

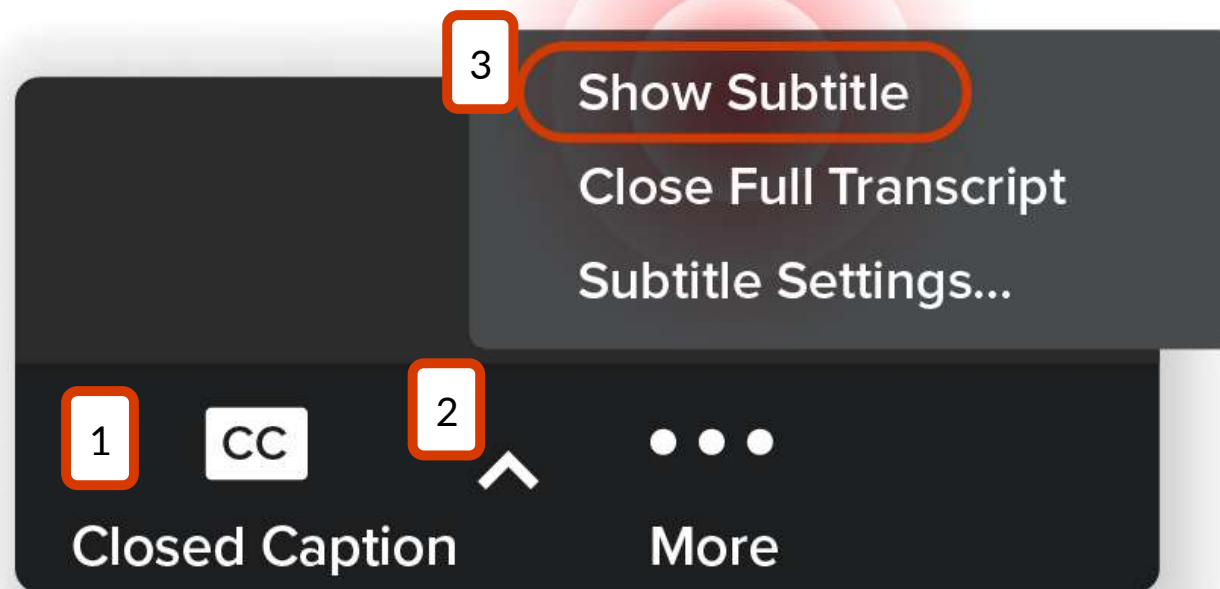
Utilizing Social Media to Promote Adolescent Immunization

AUGUST 12, 2025



Association of
Immunization
Managers

Closed Captions



Housekeeping



All registrants will receive an email shortly after the event with today's webinar slides and resources.



The recording, resources, and slides from today's webinar will be available on AIM's [Adolescent Immunization Toolkit](#) in the coming weeks.



Add any questions you have for our panelists to the Q&A box, and they will be addressed at the end.

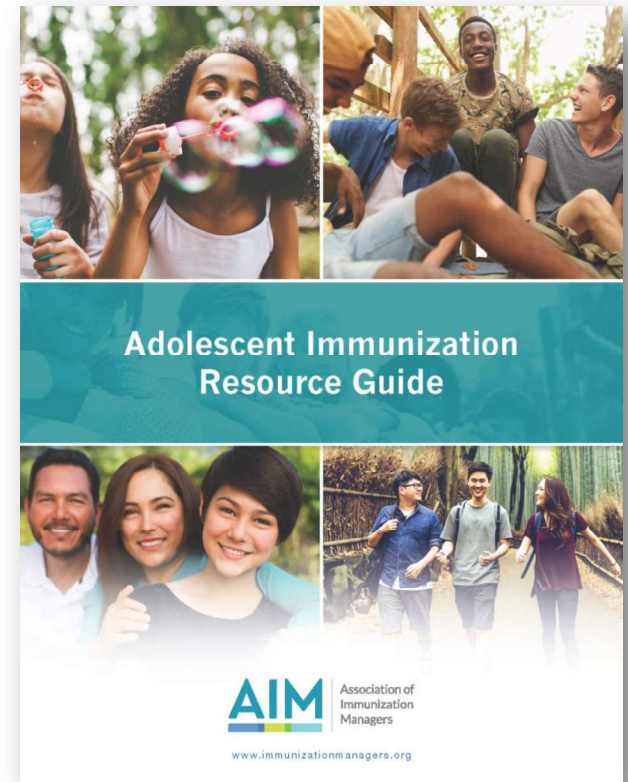


Take a few moments to answer the survey questions that pop up in your browser after the webinar.

