

The Social Media Use Among Saudi Plastic Surgeons and Its Impact on Their Private Practice

Questionnaire

Demographic Data:

1. Age [Open-ended]

2. Gender

- A. Male
- B. Female

3. Residency Training program

- A- Saudi
- B- French
- C- Canadian
- D- American
- E- German
- F- Other (Please specify)

4. Fellowships:

- A- Aesthetic
- B- Burn
- C- Craniofacial
- D- Hand Surgery
- E- Microsurgery
- F- Pediatric plastic surgery
- G- Breast

5. How many years have you been in practice post-residency or fellowship training?

- A- 0-5 years
- B- 6-10 years
- C- 11-15 years
- D- 16-20 years
- E- 21-25 years
- F- > 25 years

6. Region of practice:

- A. Central
- B. Western
- C. Eastern
- D. Southern
- E. Other [Please mention]

7. Primary practice setting:

- A. Private practice (solo or group)
- B. Academic
- C. Non-academic hospital employed

D. Other (corporate or multispecialty group)

8. What percentage of your practice is cosmetic surgery?

- A. 0-20%
- B. 21-40%
- C. 41-60%
- D. 61-80%
- E. 81-100%

9. What percentage of your practice is reconstructive Surgery?

- A. 0-20%
- B. 21-40%
- C. 41-60%
- D. 61-80%
- E. 81-100%

Use of Social Media Among Plastic Surgeons Related Questions

10. Do you currently use social media platforms (e.g., Facebook, Instagram, Snapchat, etc.) in your practice?

- a. Yes
- b. No
- c. In process of creating social media presence
- d. Previously had social media presence but have since removed

11. Which social media platforms do you use in your practice? (select all that apply)

- a. I do not use social media in my practice
- b. Facebook
- c. Instagram
- d. Snapchat
- e. Real Self
- f. LinkedIn
- g. YouTube
- h. Vimeo
- i. Twitter
- j. Pinterest
- k. Google+
- l. Other: _____

12. Who manages your business social media? (check all that apply)

- a. You
- b. Staff
- c. Family
- d. Other
- e. N/A

13. What is the main reason for using social media in your practice? (select all that apply)

- a. I do not use social media in my practice
- b. Practice expansion

- c. Brand creation
- d. Education
- e. Create an online presence

14. What percentage of your practice may be attributed to social media referrals?

- a. I do not use social media in my practice
- b. <10%
- c. 10-20%
- d. 20-30%
- e. 30-40%
- f. 40-50%
- g. 50-60%
- h. 60-70%
- i. 70-80%
- j. 80-90%
- k. >90%

15. How would you describe your practice size?

- a. Single surgeon
- b. Two surgeon
- c. Group practice, 3 or more surgeons

16. Do you feel that the use of social media in plastic surgery is overall positive for the field?

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

17. Do you feel that the use of social media in plastic surgery improves the image of the field?

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

18. Do you feel that the use of social media in plastic surgery worsens the image of the field?

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

19. Do you feel patients respond positively to social media by plastic surgery practices?

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

20. Do you feel patients are more likely to undergo plastic surgery when exposed to plastic surgery on social media?

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

21. Do you feel patients are more likely to prefer a plastic surgeon with a social media presence?

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree