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

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

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

Presence of Cosmetic and Aesthetic Surgery on TikTok

Rivera et al. (2022)