

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:

- 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, non-pregnancy 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.

Overall impression:

Positive – 75%,
Unbiased - 23%
Negative- 2%

Source of information:

Personal – 47%
Professional - 53%