AIM Adolescent Immunization Toolkit

- Resources and insights into activities and strategies to enhance and improve the delivery of vaccinations through adolescence.
- The included Adolescent Immunization Resource Guide contains:
 - Overviews of programmatic activities
 - Key lessons learned
 - Downloadable resources to help address low adolescent immunization rates

[Access the Toolkit Here](#)



Speaker Introductions



Taylor Lombard

Researcher and Medical Student
Michigan State University



Rebekah Fenton, MD, MPH, FAAP

Adolescent Medicine Specialist and
Online Health Communicator



Judy Klein

President
UNITY Consortium

Speaker Presentation



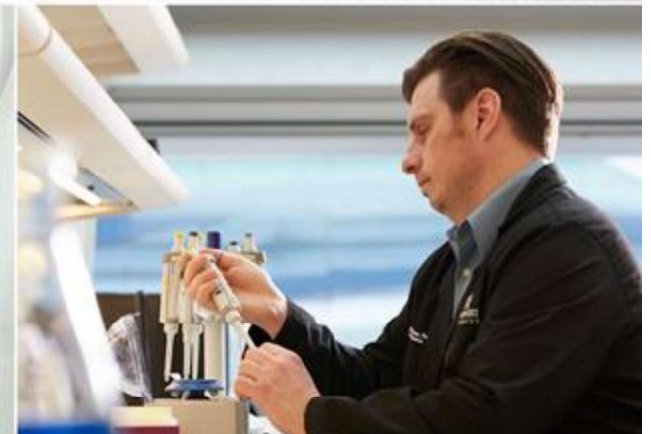
Taylor Lombard
Researcher and Medical Student
Michigan State University



College of Human Medicine
MICHIGAN STATE UNIVERSITY

The Role TikTok Plays in the Conversation about HPV Vaccination

Taylor Lombard BS, Madelyn Orndorff MD, Sabrina Ford PhD

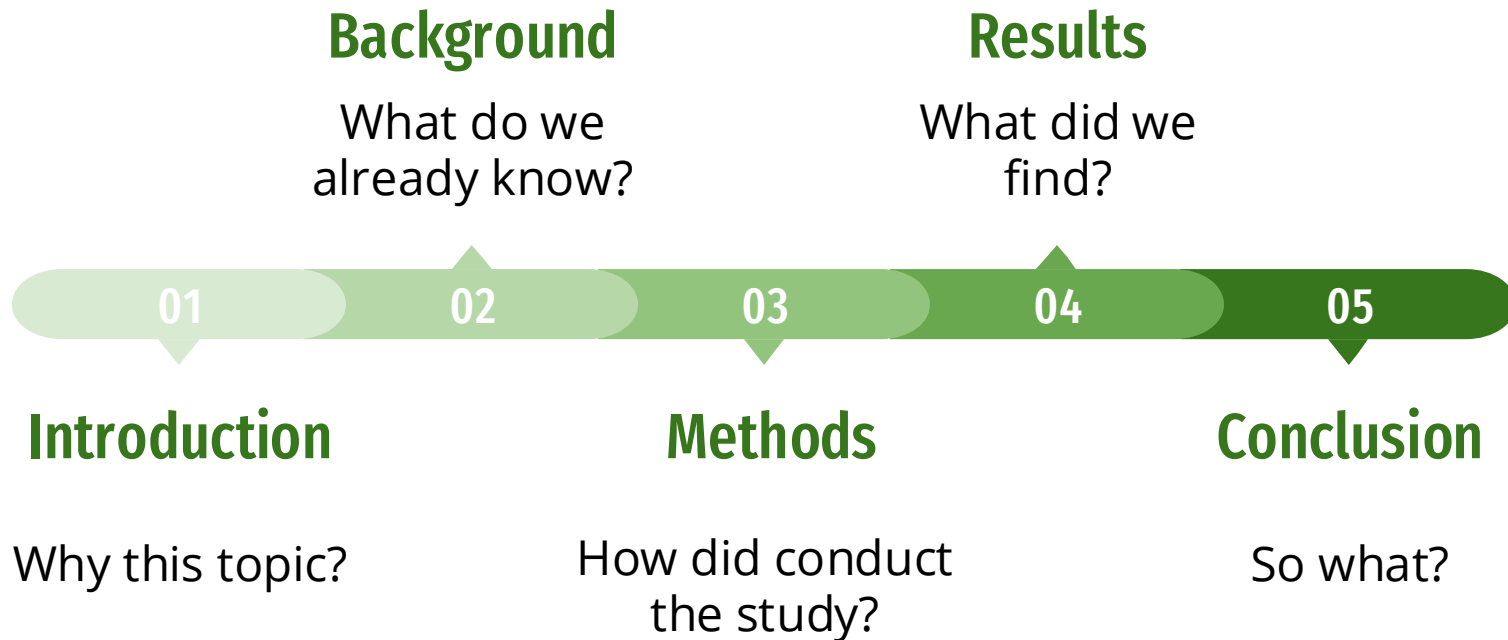


> Disclosures

Nothing to disclose.



