

Pregnant Women's Utilisation of Social Media for Accessing Perinatal Health Related Information

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ABSTRACT

Background: The rapid rise of digital technologies has transformed how pregnant women seek health information, with social media platforms like facebook, instagram, and specialised health forums becoming key sources of perinatal information. These platforms not only provide medical content but also peer support and interaction. Despite their growing use, there is limited research on how pregnant and postpartum women utilise these platforms, the types of information they seek and the impact on their health decisions, particularly in specific urban settings. **Objectives:** The aim of the study is to assess pregnant women's utilisation of social media for accessing perinatal health-related information. **Methods:** A descriptive cross-sectional design was employed, targeting a purposive sample of 350 pregnant and postpartum women attending maternity and child health centres in the Fifth District of Badr City, Cairo, Egypt. Data was collected using three tools: I) Socio-demographic and obstetric history questionnaire, II) Perinatal health information assessment questionnaire, and III) Satisfaction with different social media platforms. **Results:** The majority of participants (97.1%) used social media daily for health-related information, especially antenatal care. Facebook (86.3%) and youtube (85.4%) were the most popular platforms. Over half (54.3%) considered the information highly reliable. Frequent social media use was significantly correlated with higher satisfaction and greater influence on health decision-making ($p < 0.001$). Many women also sought social and emotional support through these platforms. **Conclusion:** Social media plays a critical role in shaping maternal health literacy and decision-making. Given the reliance on these platforms, especially facebook and youtube, there is a clear need to promote digital literacy to help women critically evaluate the credibility of online health information.

Keywords: Health Related Information; Maternal Health Literacy; Perinatal Health; Pregnancy; Social Media

INTRODUCTION

Social media's accessibility and interactivity make it a vital source of perinatal health information for expectant mothers. Platforms like Facebook, Instagram and Youtube connect users with peers and professionals, offering guidance on prenatal, birth and postpartum topics (Oelhafen, 2024). Guided by the Uses and Gratifications Theory, the cross-sectional study by Gow *et al.* (2025) explores how pregnant women use these platforms to supplement healthcare advice, especially when access or trust is limited. By including diverse perspectives, it also highlights the benefits of peer support and information sharing, while acknowledging risks, such as misinformation and inconsistent content quality.

Perinatal care plays a vital role in safeguarding the health and well-being of both the mother and the infant during the perinatal period, which includes the time immediately before, during and after childbirth. Proper perinatal care is essential for promoting maternal and foetal health, as this period is marked by significant physiological, hormonal and psychological changes. In addition to hormonal fluctuations, women undergo substantial physical and emotional transformations, necessitating comprehensive preparation. Therefore, it is recommended that women adopt strategies to enhance both their mental and physical readiness, facilitating a

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smoother transition through this critical and transformative stage of life (Adah *et al.*, 2023).

Throughout the three trimesters of pregnancy, women's motivations for engaging with social media can evolve. During the first trimester, the heightened risk of miscarriage may lead many women to refrain from publicly disclosing their pregnancy. As a result, they may increasingly rely on online platforms for informational and emotional support, potentially leading to greater social media usage. In the third trimester, physical discomfort and changes in daily routines may contribute to feelings of loneliness, prompting women to use social media as a means of social connection and emotional relief (O'Day & Heimberg, 2021).

Pregnant women use social media to access a wide range of information, including prenatal nutrition, foetal development, childbirth and postpartum care (Frey *et al.*, 2023). Social media facilitates real-time communication between pregnant women and healthcare providers or peer support groups, enhancing their knowledge and confidence in managing pregnancy-related issues. In addition, pregnant women rely on online communities for emotional support, sharing experiences and validation of their concerns (Smith *et al.*, 2020).

Social media platforms provide immediate access to a vast array of health-related information that may not be readily available through traditional healthcare services (Brammall *et al.*, 2024). Online pregnancy communities enable women to connect with others undergoing similar experiences, fostering a sense of belonging and promoting emotional well-being. Additionally, these platforms allow women to access information from diverse sources, including healthcare professionals, experienced mothers, and researchers, empowering them to make informed decisions regarding their health (Kautzmann, 2024).

