

# Social Media Return on Investment: How Much is it Wo

Aesthetic Surgery Journal

38, 565-574

DOI: [10.1093/asj/sjx152](https://doi.org/10.1093/asj/sjx152)

Citation Report

#	ARTICLE	IF	CITATIONS
1	Insta-grated Plastic Surgery Residencies: The Rise of Social Media Use by Trainees and Responsible Guidelines for Use. <i>Aesthetic Surgery Journal</i> , 2018, 38, 1145-1152.	1.6	70
2	Patientsâ€™ and Surgeonsâ€™ Perceptions of Social Mediaâ€™s Role in the Decision Making for Primary Aesthetic Breast Augmentation. <i>Aesthetic Surgery Journal</i> , 2018, 38, 1078-1084.	1.6	35
3	The Stress Factor of Social Media. <i>Aesthetic Surgery Journal</i> , 2018, 38, 689-691.	1.6	9
4	Plastic Surgery Faces the Web: Analysis of the Popular Social Media for Plastic Surgeons. <i>Plastic and Reconstructive Surgery - Global Open</i> , 2018, 6, e1958.	0.6	47
5	Introducing a New Section: SoMe and Behavioral Science. <i>Aesthetic Surgery Journal</i> , 2018, 38, 923-924.	1.6	1
6	Social Media Marketing in Facial Plastic Surgery. <i>Facial Plastic Surgery Clinics of North America</i> , 2019, 27, 373-377.	1.5	20
7	Commentary on: Google Ranking of Plastic Surgeons Values Social Media Presence Over Academic Pedigree and Experience. <i>Aesthetic Surgery Journal</i> , 2019, 39, 452-453.	1.6	3
8	To Bot or Not? Challenging the Top Social Media Influencers in #PlasticSurgery. <i>Plastic and Reconstructive Surgery</i> , 2019, 143, 337-343.	1.4	20
9	The Publicâ€™s Preferences on Plastic Surgery Social Media Engagement and Professionalism: Demystifying the Impact of Demographics. <i>Plastic and Reconstructive Surgery</i> , 2019, 143, 619-630.	1.4	61
10	To Post or Not to Post: Plastic Surgery Practice Marketing, Websites, and Social Media?. <i>Plastic and Reconstructive Surgery - Global Open</i> , 2019, 7, e2331.	0.6	15
11	Social Media Use for Orthopaedic Surgeons. <i>JBJS Reviews</i> , 2019, 7, e7-e7.	2.0	33
12	Are We Witnessing a Paradigm Shift?: A Systematic Review of Social Media in Residency. <i>Plastic and Reconstructive Surgery - Global Open</i> , 2019, 7, e2288.	0.6	44
13	Internet and Social Media as a Source of Information About Plastic Surgery: Comparison Between Public and Private Sector, A 2-center Study. <i>Plastic and Reconstructive Surgery - Global Open</i> , 2019, 7, e2127.	0.6	29
14	Commentary on: Are You on the Right Platform? A Conjoint Analysis of Social Media Preferences in Aesthetic Surgery Patients. <i>Aesthetic Surgery Journal</i> , 2019, 39, 1033-1034.	1.6	2
15	Do Female and Male Authors Share Promotion of Their Work on Social Media With Equal Frequency?. <i>Aesthetic Surgery Journal</i> , 2019, 39, NP15-NP17.	1.6	3
16	Commentary on: An Analysis of Plastic Surgeonsâ€™ Social Media Use and Perceptions. <i>Aesthetic Surgery Journal</i> , 2019, 39, 803-805.	1.6	1
17	Social Media Marketing: What Do Prospective Patients Want to See?. <i>Aesthetic Surgery Journal</i> , 2020, 40, 577-583.	1.6	20
18	Social Media: A Necessary Evil?. <i>Aesthetic Surgery Journal</i> , 2020, 40, 700-702.	1.6	6

