Instagram and the Contraceptive Implant: a social media content analysis

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Introduction:
- Health consumers seek information and make decisions impacted by consumer testimonials, often found on social media
- Young women particularly value peer experience when choosing contraception
➔ Aim: analyse content of Instagram posts about the contraceptive implant

Methods:
- Instagram searched using terms "#implanon', '#contraceptiveimplant', '#nexplanon'
- Excluded: non-English, no reference to contraceptive implant in image or caption, advertisements for providers offering insertion.
- Classified as professional or personal perspective
- Analysis of content and accuracy

Results
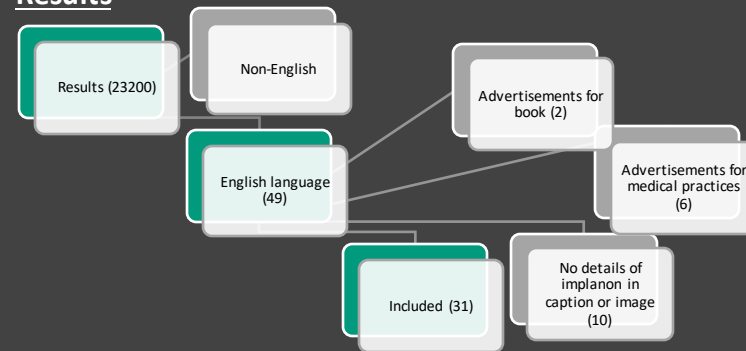
- 54% personal experiences (17), 45% professional reviews or opinions (14).
- Professional groups represented: naturopath (4), general practice clinic (4), OBGYN (2), educational group (1), midwife (1), reproductive health educator (1)
- Majority of results described side effects (71%)
- Side effects described include: hair loss, mood change, irregular bleeding, heavy bleeding, lactation, abscesses, weight gain, migraine.
- Two results included video of insertion, eight included an image of the product, eight included an image of the wound
- Reports of effectiveness and mechanism of action were accurate

Content	Number of posts (n, %)	
Method of insertion	7	23
Mechanism of action	8	26
Effectiveness	7	23
Side effects	22	71

- Overall perception: 45% negative, 29% neutral, 26% positive.

Conclusion:
- few English-language consumer experiences or professional reviews of the contraceptive implant exist on Instagram.
- Content that was available largely focused on side effects and the most common overall perception was negative.