



Social Media Content Related to ACL Recovery: An Analysis

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Disclosures and Acknowledgments

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Introduction



Anterior cruciate ligament (ACL) tears are one of the **most common injuries**

Patients who are **young** or **sustain sports-related injuries**
→ more likely to engage with social media for health info

Social media can influence **patient expectations** and in turn recovery.

There is a paucity in data evaluating **who is posting on social media** and the **content** of recovery-related information.



Objective

to analyze **posts related to ACL recovery** across **four social media platforms**: Facebook, Instagram, Twitter and TikTok

Methods

Key terms and hashtags including “**acl recovery**”, “**acl rehab**”, “**acl journey**” and “**acl rehabilitation**”

to identify groups or posts across social media platforms.

Posts with the most engagement from each platform including Facebook, Instagram, Twitter and TikTok were collected.

Data extraction:

- identifying characteristics of the poster
- topic of posts
- tone of posts

Methods

Post collection:



The most recent posts from Facebook groups with at least 2000 members (n=95) were collected from 20 June 2022 to 7 July 2022.



Instagram posts with at least 1000 likes (n=207) were collected from 18 May 2021 to 20 June 2022.



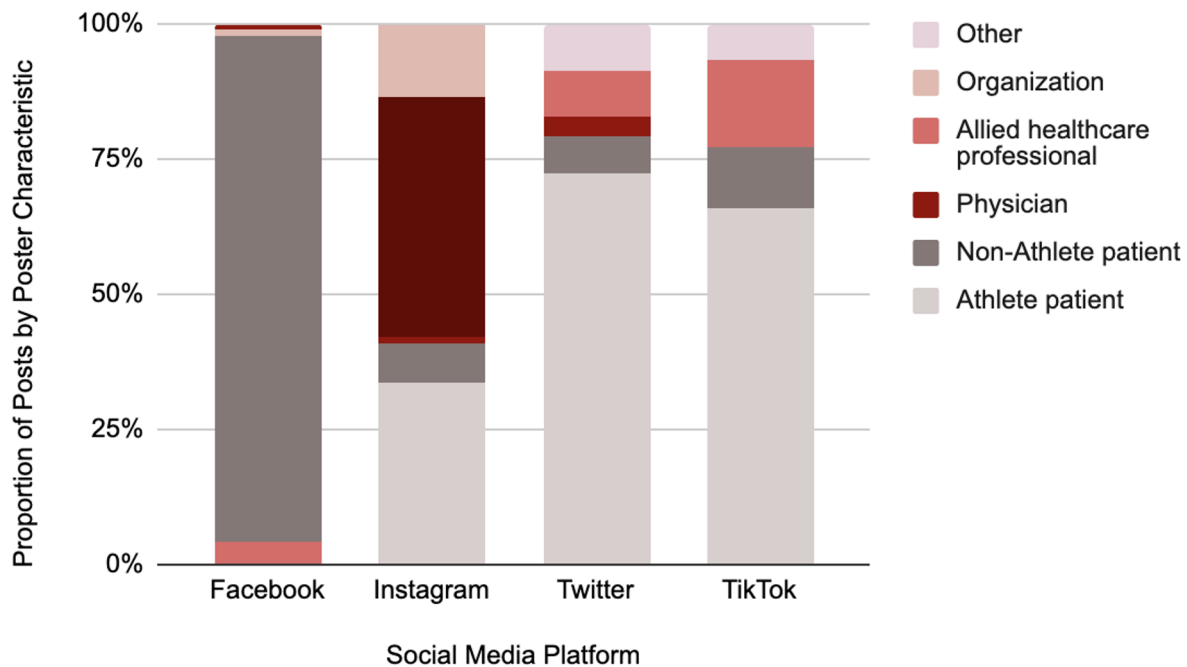
Posts were collected from Twitter with at least 50 likes (n=116) from 6 February 2013 to 24 Jun 2022.



TikTok videos with at least 10,000 likes (n=88) were collected for each of the hashtags from 2 March 2020 to 30 May 2022.

