

## How to Increase Your Online Visibility with Your ISAPS Membership

Being in charge of your own practice can be challenging, if not overwhelming, on occasion. With all the time and care you put into your patients, your office staff and your own continuing training and education, how will you also find time for marketing? Sure, you could hire a professional online marketing strategist, but that means higher costs. Membership in ISAPS helps you with all of these areas, and is a great strategy for unifying your patient care with your professional development and online presence.

All [member surgeons](#) receive an enhanced listing on the ISAPS website, which of course, helps you promote your practice. You can provide a direct link to your ISAPS listing on your own website, LinkedIn profile, and Facebook and Twitter accounts. The more you share about your qualifications, the more likely you are to reach prospective patients. ISAPS regularly sends out [news releases](#) about developments in plastic surgery technology, new procedures and patient safety. Journalists all over the world use the [ISAPS International Survey](#) as a resource for news articles about trends in the plastic surgery industry. As an ISAPS member surgeon, you are an important contact for local media covering plastic surgery, and who may ask you to comment.

The knowledge you gain by participating in the continuing education courses, symposia and endorsed programs offered by ISAPS can be the basis for original content on your blog and other social media platforms. Serving on ISAPS [committees](#) can also help you build credibility as a leader in your field. You can also share layperson-friendly summaries of articles from the ISAPS peer-reviewed journal, [Aesthetic Plastic Surgery](#). People like to learn things, and they prefer to do so in small, easily digestible bites. A 500-word blog post is ideal for introducing new concepts, and explaining them to people who may not be comfortable with a lot of specialized jargon. You can then tweet or post the link on Facebook, with a brief, non-sales-oriented “pitch” that invites readers to click on it and learn more.

Your online presence follows you wherever you go. Don't forget to share and tweet regularly while you are attending ISAPS events, especially the biennial congresses. Not only will you demonstrate your commitment to professional development, but sharing a bit of your own professional life helps develop the sense of likeability and trust that factors so much into the doctor-patient relationship. And don't forget: everyone loves to see photos! Sharing images of yourself and your colleagues, as well as snapshots from world-class cities like Rio de Janeiro and [Kyoto](#), can boost user engagement by as much as 150%.

When you make your [membership in ISAPS](#) a central part of your practice's website and social media network, you are letting the world know that you are one of most esteemed and qualified plastic surgeons practicing in your country. Use your membership not only to participate in and contribute to leading-edge developments in the field of aesthetic plastic surgery, but to reach out to colleagues and patients who you might otherwise never connect with. Of all the [benefits and privileges](#) of your ISAPS membership, enhancing your online reputation is one of the greatest.