



PEDIATRIC CONTENT: WHICH SOCIAL MEDIA CHANNELS WORKS BEST?

Should your doctors be on TikTok? The answer may be “yes.”

The audience for pediatric health content is diverse — it includes parents, tweens, teens and nontraditional caregivers (like grandparents).

Find out how you can use social media effectively to reach this wide audience:



SNAPCHAT



Use it to reach: Tweens and teenagers



Reasons why:

- **It's where teens hang out:** 69% of U.S. teens use Snapchat¹, and 45% chose it as their favorite social media platform.²
- **Snapchatters are highly engaged:** 65% post daily, compared to 35% of Facebook users.³



Keep in mind: It's a good way to engage with teens who want to take charge of their health, but these young teens are not necessarily healthcare decision-makers.



The bottom line: If you're already on Instagram and Facebook, use some of their Snapchat-like features (like Stories and filters) before committing to Snapchat. If you have the budget and bandwidth, get yourself on Snapchat to build connections with future patients.



INSTAGRAM



Use it to reach: Teens and millennial and Gen X parents



Reasons why:

- **Get two for one:** Instagram is the most broadly used social channel, so you can use it to build relationships with both parents and teenagers.
- **Millennial moms are here:** These moms — Instagram's second-largest user base⁴ — are more likely to seek advice and information on social media than anywhere else.



Keep in mind: Instagram isn't link friendly. Posts, Stories and ads help build brand awareness but may not drive traffic to your website.



The bottom line: Instagram is a solid choice if you have a limited social media budget. You can engage with a large population and multiple audiences at once (parents, kids, teens and even grandparents).



TIKTOK



Use it to reach: Tweens and teens



Reasons why:

- **Connect with future healthcare decision-makers:** 60% of TikTok's monthly active users are between the ages of 16 and 24.⁵
- **Users are highly engaged:** The average user spends 52 minutes on the platform per day (more than any other social channel).



Keep in mind: The platform was launched in 2017, so it's unclear if it has staying power. The channel is playful and fun — make sure that serious medical topics are covered appropriately.



The bottom line: If TikTok continues to succeed, you could benefit from being an early adopter: Currently, only 4% of marketers use TikTok. And a presence on the channel may help attract older teens who are beginning to make healthcare choices for themselves.

f FACEBOOK

 **Use it to reach:** Parents and grandparents

 **Reasons why:**

- **It has far-reaching appeal:** It's the most used platform for millennials (74%), Gen X (68%) and boomers (61%)⁶.
- **Reach the grandparents:** Seniors are the fastest-growing group of Facebook users⁷.

 **Keep in mind:** It's difficult to reach potential patients organically. You need a decent budget to see ROI.

↓ **The bottom line:** Facebook is the most popular and well-known social platform. Posting regularly increases visibility with search engines. And its advertising functionality is the best of all social networks.

▶ YOUTUBE

 **Use it to reach:** Kids, teens and adults

 **Reasons why:**

- **It's the most-used social channel:** 73% of U.S. adults use the platform⁴.
- **More parents engage with YouTube than cable:** On mobile alone, YouTube reaches more 18-49 year-olds than any TV network⁸.

 **Keep in mind:** Optimization is key. Just posting videos isn't enough to grow a following or attract more patients. You need to optimize YouTube videos and their descriptions so potential patients and their families can find them.

↓ **The bottom line:** YouTube can reach a wide audience, and video content pops in Google's search results. Once you start creating videos, you can repurpose clips on other social channels.

p PINTEREST

 **Use it to reach:** Millennial parents

 **Reasons why:**

- **Millennials love Pinterest:** 69% of Pinterest users are between 18-49 years old.⁹
- **Reach moms and dads:** About 80% of U.S. mothers and 38% of fathers are on the platform.¹⁰

 **Keep in mind:** People go to Pinterest for general health and parenting content. Tie your organization's messaging to popular topics on the platform, such as meal planning, family time and self-care. Create multiple boards to satisfy millennial parents' diverse needs.

↓ **The bottom line:** Only 20% of pins are original, while 80% are repins¹¹. Your content has the potential to be repinned many times. With that in mind, you can reach a larger audience and gain more brand recognition with Pinterest than other social platforms. But be strategic: More than 14 million articles⁹ are pinned each day, so you'll need to make your pins stand out.

CHOOSE WHAT WORKS FOR YOU

Before you stress about managing all these channels, take a deep breath. You don't have to be on all of them. Some will make sense for your organization and strategy. But some won't.

Research your audience and the social channels they use. Then examine your marketing strategy to see which networks fit best.

NEED HELP WITH YOUR SOCIAL MEDIA MESSAGING?

Email us at hello@ahamediaingroup.com.

¹ <https://www.pewresearch.org/fact-tank/2019/05/16/facts-about-americans-and-facebook/>

² <https://www.marketingcharts.com/demographics-and-audiences/teens-and-younger-83051/attachment/piperjaffray-teens-favorite-social-platform-2015-2018-apr2018>

³ <https://www.omnicoreagency.com/snapchat-statistics/>

⁴ <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

⁵ <https://mediakix.com/blog/top-tik-tok-statistics-demographics/>

⁶ <https://www.marketingcharts.com/digital/social-media-110652>

⁷ <https://qz.com/1707287/use-of-facebook-among-senior-americans-has-doubled-over-recent-years/>

⁸ <https://www.thinkwithgoogle.com/data/18-49-year-old-youtube-behavior/>

⁹ <https://www.oberlo.com/blog/pinterest-statistics>

¹⁰ <https://business.pinterest.com/en/blog/get-to-know-parents-on-pinterest>

¹¹ <https://www.socialmediatoday.com/content/pinterest-sales-conversion-powerhouse>