

BACKGROUND

- Social Media use continues to rise amongst children and families
- Patients often look to Facebook, Instagram, TikTok, and Youtube for information about medical conditions
- Little is known about information regarding Osteochondritis Dissecans (OCD) on social media platforms



OBJECTIVE

To evaluate and quantify content and reach of information shared on social media regarding OCD

METHODS

- Search terms below evaluated across social media platforms
- Recorded number of views, posts, followers and physician presence
- Classified content by groups

Osteochondritis dissecans
Osteochondrosis dissecans
Osteochondrosis
Osteochondritis
Osteochondral Defect

RESULTS

Figure 1: Osteochondritis search returns across Instagram and TikTok

Platform	Hashtag	Number of Views/Posts
Instagram	#osteochondritisdissecans	2,368 posts
	#osteochondrosis	950 posts
	#osteochondraldefect	520 posts
	#osteochondritis	447 posts
	#osteochondrosisdissecans	403 posts
TikTok	#osteochondritis	3.9 million views
	#osteochondritisdissecans	17,000 views
	#osteochondrosisdissecans	5,987 views

Figure 2: Related YouTube Videos with Highest Views

Name of Youtube Video	Views
Knee Osteochondritis Dissecans, Wilson's Test	68k
Surgical Correction of OCD of the Knee	54k
OCD Lesion - Knee Arthroscopy	34k
Knee pain due to Osteochondritis Dissecans	17k
What is Osteochondritis?	16k

Facebook

- Groups with over 4,000 members provide community support form
- Pages contained recovery stories, solicited treatment and patient progress

Instagram

- 4,500 posts on general quality of life with OCD

Youtube

- Top five most viewed videos of 189,000 views
- Focused on educational information, surgical techniques, and anatomy

TikTok

- Hashtags with over 4 million views
- General knowledge sharing and post operative recovery stories

LIMITATIONS

- Search criteria evaluated during 1-month period
- Users not differentiated between parents and children
- Results limited to search outcomes

CONCLUSIONS

- Social Media is widely used by patients and families for medical information
- While helpful for community support, the lack of physician oversight may lead to misinformation

FUTURE DIRECTIONS

- Evaluate how information from social media specifically impacts patient recovery
- Determine whether physician presence can decrease spread of misinformation and promote knowledge transfer