Outline



Introduction



Background

136,000,000

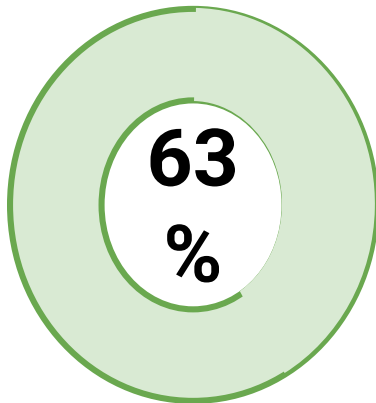
Americans use TikTok, often as a tool to exchange healthcare information



Background

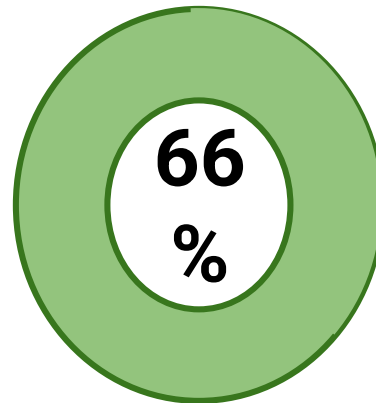
Audience

of teens use
TikTok



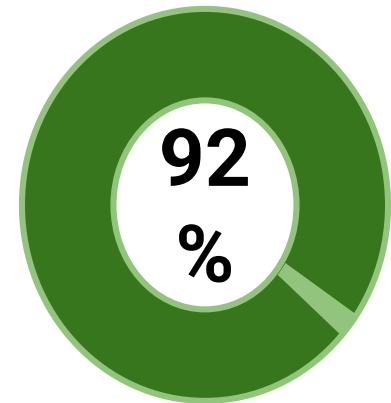
Intentional

young women*
are intentionally
obtaining health
information
from TikTok



Unintentional

young women* are
unintentionally
obtaining health
information from
TikTok



Method

Intervention

HPV vaccine
education on TikTok

Keywords

HPV vaccination,
HPV, Cervarix,
Gardasil, Cervical
cancer, head and
neck cancer

Time, Language, Location

2019 - 2024
English
USA and Canada

Videos

50 - 13 = 37

The Search

01

02

03

04



Method

- ➡ Number of views
- ➡ Date video posted
- ➡ Stance on HPV vaccination* **for, against, neutral**
- ➡ Stance explained
- ➡ Type of info* **story, science, voice over**
- ➡ Video length
- ➡ Number of comments
- ➡ Comments* **for, against, neutral**
- ➡ Self-proclaimed job title
- ➡ Content accuracy



Results

Video Characteristics and Categorization

Category Code	Number of Views	Length of Video (min:sec)	Number of Comments
1	2254 - 48600	0:05 - 0:15	0 - 77
2	61700 - 16500	0:17 - 0:56	104-193
3	232400 - 540000	0:59 - 7:06	204 - 2985



Results

Stance on HPV Vaccination

Type of Info		Against	For	Neutral	Total
	Science	1	16	0	17
	Story	8	4	2	14
	Voice Over	2	3	1	6
	Total	11	23	3	37