#	ARTICLE	IF	CITATIONS
19	Changing in a GIF (Graphics Interchange Format): Innovations in Before and After Photography. Ophthalmic Plastic and Reconstructive Surgery, 2020, 36, 272-276.	0.8	1
20	The "RealSelf Effect": Annals of Plastic Surgery, 2020, 85, 352-357.	0.9	15
21	Tips and Pearls on Social Media for the Plastic Surgeon. Plastic and Reconstructive Surgery, 2020, 145, 988e-996e.	1.4	12
22	Insta-Grated Plastic Surgery Residencies: 2020 Update. Aesthetic Surgery Journal, 2021, 41, 372-379.	1.6	34
23	Social Media and Plastic Surgery Practice Building: A Thin Line Between Efficient Marketing, Professionalism, and Ethics. Aesthetic Plastic Surgery, 2021, 45, 1310-1321.	0.9	22
24	Social media in interventional radiology. Journal of Medical Imaging and Radiation Oncology, 2021, 65, 182-187.	1.8	4
25	The Effect of a Surgeon's Online Presence on Surgeon Selection in Elective Joint Arthroplasty. Journal of Orthopaedics, Trauma and Rehabilitation, 2021, 28, 221049172110204.	0.1	0
26	The Role of Digital Marketing for Aesthetic Tourism: Understanding Tourist Behavior. Lecture Notes in Networks and Systems, 2021, , 649-656.	0.7	1
27	Social Media Utilization Among Shoulder and Elbow Surgeons. Journal of the American Academy of Orthopaedic Surgeons, The, 2021, 29, 123-130.	2.5	20
28	Digital Footprint of Academic Vascular Surgeons in the Southern United States on Physician Rating Websites: Cross-sectional Evaluation Study. JMIR Cardio, 2021, 5, e22975.	1.7	3
29	Social Media and Health Care, Part I: Literature Review of Social Media Use by Health Care Providers. Journal of Medical Internet Research, 2021, 23, e23205.	4.3	83
30	Commentary on: Global Trends in Plastic Surgery on Social Media: Analysis of 2 Million Posts. Aesthetic Surgery Journal, 2021, 41, 1333-1334.	1.6	0
31	Global Trends in Plastic Surgery on Social Media: Analysis of 2 Million Posts. Aesthetic Surgery Journal, 2021, 41, 1323-1332.	1.6	10
32	Conversion Rate of Web-based Versus Non-web-based Patient Referral Sources in a Facial Plastic Surgery Practice. Ophthalmic Plastic and Reconstructive Surgery, 2022, 38, 59-64.	0.8	3
33	Photographic Misrepresentation on Instagram After Facial Cosmetic Surgery: Is Increased Photography Bias Associated With Greater User Engagement?. Aesthetic Surgery Journal, 2021, 41, NP1778-NP1785.	1.6	6
34	#OculoplasticsandSocialMedia: a review of social media in oculoplastics and relevant subspecialties. Orbit, 2022, 41, 141-149.	0.8	7
35	Social Media/Electronic Media and Aesthetic Medicine. Advances in Cosmetic Surgery, 2021, 4, 39-46.	0.2	2
36	#Plasticsurgery: quand les chirurgiens esthétiques s'emparent des réseaux sociaux. Recherches En Sciences De Gestion, 2021, N° 144, 85-102.	0.3	0

