

A Content Analysis of Digital Dermatology on Instagram

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ABSTRACT

Social media platforms have become primary sources of public health education, yet they are highly susceptible to medical misinformation spread by non-experts. Particularly on Instagram, board certified dermatologists have the capability to counter this misinformation, but the educational quality of their presence remains unstudied. Evaluating the extent to which board certified dermatologists on Instagram utilize their platform to accurately educate the public is crucial. A mixed method content analysis was conducted on 150 posts from 30 randomly selected dermatology accounts on Instagram. Posts were evaluated using a standardized 4-point Educational Quality Score (EQS) rubric, and quantitative metrics to assess audience interaction across different content types. Educational content represented 45.3% of the sample, while promotional and lifestyle content collectively accumulated the remaining 54.7% of posts. Educational content demonstrated moderate medical depth (mean EQS = 2.94), whereas promotional content scored low depth (mean EQS = 1.65). Promotional content generated the highest audience interaction, averaging 2,950 engagements per post, with extreme outliers concentrated in this category. Dermatologist influencers face societal pressure online, where social media algorithms reward superficial, promotional content over clinical education. This blending of professional and personal content suggests the potential for updating digital ethical guidelines and social media algorithms to navigate digital medical information.

INTRODUCTION

Social media has completely shifted the way individuals seek medical advice. With the rise of social media, “healthcare influencers” have played an important role in shaping public health literacy. Platforms such as “Instagram, YouTube, and TikTok” have become popular places to “seek health information”, replacing traditional sources including peer reviewed literature and formal medical advice (Macekovic, 2025). Among these platforms, Instagram is especially attractive to users due to its visual layout, personalized algorithm, and global popularity.

Although social media promotes conversations about healthcare, there are many risks including the circulation of misinformation which can lead to potential physical harm. The unrestricted spread of

medical misinformation can lead to misguidance and audience manipulation (Forbus, 2021). There are few restrictions regarding what content creators can and cannot post, and users often struggle to distinguish the differences between evidence backed medical advice, and misguiding trends influenced by sponsorships or personal bias. As the global society continues to turn to social media for health guidance, it is necessary to evaluate the credibility and educational quality of digital health advice.

Medical misinformation is particularly a problem within dermatology. Within this field, influencers post content related to skincare routines, cosmetic procedures, and skin health. The recent surge of “Sephora kids,” where children are heavily influenced by viral skincare products made for adults, is an example of how dermatology related content influences pop culture. Applying harsh ingredients such as “retinol, AHAs,” and other acids at a young age can result in compromised skin barriers and long term issues for “developing skin” (Salazar, 2024). Despite negative side effects, this phenomenon demonstrates the influence social media has on society.

Medical education on social media covers many specialties and lesser known fields. On X (Twitter), public health researchers discovered significantly larger amounts of posts about genomics and genetics than previously anticipated, illustrating the prominence of medical related discussion across social media (Allen et al., 2018). While social media can be used as a tool to raise public awareness, studies also emphasize that it may be difficult to differentiate credible information from bias and false information. Despite dermatology’s popularity on social media, studies indicate that a large majority of dermatology related posts are created by non expert influencers compared to certified dermatologists (Ward and Rojek, 2022). These “healthcare influencers” usually prioritize advertisements and aesthetic content over medical accuracy, which means that most of the health information found on social media is not credible.

Previous research has established that social media is a primary source for health information (Sheng & Simpson, 2013; Macekovic, 2025). Additionally, ethical guideline practices for medical influencers on social media have also been discussed. (Medical Defence Union, 2024). While previous research has focused on the general scope of health content within social media, there is very little existing research regarding qualified medical professionals and what they post on social media platforms. Prior studies have also focused on analyzing general skincare influencers by searching for key hashtags (Johnson et al., 2023). While Johnson et al. (2023) compared influencers broadly based on background, and Ward & Rojek (2022) analyzed acne related posts, there is a lack of research that isolates certified dermatologists. This gap is important, because dermatologists are trained professionals that have the potential to counter misinformation and act as a reliable source of guidance. No previous studies have evaluated whether certified dermatologists with a professional presence on social media actually provide educational value to their viewers. Additionally, there is limited research connecting engagement metrics to educational quality, which is critical for understanding how audiences interact with different types of content. By analyzing the content type, educational quality, and engagement patterns, this study addresses those gaps. Evaluating these factors can provide insight on the broader conversation about the role medical professionals play in digital health literacy.

LITERATURE REVIEW

Health Literacy Today

The regular use of social media in daily life has altered the way people access and consume health related information. Current scholarly literature emphasizes that older aged demographics increasingly rely on social media for medical guidance. Professors at the University of Texas note that seeking health information on social media has become one of the most popular digital activities of older adults (Sheng and Simpson, 2013).

Social media platforms allow medical professionals to engage with a larger group of audiences across the world. Allen et al. (2018) argued in “Current Social Media Conversations about Genetics and Genomics in Health: A Twitter Based Analysis”, social media promotes widespread discussions about health topics than previously perceived. The analysis examined conversations about genetics and genomics on X(Twitter), and found over 347,000 tweets, illustrating that social media encourages medical related conversations. This reveals that the public is actively searching for health information online. This widespread adoption suggests that social media is a primary source of information for many individuals.

However, social media also allows for the increased spread of misinformation, as inaccurate or biased content can overpower educational content. Not everything found on social media is credible, and this leaves medical professionals with a responsibility to serve as an educational voice online. Oftentimes, the nature of social media pressures experts to compromise professional limits. To illustrate, a study examined the benefits and setbacks of medical education on social media. The review evaluated short form videos across multiple social media platforms made by physicians, and concluded that while social media can raise awareness to the public, there was a large variation regarding the ethical conduct of these creators (O’Neil, 2025).

The algorithmic aspect of social media favors highly aesthetic, biased content. As a result, professionals also feel the need to post content similar to what’s already out there. This tension highlights the complex relationship between social media and public health literacy. Baskota et al. (2025) expanded on this, analyzing the overall quality of cytopathology (study of human diseases) education on social media. It was concluded that there was a wide spectrum of educational depth present. Professional medical accounts tend to oversimplify information to communicate to audiences that don’t have a background in the medical field. This increases audience engagement, but also leaves room for interpretation which can lead to misleading and inaccurate assumptions.

Misinformation

Within dermatology, literacy on social media is largely impacted by the rise of “skinfluencers,” a term that describes content creators who give skincare advice. Johnson et al. (2023) investigated Instagram’s top skinfluencers, and compared their credential backgrounds. Their findings revealed that individuals with less medical credentials posted significantly more and associated with more sponsored affiliations compared to certified dermatologists. Non expert accounts dominate the algorithm as they post more

content and get endorsed by commercial brands. Similarly, Karimkhani et al. (2019) investigated the general presence of dermatology online, and they concluded that professional organizations are underrepresented. Instead, the digital conversation about skincare, eczema, and skin cancer were mostly driven by commercial brands or non experts. Potential impacts of medical misinformation include the adoption of unproven treatments and delays in seeking professional care (Health Misinformation Reports and Publications, 2021).

