



**CLEAR's** Seventh International  
Congress on Professional and  
Occupational Regulation

DUBLIN, IRELAND | MAY 3-5, 2023



Experience, Innovation and Social Media -  
Managing the Social Media Presence of the Regulated  
Kym Ayscough | Australian Health Practitioner Regulation Agency

# WARNING

- This presentation includes graphic video footage of a surgical procedure and some images of nudity

# The power of specific powers

## Legislation

- Prohibits some advertising
- Financial penalties and/or disciplinary action for breach

## Code of Conduct

- Expressly reference public commentary and use of social media
- Disciplinary action for breach

## Guidelines

- *Social media: How to meet your obligations under the National Law*
- Acceptable evidence in health advertising

# Good Medical Practice: a code of conduct for doctors in Australia

- 2.2 Public comment and trust in the profession
- The community trusts the medical profession. Every doctor has a responsibility to behave ethically to justify this trust.
- While there are professional values that underpin good medical practice, all doctors have a right to have and express their personal views and values. However, the boundary between a doctor's personal and public profile can be blurred. As a doctor, you need to consider the effect of your public comments and your actions outside work, including online, related to medical and clinical issues, and how they reflect on your role as a doctor and on the reputation of the profession.



# Guidance to aid compliance

## Social media: How to meet your obligations under the National Law

### Resources

Code of conduct

Advertising hub

[Social media: How to meet your obligations under the National Law](#)

Cosmetic surgery hub

Supervised practice

Registration standards

Managing health records

Telehealth guidance for practitioners

What the public should look out for in health advertising

COVID-19 updates

November 2019

### What is the purpose of this guidance?

This guidance is to help registered health practitioners understand and meet their obligations when using social media. When using social media, the Health Practitioner Regulation National Law (the National Law), your National Board's code of ethics and professional conduct (the Code of conduct) and the [Guidelines for advertising a regulated health services](#) (the Advertising guidelines) apply, just as when you interact in person. See your [Board's website](#) for relevant codes, guidelines and policies.

When using social media, you can meet your obligations by:

- complying with confidentiality and privacy obligations
- complying with your professional obligations as defined in your Board's Code of conduct
- maintaining professional boundaries
- communicating professionally and respectfully with or about patients, colleagues and employers, and
- not presenting information that is false, misleading or deceptive, including advertising only claims that are supported by [acceptable evidence](#).

# When the 'traditional' approach works

<https://www.news.com.au> › online › social › news-story

## Doctor disqualified after posting pics of dead people online

28 June 2022 — Dr Christopher Kwan Chen Lee has been disqualified. ; The tribunal found Dr Lee's medical condition played a 'material role' in his conduct.



# When it doesn't - Cosmetic Surgery

## How the cosmetic cowboys ran free on the wild west of social media

The backlash has been swift after a litany of troubling practices across cosmetic surgeon Dr Daniel Lanzer's network was uncovered.

by Adele Ferguson and Lauren Day



## Celebrity cosmetic surgeon's patient in ICU after major blood loss

A woman was found unconscious and rushed to hospital this week after receiving liposuction treatment and a tummy tuck from an associate of Dr Daniel Lanzer.

by Adele Ferguson and Lauren Day



## Cosmetic surgeon accused of doctoring reviews on Google

Cosmetic surgeon and social media star Dr Daniel Lanzer allegedly paid an unhappy patient to replace negative online reviews of procedures with glowing testimonials

