

BACKGROUND

- Social Media has expanded our ability to share advice and visual content, seek support from others
- Young athletes rely on social media as a primary source of information

OBJECTIVE

- Investigate pediatric ACL related content across popular social media platforms
- Characterize the related content being shared Facebook, Instagram, YouTube, and TikTok

METHODS

- Search terms: “pediatric ACL,” “pediatric ACL tear,” “ACL recovery”
- Platforms queried:
 - Facebook
 - Instagram
 - YouTube
 - TikTok
- Analyzed related content with highest engagement
- Categorized content based on common themes of focus

RESULTS

Top 4 Facebook groups

- **13,000 collective members** and **950 total posts** from May 12 – June 12, 2021
- Caregivers of adolescents searching for community support

Top Instagram Hashtags

- **1.5 million cumulative posts**
- Athletes returning to play after injury

Top 4 TikTok Hashtags

- **64 million cumulative views**
- Personal experience before and after ACL surgery

Top 2 Instagram pages

- **42,600 total followers**
- Inspiring those recovering from injury, celebrating treatment progress, sharing success stories

Top 5 YouTube videos

- **523,000 total views**
- Share educational content, surgical techniques, patient stories

Top ACL-Related Hashtags on Instagram and TikTok

Platform	Hashtag	Number of Views/Posts
Instagram	#ACL	930,915 posts
	#aclrecovery	267,909 posts
	#aclsurgery	134,822 posts
	#aclrehab	122,218 posts
	#tornacl	42,402 posts
TikTok	#aclsurgery	30.8 million views
	#aclrecovery	13.8 million views
	#acltear	12 million views
	#aclrehab	4.4 million views

Related YouTube Videos with Highest Views

Name of YouTube Video	Views
ACL injury - Stephanie's story - Boston Children's Hospital	203k
ACL injury treatment at Boston Children's Hospital	179k
ACL injuries Q&A with Dr. Jay Lee	83k
Surgical Reduction and Fixation of Tibial Spine Fractures in Children	30k
Overcoming an ACL Injury - Olympic Bound Slopestyle Skier	28k

LIMITATIONS

- Study observation period of one month
- Search gathered results outside of pediatric scope

CONCLUSIONS

- Widespread sharing of anecdotal experiences after ACL injury
- Advice shared may be valuable from community support perspective
- Limited online physician presence and monitoring may compromise quality of medical information

FUTURE DIRECTIONS

- Providers may benefit from increased knowledge about social media resources used by young athletes
- Providers may consider joining social media platforms to improve quality of information and support patient decision making