

often adolescent patient population, it would be prudent to include any preventative and management advice in all relevant information leaflets.

Louise Cunningham, MB BCh BAO,^a Stephanie Menzies, MB BCh BAO,^a Edward Moore, BA,^b Emma Shudell, MB BCh BAO,^a Fergal J. Moloney, MD,^a and Nicola Ralph, MB BCh BAO^a

From the Department of Dermatology, Mater Misericordiae University Hospital, Dublin, Ireland^a; and Data and Administration, University College Dublin Medical School, Ireland.^b

Funding sources: None.

Conflicts of interest: None disclosed.

IRB approval status: Not applicable.

Reprints not available from the authors.

Correspondence to: Louise Cunningham, MB BCh BAO, Senior Clinical Fellow, St John's Institute of Dermatology, Guy's Hospital, London SE1 9RT

E-mail: lcunningham73@gmail.com

REFERENCES

1. Erpolat S, Gorpelioglu C, Sarifakioglu E. Isotretinoin associated anal fissure and rectal bleeding: a rare complication. *Int J Dermatol.* 2012;51(3):358-359.
2. Topal IO. Dyspareunia and vaginal bleeding associated with isotretinoin: a rare complication. *J Sex Med.* 2013;10(10):2604.
3. Radmanesh M. Anal fissure, rectal bleeding and proctitis as complications of systemic isotretinoin therapy: report of two cases. *J Eur Acad Dermatol Venereol.* 2006;20(10):1394.
4. Gungor S, Gokdemir G. Anal fissure and rectal bleeding as a complication of systemic isotretinoin therapy: dermatologists know this side-effect, what about proctologists? *Colorectal Dis.* 2013;15(9):1187-1188.
5. Meeuwis KA, van de Kerkhof PC, Massuger LF, de Hullu JA, van Rossum MM. Patients' experience of psoriasis in the genital area. *Dermatology.* 2012;224(3):271-276.

<https://doi.org/10.1016/j.jaad.2020.01.071>

Instagram for dermatology education



To the Editor: Physicians are increasingly using social media as an education platform. A notable example is a recent article by dermatopathologists on the use of social media for pathologists.¹ Instagram, a social media platform with more than 1 billion users, has emerged as a preferred site for posting images (vs text) and for younger demographics.² In the field of dermatology, Instagram has been primarily used for

Table I. Demographics of @globaldermie Instagram followers

Demographics	No. (%) (N = 543)
Race/ethnicity (n = 539)	
White or Caucasian	312 (57.9)
Hispanic or Latino	77 (14.3)
Asian or Asian American	75 (13.9)
Black or African American	26 (4.8)
American Indian or Alaskan Native	2 (0.4)
Other/prefer not to say	47 (8.7)
Education (n = 522)	
Postgraduate degree	239 (45.8)
In postgraduate school	63 (12.0)
College degree	117 (22.4)
In college	46 (8.8)
High school diploma or GED	20 (3.8)
Other	37 (7.1)
Profession (n = 537)	
Dermatologist (training complete)	73 (13.6)
Dermatology resident or fellow (trainee)	91 (16.9)
Nondermatology physician (training complete)	47 (8.6)
Nondermatology resident or fellow (trainee)	48 (8.9)
Nurse practitioner or physician assistant	35 (6.5)
Nurse practitioner or physician assistant (trainee)	13 (2.4)
Nurse	49 (9.1)
Nurse (trainee)	14 (2.6)
Medical student	50 (9.3)
Premedical student	15 (2.8)
Nonmedical	102 (19.0)
Geographic residence (n = 521)	
North America (Canada and USA)	279 (53.6)
Latin America*	76 (14.6)
Europe [†]	65 (12.5)
Asia [‡]	36 (6.9)
Africa [§]	11 (2.1)
Middle East	41 (7.9)
Australia and New Zealand	13 (2.5)

GED, General Educational Development test, American Council on Education, Washington, DC; USA, United States of America.

*Includes Argentina, Bahamas, Brazil, Chile, Columbia, Costa Rica, Dominican Republic, Ecuador, Honduras, Panama, Paraguay, Peru, and Venezuela.

[†]Includes Albania, Austria, Bulgaria, Croatia, Denmark, England, Estonia, France, Georgia, Germany, Greece, Hungary, Italy, Latvia, Macedonia, Netherlands, Norway, Poland, Romania, Russia, Scotland, Serbia, Spain, Sweden, Switzerland, and Ukraine.

[‡]Includes India, Indonesia, Malaysia, Pakistan, Philippines, and Singapore.