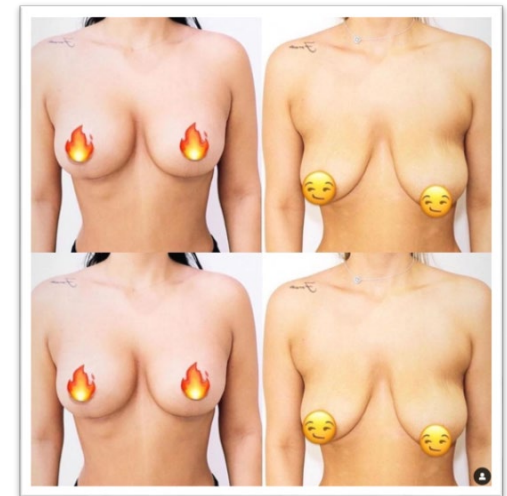
by Adele Ferguson and Lauren Day



#ICFOR2023

# What we are learning

- Social media feels like entertainment and trivialises risks
- Use of emojis trivialises surgery
- Influencer opinions carry extra weight in shaping choices;
  - declaring their cosmetic surgery normalises the choice, reduces the embarrassment / secretive barrier
  - unreasonable expectations for the average patient



# Innovations in regulating social media use

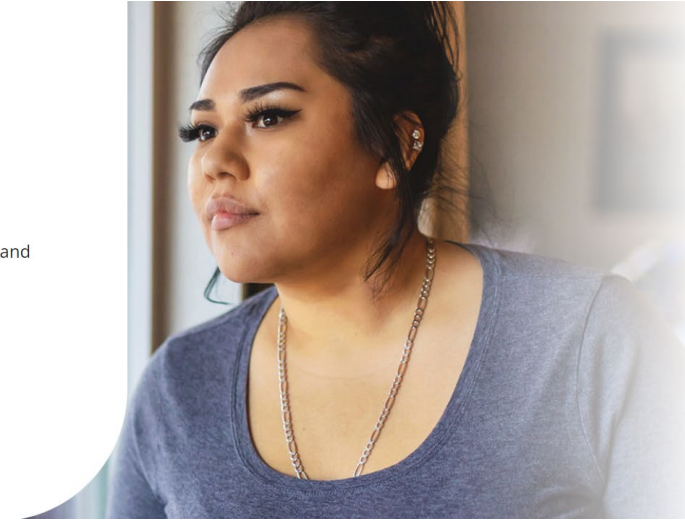
- Cosmetic Surgery Hub
- Web scraping
- Content capture
- Proactive audit
- Updated guidelines
- Restrictions on advertising

## Making cosmetic surgery in Australia safer

Ahpra is committed to making cosmetic surgery safer. We encourage patients and practitioners to report unsafe practice and we want to give people the tools to make safer cosmetic surgery choices.

Check registration status  
**Look up a practitioner**

Tell us about unsafe practice  
**Submit a concern**





# Meeting consumers where they meet

- Audience testing of messages with social research company
- Paid for boosted posts on our social media channels
- Mamamia – post reached over 303,000 accounts
- Women's health – over 160,000 impressions

# Meeting consumers where they meet

NEW HOTLINE 1300 361 041

Had a bad experience with cosmetic surgery?

Call the Cosmetic Surgery Hotline 1300 361 041



FASHION

## 'This is my formula.' 8 shopping hacks our fashion experts swear by.



How many times have you taken yourself [shopping](#) - on what should be a really fun outing - and left, no clothes in hand, feeling deflated?

Shopping can be stressful even at the best of times - with sizing varying from brand to brand (not to mention the [limited sizing options in-store](#)), harsh lighting in change rooms and an overwhelming amount to choose from.



CHARLOTTE BEGG  
Lifestyle Writer  
OCTOBER 7, 2022



Leave a comment

### Listen Now



Mamamia Out Loud

The 'Inclusion' Debate Everyone's Having

The 'Inclusion' Debate Everyone's Having

#ICPOR2023

# Find out more

- Advertising hub  
<https://www.ahpra.gov.au/Resources/Advertising-hub.aspx>
- Social media guidance  
<https://www.ahpra.gov.au/Resources/Social-media-guidance.aspx>
- Cosmetic surgery hub  
<https://www.ahpra.gov.au/Resources/Cosmetic-surgery-hub.aspx>



- **Kym Ayscough**
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- [www.ahpra.gov.au](http://www.ahpra.gov.au)







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# Experience, Innovation and Social Media - Managing the Social Media Presence of the Regulator

Jimi Bush | Washington Medical Commission



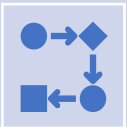
# What Resources are Available to You?



