

Engaging Eczema Patients in the Era of Social Media

BY URSULA SOH

FOUNDER OF ECZEMA SUPPORT GROUP SINGAPORE

ABOUT ME & ESGS

- Social Media Manager at a medical communications agency.
- Over 10 years of marketing experience.
- Suffered a severe flare-up in 2012.
- Could not find any resources or communities.
- Started the group on Facebook.
- Over 4,900 members now in the Facebook group.
- More than 1,800 followers on both Instagram and Facebook pages.



STATISTICS IN SINGAPORE

WHO USES SOCIAL MEDIA IN SINGAPORE?

- Close to 90% of the total population.
- Approximately 50% males and 50% females.
- Largest segment of users: 25 – 34 age group.
- Average daily time spent: 2 hours.



WHO HAS ECZEMA IN SINGAPORE?

- Children: Approximately 20%.
- Adults: Approximately 10%.

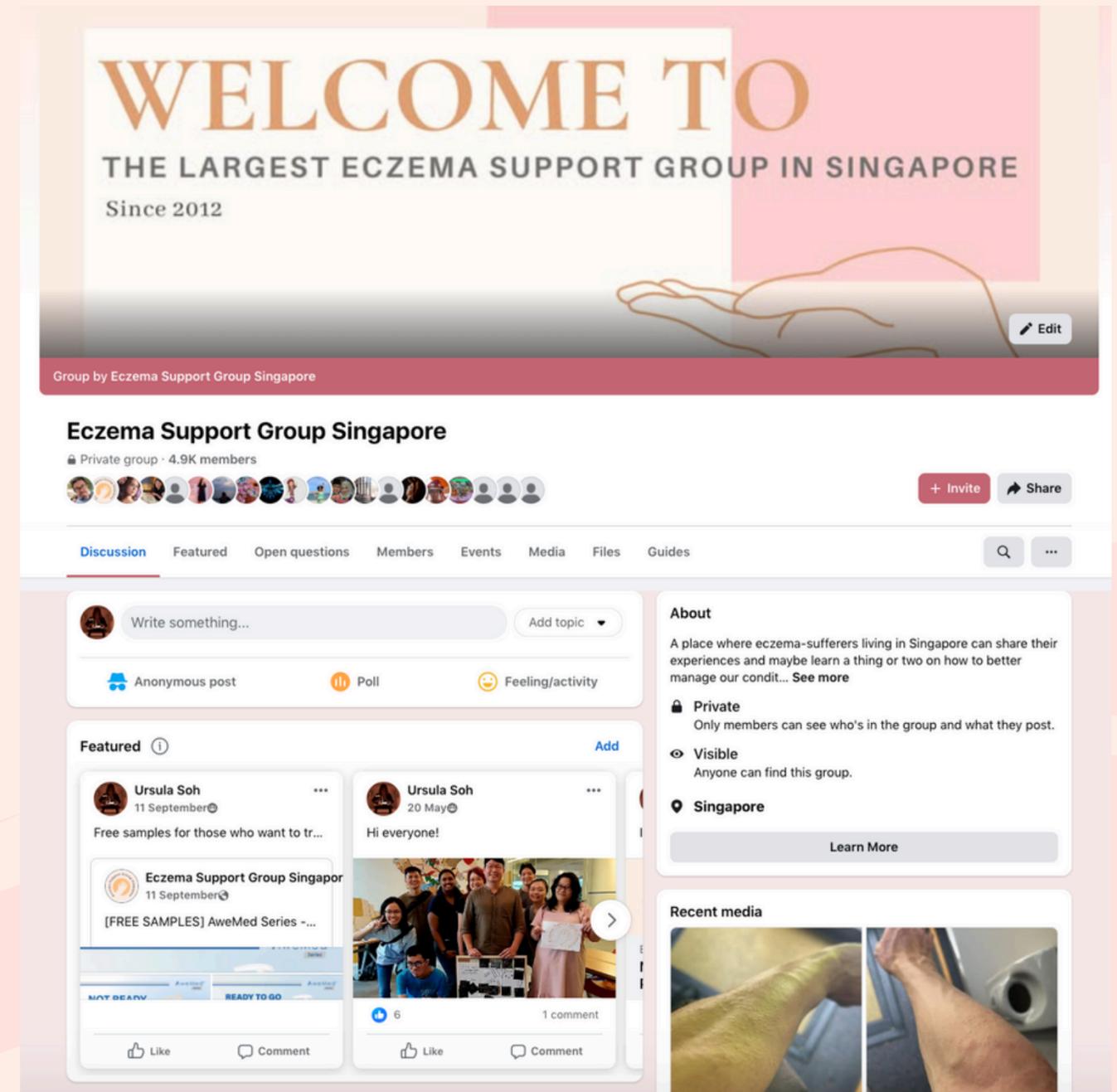


SOCIAL MEDIA THAT ESGS USES



ESGS' FACEBOOK GROUP

- Largest & most active support group locally.
- Switched from public to private due to influx of spammers.
- Members are “curated”:
applicants have to agree to the rules before they can join.
- Members can post anonymously.
- All posts have to be approved by me before they are published.



ESGS' FACEBOOK GROUP

WHY DO PEOPLE JOIN?

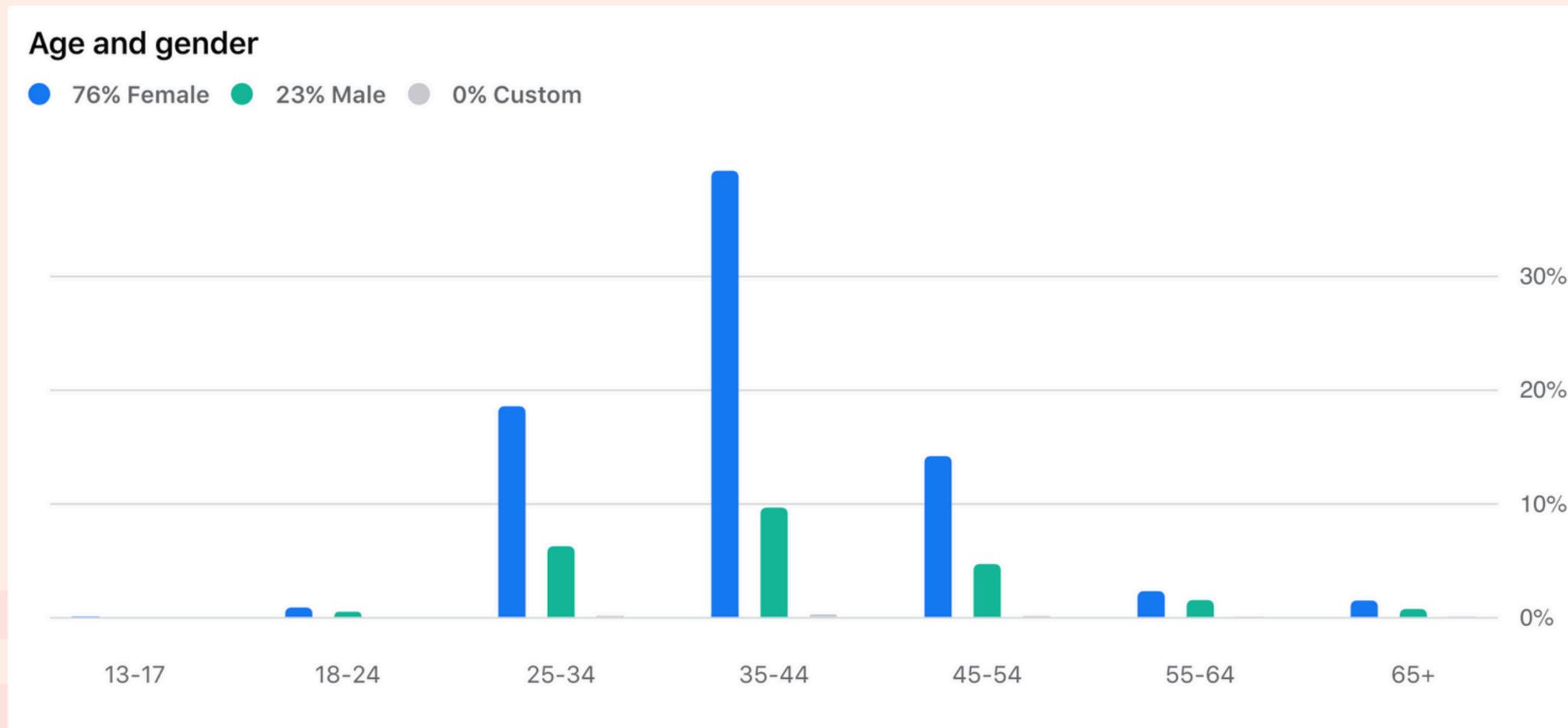
- Hoping for a “cure”/solution.
- Have questions about eczema.
- Looking for emotional support.
- Keen to share their personal experience and help others.
- Want to promote their products.



