

Dermatologists Educate the Public and Media During National Healthy Skin Month

The AAD's National Healthy Skin Month key messages highlighting dermatologists as the skin health experts were seen 2.6 billion times across the country.

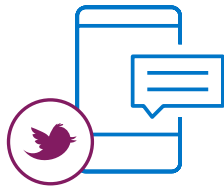
AAD worked alongside dermatologists, the media, and members of Congress to amplify key messages on dermatologist-approved tips for healthy skin, remind the public that skin health can indicate a patient's overall health, and encourage the public to seek care from a board-certified dermatologist for skin, hair, and nail conditions.

Let's Get Social



#YourHealthiestSkin

AAD members and the public shared our healthy skin care tips on social media using #YourHealthiestSkin, with **688 hashtag uses** and nearly **1.7 million impressions** generated across Instagram, Facebook, and Twitter.



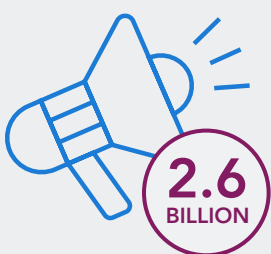
#NationalHealthySkinMonth

Seven members of Congress tweeted AADA-generated skin care awareness messages to their nearly **250,000 followers** combined.



#FindADerm

Our #FindADerm social media advertising campaign generated more than **72,000 impressions** and drove more than **400 people** to search for AAD member dermatologists across the country.



Media Reach

Thanks to AAD media outreach, more than **580 media placements** on skin, hair, and nail care were seen **2.6 billion times** in November. This included 23 articles on the Academy's "Skin Care on a Budget" Video of the Month and news release.

Web Reach

AAD.org/public received **four million pageviews** during November, including strong traffic to the National Healthy Skin Month webpage, where visitors engaged with other Academy resources including dermatologists' tips on petroleum jelly use, reducing premature skin aging, face washing, and female hair loss.



Be sure to direct your patients to aad.org/public for resources on how to care for their skin, hair, and nails year-round.