OSTOMY-RELATED HASHTAG UTILIZATION ON TIKTOK: A COMPREHENSIVE SOCIAL MEDIA ANALYSIS

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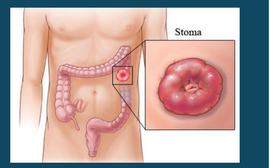
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INTRODUCTION

1+ MILLION individuals in North America live with a stoma.

OSTOMY: *A surgically created connection between your intestine and abdominal wall, allowing for the diversion of bodily waste into an external pouch via a stoma.*



1+ BILLION monthly TikTok users across the globe.

TikTok provides a growing platform for community-building and a place to share patient experiences, healthcare information, and more.

? OUR AIM ?

To investigate the use of hashtags and TikTok for sharing ostomy-related content, identify the creators of this content, and explore the prevalent themes within these posts.

METHODS

- A search was conducted on TikTok (*tiktok.com*) on August 4th 2024.
- The top 10 ostomy-associated hashtags were identified.
- For each hashtag, the top 10 most liked posts (n=100) that met our inclusion criteria were analyzed for viewer engagement.
- A thematic analysis by way of axial coding and descriptive analyses was also conducted for each included post.

Viewer Engagement = *views + saves + comments + likes + shares*

Hashtags	Likes	Comments	Saves	Shares	Views	Length (sec)
#ostomy (n=10)	398.3K	1197	7830	2570	**10.14M**	31.7
#stoma (n=10)	32.6K	396	878	467	1.31M	46.7
#ileostomy (n=10)	151.2K	1021	6159	3674	620.2K	57.1
#ostomyawareness (n=10)	53.4K	206	978	209	1.36M	41.8
#ostomate (n=10)	21.4K	252	1032	678	757.5K	59.1
#ostomybag (n=10)	50.6K	343	2133	967	3.15M	50.5
#colostomybag (n=10)	429.5K	3418	15678	8205	6.1M	87.2
#colostomy (n=10)	20.7K	252	400	307	316K	83
#ostomylife (n=10)	12.9K	155	423	242	452.7K	47.1
#stomabag (n=10)	72.9K	450	3534	1509	3.57M	50.4
Total (n=100)	124.2K	549	3562	1563	2.77M	55.5

Table 1. Average Engagement of Top 100 Ostomy-Related TikTok Videos

INCLUSION CRITERIA

- English
- Ostomy-Related Content

EXCLUSION CRITERIA

- Hate speech or discriminatory content
- Inaccurate or misleading information
- Duplicates

RESULTS

Mean Viewer Engagement Across ALL Posts
2.9 MILLION
[SD = 3.3M]

TOP HASHTAG
#ostomy

Mean Post-Length Across ALL Posts
55.5 SECONDS
[SD = 17.4s]

CONTENT-PRODUCER DEMOGRAPHICS

Females (n=85)

Patients (n=92) >> Health-Care Providers (n=0)

CONTENT TYPE

Education/Awareness (n=84)

COMMON THEMES

- **Normalization of Ostomies**
- **Stoma Care Routines**
- **Stoma Post-Ostomy Self-Image**
- **Importance of Support Systems**

CONCLUSIONS

- TikTok fosters **peer-to-peer learning** & **community support**.
- **Limited healthcare professional presence** → risk of misinformation
- **FUTURE DIRECTIONS** → **N**eed for **collaborative content creation** with healthcare providers and to leverage social media for real-time **patient concerns** + **patient education**.