



Tik Tok Times: The Impact of Social Media on Parents During Pregnancy and Lactation

Subject

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Presenter

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Abstract

Social media has proven to be the main way Millennial parents communicate and get healthcare information and yet privacy practices and guidelines for healthcare use of social media is lagging. To add to this, artificial milk companies are using social media against the recommendation of the WHO International Marketing of Breastmilk Substitutes to their advantage which is increasing misinformation. Many healthcare providers wish to utilize social media to engage, education, inform and interact with their patients and patients to be. However, due to a lack of distinct guideline and misunderstanding about privacy practices with social media, many healthcare providers are unknowingly sharing personal and private healthcare information. This presentation offers an understanding of the most common social media platforms, exploration of how millennials use social media (particularly during pregnancy and lactation), how artificial milk companies are using social media, and how healthcare professionals can use social media effectively and ethically.

Objectives

- Identify at least three ways parents are using social media during their pregnancy, labor, and early parenting.
- Identify two positive and negative impacts of social media on pregnant and breast/chestfeeding individuals.
- List two ways to interact with new parents on social without compromising privacy.



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Tips

- “Every. minute of the day, more than 500 h of YouTube videos are uploaded, 66,000 Instagram and 243,000 Facebook photos are posted and around 350,000 tweets are sent.” - Moukarzel et al. 2020
- Mothers are more likely to use Facebook, Instagram, Pinterest, Snapchat, and TikTok.
- Fathers are more likely to use Twitter and Reddit.
- Younger parents are more likely to use Instagram, Snapchat, and TikTok.
- 73% of US millennial moms use parenting communities for brand and product recommendations.
- 49% of millennial moms will use social media, for parenting purposes, at least once a day. 37% of millennial dads will use social media, for parenting purposes, at least once a day.
- 64% say parenting today is more competitive than it used to be.
- 47% feel social media contributes to the stress
- Social Media Usage: Millennials
 - Age 24-39 (in the year 2020)
 - about 26% of US population
 - 90.8% of US Millennials use social media
- Social Media Usage: Gen Z
 - age 8-23 (in the year 2020)
 - about 25% of US population
 - 64.4% of US Gen Zers use social media
- Since pandemic, birth rate dropped from 2.1 to 1.64. Millennials and Gen Z are hesitant to have children.
- In the coming 10 to 15 years, 80% of Millennials will be parents. About 1 in 5 of the mothers in America are millennials.
- Formula companies and Social media: \$55 Billion industry.

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- Women are exposed to highly-targeted content, made visible only to them, which may or may not be easily recognizable as advertising.
- The 4 million social media posts about infant feeding sampled and analyzed using a commercial social listening platform reached 2.47 billion people and generated more than 12 million likes, shares, or comments.
- Collectively, the 264 breast-milk substitute brands account's, monitored for this research, posted content around 90 times per day and reached 229 million users.
- Engagement (the rate of likes, shares, or comments) was up to 10 times greater than the rate generally considered to indicate an effective campaign.
- Social media posts that include a reference to a breast-milk substitute's brand or product reach three times as many people as posts about breast/chest feeding and people are more likely to like, share or click on such posts.
- Digital marketing increases breast-milk substitutes purchases and is better value for money than traditional marketing.
- Violation of International Code of Marketing of Breast-milk Substitutes:
 - Pertains to breast milk substitute, bottles and teats (not pumps or pacifiers)
 - No advertising of breastmilk substitutes to the public
 - No free samples to mothers
 - No promotion of products in healthcare facilities
 - No company "mothercraft" nurses to advise mothers
 - No gifts of personal samples to healthcare workers
 - No words or pictures idealizing artificial feeding on products, including pictures of infants on the products.
 - All information to healthcare workers should be scientific and factual
 - All information on artificial feeding, including the labels, should explain the benefits of breastfeeding and the costs and hazards associated with artificial feeding.

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- How marketing of formula milk influences our decisions on infant feeding:
 - More than half of parents and pregnant women (51%) surveyed for a new WHO/UNICEF report say they have been targeted with marketing from formula milk companies, much of which is in breach of international standards on infant feeding practices.
 - Unregulated and invasive online targeting
 - Sponsored advice networks and helplines
 - Promotions and free gifts
 - Practices to influence training and recommendations among health workers
 - The messages that parents and health workers receive are often misleading, scientifically unsubstantiated, and violate the International Code of Marketing of Breast-milk Substitutes (the Code)
- 10 out of 11 Formula companies have social media presence.
- Save the Children analysis reveals six companies spend the equivalent of \$45 on marketing for each baby born
- We leave our digital fingerprints everywhere.
- Using Influencers
 - Sharing information
 - 32% of the comments are related to giving information and 7% are related to seeking information
 - Sharing based on scientific evidence, comments are not.
 - Support
 - Identity
 - The “perfect” mother, lower self-efficacy
 - Monetization
 - Focus on monetization than influence

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- Who is Using it Well?
 - Anya (UK)
 - 3D Breast/Chest feeding aide
 - Articles, webinars, videos, virtual community
 - Changing Woman Initiative
 - Black Mother Breastfeeding Association
- How you can use SM in a positive way?
- Who are you >> A LOK >> Key Opinion Leader!
- Why use social media?
 - Few of you - Millions of parents
 - Increase your reach
 - Easy for end user does not have to travel
- How to use
 - Participant Centered - What do they want?
 - Focus on mobile - not email
 - All millennials prefer texting to phone calls
- "Social media is like fire - You can use them to keep yourself warm and nourished, or you can burn down the barn." - Brene Brown
- Whats App
 - Comm Hug, end to end encryption
 - Can save photos and messages without consent
 - now photos in your icloud, google photos, anyone with access can see
 - Disable auto download
 - Does not fulfill GDPR "Right to be Forgotten"
 - No HIPPA Audit trail

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Tips

- Apps for New Parents
 - Full Term
 - Mommy Meds
 - Text4baby
 - Sprout
 - WebMD Pregnancy
 - Growth
 - Eat Sleep
 - Web MD Baby
 - LatchMe
 - The Wonder Weeks
- Apps for Professionals
 - LatchMe
 - Breastfeeding Solutions
 - LactRX (replaced Lactmed)
 - Infant sleep
 - Infant Risk Center
 - BF Management 2 Mass BF Coalition
 - WHO growth charts
 - Bili QuikCalc
- Instagram
 - Avoid using stock images, use your own communities images.
- TikTok
 - Reach the next generation of breast/chestfeeders
 - Build a following quickly
- Live Features and Reels on IG and FB
- Be Careful - HIPPA and Social Media
 - Can you text?
 - Should you friend on facebook?
 - What can you share or post?
 - Can you give advice or information?

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Tips

- HIPPA Rules
 - If you fall under HIPPA
 - Privacy
 - No giveaways
 - Licensure and Medical Advice
- Respect Your Community
 - You represent everyone in terms of social media.
 - Never call out another care provider - that is personal, keep it personal.
 - Don't use social media to trash anyone or anything.
 - Remember that even private SM is not private.
- Respect your Clients
 - This is not your experience to share.
 - You don't know who will make the connection if you post you are going to a birth.
 - Remember sometimes things get complicated, scary, or involve issues that should not be shared, ever.
 - Always ask permission.
 - If posting images, get written, explicit permission.
- Social Media Clauses
 - Look to your certifying organization and licensing board for social media clauses.

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