A lack of professional representation is believed to contribute to the prominence of misinformation online. Ward and Rojek (2022) performed a content analysis of the most viewed acne related posts on Instagram. The researchers discovered that a majority of posts were curated by influencers and commercial brands, instead of professionals. This study analyzed the educational depth these influencers produced, by using referenced guidelines established by the American Academy of Dermatology. It was found that only 11 percent of these posts supported Grade A medical evidence. The visual nature of platforms like Instagram contributes to this issue since audiences are more drawn to trendy, aesthetic presentation.

Credibility

To evaluate how audiences respond to information on Instagram, it is important to understand how digital trust works. A dermatologist's credibility is determined not only by their qualifications, but also by how they present the information. Digitally, other than explicitly stating medical credentials, credibility can be assessed through the creator's social interaction with viewers. Perceived credibility on digital platforms relies on an influencer's consistency, transparency, and disclosure practices (Meriläinen, 2023). When professionals clearly communicate, audiences are more likely to accept their content. Additionally, a marketing journal published a study identifying certain strategies (hedonic cues) that were found to make an account more credible. One of the conclusions was that audiences felt advertisements endorsed by professionals came off as more credible only when the product was backed up by evidence (Hughes et. al, 2019). If a dermatologist does choose to endorse a product, there are ethical ways to do this, so that audiences can trust both that professional and the product being advertised. The Medical Defence Union (2024), has established guidelines on how medical professionals should conduct themselves professionally on social media. Important aspects include being honest, keeping patient confidentiality, and avoiding personal promotions. Despite these guidelines, regulations are not enforced, and some people believe social media conflicts with medical professionalism completely.

METHODOLOGY

Overview

To evaluate the educational value to which certified dermatologists contribute on Instagram, this study employs a content analysis based on key elements from previous methodologies used in prior research. Quantitatively, engagement metrics for each individual post, as well as each account were evaluated. These metrics were used to compare engagement among various content types. The criteria for evaluation was

adapted from Baskota et al. (2025), as this paper calculated engagement rates and other quantitative aspects to evaluate the extent of cytopathology information found on social media. Furthermore, the post type and educational depth of each post were categorized. These were used to identify patterns in how dermatologists communicate with their audiences. A study conducted by Johnson et al. (2023) compared criteria like the caption tone to identify the credibility Instagram posts. The approach to use rubrics to evaluate data was adapted from the methodologies of Johnson et al. (2023), Baskota et al. (2025), and Ward and Rojek et al. (2022), as these studies used “coding systems” to collect their qualitative data. This approach allowed for a standardized system to easily and accurately gather data to evaluate content strategies, educational quality, and audience engagement.

Sampling

This study consists of 150 posts created by a total of 30 certified dermatologists. Accounts were selected by entering the following key terms in the Instagram search bar: “dermatology”, “certified dermatologist”, “dermatologist”, “dermatologist popular”, “derm”. An account had to meet certain requirements to be included in the dataset. First, all the accounts had to have a minimum of 1,000 followers. A follower minimum of 1,000 ensured the account reached a respectable outreach to the general public. Second, each account selected needed to belong to a certified dermatologist. Many accounts disclosed certification in their biography portion of the account. If credentials were not disclosed, a Google search was conducted on the professional. Third, the account content needed to be in English so it could be evaluated. Surprisingly, while conducting research many dermatologist accounts on Instagram were in languages such as Spanish or Arabic. After an account met those conditions, the account was categorized based on the follower range:

- Low: 1,000 to 50,000
- Medium: 50,001 to 250,000
- High: 250,001+

To ensure an unbiased sample of professionals, a random sampling method was employed. Each account was compiled into a google spreadsheet. From there, 10 accounts from each follower range were randomly selected using an online number generator to avoid potential bias. Out of the 50 accounts in the spreadsheet, a total of 30 accounts were selected (10 from each follower range).

Data Collection

Recent post: A post analyzed because it was the most recent post that was also at least seven days (one week) old from the date of collection, or pinned posts will be addressed as RP (recent post). A post had to be at least seven days old to ensure the post had enough time to gain exposure on the platform and reach its ideal engagement. Furthermore, pinned posts appear at the top of a creator’s profile, so they were included as they were prioritized by the account creator.

For each account, 5 RPs (recent posts) were analyzed. The following variables were recorded: post date; post type (educational, promotional, lifestyle) and criteria met for post type; caption tone (informational, persuasive, promotional); number of likes, comments, shares; total engagement (likes+comments+shares); average engagement per post (total engagement/5); engagement rate (average engagement per post/total

followers); and educational quality score (EQS). The post type and educational quality score (EQS) were evaluated based on rubrics. To qualify for a category (educational, promotional, lifestyle) or score (1–4) on the rubrics, the post had to meet at least two of the statements for the specific classification.

Post Type Rubric:

Each post was coded into one of the three content strategies based on visual and textual intent.

- Educational: Uses professional terminology; explains biological mechanisms; references research/guidelines; discusses risks/benefits; minimal self promotion.
- Promotional: Sponsored disclosures; affiliate codes; persuasive sales language; product centered messaging; aesthetic emphasis without mechanism explanation.
- Lifestyle: Day in the life posts; personal milestones; travel/family content; motivational content; minimal medical explanation.

Educational Quality Rubric (EQS):

- Score 4 (High): Detailed explanation including mechanisms, limitations, and contextualization; explicit or clearly supported evidence based reasoning; reference to studies or clinical guidelines; neutral informational tone; minimal persuasion; low bias.

Example: A detailed post explaining the biological mechanisms of retinoids, directly referencing FDA guidelines, and discussing benefits and potential side effects.

- Score 3 (Moderate): Accurate but simplified explanation; evidence implied but not explicitly cited or deeply explained; primarily informational with minor persuasive elements.

Example: A post accurately explaining the importance of sunscreen, implying scientific reasoning but lacking explicit references.

- Score 2 (Low): Surface level or oversimplified explanation; minimal scientific reasoning; limited contextual support; noticeable persuasive framing.

Example: A brief post reviewing a specific moisturizer in a persuasive tone encouraging watcher to buy it, but lacking scientific explanation

- Score 1 (Very Low): Little to no educational explanation provided; no clear evidence base; unsupported claims; strong promotional tone; high bias.

Example: A sponsored post promoting the purchase of a skincare product with an affiliate code, and guaranteeing a certain outcome without any evidence or explanation.