However, the proliferation of unverified and misleading health content on social media poses significant risks for maternal and foetal well-being. Excessive exposure to conflicting information can result in confusion, increased stress and unnecessary anxiety among pregnant women (Hassan *et al.*, 2023). Although some healthcare professionals engage in social media discussions, the variability in information reliability makes it challenging for pregnant women to identify credible sources (Frey *et al.*, 2023).

Nurses, as key providers of maternal care, are well positioned to guide pregnant women in safely navigating online health resources. Promoting social media literacy within antenatal care enables nurses to correct misconceptions, strengthen communication and empower women to make informed decisions, ultimately enhancing maternal and neonatal outcomes (Halka & Nasereddin 2025).

To address misinformation and support informed decision-making, healthcare professionals, particularly nurses and midwives, should actively engage on social media to share evidence-based guidance (Atukunda *et al.*, 2025; Zhang & Thompson, 2020). Verified platforms by hospitals and public health agencies can further ensure accurate perinatal information (McCarthy *et al.*, 2020). Educating pregnant women on evaluating online health sources is also vital (Wilhelm *et al.*, 2025). This study explores how pregnant women use social media to seek information on pregnancy, birth, and postpartum care, focusing on content types, source credibility and its influence on decision-making. Findings may inform clinical practice and health policy by emphasising the role of digital literacy and professional presence in improving maternal health outcomes.

Significance of the Study

In 2020, an estimated 287,000 women died from pregnancy-related complications, with 95% of these deaths occurring in low- and middle-income countries (WHO, 2023). Most were preventable, underscoring the need for equitable, quality care throughout the perinatal period. Key interventions include stronger health systems, skilled birth attendants, timely emergency care and reduced socio-economic barriers. Social media increasingly supplements antenatal education, especially where healthcare access is limited.

Social media platforms have become a widely utilised source of antenatal care education among pregnant women. However, the quality of information shared on these platforms varies significantly, with some content being inaccurate, conflicting, misleading, or unreliable. Exposure to misinformation through these digital channels has been linked to increased anxiety, stress, and false reassurance, all of which can negatively impact maternal health outcomes. By integrating healthcare professionals into digital platforms and enhancing media literacy, social media can be leveraged as an effective tool for improving maternal health by providing reliable information, reducing misinformation and expanding access to essential services, particularly for individuals facing geographical or social barriers. Therefore, this study examines the extent to which pregnant women utilise

social media to access perinatal health-related information.

Objectives

1. To assess pregnant women's utilisation of social media for accessing perinatal health-related information by
2. Assessing the extent to which pregnant women rely on social media for perinatal health information.
3. Identifying the most frequently used social media platforms for accessing perinatal health information.
4. Evaluating the perceived reliability and comprehensibility of health-related information obtained from social media.
5. Examining the impact of social media-derived health information on pregnancy-related decision-making.

Research Questions

Q1: What types of information do pregnant women seek on social media platforms during the perinatal period?

Q2: Which social media platforms do pregnant women most frequently use to obtain perinatal health information?

Q3: How do pregnant women perceive the reliability and comprehensibility of health-related information from social media?

Q4: What is the impact of social media-derived health information on pregnancy-related decision-making among pregnant women?

METHODOLOGY

This study employed a descriptive cross-sectional study design to assess pregnant women's social media usage, preferred platforms and perceptions of the reliability of health-related information. Data was collected through structured interviews.

Setting

The study was conducted at the Maternity and Child Health Centres in the Fifth District of Badr City, Cairo. This centre was selected as it serves as a primary healthcare facility where women seek prenatal care, gynaecological services, family planning assistance and childhood vaccinations.

Subjects

A purposive sample of 350 pregnant and postpartum women was recruited based on the following inclusion criteria: the ability to read and write, ownership of a smartphone with internet access, and proficiency in using various social media platforms. Participants were eligible if they were in any trimester of pregnancy (primigravida or multigravida) or in the early postpartum period. Women with medical complications were excluded from the study.

Sample Size

The sample size was estimated by using G*Power software with a one-sample t-test, a p -value of 0.05 and a power of 0.95. The sample size was determined to be 350 pregnant women.

Data Collection Tools

Three tools were designed and developed by researchers in the Arabic language based on a comprehensive literature review (Boudreau *et al.*, 2020).