Do you currently have a social media team?



Do you have the people to manage all the channels you want to be on?



How much time can you really dedicate to each channel?



Who is creating your social content and who will manage them?

# Types of Communications

- **Political:** Very divisive, us-versus-them style messaging. This approach might win you support from people who already like what you're doing, but it will also alienate a large portion of your audience, and that's not building trust.
- **Promotional:** Things like news releases, events, and podiums.
- **Operational:** Day-to-day customer service — answering questions, directing people to websites and landing pages, and helping them fill out forms.

# Target Your Audience

## Facebook

Monthly Active  
Users: 2.91B

Largest Age Group:  
25-34 (31.5%)

Gender: 57% (M)

Time Per Day: 33  
min

## Instagram

Monthly Active  
Users: 2B

Largest Age Group:  
18-24 (31%)

Gender: 51.8% (M)

Time Per Day: 29  
min

## TikTok

Monthly Active  
Users: 1B

Largest Age Group:  
10-19 (25%)

Gender: 61% (F)

Time Per Day: 89  
min

## Twitter

Monthly Active  
Users: 211M

Largest Age Group:  
18-29 (42%)

Gender: 61.6% (M)

Time Per Day: 31  
min

## LinkedIn

Monthly Active  
Users: 810M

Largest Age Group:  
25-34 (58.4%)

Gender: 52% (M)

