



# Dermatology TikTok™ videos: applicable considerations

Karen Vo, OMS-2<sup>1</sup>, Navid Ezra, MD<sup>2</sup>

<sup>1</sup>Touro University California College of Osteopathic Medicine

<sup>2</sup>California Dermatology Institute



## Introduction

TikTok is one of the top social media platforms domestically and internationally. Many users utilize this platform for dermatology related information from non-board certified influencers.

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.

## Objectives

We applied various popular, ‘viral’ dermatology-related topics and audiovisual characteristics in attempt to produce greater reach of our dermatology-related TikTok videos.

## Methods

A TikTok account was created for a private medical dermatology practice with multiple office locations in Southern California (California Dermatology Institute). We posted a single educational TikTok video on the account daily Monday through Friday for 4 weeks. TikTok video topics were derived from the most viewed hashtags. Based on the National Ambulatory Medical Care Survey, we generated a list of the Top 20 Dermatologic Conditions Seen by Dermatologists. On June 25, 2022, these diagnoses were queried as hashtags on TikTok, and the ten diagnoses with the most views were evaluated. In addition, five dermatologic procedures offered in our practice were also queried as hashtags on TikTok. A TikTok educational video was posted per dermatologic disease and procedure with the hashtag. Five additional TikTok videos were posted regarding clinic staff and running a clinic. TikTok videos incorporated audiovisual features found in ‘viral’ dermatology related videos. Tiktok Analytics were viewed for each video two weeks after all videos were posted.

## Results

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		Procedural demonstration
		On-screen text	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

All videos posted included “on-screen text” of educational content. Video on skin cancer was identified as a high outlier in views utilizing the interquartile range rule. Six videos with views one standard deviation above the mean were identified and their “viral” related characteristics were analyzed. These videos were on the following topics: skin cancer, warts, UVB therapy, contact dermatitis, cyst, and tinea. Videos on skin cancer, warts, and UVB therapy uniquely incorporated both “trending” sounds and dancing. Dancing in videos consisted only of healthcare workers. The videos on tinea and contact dermatitis were the only videos that included photo montages. The video on cysts was the only video with procedural demonstration and a “duet” feature.

According to TikTok’s “Video views by section”, the majority of views for our cyst video were from hashtag search. For the rest of our videos, the majority of views were from the “For You” page. This landing page utilizes an algorithm to show new TikTok videos to users who may not follow you based on past videos viewed, follows, and likes before viewing videos of those you follow.

## Conclusions

- Utilizing certain audiovisual characteristics and combinations can increase video engagement.
- Increasing one’s presence in people’s “For You” page can help increase exposure of your content to new viewers.

We hope our data creating TikTok videos can help dermatologists and dermatology practices to have greater reach disseminating evidence-based dermatology-related content.

## Acknowledgements

The following individuals provided helpful comments for our methods and the production of the videos: Morgen Lakpour (Thousand Oaks-CA), Sunny Patel (Thousand Oaks- CA). Special thanks to Dr. Jay Shubrook (TUCOM) for advisement of the research publication.