



# L'ORÉAL



Dermatological Beauty



EDUCATIONAL WORKSHOP



## HOW SOCIAL MEDIA IS CHANGING THE MEDICAL LANDSCAPE FOR HEALTH CARE PROFESSIONALS AND PATIENTS



**DATE:** 10TH OF MAY 2024



**TIME:** 15:00-16:30



**VENUE:** Perth Convention & Exhibition Centre  
21 Mounts Bay Road, Perth



Join us for an engaging workshop on the use of  
**social media in the medical landscape.**

In this interactive session, we will:

- 
- Explore the increasing use of social media for medical decision making in patients
  - How viral trends affect your clinical practice
    - Discover effective strategies for building a professional presence online



Our expert speakers will provide insights and practical tips to create engaging content that meet the expectations of the end user and professional bodies

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DEVELOPED WITH DERMATOLOGISTS

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