



CHOOSING A SOCIAL MEDIA PLATFORM TO SUPPORT DSMES

According to a 2020 article in Preventing Chronic Disease, "social media can encourage citizen participation, optimize health systems, be an interactive space for science dissemination, support health policies, and promote healthy behaviors."¹ This table can inform which social media platforms you might want to use when sharing your diabetes self-management education and support (DSMES) messages. When looking at what audiences you want to reach, also consider which platforms have opportunities for mass media or targeted campaigns.

Percent of U.S. adults who say that they ever use various social media platforms²



	Facebook	Instagram	LinkedIn	Twitter	Pinterest	Snapchat	YouTube	What's App	Reddit	TikTok	Nextdoor
Total	69%	40%	28%	23%	31%	25%	81%	23%	18%	21%	13%
Men	61%	36%	31%	25%	16%	22%	82%	26%	23%	17%	10%
Women	77%	44%	26%	22%	46%	28%	80%	21%	12%	24%	16%
Ages 18-29	70%	71%	30%	42%	32%	65%	95%	24%	36%	48%	5%
30-49	77%	48%	36%	27%	34%	24%	91%	30%	22%	22%	17%
50-64	73%	29%	33%	18%	38%	12%	83%	23%	10%	14%	16%
65+	50%	13%	11%	7%	18%	2%	49%	10%	3%	4%	8%
White	67%	35%	29%	22%	34%	23%	79%	16%	17%	18%	15%
Black	74%	49%	27%	29%	35%	26%	84%	23%	17%	30%	10%
Hispanic	72%	52%	19%	23%	18%	31%	85%	46%	14%	31%	8%
Less than \$30K	70%	35%	12%	12%	21%	25%	75%	23%	10%	22%	6%
\$30K-\$49,999	76%	45%	21%	29%	33%	27%	83%	20%	17%	29%	11%
\$50K-\$74,999	61%	39%	21%	22%	29%	29%	79%	19%	20%	20%	12%
More than \$75K	70%	47%	50%	34%	40%	28%	90%	29%	26%	20%	20%
High school or less	64%	30%	10%	14%	22%	21%	70%	20%	9%	21%	4%
Some college	71%	44%	28%	26%	36%	32%	86%	16%	20%	24%	12%
College graduate	73%	49%	51%	33%	37%	23%	89%	33%	26%	19%	24%
Urban	70%	45%	30%	27%	30%	28%	84%	28%	18%	24%	17%
Suburban	70%	41%	33%	23%	32%	25%	81%	23%	21%	20%	14%
Rural	67%	25%	15%	18%	34%	18%	74%	9%	10%	16%	2%

[1] Mendoza-Herrera K, Valero-Morales I, Ocampo-Granados ME, Reyes-Morales H, Arce-Amaré F, Barquera S. An Overview of Social Media Use in the Field of Public Health Nutrition: Benefits, Scope, Limitations, and a Latin American Experience. *Prev Chronic Dis* 2020;17:200047. DOI: <http://dx.doi.org/10.5888/pcd17.200047>

[2] Auxier B, Anderson M. Social Media Use in 2021. Pew Research Center. Accessed online July 2022: <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>.



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