ESGS' FACEBOOK GROUP

WHO ARE MY MEMBERS?

- Largest segment of users: 35 – 44 age group.
- 76% female, 23% male.



ESGS' FACEBOOK GROUP

WHAT DO THEY FIND IN THE GROUP?

 **Sheryl Sim**
9 December 2024 · 🌐

Giving away 6 brand new white cotton gloves from National Skin Centre as my skin condition has improved. Kept them for a while so a couple of them might have yellow spots but they are brand new and unopened.

Self collection at Bedok Reservoir MRT. Please drop a message if you are keen.



[View insights](#) 506 post reach >

  You and 4 others 13 comments

 **Anonymous member**
19 May · 🌐

Hi,

I'm reaching out in hopes of getting some advice or recommendations.

My 4-year-old son suddenly developed a rash all over his body. It doesn't seem like his usual eczema — it's spread beyond the typical areas we're used to. We're not sure if it's still eczema, heat rash, or something else entirely. He's been scratching non-stop and crying a lot, especially at night. It's been heartbreaking — there have been nights I cried along with him, just feeling helpless. 😞

I'm looking for recommendations for doctors — Western, TCM, or homeopathic — or even a gut health nutritionist who may be able to help. Steroid-free treatment would be a huge plus, but we're open to exploring any effective and gentle options.

If you've been through something similar or know someone who can help, I'd be so grateful to hear from you.

Thank you in advance! 😊

[View insights](#) 430 post reach >

  You and 3 others 22 comments

ESGS' FACEBOOK GROUP

IS IT HELPFUL?



Tze Hwee

28 April 2022 · 🌐



Best decision ever to join this support group to help my 2YO son improves his eczema issues. Previously in early March, his eczema was at its worst. Dry itchy patches on hands and legs appear daily, itchy bumps behind his scalp, neck and behind his legs. The only thing I kept doing was to apply steroid creams and moisturiser almost daily but I couldn't stop the new patches/ bumps from appearing.



Norsuzy Yanty

14 June 2022 · 🌐



Hi first and foremost, I would like to say a huge thank you to the members here who have replied to my previous posts and had reached out to me personally by sending messages on FB regarding my daughter's recent eczema flare up.



HappyMommy22

4 July · 🌐



Hii everyone,

I have been a silent reader since joining and very thankful for everyone who has been sharing their eczema care advice.

