Title: Dermatology TikTok™ videos: applicable considerations

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Abstract (300 word limit)

TikTok™ is one of the top social media platforms domestically and internationally. Previous reports have shown that skin/dermatology-related videos are one of the most popular types, but many of these videos report incorrect or even harmful information. Thus, there has been interest in the possibility of using this platform to share evidence-based information by dermatology professionals. We applied various popular, 'viral' dermatology-related topics and audiovisual characteristics in attempt to produce greater reach of our dermatology-related TikTok videos. A TikTok account was created for a private medical dermatology practice. TikTok video topics were derived from the most viewed dermatology related hashtags. A TikTok educational video was posted for a dermatological disease or procedure with the relevant hashtag each week day for 4 weeks. TikTok analytics were viewed for each video 2 weeks after all videos were posted. The majority of video views came from the 'For You' page. This landing page utilizes an algorithm to show new TikTok videos to users who may not already follow the account. Therefore, for any contributor, increasing their presence in other users' 'For You' pages can help increase exposure of their content to new viewers. Six videos with views one standard deviation above the mean were identified and their 'viral'-related characteristics were analyzed. The videos on skin cancer, warts and UVB therapy uniquely incorporated both 'trending' sounds and dancing. The videos on tinea and contact dermatitis specifically included photo montages. The video on cysts was the only video with procedural demonstration and a 'duet' feature. Further exploration in using certain audiovisual characteristics and combinations to increase video engagement is needed. We hope our data creating TikTok videos can help dermatologists and dermatology practices to have greater reach disseminating dermatology-related content.

Image

Table 1. "Dermatologic Diseases and Procedures TikTok videos with Viral Characteristics"

Hashtag	Hashtag views as of 6/25/2022	Audiovisual features	
Acne	27.5 Billion	On-screen text	"Trending" sound†
		Scrubs	
Alopecia	3.3 Billion	On-screen text	Music
		Scrubs	Dancing
Warts	230.4 Million	On-screen text	"Trending" sound†
		Scrubs	Dancing
Cyst	6.2 Billion	On-screen text	Music
		Scrubs	Procedural demonstration
			Duet‡
Eczema	736.9 Million	On-screen text	"Trending" sound†
		Scrubs	
Rosacea	264.4 Million	On-screen text	Music
		Scrubs	
Psoriasis	630.6 Million	On-screen text	"Trending" sound†
		Scrubs	
Skin cancer	225.3 Million	On-screen text	"Trending" sound†
		Scrubs	Dancing
Contact dermatitis	17.7 Million	On-screen text	Music
		Scrubs	Photo montage
Tinea	28.5 Million	On-screen text	Music
		Scrubs	Green screen
			Photo montage
Botox	3.2 Billion	On-screen text	"Trending" sound†
		Scrubs	
Chemical Peel	416.8 Million	On-screen text	Music
		Scrubs	Dancing
UVB therapy	367.6 Thousand	On-screen text	"Trending" sound†
		Scrubs	Dancing
MOHS	23.3 Million	On-screen text	Procedural demonstration
		Music	Dancing
Skin biopsy	10.3 Million	On-screen text	Music
		Scrubs	

† Popular audio that TikTok users may overlay on their video.
‡ Video in which TikTok users record alongside another TikTok user's posted video

Recent Publications

1. Vo, K., & Ezra, N. (2022). Dermatology tiktok™ Videos: Applicable considerations. *Clinical and Experimental Dermatology*, *48*(4), 387–388. https://doi.org/10.1093/ced/llac080

2. Perez, H., Abdallah, M. F., Chavira, J. I., Norris, A. S., Egeland, M. T., Vo, K. L., Buechsenschuetz, C. L., Sanghez, V., Kim, J. L., Pind, M., Nakamura, K., Hicks, G. G., Gatti, R. A., Madrenas, J., Iacovino, M., McKinnon, P. J., & Mathews, P. J. (2021). A novel, Ataxic Mouse model of ataxia telangiectasia caused by a clinically relevant nonsense mutation. *ELife*, *10*. https://doi.org/10.7554/elife.64695

Photograph



Biography (150 word limit)

Student Doctor Vo is dedicated to education and diversity regarding all skin and focusing especially skin of color, skin of sexual and gender minorities, and the intersectionality between these underrepresented groups. She is a founding curriculum chair of the Celebrating the Skin We're in Initiative focused on teaching youth on skin health in a culturally competent and inclusive focus in under-served communities in the Bay Area region of California. She is also a founding Events and Education Coordinator of Touro University California College of Osteopathic Medicine's Dermatology Interest Group and is now serving as its Senior Medical Advisor. In the future, she plans to apply to dermatology residency.

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Notes/Comments: