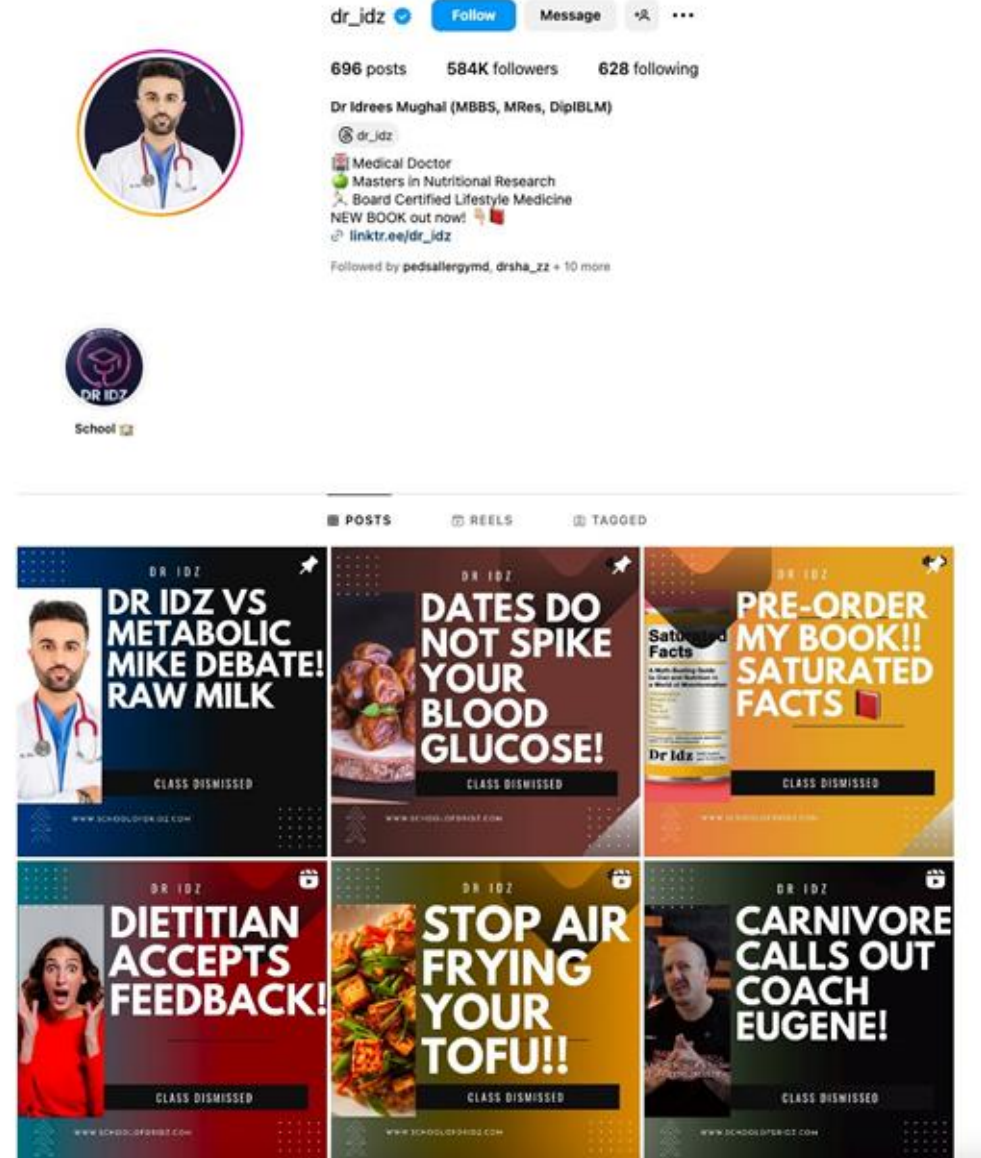
- Every post is different.
- Every creator is different.
- There is no magic rule.

Ideas for content

- What are you seeing in clinic?
- What kinds of questions are patients asking?
- What are you seeing in your EMR inbasket?
- Current events
- Interesting articles
- Follow comment sections for comedy and to keep your finger on the pulse.
- Followers will start to tag you in content for you to comment.

Does it have to be pretty?

- It's not just about the color scheme or slogan or layout.
- Expectation: It takes a little while for people to recognize you and posts coming from your account.
- Hold on to whatever makes you a little different.



Another tip

- Create in batches when you feel inspired!
- To grow your platform, you have to post consistently – daily, sometimes multiple times per day depending on how aggressively you want to grow.

Final takeaways

- This is for general education purposes.
- This is not specific medical advice.
- Talk to your doctor about what this could mean for you.
- Don't talk about specific patients or specific identifiers.
- Don't cozy up with random people.
- Don't need to have lengthy conversations through direct messaging.

DELETED/REWORKED SLIDES

Ask yourself...

- Who are you trying to reach?
- What do you want to share?
- Where are you going to say it?
- When are you going to do this?
- How do you want to say it?

Do you want to do this?