



# The Aesthetic Channel

## Dr. Nejad Consulted on Social Media Ethics



**Beverly Hills, Calif.-based cosmetic dentist Matt Nejad, D.D.S.,** says he posts practice photos and videos to social media and his website. “I post them to show examples of the quality of my work and also to educate patients on available high-quality treatment options. I especially like to post videos and pictures of the veneer treatment process including planning, 3D-evaluation, fabrication of temporaries and final results achieved,” he tells The Aesthetic Channel. **Dr. Nejad** states it’s unethical to use photos and videos without patient permission. It’s also wrong to repost another doctor’s work and pass it off as one’s own, or edit photographs to make results look better than they are.