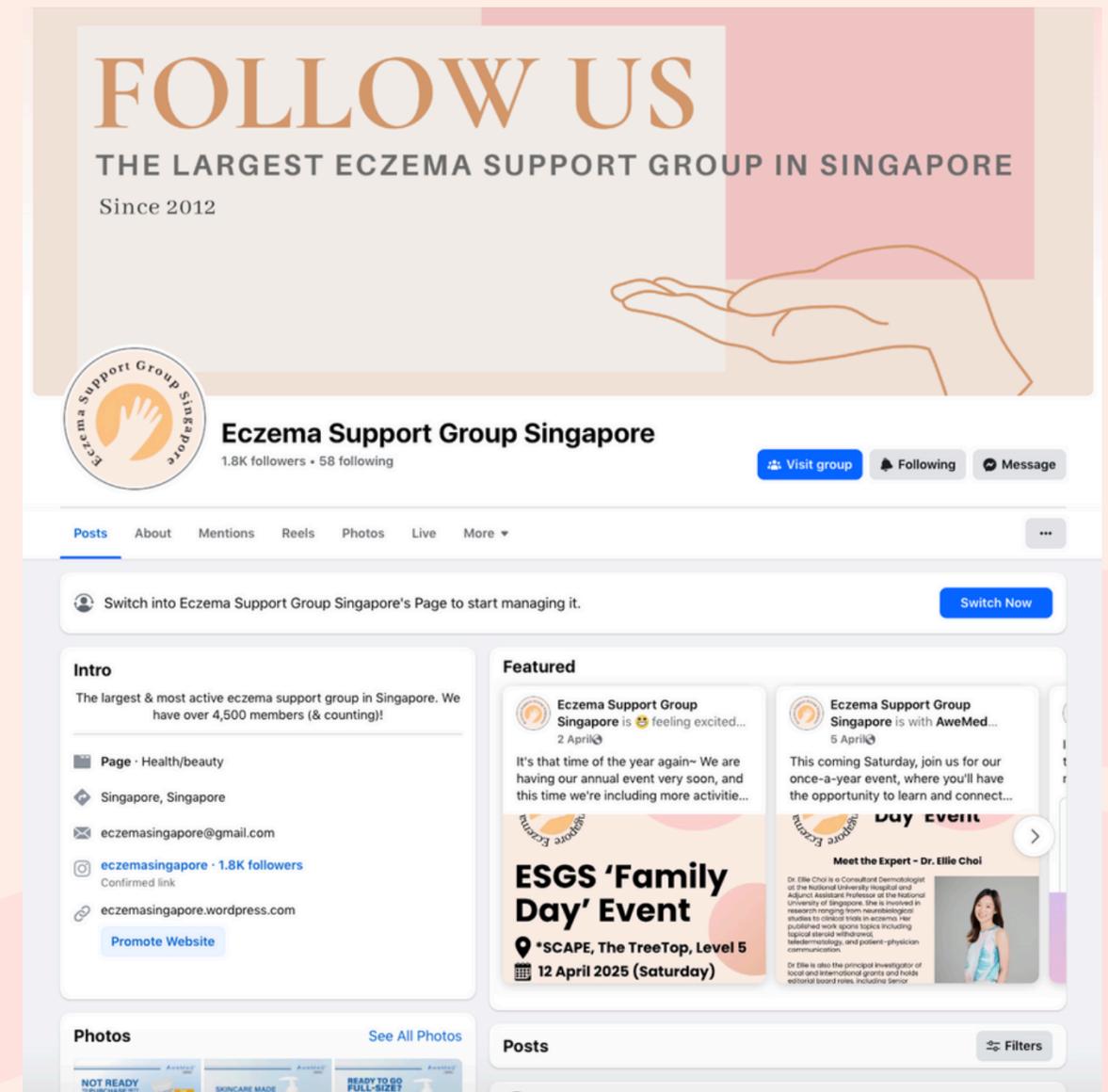
ESGS' FACEBOOK PAGE

WHY DO PEOPLE LIKE/FOLLOW US?

- Not aware of the / do not want to join the private group.
- Want to stay up-to-date with the latest happenings (events, giveaways, free samples, etc.).

WHAT'S THE DIFFERENCE?

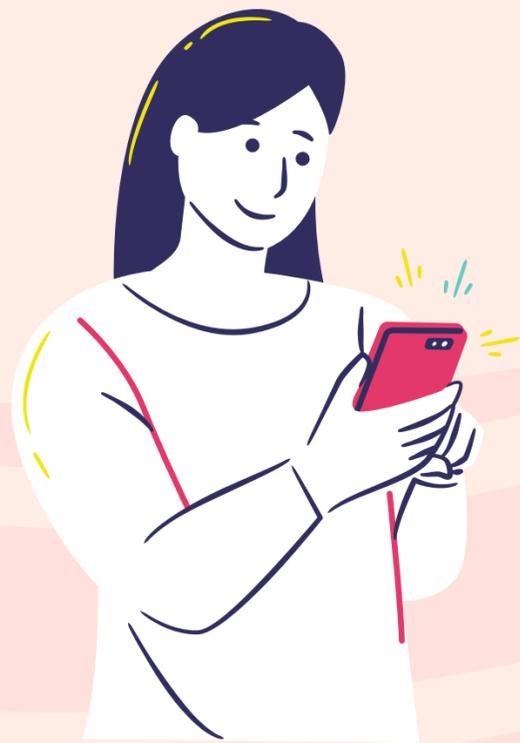
- Group: Allows discussion but not everyone can get approved.
- Page: Anyone can follow/like, but can't freely interact with other people.



ESGS' FACEBOOK PAGE

WHO ARE MY MEMBERS?

