

Sharing Sorrow, Finding Strength

An In-Depth Study of Stillbirth and Perinatal Loss Posts on Instagram

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AIM

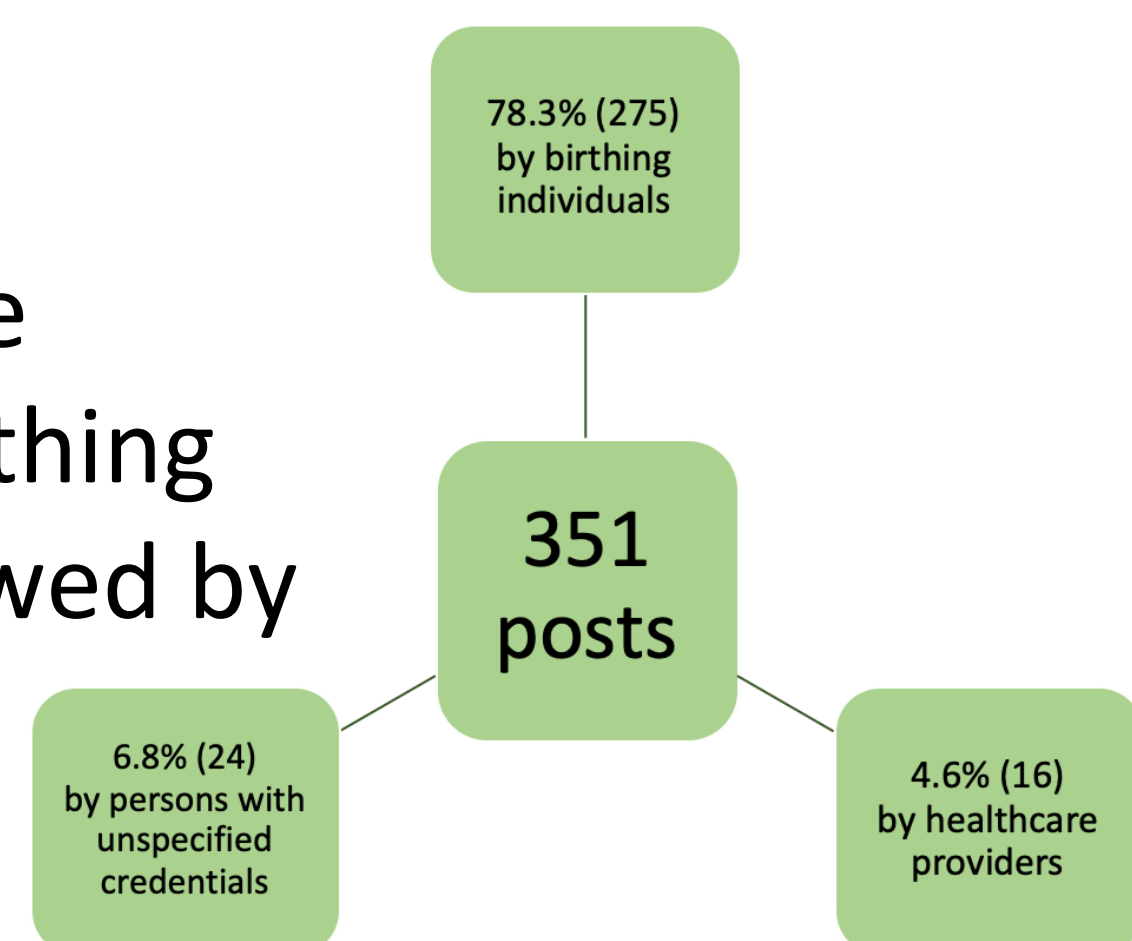
To explore the shared experiences of stillbirth and understand healthcare provider engagement on social media by analyzing Instagram posts.

METHODS

The terms #stillbirth, #stillborn, and #babyloss were queried three times each May to July 2022. Using Instagram's popularity algorithm, 40 of the top publicly-accessible posts were recorded per search. A total of 351 posts were selected.

RESULTS

Most posts are created by birthing persons, followed by those with unspecified credentials.

