DOCTOR SOCIAL MEDIA

Instagram, YouTube or LinkedIn for doctors?

Pick one home platform and one supporting platform, matched to your goal, specialty and real recording time.

Swipe →

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THE PROBLEM

"

The most expensive mistake is trying to be on every platform at once, until the effort runs out and every profile goes quiet.

Start with the goal, not the platform.

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GOALS

Most doctors have two of these, not five

- More local patients for a consultation-led practice
- Patients researching a planned procedure
- Referrals from other doctors
- Authority: speaking, media, academic roles
- Patients from other cities or countries

Write them down before you open an app.

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DISCOVERY

How each platform finds an audience

INSTAGRAM	Interest-led Reels plus conversation in Stories and DMs
YOUTUBE	Search-led; explainers keep being found for years
SHORTS	Interest-led reach, now up to three minutes
LINKEDIN	Network-led; peers, hospital leaders, journalists

The discovery mechanism matters more than audience size.

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BY SPECIALTY

Patterns, not rules

DERM, DENTAL	Instagram, built on education rather than before-and-after
ORTHO, SPINE	YouTube explainers for long research periods, Shorts for reach
ONCOLOGY	Calm long-form YouTube for families across cities
CARDIO, MEDICINE	YouTube for patients, LinkedIn for referrals
REFERRAL SURGERY	LinkedIn plus a few strong explainers beats daily Reels

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WRONG PLATFORM

Signs after ninety days of effort

- Views come from outside your city when the goal is local
- Followers grow, nobody visits the booking page
- DMs are free-advice requests your team cannot handle
- Referring doctors have never seen your content
- You dread recording because the format does not fit

Two or three together mean change the home platform, language or format.

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SIZE THE EFFORT

Consistency beats volume

1. Recording time: batch once a month, not daily between OPDs
2. Team: who edits, captions, posts, moderates
3. Review: who checks clinical accuracy and compliance
4. Response: who routes DMs to the booking desk
5. Language: regional often outperforms English in tier-2 cities

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THE DECISION

Five steps to a platform choice

1. Write down your two main goals
2. Match each to interest-led, search-led or network-led discovery
3. Check specialty fit and the compliance temptations
4. Choose one home, one supporting platform; size to real time
5. Set a ninety-day review with measures agreed up front

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READ THE FULL GUIDE

Choosing platforms for doctors, in full

- A worked example of a tier-2 orthopaedic surgeon
- Setting up each profile properly
- Platform-specific compliance risks
- gauravphogat.com/choosing-platforms-instagram-youtube-linkedin-for-doctors

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