Results

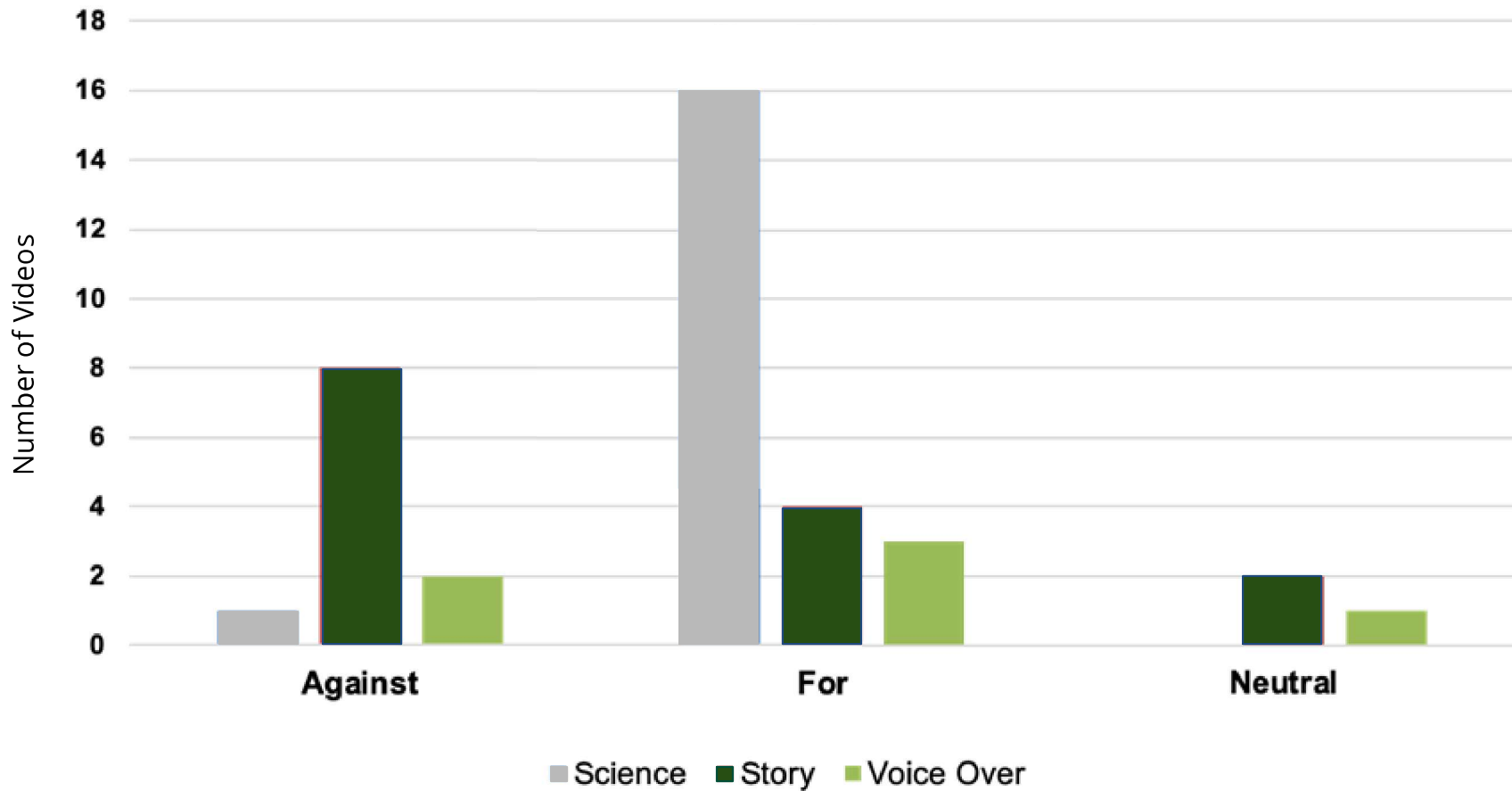
List of Fisher's Exact Values for Categories Cross-Comparisons

	Stance	Views	Length	Type	Comments
Stance	*	2.7 (2), 0.35	1.87 (2), 0.44	12.03 (3), <0.01	0.29 (4), 0.90
Views		*	1.28 (2), 0.89	3.78 (3), 0.54	21.32 (4), <0.01
Length			*	6.80 (3), 0.21	5.27 (4), 0.32
Type				*	8.14 (4), 0.12
Comments					*



Results

Video Stance by Type



Fisher exact (1, N=37)=15.32, $p<0.001$



Results

Qualitative Considerations Longest Videos

Longest Videos (min:sec)	Stance	Type	Number of Views
2:11	For	Science	155,500
2:21	For	Science	36,400
2:23	For	Science	239,800
7:06	For	Story	20,300



Results

Qualitative Considerations Most Views

Number of Views	Stance	Type	Length of Video (min:sec)
1,700,000	For	Science	0:53
2,000,000	For	Story	1:50
3,300,000	For	Science	0:17
5,400,000	For	Science	0:15



> Video Analysis

Creator OBGYN

Stance For

Type Science

Length 0:53

Views 1,700,000

Message HPV is the “common cold of the vagina.” While it is often benign, some strains may cause problems. Receive the vaccine, get regular cervical cancer screening, and practice safe sex. Visit [CDC.gov](https://www.cdc.gov), [Bedsider.org](https://www.bedsider.org), or talk to your doctor!



College of Human Medicine
MICHIGAN STATE UNIVERSITY



(Lincoln, 2020)

Video Analysis

Creator Nurse

Stance For

Type Story

Length 1:50

Views 2,000,000

Message “Abnormal pap and positive HPV test = Colposcopy.”

After positive results, she was scheduled for a colposcopy to take a “chunk” of her cervix. Shows supplies and machine. Dressed in gown and waves goodbye!



> Video Analysis

Creator Nuclear Pharmacist

Stance For

Type Science

Length 0:17

Views 3,300,000

Message In a pap smear, we brush the tip of the cervix and put the cells under a microscope to see if there's any cancer. The most common cause of cervical cancer is HPV. "Thankfully, we have a very effective vaccine against it."



(ChoPhoSho, 2023)

Video Analysis

Creator Nurse Practitioner
Stance For

Type Science

Length 0:15

Views 5,400,000

Message “Do not ignore these Cervical CANCER Warning Signs.” Risk factors: HPV, unusual vaginal bleeding, continuing foul smelling vaginal discharge, unexplained weight loss. These symptoms may not indicate cancer but discuss them with your healthcare provider.



(Shawny, 2023)

Video Analysis

01

Creator

Healthcare
professional
s

You!

02

Type

Science

Share the facts!

03

Style

Words, video
montage,
voice over

Be authentic!



Conclusion

Social media is a resource for health information, including the HPV vaccine.

As shown by the **large number of views**, science-based videos are intentionally or unintentionally being consumed by users.

