



Project Study

Social media strategy for plastic and aesthetic surgeons

About Dr. Dr. Christina Günter

Dr. Dr Christina Günter is a board certified plastic and aesthetic surgeon. She runs her own clinic in Munich and also works in Switzerland and Kuwait.

She is a renowned expert in breast surgery (reconstructive and aesthetic), post-bariatric surgery and aesthetic treatments, such as injectables (Botox and hyaluronic acid).

She has a keen interest in state-of-the-art developments in plastic and aesthetic surgery as well as in the influence of social media on the field. She realizes the exciting opportunities social media has as a tool for patient information and education, as well as for (academic) interaction with fellow physicians. In addition, she strives to comply with all legal and regulatory restrictions as well with the highest ethical and moral standards.

Project background

The rapid and vast adoption of social media has revolutionized aesthetic perception. In addition, Instagram, TikTok and other platforms allow new ways of marketing in the world of plastic and aesthetic surgery and cosmetic medicine.

However, the social media presence of several plastic and aesthetic surgeons are often misleading or inconsistent with legal rules or ethical and moral standards. They violate legal requirements, create false impressions and/or build up social pressure to use certain treatments.

Dr. Dr. Christina Günter seeks to develop an outstanding, high quality social media presence of plastic and aesthetic surgeons in Germany (and international) which is compliant with ethical and moral standards, as well as regulatory and legal restrictions in Germany.

In this project study students are expected to collaborate with Dr. Dr. Christina Günter and her team to develop solutions for a social media presence for plastic and aesthetic surgeons. They should analyze the legal framework, benchmark the social media presence of others, and develop a proposal for a high end presence with reliable information of (potential) patients. The team should also include educational aspects and opportunities for (academic) interaction with fellow physicians.



The following questions are key

- What is the status quo of regulatory and legal restrictions for a social media presence for plastic and aesthetic surgeons in Germany? What are the latest mandatory standards?
- What is the status quo of social media presence for plastic and aesthetic surgeons in Germany?
- What are important elements for a successful social media presence (in Germany and internationally)? Are these elements consistent with legal and regulatory restrictions?
- How to develop an internationally attractive social media account as a plastic and aesthetic surgeon in Germany?
- Which approaches are promising for a future social media presence for plastic and aesthetic surgeons?

Requirements

- Team of 2 to 4 students in Bachelor or Master studies enrolled in Management & Technology (Munich), preferably at least one team member with a specialization in medicine.
- Capability to structure an analysis with regard to the research tasks
- Experienced in or at least profound interest in social media and plastic and aesthetic surgery
- Open-minded attitude with a proactive working style
- Good proficiency in German or English

Are you looking for outstanding teamwork and are you always excited about new challenges?

Are you keen on working on future topics in social media?

Then be part of Dr. Dr. Christina Günter`s social media team and join us for 4 to 6 months in a team of 2-4 students as part of your academic curriculum.

Your application

Please direct your team`s application (including a joint cover letter, CVs, transcripts, and relevant references) to Felix Müller (fx.mueller@tum.de).