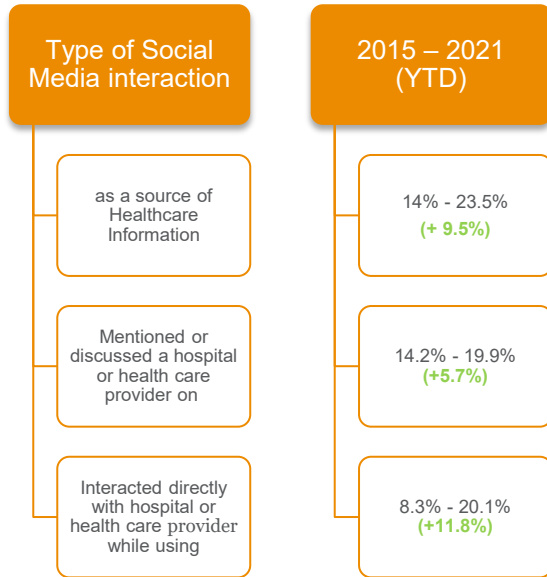


## NRC HEALTH MARKET INSIGHTS – AUGUST 2021

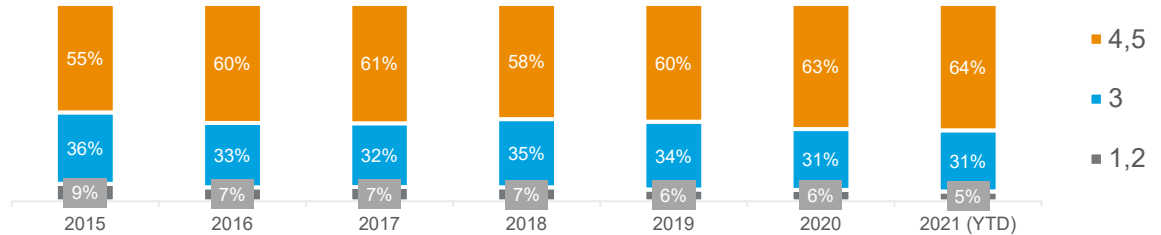
# Insight of the Month: Social Media

Social media has become a major form of consumer interactions and marketing over the past decade. Healthcare has been slower to integrate social media into marketing but the use of it has still grown with consumers. Since 2015 both trust and interactions with social media have increased. Trust in social media as a source of health information has increased 9% and those who have interacted with a hospital or health care provider has more than doubled. The data shows there is a lot of opportunity to not only provide information but also build trust in a brand through various forms of social media.



## Growing trust in social media

Q) How would you rate your level of trust and confidence in health information you receive through social media from hospitals or health care providers?



## Top social media healthcare activities

Q) Which of the following activities do you perform when using social media for health information? (Multi select – Top 4)

1. Search for health information
2. Ask for health advice
3. Ask for doctor/hospital recommendations
4. Seek support from others