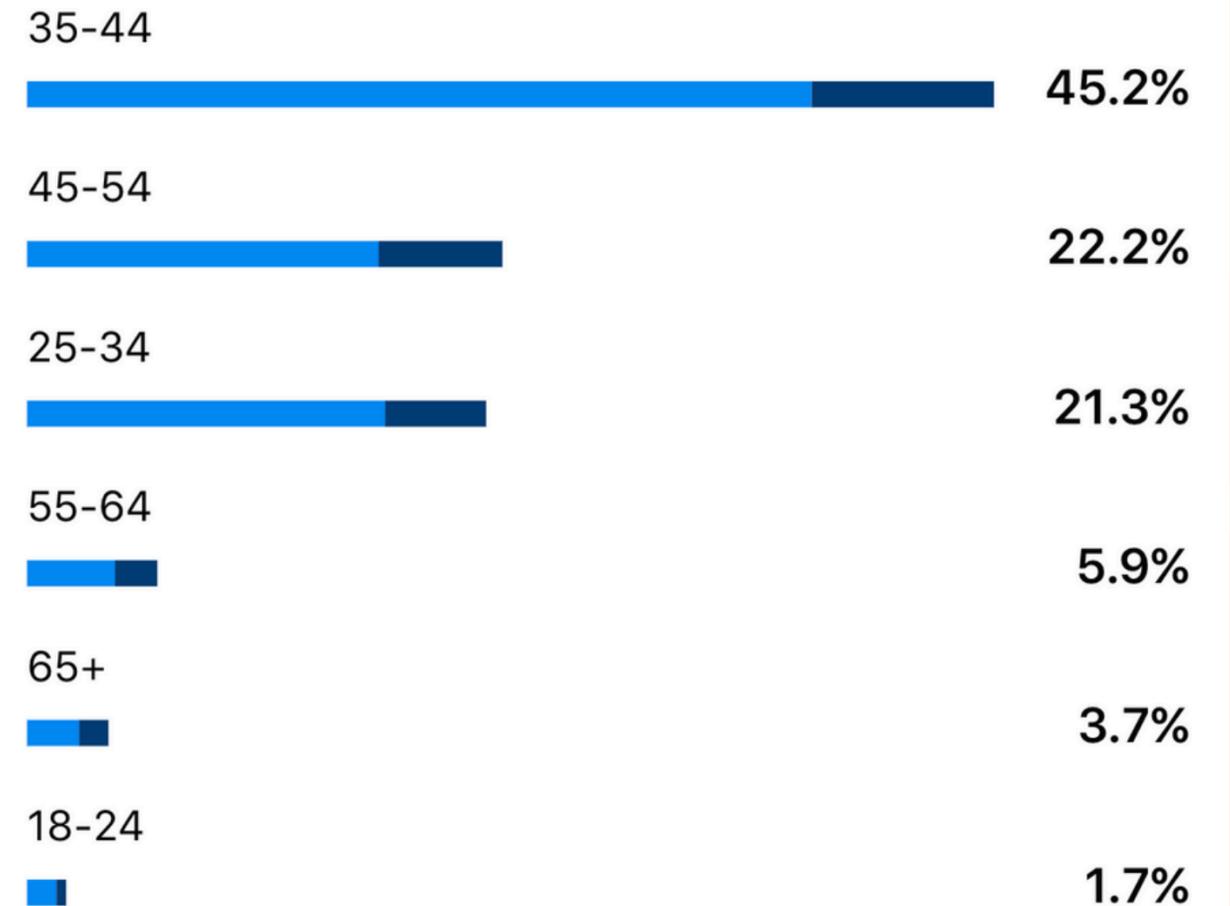
- Largest segment of users: 35 – 44 age group.
- More than 70% female.



Age and gender

Lifetime

● Women ● Men ● Unknown



ESGS' FACEBOOK PAGE



[FREE SAMPLES] AweMed Series - Singapore is now offering AweMed Repair+ Daily Moisturiser...

Thursday 11 September 2025, 23:35 · 🌐

1,443 3 3 1 1



[SPECIAL PROMO] Get a FREE OvoCalm gentle scratcher ...

