

Background:

Aesthetic procedures are considered one of the most commonly performed procedures in the medical field. Social media (SM) reflects the electronic platforms that deliver an enormous amount of information to different users and enable them to share their content and experience with others at the simple click of a button. In our modern era, SM platforms affect different angles of our lives, from a simple detail to a significant complex aspect.

Objectives: To evaluate the effect of different SM platforms on plastic cosmetic surgery in Saudi Arabia.

Methods: The authors conducted a cross-sectional study in 2021, employing a random sampling technique with a sample size of 2249 participants (ages 12 to >50). They included all plastic cosmetic interventions, and excluded reconstructive and traumatic interventions.

Results: It was reported that 56.7% were not interested in doing surgical or non-surgical cosmetic interventions, while 43.3% were interested. Those influenced by SM platforms were either interested or not interested in doing cosmetic interventions. Snapchat (Santa Monica, CA) was the most commonly influential SM platform. In addition, 35.9% answered that surgeons' advertisements affected their decision to seek plastic surgery consultations. Photograph editing applications made 46% of participants look better and more confident to post and share their pictures.

Conclusions: Our analysis showed that those influenced by SM platforms to seek cosmetic treatment were comparatively more interested in cosmetic treatment, with Snapchat being the most influential platform. Therefore, further studies to evaluate the impact of SM platforms among plastic surgeons are encouraged.