LIMITATIONS

Before the results are discussed, it is important to note several limitations that came about during the research process. It should be noted that a sample size of 30 certified dermatology accounts does not represent all of the certified dermatologists on Instagram or on social media. Also, 150 posts were analyzed, which is a small fraction of the thousands of dermatology related posts on Instagram. As a result of the dataset consisting of posts in English only, there was some exclusion of non-English content that limits generalizability of the findings, especially since Instagram is a global platform. Due to time constraints, it was difficult to analyze every certified dermatology account on Instagram, including all of their posts as well. Analyzing RPs was a critical decision made in attempts to narrow down the number of posts that needed to be analyzed, while still evaluating relevant information media. Future research should analyze a larger dataset of posts over the span of several months to capture a much more accurate sample.

In addition, the qualitative post type and educational quality rubric scoring systems introduced potential subjectivity as criteria needed to be interpreted. All of the coding for this study was conducted by a single reviewer. Sometimes it was difficult to determine the difference between an EQS of 2 or 3. However, to minimize subjectivity as much as possible, each post was approached in the same manner, where the post was evaluated on the basis of the certain criteria that was present, or not present in the post.

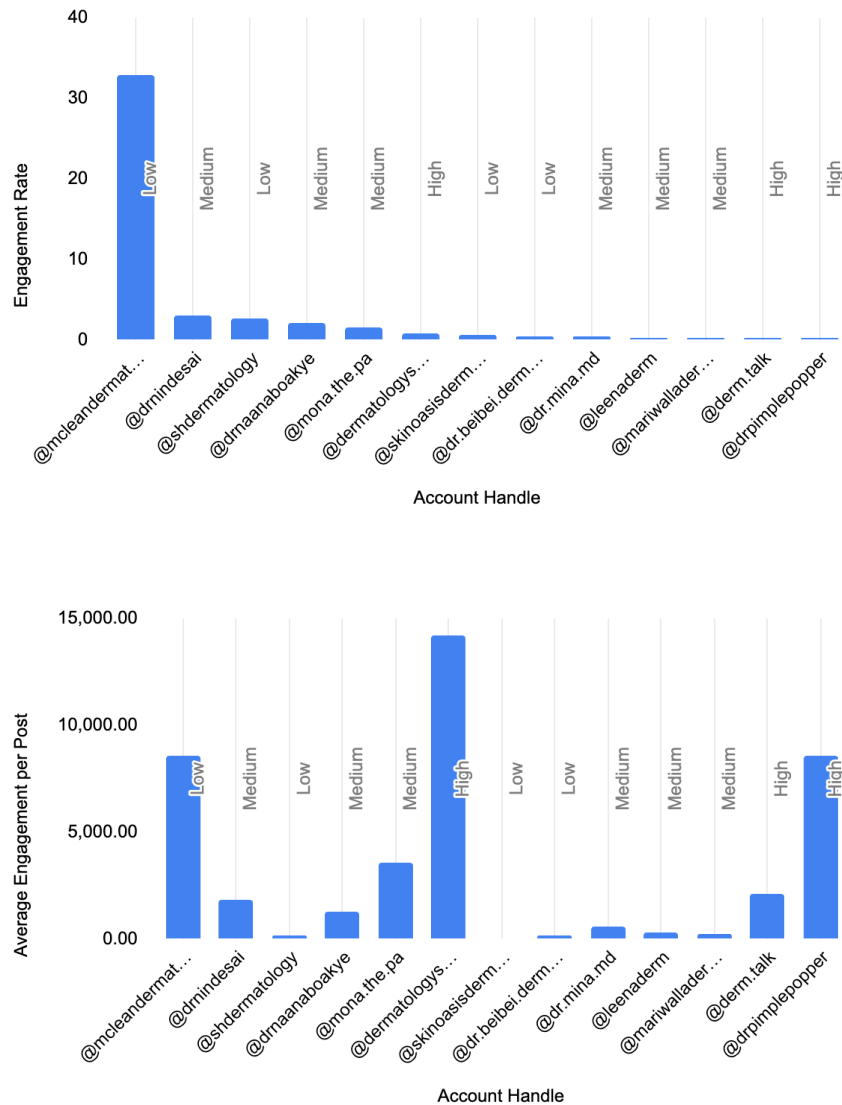
Additionally, the engagement metrics collected could have been influenced by the algorithm at the given time the data was collected, so the engagement metrics of this study may differ from other future studies. Engagement on Instagram can be influenced by many different factors beyond educational quality, including account size, posting frequency, video format, timing of publication, and algorithmic promotion. The results of this study may vary as these other factors are constantly changing on social media. Given these limitations, the research still highlights important trends regarding digital dermatology on Instagram.

ANALYSIS

Engagement

The sampled accounts reveal differences in how audiences interact with various dermatology accounts. A small sample from the overall dataset found below indicates that audience engagement is not always proportional to the follower account. Instead, there was a variety of algorithmic outreach.

Figure 1 and Figure 2: Comparison of Instagram Engagement Rates and Average Post Interactions Across Sampled Dermatologist Accounts