🎧 Eczema Support Group Singapo... · 🌐 Public

22 August 2025, 18:04 · Duration 00:15

472 1 1 1 0

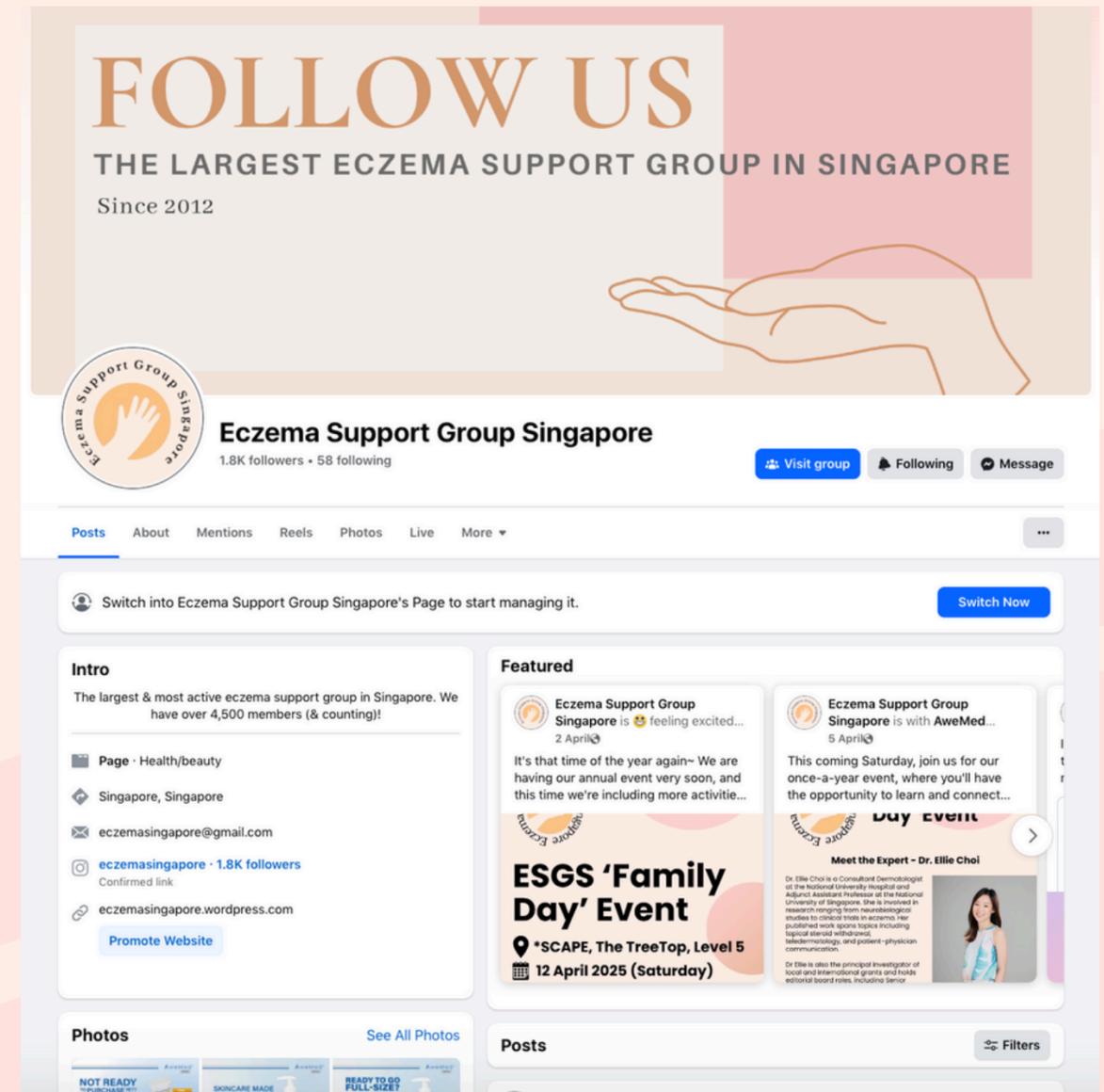
ESGS' INSTAGRAM PAGE

WHY DO PEOPLE LIKE/FOLLOW US?

- Prefer using Instagram.
- Want to stay up-to-date with the latest happenings (events, free samples, etc.).

WHAT'S THE DIFFERENCE?