Social media health information should be considered a **starting point for patient-provider** communication about HPV vaccination.

Science-based social media content **created by health professionals** is viewed en masse by users.



Thank you

Taylor Lombard BS

Michigan State University College of Human Medicine

Madelyn Orndorff MD

University of Michigan Health - Sparrow Lansing

Sabrina Ford PhD

Michigan State University College of Human Medicine



College of Human Medicine
MICHIGAN STATE UNIVERSITY

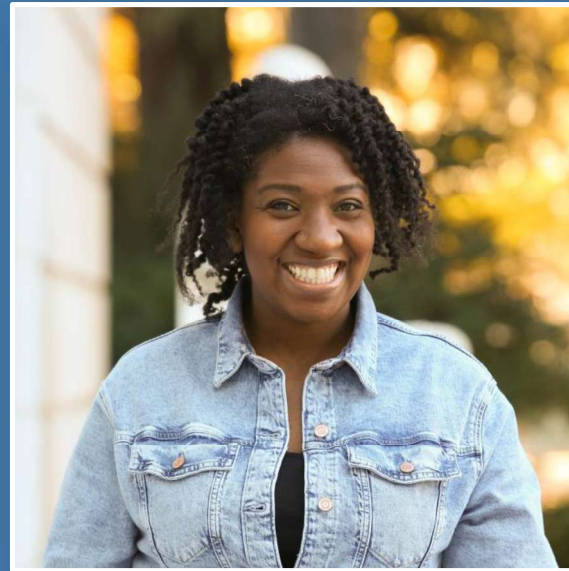


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Speaker Presentation

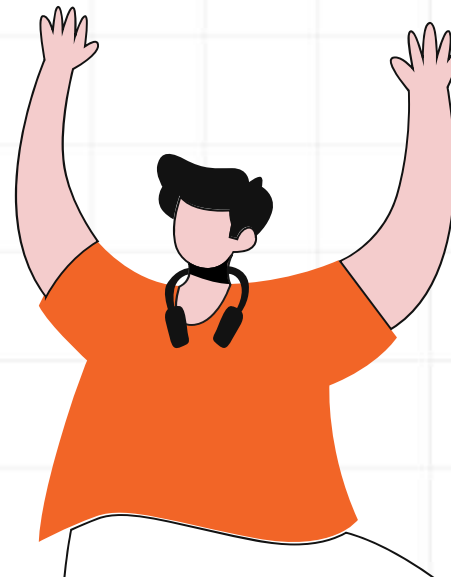
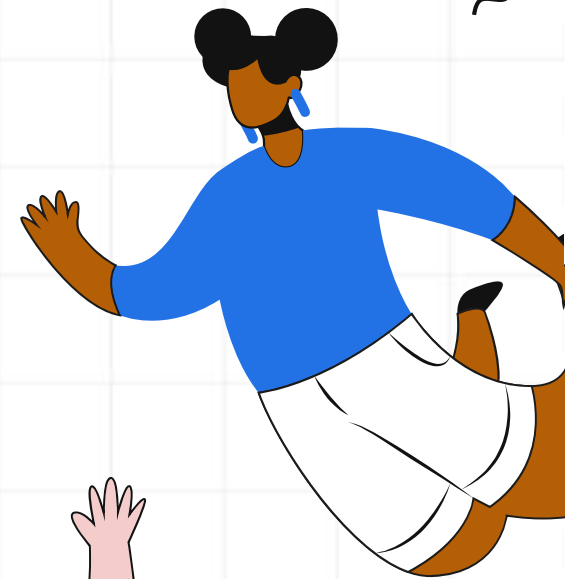


Rebekah Fenton, MD, MPH, FAAP

Adolescent Medicine Specialist and
Online Health Communicator

Educating Teens through Social Media

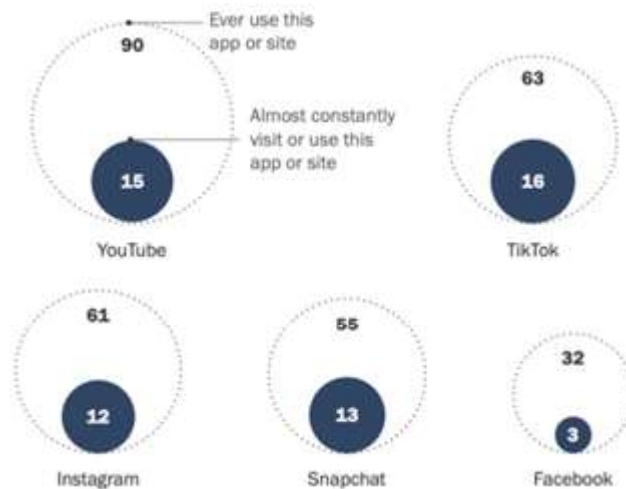
Rebekah Fenton, MD, MPH, FAAP
Adolescent Medicine Physician
Alivio Medical Center, Chicago, IL
TikTok, Instagram: @rfentonmd



Top Social Media Apps for Teens

Similar shares of teens report using TikTok, YouTube, Snapchat and Instagram 'almost constantly'

% of U.S. teens ages 13 to 17 who say they ...