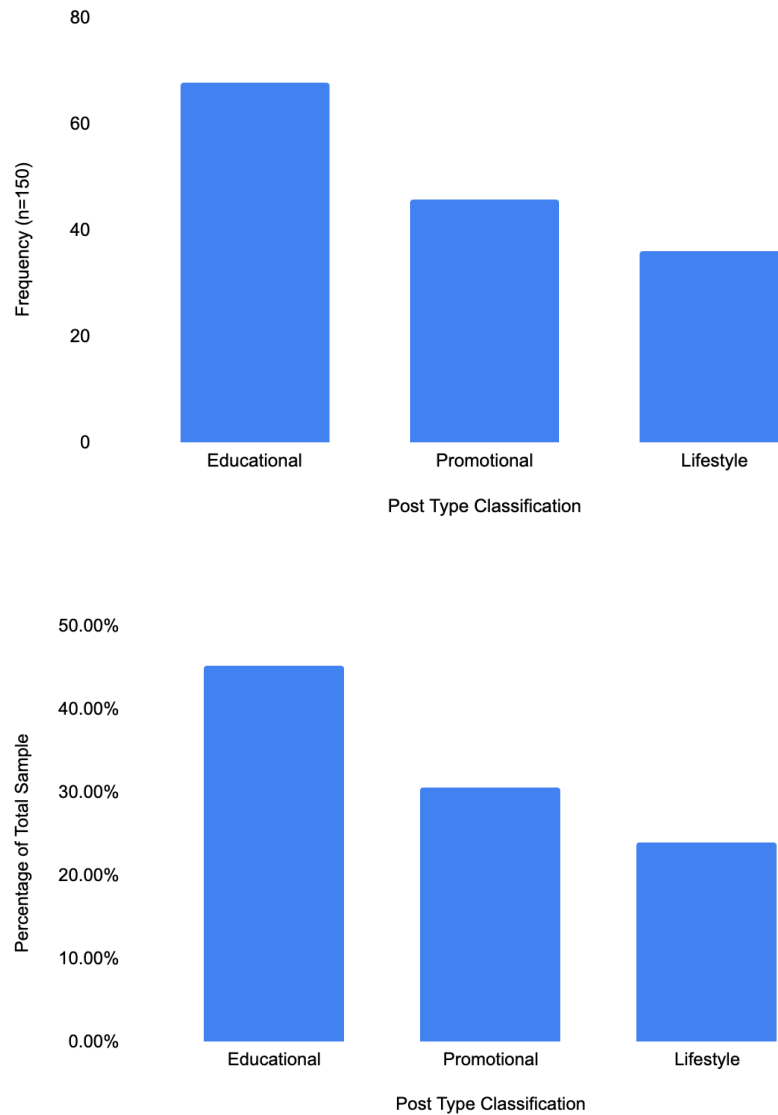


The sampled accounts varied in audience size, from small influencers with 2,500 followers, to larger influencers with 4.6 million followers. In the dataset, the engagement rate was not always proportional to the follower count. From the data table, @mcleandermatology had a high engagement rate per post of 32.95, despite the low follower count. @drpimplepopper and @derm.talk had the lowest engagement rate per post of 0.186, and 2.221, despite the larger number of followers. Despite the low engagement rates, these accounts generated a total engagement of more than 10,000 interactions per post. While largely followed accounts may reach a larger outreach, smaller accounts can attract audiences that consistently share and comment on posts.

Distribution of Content Strategies

The 150 posts analyzed reveal certified dermatologists don't limit their platform to any one type of content.

Figure 3 and Figure 4: Frequency and Percentage Distribution of Post Type Classifications Across Sampled Accounts

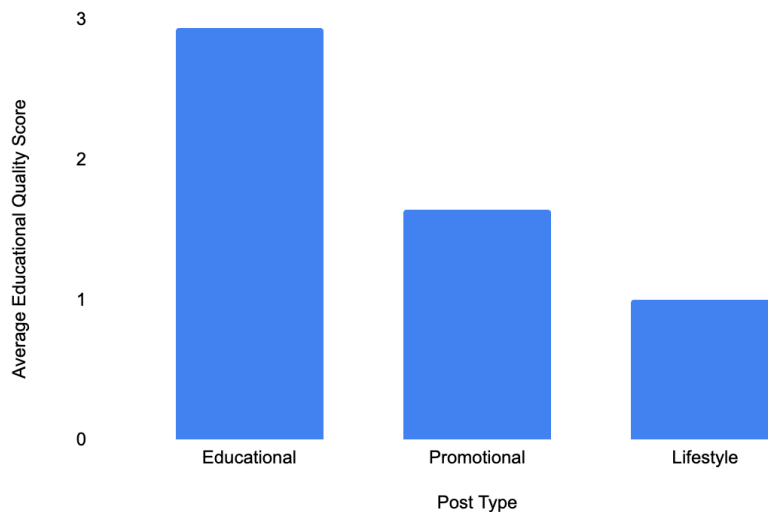


While educational content is the largest category, more than half of the points (54.7%) of content created by certified dermatologists consist of promotional and lifestyle content. The distribution of these scores highlights a contrast in how medical professionals create content.

Educational Quality

The EQS rubric was used to determine the educational depth of dermatologist influencers' posts. The analysis highlights a contrast in how these professionals differ in terms of the content they create.

Figure 5: Mean Educational Quality Scores (EQS) Across Different Post Type Classifications

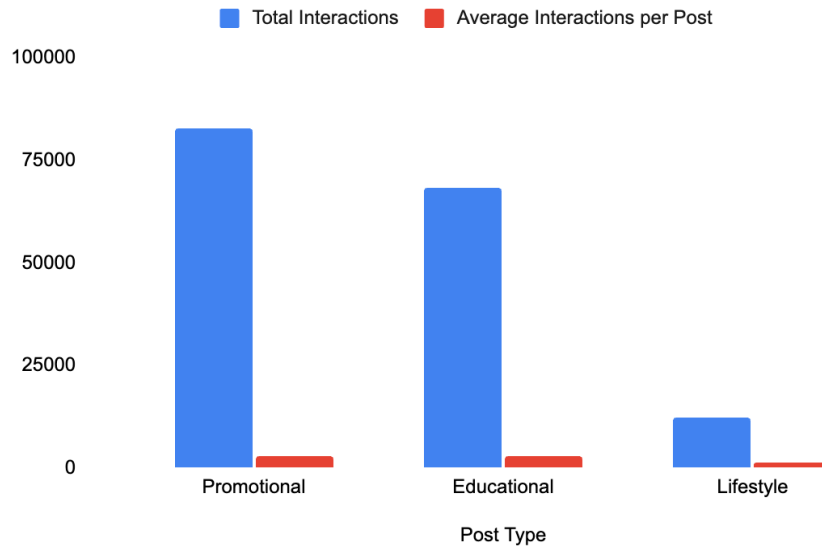


The average EQS score for educational posts is 2.94, indicating that a majority of clinical content is actually educational, with most posts falling into a moderate or high range. These posts utilize professional terminology, but don't provide any references or context to the information. Promotional posts consist of a lower EQS of 1.65. This means that a majority of promotional posts had very little explanations to back up promotional claims about certain brands or products. Lifestyle posts scored an average EQS of 1, as these posts consisted of no medical content or discussions. A maximum score of 4 was only achieved 10 times out of the entire dataset.

Engagement and Content Type

The total engagement (sum of likes, comments, and shares) was totaled and averaged across the three post types. This reveals the algorithmic incentives that may influence content creation.

Figure 6: Total Interactions and Average Interactions per Post Across Content Types



Promotional posts were calculated to have 82,601 total interactions with about 2,950.04 interactions per post. Educational posts accumulated a total of 68,215 interactions with about 2,728.60 interactions per post. Lifestyle posts had a total of 12,182 interactions with a mean of 1,353.56 interactions per post. The data suggests a conflict between clinical education and algorithmic reward. Despite having an average EQS of 1.65, promotional posts generated the highest average audience engagement. Educational content had an average EQS of 2.94, but a lower average audience engagement than promotional posts. Lifestyle posts, with the least average EQS of 1, also generated the lowest audience engagement out of the three post types.

Additionally, extreme outliers were identified by looking for posts with significantly higher rates of engagement compared to all of the posts in the dataset. Within the dataset, these outliers fell primarily within the promotional category. To illustrate, a promotion post by @dermatologysurgeon with 23,685 interactions received an EQS of 1. A similar promotional post by @drpimplepopper generated 19,700 interactions, but received an EQS of 2. While educational posts with high engagement are present, most viral posts did not consist of high educational depth.

DISCUSSION

These findings show that certified dermatologist influencers on Instagram employ various communication strategies that compromise educational depth to maximize algorithmic engagement.