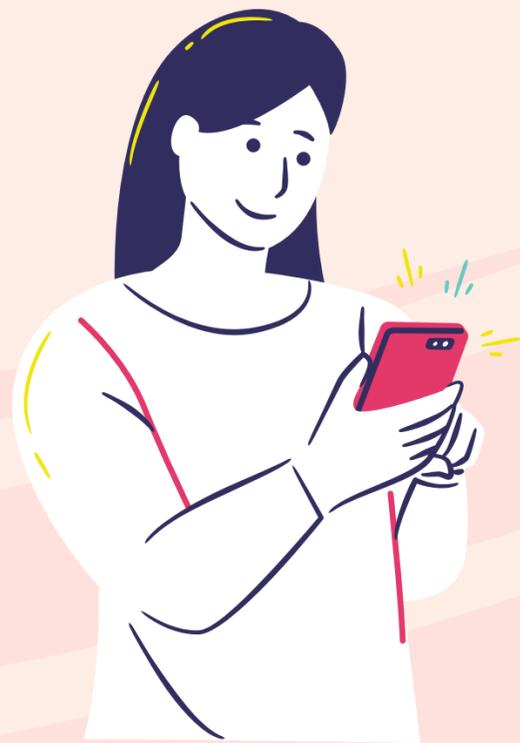
- Very similar to the FB page in terms of content.
- Engagement is higher on IG.



ESGS' INSTAGRAM PAGE

WHO ARE MY MEMBERS?

- Largest segment of users: 25 – 34 age group.
- 75% female, 25% male.



Top age ranges



ESGS' INSTAGRAM PAGE

A screenshot of the Instagram Insights page for a post. The post features a collage of six images: three QV product displays with promotional offers (35% OFF, BUY 1 GET 1 FREE, \$5 OFF), and three photos of a man speaking at a podium during a presentation. The post has 137 likes and 10,782 views. The 'Overview' tab is selected, showing a bar chart icon and the number 137. A trash can icon is visible in the top right corner of the insights panel.

137

137

10,782

Overview ⓘ

Views	10,782
-------	--------

A screenshot of the Instagram Insights page for a giveaway post. The post features a photo of two children in orange pajamas sitting on a white surface. The post has 110 likes, 294 comments, 42 shares, and 9 saves. The 'Overview' tab is selected, showing a bar chart icon and the number 137. A trash can icon is visible in the top right corner of the insights panel.

Giveaway

honey stitch

28 March at 00:11

110 294 42 9

Insights include data from your post and any ads shown on Instagram and Facebook.

Overview ⓘ

Views	11,125
Post interactions	512
Profile activity	455

QUICK TIPS

ENCOURAGE DISCUSSION

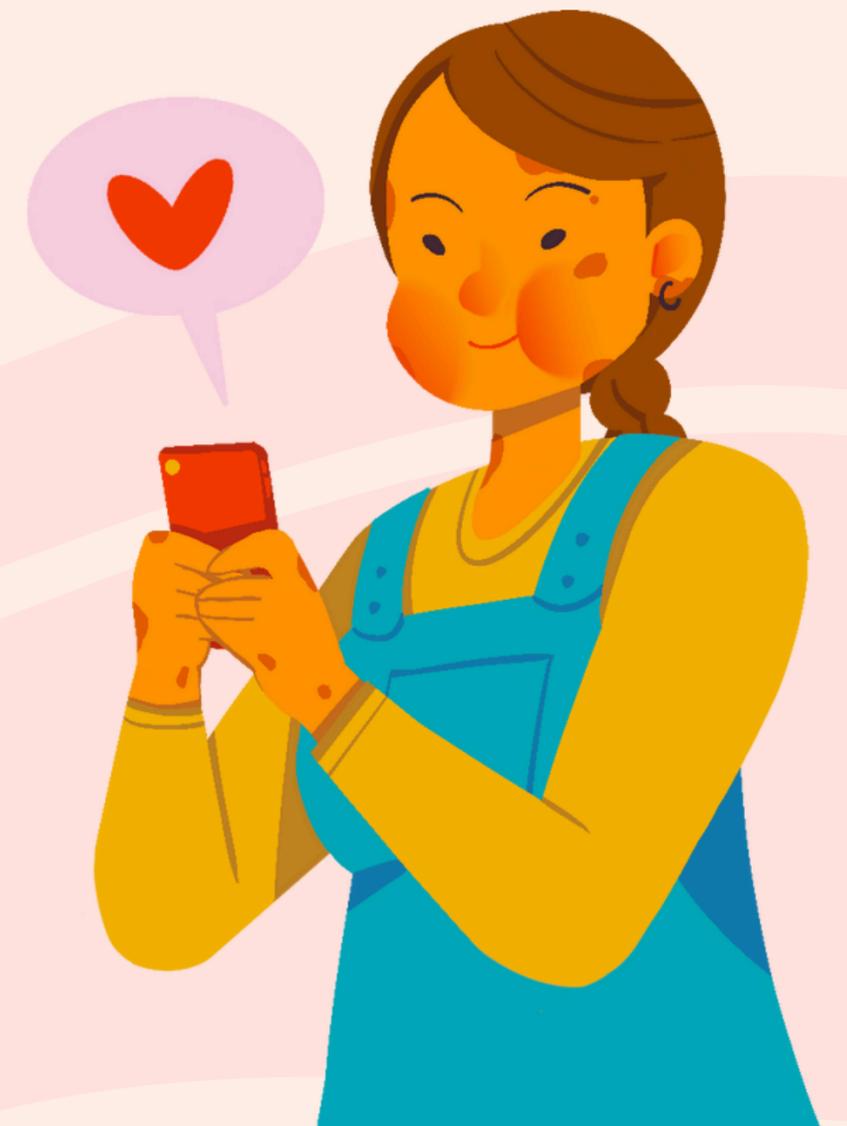
- Post updates about your eczema journey, or ask your followers questions (polls are a quick & fun way)!