#	ARTICLE	IF	CITATIONS
37	Building Your Brand: Analysis of Successful Oculoplastic Surgeons on Social Media. <i>Ophthalmic Plastic and Reconstructive Surgery</i> , 2020, 36, 582-589.	0.8	15
38	Criteria to Measure Social Media Value in Health Care Settings: Narrative Literature Review. <i>Journal of Medical Internet Research</i> , 2019, 21, e14684.	4.3	14
39	#Botox 101: Subgroup Analysis of Twitter's Top 101 Neurotoxin Influencers. <i>Dermatologic Surgery</i> , 2021, 47, 1474-1479.	0.8	1
40	The Digital Footprint of Academic Plastic Surgeons. <i>Annals of Plastic Surgery</i> , 2021, Publish Ahead of Print, .	0.9	0
41	The new dilemma of plastic surgery and social media: a systematic review. <i>European Journal of Plastic Surgery</i> , 0, , 1.	0.6	2
42	The use of social media among saudi ophthalmologists: A descriptive cross-sectional study. <i>Middle East African Journal of Ophthalmology</i> , 2021, 28, 159.	0.3	1
43	#PlasticsTwitter: The Use of Twitter Data as a Tool for Evaluating Public Interest in Cosmetic Surgery Procedures. <i>Aesthetic Surgery Journal</i> , 2022, 42, NP351-NP360.	1.6	7
44	Social Media in Sport: Theory and Practice. <i>Journal of Sport Management</i> , 2022, , 1-3.	1.4	0
45	#CosmeticsTwitter: Predicting Public Interest in Nonsurgical Cosmetic Procedures Using Twitter Data. <i>Aesthetic Surgery Journal</i> , 0, , .	1.6	5
46	Private Practice and Social Media: Two Roads Diverge. <i>Aesthetic Surgery Journal</i> , 0, , .	1.6	1
47	#TheUglyTruth? A Qualitative Evaluation of Outcomes Photography on Instagram: Introducing the SEPIA Scoring System. <i>Plastic and Reconstructive Surgery - Global Open</i> , 2022, 10, e4464.	0.6	1
48	Cross-Sectional Analysis of Instagram Use in American Plastic Surgery Practices. <i>Plastic and Reconstructive Surgery</i> , 2022, 150, 1368-1374.	1.4	6
49	Prevalence of Self-photography in Patients Presenting for Primary Aesthetic Rhinoplasty. <i>The American Journal of Cosmetic Surgery</i> , 0, , 074880682211215.	0.3	0
50	Surveying the Landscape of Social Media Usage for Health Care by Otolaryngology Patients. <i>Laryngoscope</i> , 2023, 133, 2116-2121.	2.0	2
51	Social Media in Aesthetic Dermatology: Analysis of the Users Behind the Top Filler Posts. <i>Dermatologic Surgery</i> , 2022, 48, 1328-1331.	0.8	4
52	Content and Engagement Among Plastic Surgeons on Instagram. <i>Aesthetic Surgery Journal Open Forum</i> , 2023, 5, .	1.0	2
53	The use of Google Trends and Twitter data as a tool for evaluating public interest in hyaluronic acid eyelid filler. <i>Journal of Clinical and Translational Research</i> , 0, , .	0.3	0
54	The New Era of Marketing in Plastic Surgery: A Systematic Review and Algorithm of Social Media and Digital Marketing. <i>Aesthetic Surgery Journal Open Forum</i> , 2023, 5, .	1.0	3

#	ARTICLE	IF	CITATIONS
55	Breast Augmentation in the Digital Era: The Power of Social Media in a Surgeon's New Practice. <i>Aesthetic Surgery Journal</i> , 2023, 43, NP605-NP612.	1.6	0
56	Aesthetic Surgery Before-and-After Photography Bias on Instagram. <i>Aesthetic Plastic Surgery</i> , 2023, 47, 2144-2149.	0.9	3
57	Modernizing marketing strategies for social media and millennials in dermatology. <i>Clinics in Dermatology</i> , 2023, 41, 246-252.	1.6	2
58	Digital brand building and online reputation management in dermatology. <i>Clinics in Dermatology</i> , 2023, 41, 240-245.	1.6	1
59	TikTok in Plastic Surgery: A Systematic Review of Its Uses. <i>Aesthetic Surgery Journal Open Forum</i> , 2023, 5, .	1.0	1
60	Social Media and Digital Footprints in Orthopaedic Trauma: An Analysis of 1465 Orthopaedic Trauma Association Members.. <i>Journal of Orthopaedic Trauma</i> , 2023, , .	1.4	0
61	Perceptions of social media utilization among orthopaedic foot and ankle surgeons. <i>Journal of Foot and Ankle Research</i> , 2023, 16, .	1.9	2
62	Instagram Practices of Successful Plastic Surgeon Accounts: Is There a Magic Formula?. <i>Plastic Surgery</i> , 0, , .	1.0	1
63	How Does Social Media Correlate With Clinical Appointments: A Quantitative Analysis. <i>Journal of Craniofacial Surgery</i> , 0, , .	0.7	0
64	Commentary: Instagram Practices of Successful Plastic Surgeon Accounts: Is There a Magic Formula?. <i>Plastic Surgery</i> , 0, , .	1.0	0
65	Association Between Social Media Activity and Ratings on Physician Review Websites Among Orthopaedic Surgeons With an Active Online Media Presence. <i>Orthopaedic Journal of Sports Medicine</i> , 2024, 12, .	1.7	0
66	The Professional Use of Social Media in Anesthesiology: Developing a Digital Presence Is as Easy as ABCDE. <i>Anesthesia and Analgesia</i> , 0, , .	2.2	0