Algorithmic Reward

The data highlights the inverse relationship between health education and audience engagement. On Instagram, promotional posts attract more engagement than educational posts. This can be attributed to the fact that trained medical professionals possess "epistemic authority" from formal medical credentials Meriläinen (2023). When audiences come across the account of a certified dermatologist, they automatically trust the creator to relay accurate information. However, the data suggests that many dermatologists leverage their "title" to put forth promotional content (30.7% of all posts) that possess low EQS's (averaging 1.65). Audiences respond better to trends that lack the grade A evidence that is expected for medical professional posts (Ward & Rojek, 2022). This creates a repeating cycle where a medical professional's authority sells a product, and the algorithm rewards the creator by giving the account a larger outreach audience.

Scarcity of High Quality Education

A concerning finding from the research is that credible medical education is hard to come across on social media. Out of the 150 posts analyzed, the majority of educational content consisted of an EQS of 2 or 3, which indicates social media is not an ideal place to be searching for health advice. As highlighted by previous studies, like the study on cytopathology on social media, medical professionals tend to oversimplify explanations to make the information easier for audiences to understand (Baskota et. al, 2025). While simplifying information may increase audience engagement, this limits the public's ability to understand complex health topics.

When certified dermatologists fail to combat misinformation, they allow non expert skinfluencers to take their place. Previous research indicates that a majority of digital dermatology comes from non experts who often spread inaccurate information (Ward and Rojek, 2022). Since about 55% of dermatologists' platforms consist of promotional and lifestyle content, they fail to effectively counter the presence of misinformation on Instagram.

Ethics

The results of this study indicate growing ethical problems within digital education on social media. Despite already established guidelines for how medical professionals should conduct themselves on social media platforms (established by the Medical Defence Union), the data reveals that dermatologists blend personal bias into the content they produce. This blending of clinical evidence with personal bias, affiliate marketing, and aesthetics mirrors the behaviors of general skinfluencers. The account @mcleanderdermatology possessed a large engagement rate of 32.95, but almost all of the posts analyzed from this account were highly promotional, low quality content. The algorithm on Instagram rewards aesthetic trends over educational depth, which puts medical professionals in a position where maintaining relevance on Instagram means compromising the quality of their posts.

When certified dermatologists produce low quality education, they fail to effectively counteract misinformation on social media. The rise of the "Sephora kids" phenomenon is a direct result of the influence medical misinformation has. As Johnson et al. (2023) established, non expert influencers

already post at greater volumes than licensed professionals. If the professionals themselves adopt the same practices, the public has no source of accurate medical information on social media platforms such as Instagram.

CONCLUSION AND IMPLICATIONS

The findings of this content analysis show that certified dermatologists adopt unpreferred practices to maintain popularity on the algorithm, instead of putting forth good educational content. If 70% of millennials implicitly trust the health advice of online doctors (Macekovic, 2025), the medical community must address how that trust is being monetized. Additionally, addressing these issues is necessary to protect younger demographics such as “Sephora kids” from using harmful, adult products.

These findings suggest the potential of newly updated digital ethics conversations. Professional dermatological organizations may review and improve the current vague guidelines for medical professionals on social media. Social media platforms should also be more regularly monitored regarding the way their algorithms work and function.

This study also calls for an improvement in digital media literacy. Patients should be educated on medical topics by means other than social media and other entertainment platforms. Additionally, patients should be educated on how to evaluate the credibility of information they see in general, but especially on social media.

The results of this study lead me to wonder why so many people seek medical advice on social media? How can we get society to stop turning to social media as a primary source of health education? A possible solution is creating an app similar to the visual layout of social media, where individuals can access educational guidance on health related topics solely by medical professionals. Developers can use this research to justify creating a dedicated app for medical advice. Creating a digital alternative other than social media to easily access health information may be beneficial, as professionals won’t feel the need to compromise education for the sake of the algorithm.

Other future research should expand this methodology by comparing data among multiple social media platforms like Tiktok, Youtube Shorts, and X to see if trends are similar or different to this study. Ultimately, finding new ways to adapt to digital health literacy is essential for the future of medical education.

Appendix

account handle	followers and date	Column 2	follower range	board certified	search word
@drpimplepopper	4.6 mil 1/11/26	4,600,000	high	yes	dermatologist popular
@dr.mina.md	135k 1/11/26	135,000	mid	yes	board certified dermatologist
@drnaanoaboakye	60.4k 1/11/26	60,400	mid	yes	board certified dermatologist
@drminadesai	61.52k 1/20/26	61,520	mid	yes	dermatology
@dermatologysurgeon	1.7 mill 1/20/26	1,700,000	high	yes	dermatology
@shdermatology	6,780 1/20/26	6780	low	yes	dermatology
@mcleandermatology	26k 1/20/26	26000	low	yes	dermatology
@mona.the.pa	226k 1/20/26	226000	mid	yes	dermatology
@derm.talk	951k 1/20/26	951000	high	yes	skincare
@leenaderm	101k 1/29/26	101000	mid	yes	dermatologist
@mariwalladermatology	95.2k 1/29/26	95200	mid	yes	dermatologist
@skinoasisdermatology	3,358 1/29/26	3358	low	yes	dermatologist
@dr.beibei.dermatology	32.9k 1/29/26	32900	low	yes	dermatologist
@drmaraderm	2,553 1/29/26	2553	low	yes	dermatologist
@dr.chesca	18.5k 1/29/26	18500	low	yes	dermatologist
@thehealthyderm	2,934 1/29/26	2934	low	yes	dermatologist
@dermomtology	36.8k 1/29/26	36800	low	yes	dermatologist
@draegeanchan	47.5k 1/29/26	47500	low	yes	dermatologist
@drphia	10.7k 1/29/26	10700	low	is a derm resident	dermatologist
@dermangelo	681k 1/29/26	681000	high	yes	derm
@dermarkologist	972k 1/29/26	972000	high	yes	derm
@dermy doctor	84.7k 1/29/26	84700	mid	yes	derm
@sighlurskin	73.6k 1/29/26	73600	mid	yes	derm
@dermatologist adel	730k 1/29/26	730,000	high	yes	derm
@danna.yang	93.4k 1/29/26	93400	mid	yes	derm
@teawithmd	484k 1/29/26	484000	high	yes	derm
@danielsugaimd	776k 1/29/26	776000	high	yes	derm
@dannnyguo.md	556k 1/29/26	556000	high	yes	derm
@abby.waldmanmd	429k 1/29/26	429000	high	yes	derm
@geetayadavmd	88.8k 1/29/26	88800	mid	yes	derm