COLLABORATE

- Collaborating with other accounts will expand your reach as IG/FB will show the content to their followers.

RUN GIVEAWAYS

- Giveaways are great for getting new followers.



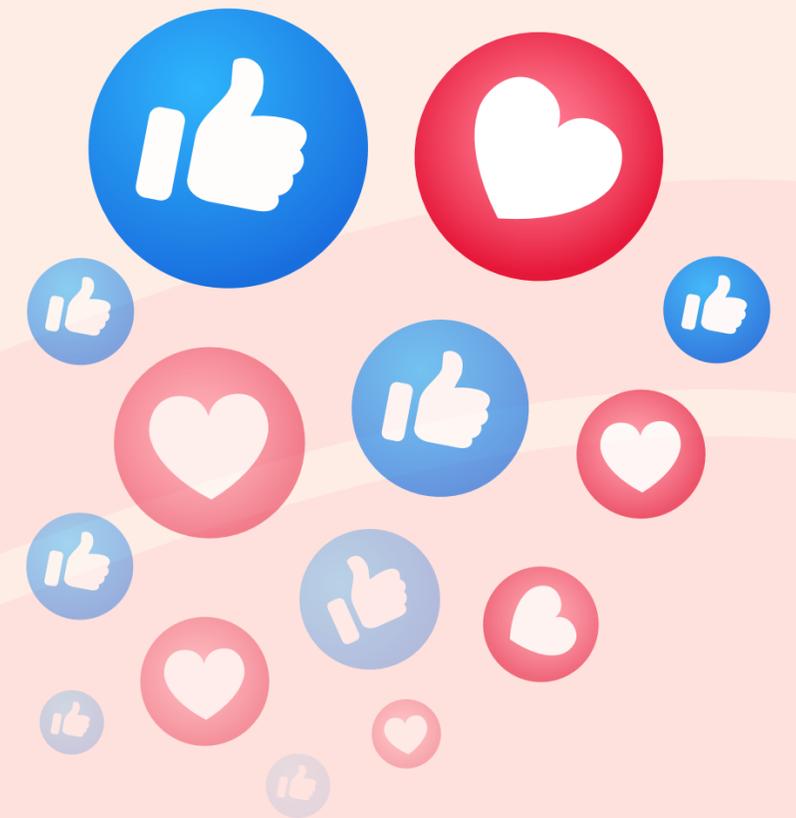
HOWEVER...

- Online engagement cannot replace interaction offline.
- In-person events are essential in helping build a community.
- Social media is good for getting the word out and helping you stay in touch with your followers.



SUMMARY

- Social media is a great way to reach out to existing and potential followers.
- Do as much research as you can on your target audience to understand them.
- Trial and error - experiment with different types of content to see what works for you.
- Explore collaborations with partners and leverage their resources.
- Always prioritise your followers/members in everything that you do.



THANK YOU!

ADD ME ON LINKEDIN



@eczemasingapore



@eczemasingapore



Eczema Support Group Singapore

