

# Social Media Use by Caregivers of Youth with T1D: A Window into the Impact of Health Influencers

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## Introduction

Social Media provides individuals with T1D with opportunities for social connection, information about diabetes information, and influence diabetes management, but may promote harmful social comparison and perpetuate false or misleading information about diabetes care.<sup>1,2</sup>

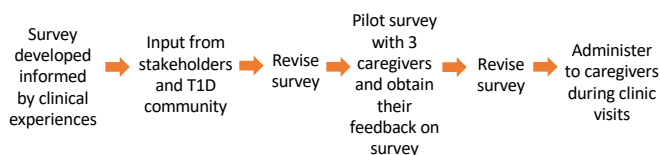
## Objective

We explored interactions of caregivers of youth with T1D with T1D-related content on social media and how that influences decision-making regarding diabetes care.

## Clinic

In our pediatric T1D clinic, approximately half of our patients are Hispanic or Black. Half of our patients are insured by Medicaid.

## Methods

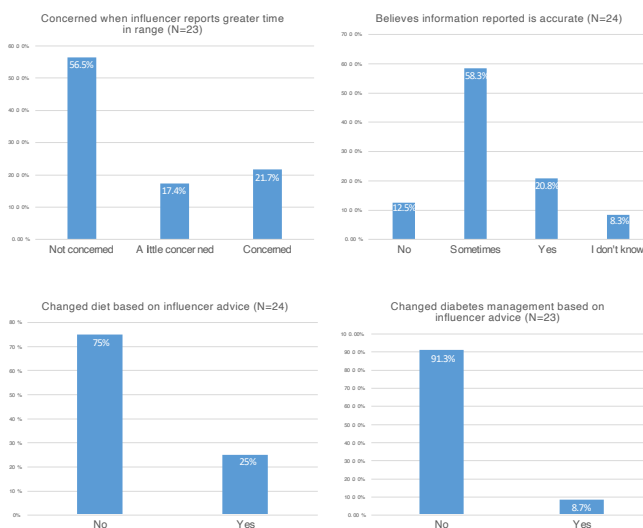


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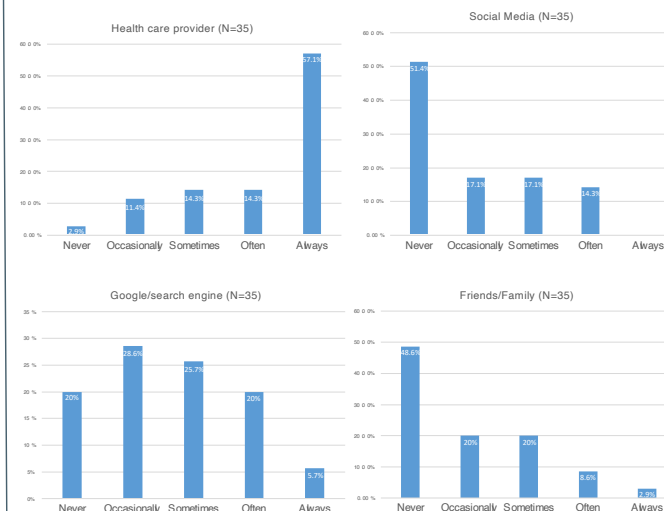
Caregivers (N=35, 80% mothers) of youth with T1D (0-11yo) completed a survey about engagement with T1D content from health influencers in social media. This is the first step in a QI project aimed at examining social media influences in health outcomes for youth with T1D and identifying intervention opportunities.

## Results

48.6% of caregivers reported following a health influencer, with 43.4% of those sharing influencers' content via social media or privately with others.



Caregivers reported seeking advice from:



## Conclusions

A significant proportion of caregivers rely on information from social media influencers. Information is shared online and influences decision-making regarding diabetes management and diet. Attention to social media influences in parental management of youth's T1D is warranted.

## References

- <sup>1</sup>Maxwell, T., Branka, L., Asher, N., Commissariat, P., & Laffel, L. (2025). Young Adults With Type 1 Diabetes and Their Perspectives on Diabetes-Related Social Media: Qualitative Study. *JMIR diabetes*, 10, e69243.
- <sup>2</sup>Berry, E., Cleal, B., Morrissey, E., Willaig, I., Shields, C., Thornton, M., ... & Davies, M. (2024). The role of social media on psychological wellbeing from the perspectives of young people with type 1 diabetes and their caregivers: a qualitative study. *International Journal of Adolescence and Youth*, 29(1), 2298083.