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Account Name	Post Date	Criteria met for post type	Post Type	Caption Tone	Likes	Comments	Shares	Total Engagement	Average Engagement per Post	Engagement Rate	Educational Quality Score
@drpimplepopper	2/18/26	Uses professional terminology; references research/guidelines; minimal self promotion	educational	informational	12600	205	1363	42839	8567.8	0.1862565217	3
@drpimplepopper	2/17/26	Sponsored disclosures; product centered messaging	promotional	informational	5012	13	165				2
@drpimplepopper	2/15/26	Sponsored disclosures; affiliate codes	promotional	persuasive	8600	97	1003				2
@drpimplepopper	2/12/26	Affiliate codes; persuasive sales language; product centered messaging	promotional	persuasive	86	5	11				2
@drpimplepopper	2/10/26	Uses professional terminology; references research/guidelines;	educational	informational	1955	112	1212				3

		minimal self promotion									
@dr.mina.md	8/25/24	Uses professional terminology; minimal self promotion	educational	informational	295	32	24	2963	592.6	0.438962963	3
@dr.mina.md	10/28/24	Uses professional terminology; minimal self promotion	educational	informational	267	205	39				3
@dr.mina.md	2/18/26	Persuasive sales language; product centered messaging	promotional	informational	226	72	20				2
@dr.mina.md	2/16/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	337	29	13				2
@dr.mina.md	2/3/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	1157	64	183				2
@drnaanoakye	1/2/24	Persuasive sales language; aesthetic	promotional	persuasive	512	53	40	6351	1270.2	2.102980132	1

		emphasis without mechanism explanation									
@drnaanaboakye	12/15/22	Day in the life posts; minimal medical explanation	lifestyle	informational	4761	129	116				1
@drnaanaboakye	3/6/26	Uses professional terminology; explains biological mechanisms; minimal self promotion	educational	informational	216	19	35				3
@drnaanaboakye	3/2/26	Uses professional terminology; minimal self promotion	educational	informational	175	23	12				2
@drnaanaboakye	2/28/26	Motivational content; minimal medical explanation	lifestyle	informational	227	20	13				1
@drnindesai	2/10/26	Uses professional terminology; minimal self promotion	educational	informational	3221	1175	2616	9237	1847.4	3.002925878	2
@drnindesai	10/14/25	Uses professional terminology; discusses	educational	informational	1537	7	40				3

		risks/benefits; minimal self promotion									
@drnindesai	3/7/26	Persuasive sales language; product centered messaging; aesthetic emphasis without mechanism explanation	promotional	persuasive	22	12	1				1
@drnindesai	3/6/26	Sponsored disclosures; persuasive sales language; product centered messaging	promotional	persuasive	73	2	17				2
@drnindesai	3/5/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	186	283	45				3
@dermatologysurgeon	3/5/26	Persuasive sales language; product centered messaging	promotional	informational	12500	153	7477	71012	14202.4	0.8354352941	2

@dermatologysurgeon	3/4/26	Sponsored disclosures; persuasive sales language; product centered messaging	promotional	persuasive	1207	62	246				2
@dermatologysurgeon	3/4/26	Uses professional terminology; explains biological mechanisms; minimal self promotion	educational	informational	5145	318	3029				3
@dermatologysurgeon	3/2/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	12200	266	4724				3
@dermatologysurgeon	2/28/26	Product centered messaging; aesthetic emphasis without mechanism explanation	promotional	informational	14000	141	9544				1
@shdermatology	3/7/26	Uses professional terminology; references research/guidelines;	educational	informational	267	50	17	914	182.8	2.696165192	4

		discusses risks/benefits									
@shdermatology	3/4/26	Uses professional terminology; discusses risks/benefits	educational	informational	123	7	6				3
@shdermatology	3/2/26	Product centered messaging; aesthetic emphasis without mechanism explanation	promotional	persuasive	63	1	7				1
@shdermatology	11/27/26	Uses professional terminology; explains biological mechanisms	educational	informational	234	8	36				4
@shdermatology	10/3/26	Travel/family content; minimal medical explanation	lifestyle	informational	82	12	1				1
@mcleandermatology	12/5/25	Persuasive sales language; product centered messaging	promotional	informational	69	11	11	244	8567.8	32.95307692	1
@mcleandermatology	3/11/26	Persuasive sales language; product	promotional	informational	29	2	6				1

		centered messaging									
@mcleandermatology	9/25/24	Product centered messaging; aesthetic emphasis without mechanism explanation	promotional	persuasive	75	3	13				1
@mcleandermatology	3//5/26	Product centered messaging; aesthetic emphasis without mechanism explanation	promotional	persuasive	10	1	1				1
@mcleandermatology	2/26/26	Uses professional terminology; explains biological mechanisms; references research/guidelines	educational	informational	8	0	5				3
@mona.the.pa	3/6/26	Discusses risks/benefits; minimal self promotion	educational	informational	8846	121	1933	17729	3545.8	1.568938053	2
@mona.the.pa	4/4/25	Product centered messaging; aesthetic emphasis	promotional	informational	867	36	263				1

		without mechanism explanation									
@mona.the.pa	11/20/24	Personal milestones; motivational content; minimal medical explanation	lifestyle	informational	2607	69	180				1
@mona.the.pa	3/6/26	Travel/family content; minimal medical explanation	lifestyle	informational	353	5	2				1
@mona.the.pa	3/5/26	Day in the life posts; minimal medical explanation	lifestyle	informational	1623	110	714				1
@derm.talk	12/1/25	Sponsored disclosures; affiliate codes; persuasive sales language	promotional	persuasive	1645	854	305	10509	2101.8	0.2210094637	2
@derm.talk	3/4/26	Sponsored disclosures; affiliate codes; persuasive sales language	promotional	persuasive	713	111	87				2
@derm.talk	3/7/25	Personal milestones; minimal medical explanation	lifestyle	informational	598	51	34				1

@derm.talk	3/7/26	Persuasive sales language; product centered messaging	promotional	informational	3614	157	792				2
@derm.talk	3/6/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	1367	58	123				3
@leenaderm	1/23/26	Sponsored disclosures; persuasive sales language	promotional	informational	141	7	23	1669	333.8	0.3304950495	1
@leenaderm	11/7/25	Sponsored disclosures; persuasive sales language	promotional	informational	268	19	14				1
@leenaderm	10/26/22	Uses professional terminology; references research/guidelines	educational	persuasive	634	26	43				2
@leenaderm	1/7/26	Sponsored disclosures; affiliate codes; product centered messaging	promotional	informational	150	10	8				3
@leenaderm	1/6/25	Persuasive sales	promotional	persuasive	243	5	18				1

		language; product centered messaging; aesthetic emphasis without mechanism explanation									
@mariwalladermatology	2/11/26	Uses professional terminology; explains biological mechanisms; references research/guidelines; minimal self promotion	educational	informational	401	7	44	1310	262	0.275210084	2
@mariwalladermatology	2/3/26	Sponsored disclosures; persuasive sales language	promotional	persuasive	63	5	46				1
@mariwalladermatology	12/19/25	Uses professional terminology; minimal self promotion.	educational	informational	36	57	3				2
@mariwalladermatology	12/15/25	Day in the life posts; minimal medical explanation	lifestyle	informational	411	34	25				1
@mariwalladermatology	10/31/25	Sponsored disclosures;	promotional	persuasive	173	3	2				1