63% access the  
network weekly

## YouTube

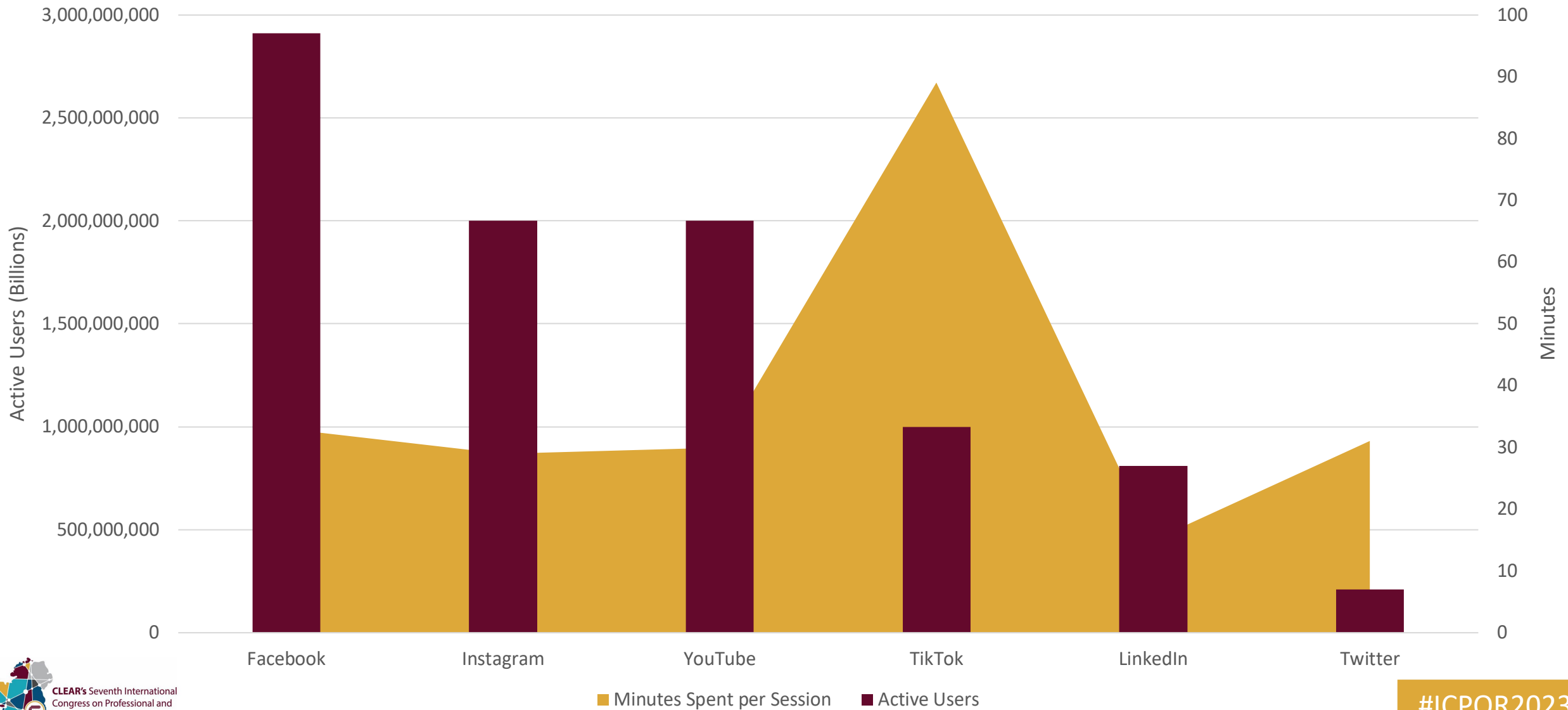
Monthly Active  
