

Social Media Utilization by Foot and Ankle Surgeons

The extent to which foot and ankle surgeons use social media for professional purposes has not been well studied. We have designed this anonymous survey to provide insights into why surgeons use social media within their practice, and to identify any potential barriers towards social media implementation.

Thank you!

Demographic and Practice Information

What is your age?	<input type="radio"/> 30 years or under <input type="radio"/> 31-40 years <input type="radio"/> 41-50 years <input type="radio"/> 51-60 years <input type="radio"/> 61 years or older
	reset
What is your gender?	<input type="radio"/> Male <input type="radio"/> Female
	reset
How many years have you been in practice?	<input type="text"/>
How would you describe your practice setting?	<input type="radio"/> Full-time Academic <input type="radio"/> Part-time clinical faculty (affiliated with university) <input type="radio"/> Private Practice <input type="radio"/> Other
	reset
How would you describe the location of your practice?	<input type="radio"/> Urban <input type="radio"/> Suburban <input type="radio"/> Rural
	reset
What region of the country is your practice located in?	<input type="radio"/> West <input type="radio"/> Midwest <input type="radio"/> South <input type="radio"/> Northeast
	reset
What percentage of your practice is comprised of elective cases?	<input type="radio"/> Less than 25% <input type="radio"/> 26-50% <input type="radio"/> 51-75% <input type="radio"/> Greater than 75%
	reset
Do you use social media as part of your clinical practice?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I am currently in the process of developing a social media presence <input type="radio"/> I used social media prior, but no longer do so
	reset

Social Media Use

What types of social media do you use in your clinical practice? (Mark all that apply)	<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Snapchat <input type="checkbox"/> LinkedIn <input type="checkbox"/> ResearchGate <input type="checkbox"/> YouTube <input type="checkbox"/> Professional website or blog <input type="checkbox"/> TikTok <input type="checkbox"/> Foursquare
If you use or plan to use social media in your practice, what is your reason for doing so? (Mark all that apply)	<input type="checkbox"/> Practice marketing and brand development <input type="checkbox"/> Patient education <input type="checkbox"/> Networking with medical colleagues <input type="checkbox"/> Dissemination of research or other academic works <input type="checkbox"/> Other
If you do not use social media in your practice, what is your reason for not doing so? (Mark all that apply)	<input type="checkbox"/> I am concerned about the confidentiality of patient health information <input type="checkbox"/> The time commitment for an effective social media presence is too high <input type="checkbox"/> I am worried that negative posts by patients on social media platforms will affect my practice <input type="checkbox"/> I am afraid that social media use will obscure the boundaries between professional and personal relationships with patients <input type="checkbox"/> Other
If you use social media for both professional and personal reasons, do you have separate professional and personal accounts?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I do not use social media in my practice
	reset

For the following questions, please rate your level of agreement with the provided statements

Social media has an overall positive influence on the field of foot and ankle surgery	<input type="radio"/> Strongly agree <input type="radio"/> Agree <input type="radio"/> Neutral <input type="radio"/> Disagree <input type="radio"/> Strongly disagree
	reset
The use of social media by foot and ankle surgeons worsens the image of the field	<input type="radio"/> Strongly agree <input type="radio"/> Agree <input type="radio"/> Neutral <input type="radio"/> Disagree <input type="radio"/> Strongly disagree
	reset
The use of social media by foot and ankle surgeons aids in the dissemination of new research and techniques	<input type="radio"/> Strongly agree <input type="radio"/> Agree <input type="radio"/> Neutral <input type="radio"/> Disagree <input type="radio"/> Strongly disagree
	reset
It is common for patients to look up their surgeons on social media to learn information about them and their practice.	<input type="radio"/> Strongly agree <input type="radio"/> Agree <input type="radio"/> Neutral <input type="radio"/> Disagree <input type="radio"/> Strongly disagree
	reset
Patients prefer to have a surgeon with an active social media presence	<input type="radio"/> Strongly agree <input type="radio"/> Agree <input type="radio"/> Neutral <input type="radio"/> Disagree <input type="radio"/> Strongly disagree
	reset
Having a social media presence will contribute to the growth of my practice by attracting more patients	<input type="radio"/> Strongly agree <input type="radio"/> Agree <input type="radio"/> Neutral <input type="radio"/> Disagree <input type="radio"/> Strongly disagree
	reset
Guidelines should be provided by a governing body (i.e. AAOS, AOFAS) detailing the appropriate use of social media for foot and ankle surgeons	<input type="radio"/> Strongly agree <input type="radio"/> Agree <input type="radio"/> Neutral <input type="radio"/> Disagree <input type="radio"/> Strongly disagree
	reset

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