Tool (I): Socio-Demographic and Obstetrics History: This tool assesses the socio-demographic characteristics and obstetric history of the participants. It includes variables such as age, education level, occupation, and place of residence. Additionally, it examines key obstetric factors, including gravidity and

gestational age.

Tool (II): Perinatal Health-Related Information Assessment Questionnaire: This questionnaire evaluates the perinatal health information pregnant women obtain through social media platforms. It covers key topics across three main stages:

Prenatal Care: Frequency of antenatal visits, vaccination during pregnancy, screening for potential complications, nutritional counselling, healthy lifestyle education, common minor discomforts and their management, and warning signs during pregnancy.

Labour and Delivery Care: Pain management options, supportive care during labour (including emotional support), information on different types of labour, and emergency preparedness for potential complications.

Postpartum Care: Breastfeeding assessment and lactation support, newborn care guidance and counselling on family planning and contraceptive options after childbirth.

Tool (III): Women's Satisfaction with Social Media Platforms Questionnaire: This tool assesses women's satisfaction with different social media platforms used for obtaining health information. It includes questions on the commonly used platforms, frequency of use, reasons for choosing specific platforms, and perceptions of reliability, clarity, trustworthiness and comprehensiveness of health-related information available on social media.

Procedure

This descriptive cross-sectional study aimed to assess how pregnant women utilise social media platforms to access perinatal health-related information. Participants were recruited from the Maternal and Child Care Centre in the Fifth District of Badr City, Cairo Egypt.

Eligible women were identified during routine antenatal visits based on predefined inclusion criteria. After obtaining informed consent, participants were informed of their right to withdraw from the study at any time without consequences.

The researcher introduced herself, explained the study's objectives, and assured participants that all collected data would remain confidential and used exclusively for research purposes.

Data were gathered using a structured, interview-based questionnaire that explored participants' usage patterns, preferences and perceptions of the reliability of social media as a source of perinatal health information. Each interview lasted approximately 10 to 15 minutes and was conducted either in person or virtually, according to participant preference. Data collection was carried out over a three-month period, from October to December 2024.

Validity and Reliability of the Tool

The study tools were evaluated for content and face validity by a panel of three nursing experts to ensure their relevance. Their reliability was confirmed by Cronbach's alpha ($\alpha = 0.96$).

Pilot Study

A pilot study involving 10% of the total sample size was conducted prior to the main research to determine whether the data collection tool's questions were interpreted as intended and to ensure their feasibility for the current study.

Statistical Analysis

The collected responses were exported from Google Forms to Microsoft Excel and subsequently analysed using the Statistical Package for Social Sciences (SPSS) software version 23. Tables and graphs using real data, percentages, mean, and standard deviation were used to present the findings. Relevant statistical tests were used, with a significance level of $p < 0.05$. These tests also included Pearson's correlation coefficient (r).

Ethical Consideration

The research obtained ethical clearance from the Maternity and Child Health Centers and the Institutional

Review Board (IRB), Modern University for Technology and Information (MTI), Egypt with reference number FAN/171/2024 on 16th September 2024.

RESULTS

| Variables | No. | % |
|-----------------------------------|-------------------|-------------|
| Age (years) | | |
| 18 - 25 | 136 | 38.8 |
| 26 - 30 | 177 | 50.6 |
| 31 < 39 | 37 | 10.6 |
| Mean ± SD | 26.54±4.51 | |
| Pregnancy Status | | |
| Currently pregnant | 260 | 74.3 |
| Primigravida women (N=260) | 170 | 65.4 |
| Multigravida women (N=260) | 90 | 34.6 |
| 1 st Trimester (N=260) | 120 | 46.1 |
| 2 nd Trimester (N=260) | 90 | 34.6 |
| 3 rd Trimester (N=260) | 50 | 19.2 |
| Recently given birth | 90 | 25.7 |
| Educational Level | | |
| Basic education | 19 | 5.4 |
| Secondary education | 126 | 36 |
| High level of education | 205 | 58.6 |
| Occupational Status | | |
| Employed | 196 | 56 |
| Housewife | 154 | 44 |
| Residence | | |
| Rural | 138 | 39.4 |
| Urban | 212 | 60.6 |

Table 1 summarises participants' demographics and obstetric history. Most were aged 26–30 years (50.6%; mean age 26.54±4.51), with over half (58.6%) having completed higher education. A majority were employed (56.0%) and lived in urban areas (60.6%). Nearly three-quarters were currently pregnant (74.3%), and 65.4% were primigravida. Exploring urban–rural differences may offer further insight into access and platform use.