Results

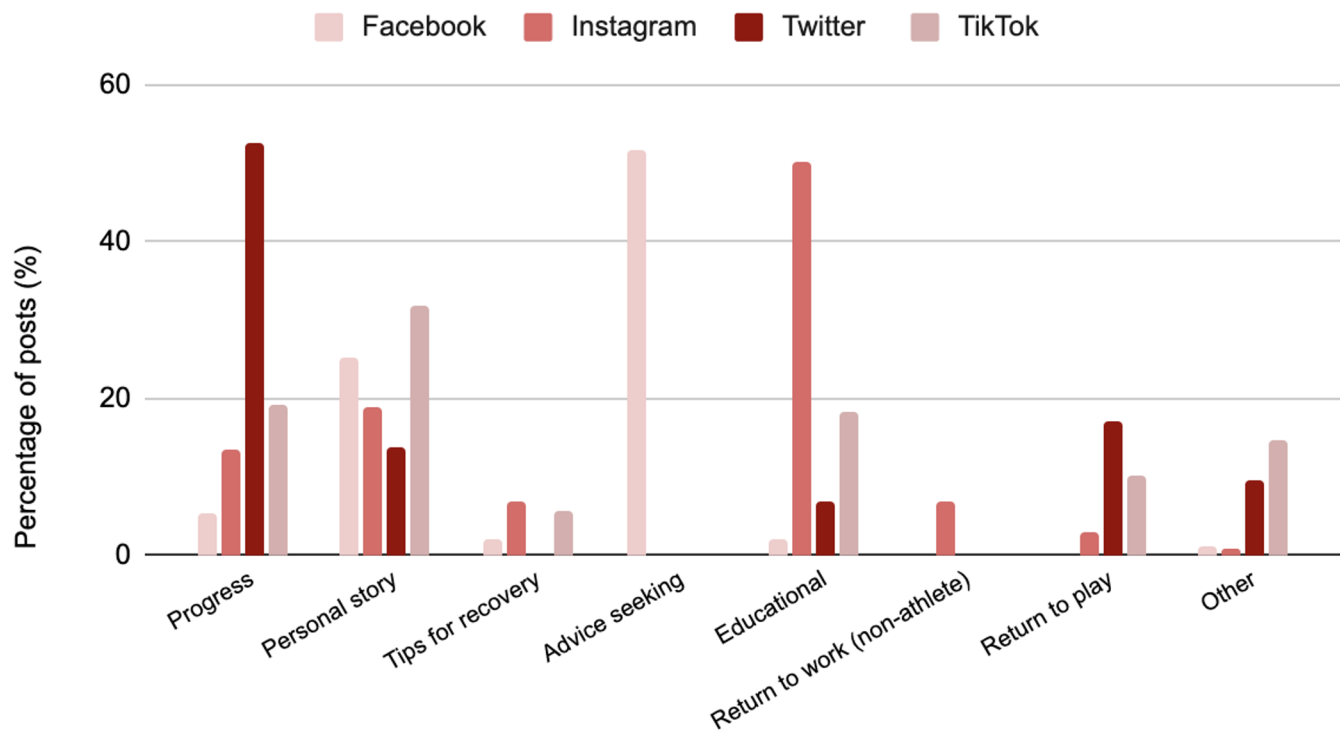
Fig 1: Poster characteristics across social media platforms



- Poster characteristics across social media platforms varied:
- More posts from athlete patients on Twitter and TikTok
 - More posts from from non-athlete patients on Facebook
 - Allied healthcare posters found more often on Twitter and TikTok

Results

Fig 2: Topic of posts across 4 social media platforms



Topic of posts across social media platforms varied:

- More progress and personal stories on Twitter and TikTok
- More posts advice-seeking on Facebook
- More educational on Instagram

Results

Platform	Most Common poster characteristics		Most common content theme
Facebook	Female	Non-Athlete	Advice-seeking
Instagram	Male	Allied Health Professionals, Athlete	Educational
Twitter	Female	Athlete	Progress of ACL recovery
TikTok	Female	Athlete	Personal stories

Physicians were more likely to post on Twitter and Instagram, with no posts on Facebook or TikTok.

Discussion

- Topics and populations engaging with content related to ACL recovery varied across the social media platforms.
- **Advice-seeing, educational, progress and personal stories** were main themes of posts.
- Previous studies found seeking information can aid assuage patients' doubts but only if information is accurate.
- Physician presence was **not found on Facebook and TikTok**: this could be limited by search criteria, regulatory bodies, platforms searched.
- Further investigation is needed:
 - What physicians are posting
 - Who is engaging with posts in the form of comments, etc
 - Further insight into what patients would like to see on social media related to ACL recovery

These findings provide insight into:

What information is available to, and posted by patients and those involved in patient care

How providers can engage with patients on social media

How to begin to understand the current role of social media as a communication tool for ACL recovery

THANK YOU.

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