Pregnancy and the Covid Vaccine: What does Social Media say?

Introduction:

- Much conflicting information surrounding Covid vaccines and pregnancy
- Is Instagram a suitable and reliable information source?
- Instagram used by >13mil people in Australia
 majority are females between 18-34(1)
- Health decisions can be heavily influenced by social media advertising, anecdotes from peers and often unfiltered information

Aim:

 Analyse content on Instagram surrounding the Covid Vaccine and it's use in pregnancy & breastfeeding



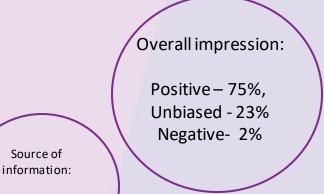
Caitlin Borthwick

Methods:

Personal –47%

Professional - 53%

- Search terms #CovidVaccinePregnancy, #vaccinebreastfeeding, #vaccinepregnant #covidpregnant
- 100 posts analysed, filters removed
- Analysed source of information
- Analysed content of image and caption only
- Excluded duplicates, non English language, nonpregnancy related & video content



Content	%
Side effects (negative& positive)	14
Risks of vaccine vs no vaccine	12
Contains scientific data / published info	24
Link provided to trusted information resource	74

Results:

- 75% positive information eg encouraging the vaccine, correcting false/misleading information
- 53% professional sources eg, health practitioners, health boards & colleges and scientific research institutes
- 47% personal including personal anecdotes, opinions and bloggers
- Only 24% provided scientifically proven information in the image/ caption
- 74% provided a link to a trusted health resource such as WHO and GAVI; the Vaccine Alliance

Conclusion:

Although social media relies on the consumer to be able to make their own decisions about what content to trust — there was an overwhelming majority of content encouraging the use of Covid Vaccines in pregnancy, promoting scientific research in favour of the vaccine, and providing links to trusted resources for further information.