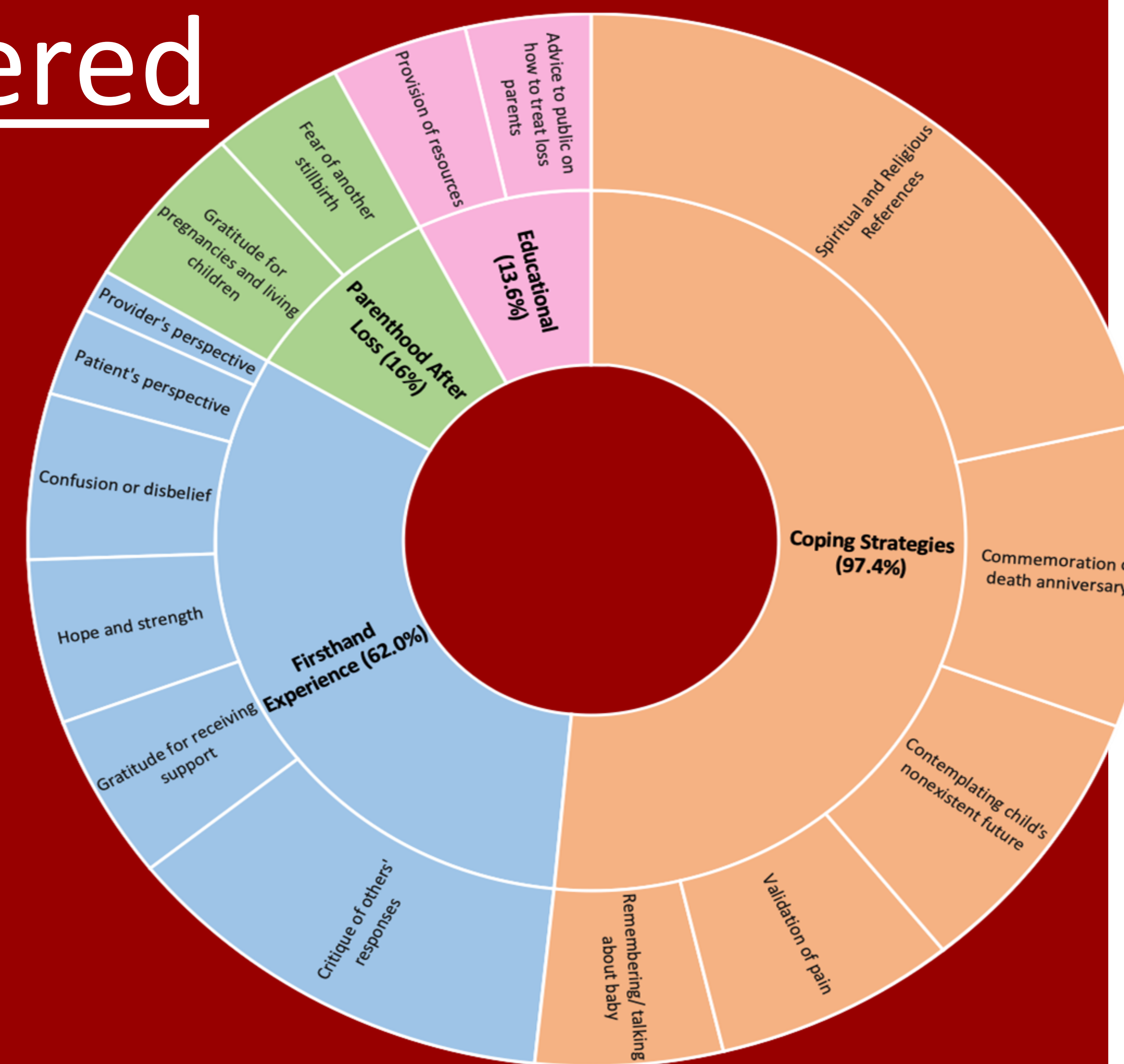


Posts created by persons with unspecified credentials outnumbered posts created by healthcare providers

