

Journal of American Academy of Dermatology Inaugural Year Facebook Posting Metrics

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Abstract

With the growing importance of social media, even in academic circles, we sought to describe the factors promoting audience participation for the most popular dermatology journal's Facebook page by analyzing Facebook post analytics and audience demographics for the Journal of the American Academy of Dermatology (JAAD). The top 5 posts [date posted; users reached] with the largest reach were: Brazil indoor tanning ban [8/12/11; 985], Tattoos linked to hard-to-treat bacterial infection [8/11/11; 864], Satirical how to choose your specialty chart [5/20/12; 827], Tosh.0's Patricia Krentcil parody [5/2/12; 783], NEJM clinical unknown image- fixed drug eruption [3/14/12; 760]. The top 5 posts [date posted; users engaged] with most engaged users were: NEJM clinical unknown image- fixed drug eruption [3/14/12; 79], Tosh.0's Patricia Krentcil parody [5/2/12; 67], Satirical how to choose your specialty chart [5/20/12; 66], AAD unknown image- tattoo infection [3/15/12; 50], Brazil indoor tanning ban [8/12/11; 45]. The top 5 posts [date posted; users talking] with most readers talking about them were: Dear 16-year-old me melanoma video [3/20/12; 29], UCLA dermatologist Lisa Chippis scolds the Today Show on UV tanning misinformation [5/4/12; 26], Love the skin you're in video [5/7/12; 24], Melanoma patient TV news story- check your skin on Melanoma Monday [5/7/12; 24], Satirical how to choose your specialty chart [5/20/12; 23]. Users who "liked" the page were 65% female, with an age distribution of 18-24 years old: 9.1%, 25-34 years old: 53%, 35-44 years old: 23.5%, 45-54 years old: 10.3%, 55+ years old: 3.9%. The top countries of origin were United States (30.6%), Brazil (21.2%) and Egypt (16.2%). The top languages based on default language settings were English (62.5%), Portuguese (15.5%) and Spanish (6.8%). Links related to skin cancer prevention, humorous depictions, and videos of dermatologic issues were all well represented among the top posts. Also, the demographics of users that "liked" JAAD's page shows an unexpected variety of users.

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