Users: 2+B

Largest Age Group:  
15-35

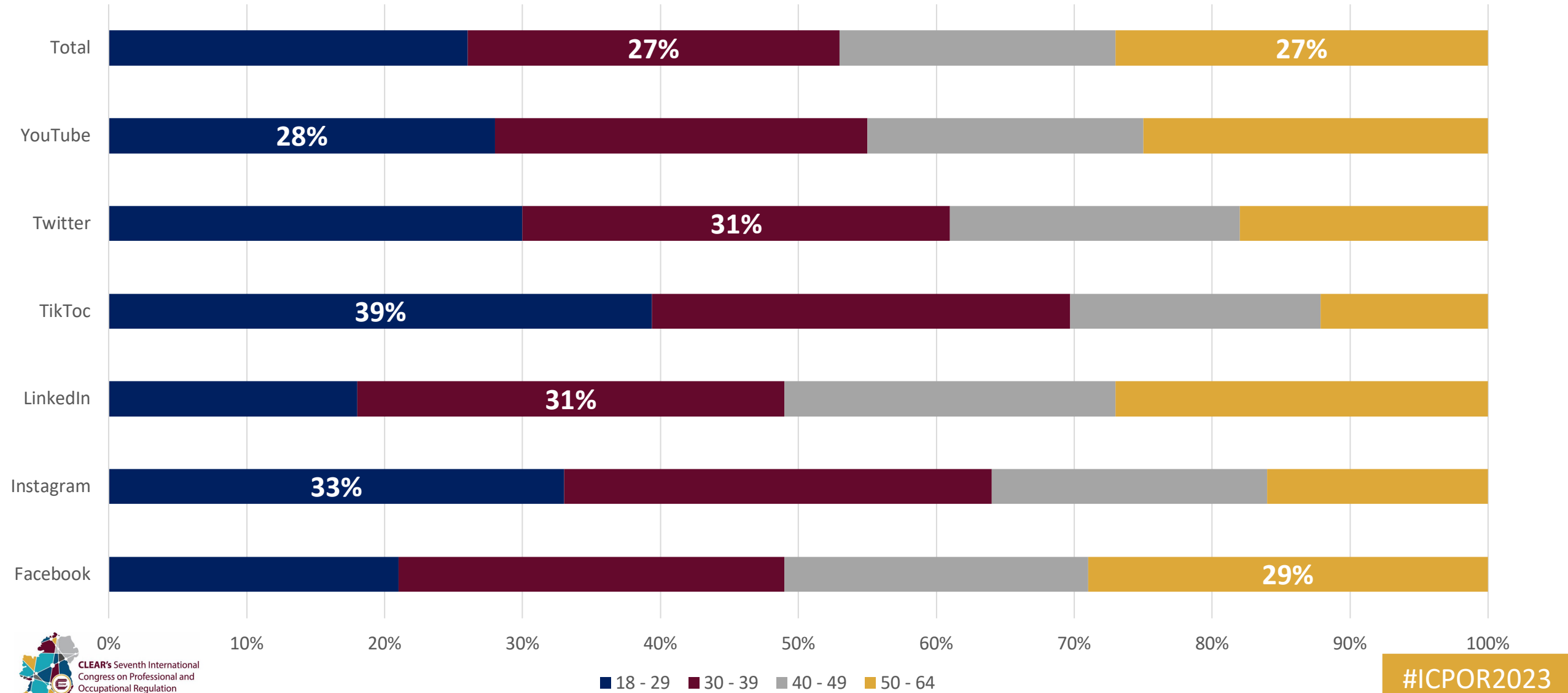
Gender: 54% (M)