SCAN TO CONNECT

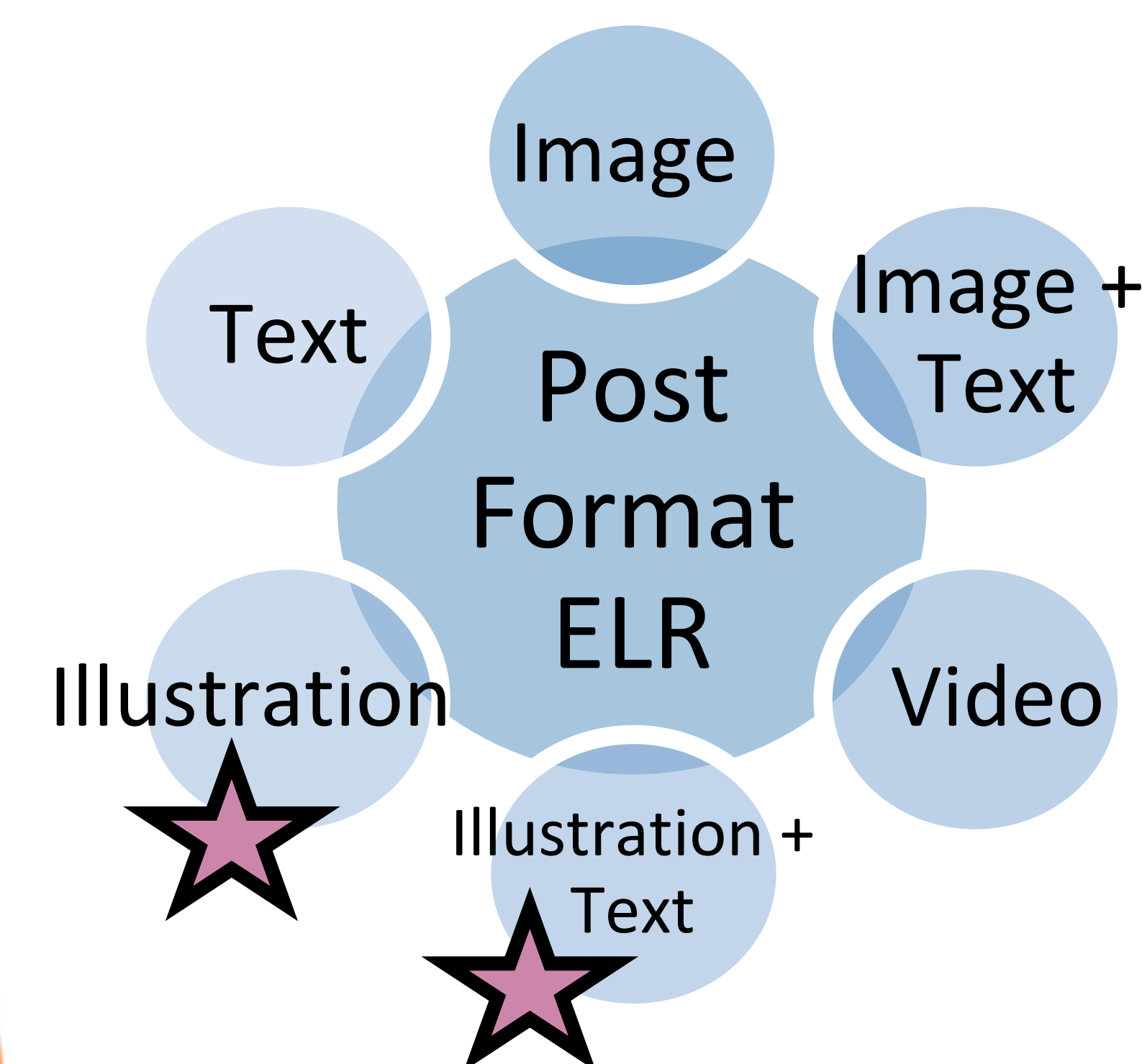


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RESULTS

Engagement Level Ratio (ELR) = # of likes/# of followers



CONCLUSION

A variety of themes were found to exist among perinatal loss digital content. These themes can help physicians - especially primary care providers, OBGYNs, and psychiatrists - to understand the emotional and interpersonal challenges experienced by bereaved patients.