[§]Includes Ethiopia, Morocco, Nigeria, Senegal, Somalia, South Africa, and Sudan.

^{||}Includes Bahrain, Iran, Iraq, Israel, Kuwait, Lebanon, Oman, Saudi Arabia, Turkey, and United Arab Emirates.

promoting businesses, organizations, journals, and especially private practices and personal brands. A recent *JAAD* article examined the ethics of self-promotion on Instagram.³

The @globaldermie account, started in 2016 and now with more than 12,000 followers, uses Instagram exclusively for dermatology education. The account features unusual or advanced presentations of dermatologic diseases from multiple countries. The format of @globaldermie consists of a post with a clinical photo and brief history for a patient case, followed-up 1 day later with a reveal of the diagnosis, more photos, and discussion. Followers have approximately 24 hours to comment on the first post with their suspected diagnoses or differential diagnosis, or both.

This survey study sought to understand the acceptability and use of @globaldermie as a model Instagram platform for dermatologic education. The anonymous online survey was advertised in the @globaldermie Instagram bio and posts and made available July 18-24, 2019; the site was closed after 1 week. We asked questions regarding demographics, location of the followers, and opinions on the @globaldermie account. During analysis, 2 authors (J.Y.C. and S.C.C.) independently looked for common themes under the free-text response, asking for a personal opinion on the way @globaldermie conducts educational posts.

Of the 543 people who responded to the survey (Table 1), 83% were women and 0.9% identified as other/transgender. The average age was 32.7 (standard deviation, 8.2) years, and 57.9% identified as white or Caucasian, 14.3% as Hispanic or Latino, and 13.9% as Asian. Respondents hailed from every continent except Antarctica, with more than 65 countries represented, and 55.6% had or were pursuing a postgraduate degree. The most represented profession that followed @globaldermie was dermatology at 30.5%, with 13.6% of them physicians and 16.9% trainees.

The 2 main themes found in the free-text response were “informative way of communication” and “unique cases/rare diseases.” The respondents were of 2 main opinions regarding the format of the account: most enjoyed the current format, whereas others wished for the reveal to be immediately posted in the caption.

One limitation of the study is the use of an open survey, which does not allow for insight into the demographics of the larger follower population.

Our study suggests that dermatology Instagram accounts are a viable way of educating a large audience around the globe, particularly on unusual presentations. The data also suggest that other

accounts should mimic @globaldermie by revealing the diagnosis the day after the post. Although an overwhelming number of respondents indicated that @globaldermie was an informative tool, we were particularly struck by one respondent’s answer: “it helped me maintain my motivation and solidify my decision to pursue a residency in dermatology.”

Jared Y. Chen,^a Jerad M. Gardner, MD,^b Suephy C. Chen, MD,^{a,c} and Josette R. McMichael, MD^a

From the Department of Dermatology, Emory University School of Medicine, Atlanta Georgia^a; the Departments of Pathology and Dermatology, University of Arkansas for Medical Sciences, Little Rock^b; and Regional Telehealth Service, Veterans Affairs Southeast Network (VISN 7), Duluth, Georgia.^c

Funding sources: None.

Conflicts of interest: None disclosed.

IRB approval status: The Emory University Institutional Review Board reviewed and approved the study (Approval #00111102).

Reprints not available from the authors.

Correspondence to: Josette McMichael, MD, Emory University Department of Dermatology, 1525 Clifton Rd NE, 1st Floor, Atlanta, GA 30322

E-mail: jmcmichael@emory.edu

REFERENCES

- Gardner JM, McKee PH. Social media use for pathologists of all ages. *Arch Pathol Lab Med*. 2019;143(3):282-286.
- Jackson D. Instagram vs Facebook: which is best for your brand's strategy? Sprout Social. Available at: <https://sproutsocial.com/insights/instagram-vs-facebook/>. Accessed December 21, 2019.
- Zhou J, Bercovitch L. Instagram and the dermatologist: an ethical analysis. *J Am Acad Dermatol*. 2018;78(6):1226-1228.

<https://doi.org/10.1016/j.jaad.2020.02.001>

Efficacy and safety of microneedling and oral tranexamic acid in the treatment of facial melasma in women: An open, evaluator-blinded, randomized clinical trial



To the Editor: The standard treatment for melasma comprises the combination of broad-spectrum sunscreen and topical bleaching agents.¹ Nevertheless, melasma can be recalcitrant to therapy, and relapses are common.

Oral tranexamic acid (TA) and microneedling have been demonstrated to be effective for