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." 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 platforms**

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>LinkedIn</th>
<th>Twitter</th>
<th>Pinterest</th>
<th>Snapchat</th>
<th>YouTube</th>
<th>What's App</th>
<th>Reddit</th>
<th>TikTok</th>
<th>Nextdoor</th>
</tr>
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<tbody>
<tr>
<td>Total</td>
<td>69%</td>
<td>40%</td>
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<td>23%</td>
<td>31%</td>
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<td>Men</td>
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<td>Women</td>
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<td>Ages 18-29</td>
<td>70%</td>
<td>71%</td>
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<td>42%</td>
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<td>30-49</td>
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<td>Less than $30K</td>
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<td>$30K-$49,999</td>
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<td>College graduate</td>
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<td>Rural</td>
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