		aesthetic emphasis without mechanism explanation									
@skinoasisdermatology	8/8/25	Sponsored disclosures; aesthetic emphasis without mechanism explanation	promotional	informational	72	13	4	105	21	0.6253722454	1
@skinoasisdermatology	3/4/26	Day in the life posts; minimal medical explanation	lifestyle	informational	5	0	0				1
@skinoasisdermatology	3/1/26	Sponsored disclosures; aesthetic emphasis without mechanism explanation	promotional	persuasive	2	0	0				2
@skinoasisdermatology	2/17/26	Uses professional terminology; explains biological mechanisms; discusses risks/benefits	educational	informational	7	0	0				2
@skinoasisdermatology	2/15/26	Sponsored disclosures; aesthetic emphasis	promotional	informational	2	0	0				2

		without mechanism explanation									
@dr.beibei.dermatology	2/5/26	Uses professional terminology; explains biological mechanisms; references research/guidelines; minimal self promotion	educational	informational	114	9	11	781	156.2	0.4747720365	4
@dr.beibei.dermatology	1/24/26	Uses professional terminology; explains biological mechanisms; references research/guidelines; minimal self promotion	educational	informational	217	6	27				3
@dr.beibei.dermatology	1/21/26	Uses professional terminology; explains biological mechanisms; references research/guidelines; minimal self promotion	educational	informational	175	15	24				3

@dr.beibei.dermatology	1/19/26	Uses professional terminology; minimal self promotion	educational	informational	56	5	2				3
@dr.beibei.dermatology	1/12/26	Personal milestones; motivational content; minimal medical explanation	lifestyle	informational	102	16	2				1
@drmaraderm	3/10/26	Persuasive sales language; esthetic emphasis without mechanism explanation	promotional	persuasive	37	10	1	364	72.8	2.851547199	2
@drmaraderm	3/2/26	Persuasive sales language; esthetic emphasis without mechanism explanation	promotional	persuasive	89	34	5				1
@drmaraderm	3/5/26	Product centered messaging; aesthetic emphasis without mechanism explanation	promotional	informational	59	12	1				1

@drmaraderm	2/7/26	Sponsored disclosures; aesthetic emphasis without mechanism explanation	promotional	informational	51	1	3				1
@drmaraderm	1/22/26	Persuasive sales language; esthetic emphasis without mechanism explanation	promotional	persuasive	55	5	1				1
@dr.chesca	10/6/25	Personal milestones; motivational content; minimal medical explanation	lifestyle	informational	349	19	62	1380	276	1.491891892	1
@dr.chesca	10/3/25	Personal milestones; motivational content; minimal medical explanation	lifestyle	informational	150	4	1				1
@dr.chesca	10/1/25	Uses professional terminology; discusses risks/benefits	educational	informational	305	31	66				2
@dr.chesca	3/7/26	Personal milestones; motivational content; minimal medical explanation	lifestyle	informational	173	8	11				1

		otivational content; minimal medical explanation									
@dr.chesca	3/6/26	Personal milestones;m otivational content; minimal medical explanation	lifestyle	information al	174	17	10				1
@thehealthyderm	3/7/26	Day in the life posts; minimal medical explanation	lifestyle	information al	31	7	0	220	44	1.499659168	1
@thehealthyderm	3/6/26	Motivational content; minimal medical explanation	lifestyle	information al	21	6	7				1
@thehealthyderm	3/4/26	Day in the life posts; minimal medical explanation	lifestyle	information al	47	9	2				1
@thehealthyderm	3/3/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	information al	33	2	6				3
@thehealthyderm	3/2/26	Uses professional	educational	information al	41	6	2				2

		terminology; discusses risks/benefits									
@dermomtology	12/8/26	Uses professional terminology; references research/guidelines; minimal self promotion	educational	informational	554	28	15	8396	1679.2	4.563043478	4
@dermomtology	1/24/24	Travel/family content; motivational content	lifestyle	informational	682	46	8				1
@dermomtology	8/4/23	Uses professional terminology; explains biological mechanisms; minimal self promotion	educational	informational	17	60	3				3
@dermomtology	1/16/23	Travel/family content; minimal medical explanation	lifestyle	informational	543	87	0				1
@dermomtology	6/7/23	Uses professional terminology; explains biological mechanisms; discusses risks/benefits;	educational	informational	783	64	6				3

		minimal self promotion									
@draegeanchan	1/9/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	361	130	59	853	170.6	0.3591578947	2
@draegeanchan	3/6/26	Day in the life posts; minimal medical explanation	lifestyle	informational	138	14	5				1
@draegeanchan	3/5/26	Uses professional terminology; explains biological mechanisms; minimal self promotion	educational	informational	51	10	1				3
@draegeanchan	3/3/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	44	2	3				2
@draegeanchan	2/27/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	30	2	3				3

@drphia	11/21/25	Personal milestones; minimal medical explanation	lifestyle	informational	804	173	23	2451	490.2	4.581308411	1
@drphia	9/19/25	Travel/family content; minimal medical explanation	lifestyle	informational	587	57	8				1
@drphia	3/8/26	Uses professional terminology; explains biological mechanisms; discusses risks/benefits; minimal self promotion	educational	informational	117	28	4				2
@drphia	3/8/26	Travel/family content; minimal medical explanation	lifestyle	informational	387	66	0				1
@drphia	3/7/26	Uses professional terminology; explains biological mechanisms; references research/guidelines; minimal self promotion	educational	informational	152	15	30				3