Note: Those who did not give an answer or gave other responses are not shown.

Source: Survey of U.S. teens conducted Sept. 18-Oct. 10, 2024.

"Teens, Social Media and Technology 2024"

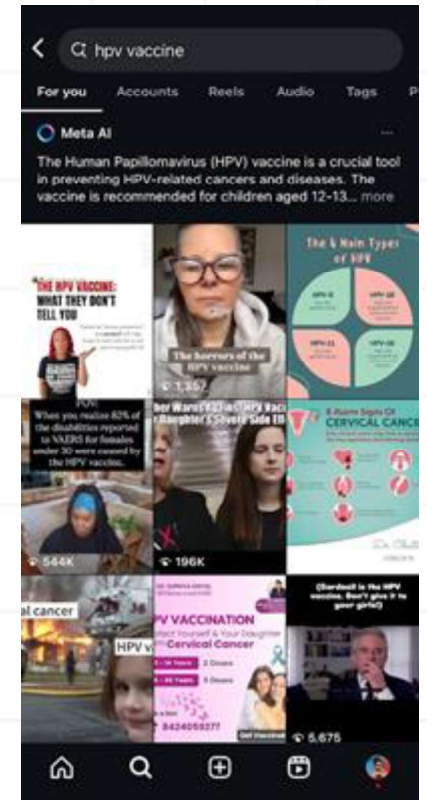
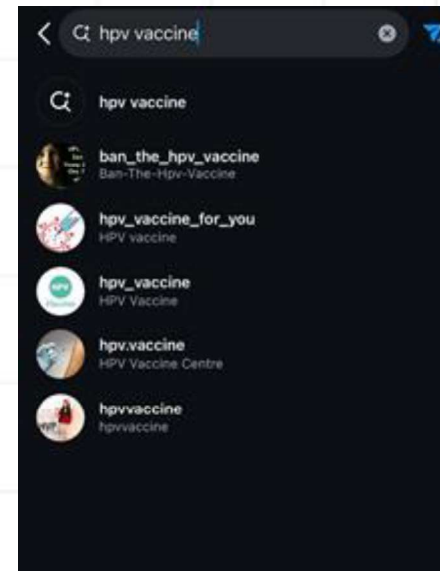
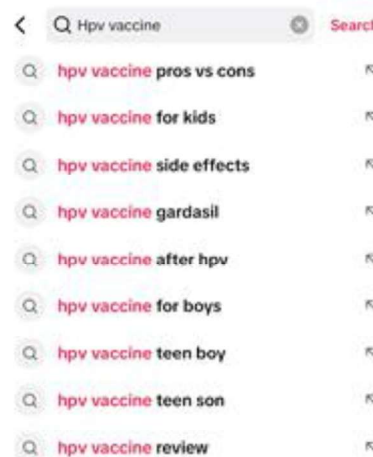
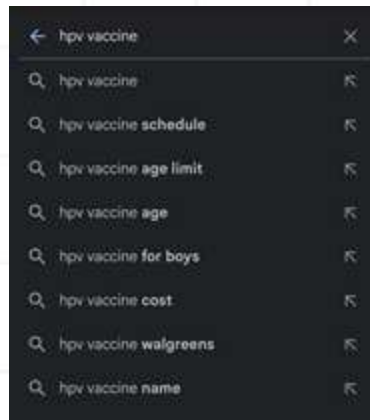
PEW RESEARCH CENTER

8

Dr. TikTok?!

