DOCTORS’ USE OF SOCIAL MEDIA

Comparative use of leading web-based and mobile social media channels for personal and professional use amongst primary care physicians in the UK, Germany and Italy.

- **UK**: 100
- **Italy**: 100
- **Germany**: 100

**WIKIPEDIA**: 59.7%

**LINKEDIN**: 4.7%

**FACEBOOK**: 5.7%

**TWITTER**: 1.3%

**YOUTUBE**: 18%

69% of doctors use social media for professional use.

84.3% of doctors use social media for personal use.

80.7% of doctors use social media for professional use.

58% of doctors use social media for personal use.

38.7% use Facebook for professional use.

30% use Facebook for personal use.

25% use YouTube for professional use.

20% use Twitter for professional use.

15% use LinkedIn for professional use.

10% use Wikipedia for professional use.

5% use Wikipedia for personal use.

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