@dermangelo	3/8/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	9200	358	752	42839	8567.8	1.258120411	2
@dermangelo	3/8/26	Motivational content; minimal medical explanation	lifestyle	informational	6530	250	52				1
@dermangelo	3/7/26	Uses professional terminology; rereferences research/guidelines; minimal self promotion	educational	informational	6337	122	372				2
@dermangelo	3/7/26	Day in the life posts; minimal medical explanation	lifestyle	informational	1690	72	40				1
@dermangelo	3/6/26	Day in the life posts; minimal medical explanation	lifestyle	informational	17200	600	2017				1
@dermarkologist	9/26/25	Persuasive sales language; product centered messaging;	promotional	informational	8350	312	185	18688	3737.6	0.384526749	1

		aesthetic emphasis without mechanism explanation								
@dermarkologist	3/6/26	Uses professional terminology; explains biological mechanisms; references research/guidelines	educational	informational	3002	116	1462			3
@dermarkologist	3/5/26	Uses professional terminology; explains biological mechanisms; references research/guidelines; minimal self promotion	educational	informational	490	25	371			3
@dermarkologist	3/4/26	Uses professional terminology; explains biological mechanisms; minimal self promotion	educational	informational	324	28	95			4
@dermarkologist	3/2/26	Personal milestones; motivational content;	lifestyle	informational	3653	146	129			1

		minimal medical explanation									
@dermy doctor	3/6/26	Uses professional terminology; minimal self promotion	educational	informational	138	3	14	433	8567.8	10.11546635	2
@dermy doctor	3/5/26	Day in the life posts; minimal medical explanation	lifestyle	informational	38	2	1				1
@dermy doctor	3/5/26	Sponsored disclosures; persuasive sales language; product centered messaging; aesthetic emphasis without mechanism explanation	promotional	persuasive	70	5	1				1
@dermy doctor	3/4/26	Explains biological mechanisms; discusses risks/benefits; minimal self promotion	educational	informational	57	4	3				3
@dermy doctor	3/4/26	Product centered messaging;	promotional	informational	91	5	1				1

		aesthetic emphasis without mechanism explanation									
@sighlurskin	11/16/25	Uses professional terminology; references research/guidelines; minimal self promotion	educational	informational	11400	326	3721	17257	3451.4	4.689402174	3
@sighlurskin	3/6/26	Uses professional terminology; explains biological mechanisms; discusses risks/benefits; minimal self promotion	educational	informational	608	48	117				3
@sighlurskin	3/1/26	Uses professional terminology; explains biological mechanisms; discusses risks/benefits; minimal self promotion	educational	informational	538	12	53				3
@sighlurskin	2/26/26	Sponsored disclosures; affiliate codes;	promotional	persuasive	41	12	46				2

		persuasive sales language									
@sighlurskin	2/25/26	Uses professional terminology; explains biological mechanisms; discusses risks/benefits; minimal self promotion	educational	informational	285	15	35				3
@dermatologistadel	8/18/25	Sponsored disclosures; aesthetic emphasis without mechanism explanation	promotional	informational	3385	260	94	14175	2835	0.3883561644	2
@dermatologistadel	3/8/26	Persuasive sales language; product centered messaging	promotional	informational	2032	41	540				2
@dermatologistadel	3/7/26	Uses professional terminology; explains biological mechanisms; discusses risks/benefits	educational	informational	746	33	180				2
@dermatologistadel	3/6/26	Persuasive sales language;	promotional	informational	4668	244	701				3

		product centered messaging									
@dermatologist adel	3/4/26	Uses professional terminology; minimal self promotion	educational	informational	1028	49	174				2
@danna.yang	3/8/26	Day in the life posts; minimal medical explanation	lifestyle	informational	564	8	26	17579	3515.8	3.764239829	1
@danna.yang	3/8/26	Day in the life posts; minimal medical explanation	lifestyle	informational	2130	52	202				1
@danna.yang	3/6/26	Uses professional terminology; references research/guidelines; discusses risks/benefits	educational	informational	1089	22	571				4
@danna.yang	3/5/26	Sponsored disclosures; persuasive sales language; product centered messaging	promotional	persuasive	124	4	23				2
@danna.yang	3/5/26	Uses professional	educational	informational	7111	70	5583				2

		terminology; minimal self promotion									
@teawithmd	12/14/24	Personal milestones; motivational content; minimal medical explanation	lifestyle	information al	4956	171	125	10850	2170	0.448347107 4	1
@teawithmd	3/4/26	Uses professional terminology;d iscusses risks/benefits	educational	information al	641	32	181				2
@teawithmd	3/3/26	Personal milestones; motivational content; minimal medical explanation	lifestyle	information al	673	53	13				1
@teawithmd	2/27/26	Persuasive sales language; product centered messaging	promotional	persuasive	584	23	26				2
@teawithmd	2/20/26	Uses professional terminology; explains biological mechanisms; discusses risks/benefits;	educational	information al	2251	98	923				4

		minimal self promotion									
@danielsugaimd	3/8/26	Uses professional terminology; explains biological mechanisms; references research/guidelines; discusses risks/benefits; minimal self promotion	educational	informational	5365	378	9343	22980	4596	0.5922680412	4
@danielsugaimd	3/7/26	Uses professional terminology; explains biological mechanisms; minimal self promotion	educational	informational	1662	56	2279				4
@danielsugaimd	3/6/26	Day in the life posts; minimal medical explanation	lifestyle	informational	1090	145	117				1
@danielsugaimd	3/5/26	Persuasive sales language; product centered messaging	promotional	informational	699	30	51				3
@danielsugaimd	3/4/26	Uses professional	educational	informational	1475	50	240				3

		terminology; explains biological mechanisms; discusses risks/benefits; minimal self promotion									
@dannnyguo.md	3/26/25	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	25100	453	10600	65194	13038.8	2.345107914	3
@dannnyguo.md	3/7/26	Uses professional terminology; explains biological mechanisms; discusses risks/benefits; minimal self promotion	educational	informational	1911	33	257				3
@dannnyguo.md	3/6/26	Sponsored disclosures; persuasive sales language	promotional	informational	2627	136	509				3
@dannnyguo.md	3/5/26	Uses professional terminology; explains biological mechanisms; minimal self promotion	educational	informational	18200	249	1862				3

@dannyyguo.md	3/4/26	Persuasive sales language; product centered messaging	promotional	informational	2983	90	184				2
@abby.waldmanmd	3/8/26	Uses professional terminology; discusses risks/benefits; minimal self promotion	educational	informational	5196	334	8983	17154	3430.8	0.7997202797	2
@abby.waldmanmd	3/8/26	Day in the life posts; minimal medical explanation	lifestyle	informational	488	56	40				1
@abby.waldmanmd	3/7/26	Sponsored disclosures; affiliate codes; persuasive sales language; product centered messaging	promotional	persuasive	583	47	165				3
@abby.waldmanmd	3/7/26	Uses professional terminology; minimal self promotion	educational	informational	410	10	36				3
@abby.waldmanmd	3/6/26	References research/guidelines;	educational	informational	705	64	37				2

		discusses risks/benefits; minimal self promotion									
@geetayadavmd	3/5/26	Uses professional terminology; references research/guidelines; discusses risks/benefits	educational	informational	78	6	42	768	153.6	0.172972973	4
@geetayadavmd	3/3/26	Personal milestones; motivational content; minimal medical explanation	lifestyle	informational	39	8	2				1
@geetayadavmd	3/2/26	Uses professional terminology; references research/guidelines; discusses risks/benefits	educational	informational	26	2	1				2
@geetayadavmd	2/25/26	Uses professional terminology; minimal self promotion	educational	informational	41	1	62				3
@geetayadavmd	2/24/26	Sponsored disclosures; persuasive sales language	promotional	persuasive	359	5	96				3

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