- 40% of Gen Z prefer using TikTok and Instagram over Google Search

TikTok



Instagram



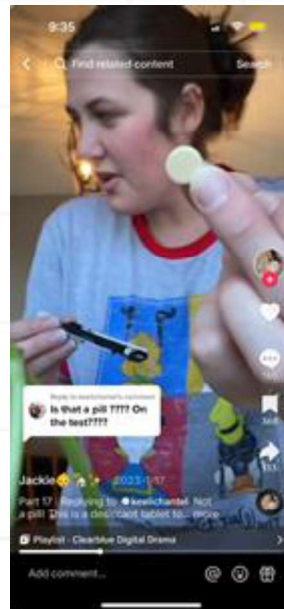
Google



Misinformation/Disinformation

False or inaccurate information

A myth spreads on TikTok that there is "Plan B" inside of pregnancy tests



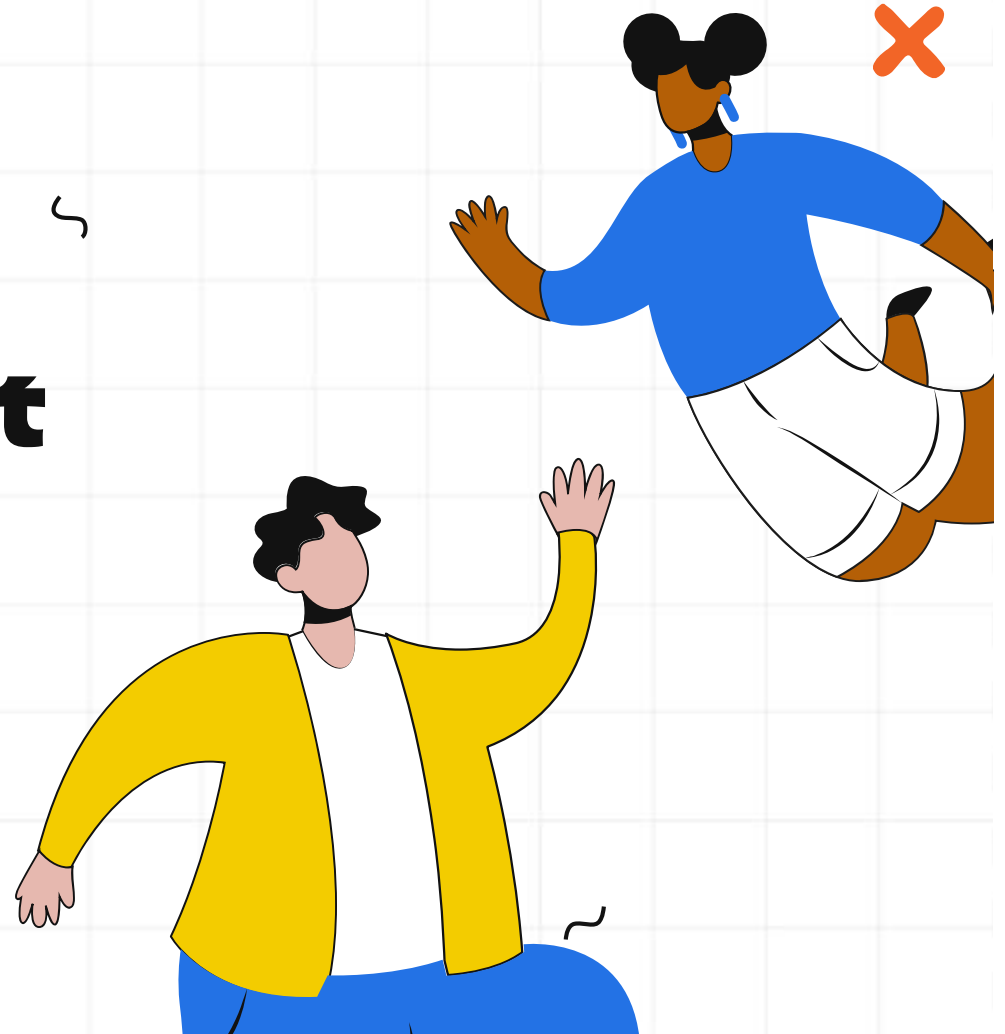
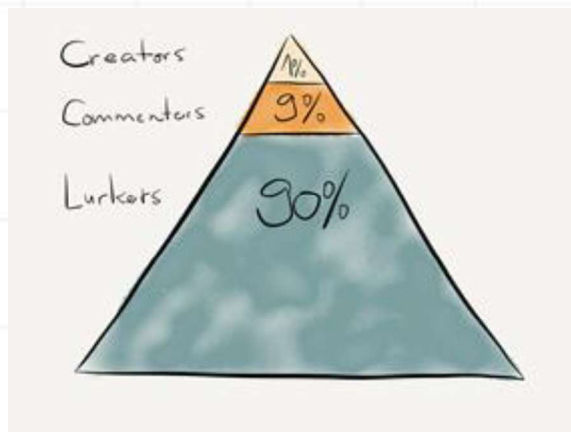
Intentionally Misleading Information



After the loss of federal protections for abortion access, there has been greater focus on birth control and disproven harms



Rules for Engagement



Getting Started

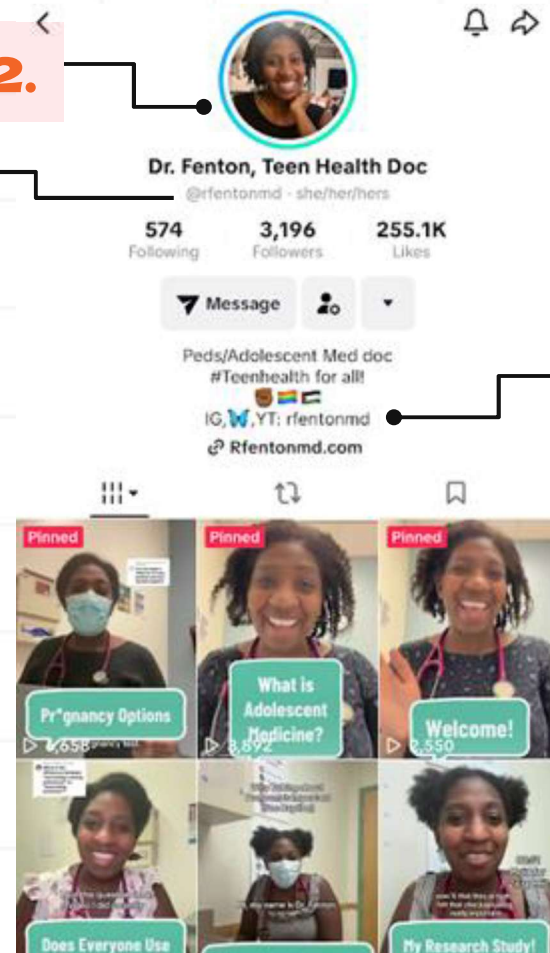
01.

