

Growing Popularity of the TikTok Platform Among Plastic Surgeons

Plastic surgeons are increasingly using TikTok to boost their prospective patient base...

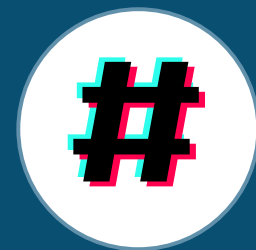


...but details of posted content and the purpose of their posts remain unclear

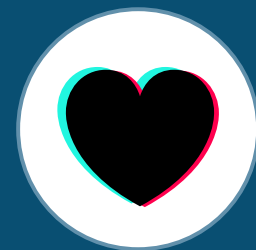
Analysis of plastic surgery-related content on TikTok (January 2022)



420
videos

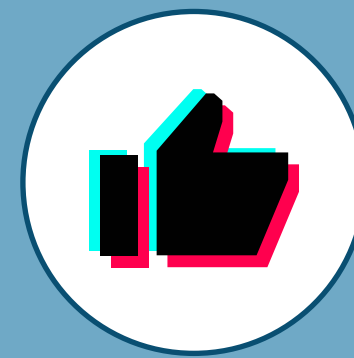


21
hashtags

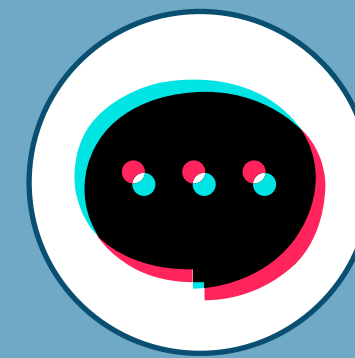


20 most-liked
posts per hashtag

Extracted data from posts



Number of
likes



Number of
comments



Type of
poster



Primary
purpose

Content uploaders
belonged to 15 countries,
with the majority from:
► United States
(75.5%)



Uploads by gender
► Male ≈ Female
(~49%)



51.2% posts were by
physicians
► ~80% board-certified
plastic surgeons



Proportion of
self-promotional posts
► 60.2%



The increasing use of TikTok by plastic surgeons may become an important tool in patient education and promotion in the near future