Time Per Day: 30  
min

# What Are You Trying to Accomplish?



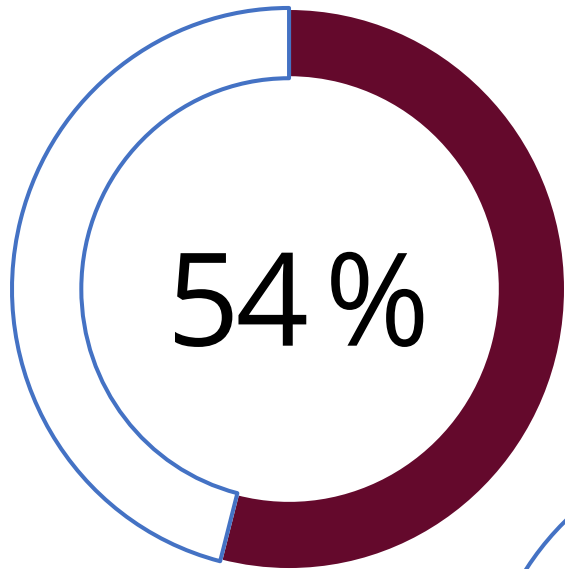
# Who Are You Speaking To?



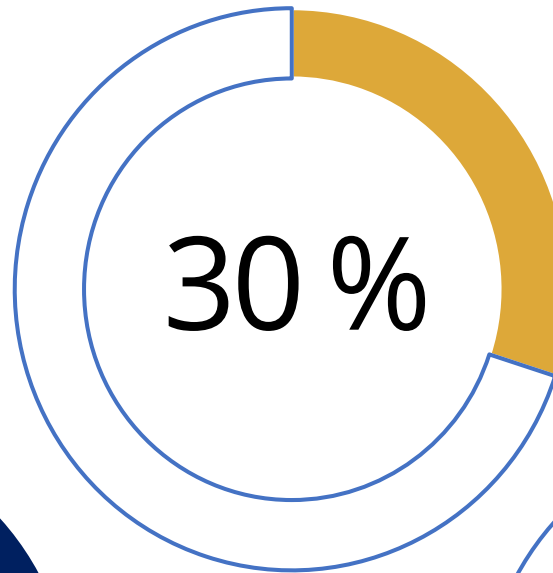


# Most Valuable Types of Content

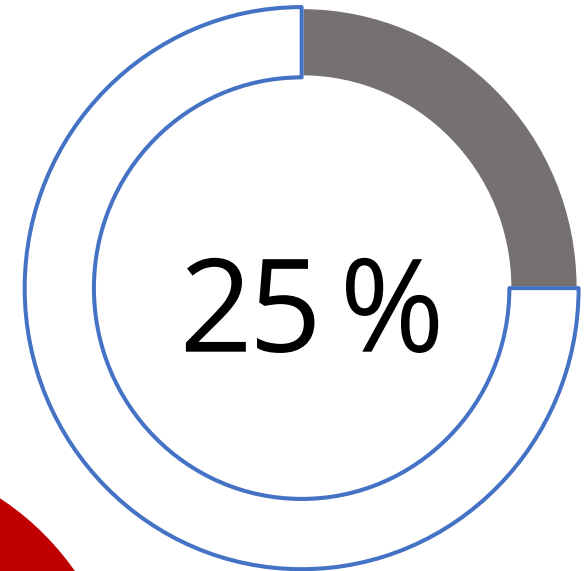
Video



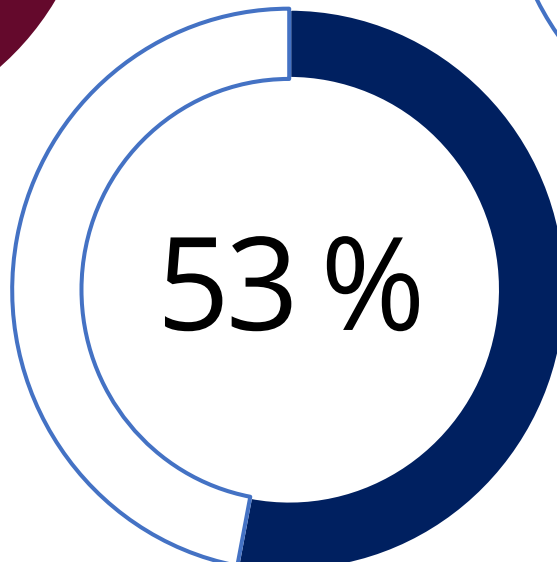
Text-Based Posts



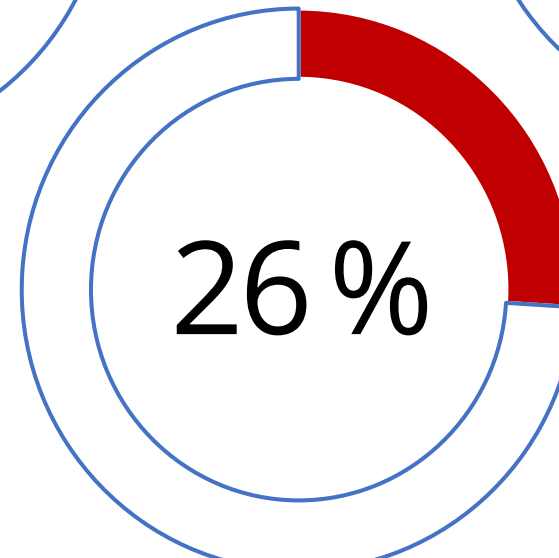
Live Video




Images



Stories



# Use Built-In Tools





















**Planner**  
Plan your marketing calendar by creating, scheduling, and managing your content.










WeekMonth<Today>










March 2023










Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27 9:06 AM 2:30 PM + 4 more	28 4:00 PM	1 4:00 PM	2 10:45 AM 6:00 PM	3 9:50 AM 9:51 AM + 3 more	4
5	6 4:00 PM	7 6:00 PM	8 Holi International Women's Day	9 12:43 PM 4:00 PM	10	11
12	13 12:22 PM 12:42 PM + 1 more	14 12:13 PM 2:16 PM + 1 more	15 11:00 AM 6:00 PM	16 6:00 PM	17 St. Patrick's Day	18
19	20	21 1:43 PM	22 Beginning of Ramadan	23 4:01 PM	24	25
26	27 8:32 AM	28	29	30 11:06 AM	31	1






















































































































































































































































































































































































































































































































































# Trolls

- Simply ignore them
- Establish a Policy
- Resist getting emotionally sucked in — publicly or privately.
- Rise Above
- Block or Delete
- Know the line between engagement and endorsement of Trolls



kimm @minikim2012

13

@Wendys i just ate BK. what you gunna do about it?



