MOSEBURY MEDIA

LinkedIn for consultants and surgeons

LinkedIn reaches referrers, colleagues and hospital managers more reliably than any other platform. This guide covers a simple way to use it well.

Complete the profile

- A professional photograph
- A headline that states your specialty and location
- A summary of what you treat and where you consult
- Your training, posts and memberships
- A link to your website and booking details

What to post

Post about once a week. Good subjects include a short explanation of a condition, a comment on new guidance, a talk you have given or a paper you have published. Write for GPs, physiotherapists and colleagues who might refer to you.

Professional standards

The GMC expects the same standards online as in person. Protect patient confidentiality, be accurate and be courteous in disagreement.

Build the network

Connect with local GPs, allied health professionals and solicitors where relevant. A short personal note with each request is more effective than a blank invitation.

Related pages

- Social media marketing
- Personal brands for surgeons

Common questions

Is LinkedIn worth it for a surgeon?

Yes for building referral relationships and professional reputation. It is less useful for reaching patients directly.

How often should a consultant post on LinkedIn?

Once a week is enough when the posts are useful.

Checklist

- ☐ My profile has a professional photograph
- ☐ My headline states my specialty and location
- ☐ My profile links to my website
- ☐ I post about once a week
- ☐ I connect with local referrers

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