02.

03.

Brand Development

- You ARE a brand whether you want to be or not
- What do you want to put into social media?
- What do you want to get out of it?
- Find your niche and define your goals



Platform Selection

- Who is your audience?
 - Patients -> Youtube, TikTok, IG
 - Parents -> IG, Facebook
 - Peers -> Twitter, IG, LinkedIn
 - General Public -> all of the above

Keep in Mind:

- Your employer's social media policy
- Posts are never medical advice and should not be substitutes for direct care



Respecting Patient Privacy

Never post private information (HIPAA)

Never share potentially identifying information

- Date
- Unusual or newsworthy circumstances
- Identifying images
- Age
- Geography
- Patient HPI

“Post the pearl, not the patient” –
Avital Y. O'Glasser, MD FACP
SFHM DFPM @aoglasser



nitramaraho

one of my patients came in for an emergency visit, because she snapped the wire on her retainer watching the movie when MJB took his shirt off she clenched her teeth so [REDACTED] hard she snapped it. that is the [REDACTED] funniest s[REDACTED] ever to me this tiny 17 year old girl thirsting so [REDACTED] hard she busted steel


Wait. That girl is me. That is my orthodontist's tumblr. This is a post about me? I'm going to kill myself <https://t.co/ErDqESPrWj>

— Sophia (@pixyrue) [March 5, 2018](#)



Posting Guidance



- Pause before you post
 - Is your post
 - True
 - Helpful
 - Inspiring
 - Necessary
 - Kind *excluding righteous anger
 - Think about your audience and the goal of your post
 - Why are you posting the content
 - Cite your sources
 - Review before you repost
- 

SOCIAL MEDIA POST CHECKLIST

- ☒ What is the purpose of this post?
- ☒ Does it engage my audience?
- ☒ Does it align with my voice or brand?
- ☒ Is there anything negative about patients or colleagues?
- ☒ Is there anything that could be viewed as offensive?
- ☒ Do I feel ok about anyone reading this?
- ☒ Are there any HIPAA violations?

8



Optimizing Engagement

- **Post consistently or at least routinely**
- **Remember your audience**
 - **For teens:**
 - **Utilize short clips**
 - **Connect them to trending sounds or music**
 - **Put text with a few teaching points on the screen**
 - **Answer the questions people are asking**
 - **When talking:**
 - **Edit out long pauses in text**
 - **Start with a catchy hook, like a question or surprising statement**
 - **Keep video short and engaging (2-3 min max)**





Managing Trolls & Harassment

"Someone I disagreed with changed my mind online!"

-No one ever

Ignore the Trolls

"a person who shares unwelcome content within an online conversation to purposefully instigate an argument with one or more people. Sometimes the troll continues to participate in the discussion, while other times, they sit back and enjoy the chaos they've created"

Block the Haters

Your account is your space and community. You get to decide what comments and participants get to stay and engage or which ones have to go. You don't have to tolerate disrespect towards you or your following

Managing Harassment

- Put safety measures in place
- In the case of an attack, stay calm, alert employer, report, screenshot, and block offenders



Benefits to Content Creation






Final Tips




It's okay to say
"no"

Decide what
stays private
(i.e. family
pictures,
personal
accounts, etc.)



"Lean In,
Lean Out"

Your voice is
powerful!





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Thanks!

Does anyone have any questions?

@rfentonmd
rfentonmd.com

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Speaker Presentation



Judy Klein
President
UNITY Consortium



**Visit UNITY Consortium's website to
learn more about Adolescent
Immunization Action Week 2025!**

#AIAW25



Upcoming AIM Events

- **Building and Sustaining an Immunization Coalition Webinar: The Secrets to Success**
 - August 13 from 3-4 pm ET | [Register here](#)
- **Unpacking the 2024 AIM Annual Survey Webinar: Trends, Challenges, and What's Next**
 - August 18 from 1-1:30 pm ET | [Register here](#)
- **2025 AIM Annual Influenza Update Webinar**
 - August 27 from 12-1 pm ET | [Register here](#)

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Thank you!



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Association of Immunization
Managers



Association of
Immunization
Managers