Wendy's ✓  
@Wendys

Feel sorry for you

7:34 PM - Feb 13, 2017

1 19 88



cosmic · May 3, 2022

@cosmictoasting · Follow

Replying to @Bungie

you are a video game company



Bungie ✓

@Bungie · Follow

you are a toaster

7:19 PM · May 3, 2022



14.2K



Reply



Share

# The War Against Misinformation and Hate

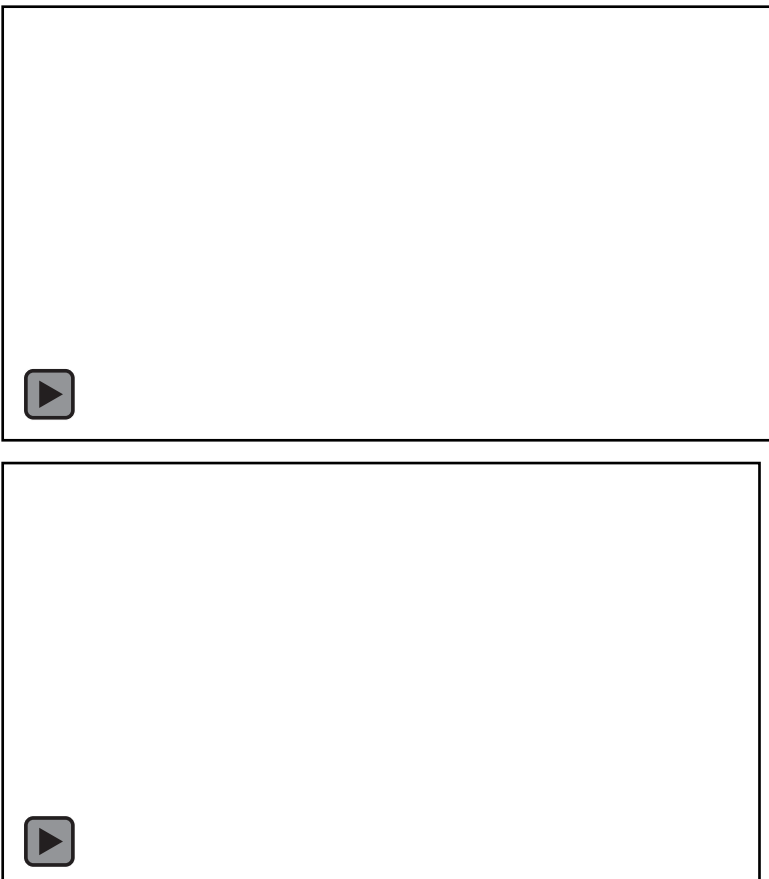
- Leverage Negative Comments to Better Inform Your Opponents:
  - Start by assuming comments have been made by an actual person, with legitimate concerns.
- Do not automatically ignore or disregard negative comments.
  - See each of these as a chance to make progress on the issues
- Hold comments and mentions for review before posting
- Be very careful about what you “like”, ‘retweet’ and ‘share’

# Misinformation – Role of the Regulator

- Take public action against anyone you regulate who is spreading misinformation
  - Severity will depend on your laws and protections
- When the public or your staff is in danger – you can no longer stay silent
  - We have a zero-tolerance policy if a staff member is being personally targeted
  - Misinformation relating to drinking bleach to treat COVID is immediate danger
- Reach out to any media outlet for an interview / statement



# Lessons Learned



1. Consistency is Key – Risk Mitigation
2. Do Not Spend Advertising Money without insights and research
3. Leverage technology to make your life easier
4. Seek relationships, not just followers
5. All platforms have their scandals – we must remain vigilant of our responsibilities to our stakeholders.

# Thank you

- Jimi Bush, MPA
- Washington Medical Commission
- [Wmc.wa.gov](http://Wmc.wa.gov)
- [jimi.bush@wmc.wa.gov](mailto:jimi.bush@wmc.wa.gov)
- Helpful Tool: [Creating a Social Media Plan](#)

## Washington Medical Commission

Licensing. Accountability. Leadership.