

Social networks and physical therapy in Women's Health

As redes sociais e a fisioterapia na Saúde da Mulher

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I am from the generation who followed computers and cell phones being built. My undergraduate thesis to conclude my physiotherapy studies was typed, so if we made a little edictoring mistake it would mean to re-writing the entire page or using an indiscreet corrector, evidencing our misspelling. This is to explain that from 1987 onwards, it seems that I have moved to Marte. Nevertheless, I am fascinated by technology.

With the outbreak of the COVID-19 pandemic, all my concerns regarding distance courses, video-services, online classes, and everything regarding the digital world went down the drain and the internet gained my respect. Internet is here (or already has been) to stay, and the benefits that such resources are able to bring, updating professionals and bringing them closer to patients, are indisputable.

Pressured by students and colleagues, I discreetly joined social networks. I have Instagram and Facebook, which I think is already too much, considering that I don't post anything and my investments in this navigation are usually related to following an event, seeing photos of a wedding and birthday of loved ones, or snippets of songs and cooking recipes.

But my Instagram, this one I decided would be purely professional. Through Instagram I am able to follow former students and professional colleagues promoting their services and achievements, and I imagine how good this is for the visibility and dissemination of clinics, services and how people need to know each other so that patients can reach them. But every now and then, something bothers me about these disclosures. Words, or vulgarized postures, exposing professionals and services. Some of them I even know and they are good in what they do. But

this type of publication brings physical therapy, specifically the area of Women's Health, into a dangerous place. The impression I have is that the more "different" the post is, the more interest it arouses among the public. I wonder what the evolution of all of this will achieve. I have a feeling that there are no limits or control.

We have worked for 30 years to make Physical therapy in Women's Health a respectable and scientific area, to come out from ostracism and conquer its place that consists in a very rich field and with huge potential to be developed. It has to have some way to take care of these advertisements. I wish it occurs in a careful, respectful way, reaching patients and professionals in an almost delicate manner. We must venerate our profession. It has survived to wars,¹ pandemics, status and power fights, but it keeps growing. It had solid foundations and is operated by science and by professionals who dedicate their lives to this very beautiful career of being a physical therapist.

References

1. Marques AA, Pinto e Silva MP, Amaral MTP. Tratado de Fisioterapia em Saúde da Mulher. 2 ed. Barueri: Roca, 2019. 472 p.

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