Table 2: Frequency Distribution of Social Media Used for Accessing Perinatal Health Information by Studied Women (n=350)

| Items | No. | % |
|-----------------------------------|-----|------|
| Social Media Used | | |
| Facebook | 302 | 86.3 |
| You tube | 299 | 85.4 |
| Google | 195 | 55.7 |
| Instagram | 150 | 42.8 |
| WhatsApp | 95 | 27.1 |
| Telegram | 20 | 5.7 |
| AI Chatbots (ex. ChatGPT) | 150 | 42.8 |
| Frequency of Use | | |
| Daily use | 250 | 71.4 |
| 2–4 days per week | 5 | 1.4 |
| Once a week | 95 | 27.1 |
| Average Time Spent Per Day | | |
| Less than 30 minutes | 20 | 5.7 |
| 1 to 2 hours | 205 | 58.6 |
| 3 to 5 hours | 85 | 24.3 |
| More than 6 hours | 40 | 11.4 |

Table 2 represents Facebook and YouTube are the most popular platforms for perinatal health information, with over (86.3 and 85.4%, respectively) of users relying on them. AI-based tools like ChatGPT (42.9%) are nearly as popular as Instagram (42.8%) for health-related information. Additionally, 71.4% of users access social media daily, with most (58.6%) spending 1 to 2 hours per day.

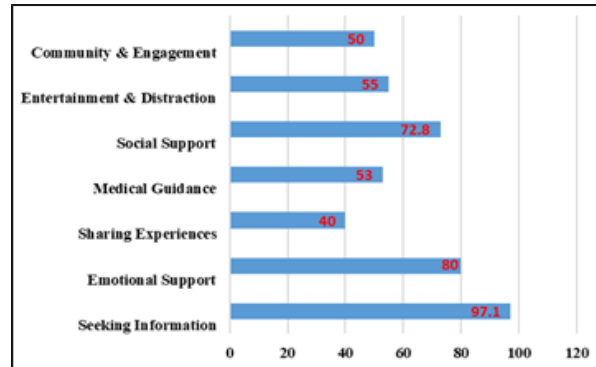


Figure 1: Distribution of the Studied Women Based on their Primary Reasons for Using Social Media (Multiple Responses Allowed)

Figure 1 illustrates that the vast majority of women (97.1%) use social media to seek health-related information. A large proportion (80%) seek emotional support, while 72.8% use it for social support.

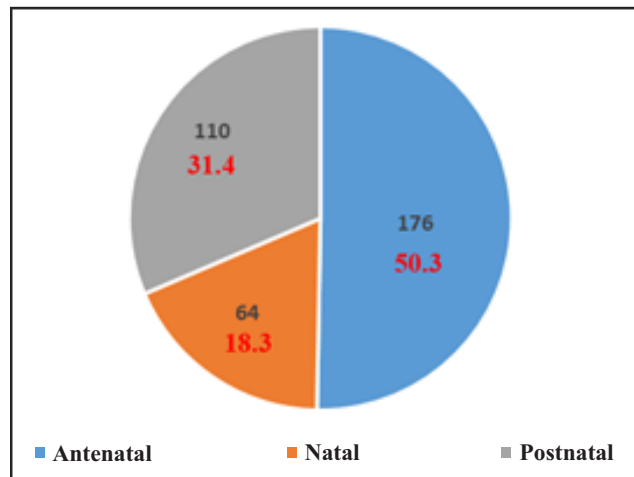


Figure 2: Distribution of Social Media Use Frequency Across Perinatal Periods by Women Studied (n= 350)

Figure 2 shows that slightly more than half of the studied women primarily use social media to obtain antenatal care information, highlighting their active search for pregnancy-related guidance. Additionally, 31.4% engage with social media for postnatal care topics.

Table 3 presents the distribution of the perinatal health information sought by women via social media. The findings reveal that for prenatal care, most women seek information on pregnancy warning signs (94.3%), nutritional counselling (85.7%), and antenatal visits, including the management of minor discomforts (82.9%). Regarding labour and delivery care, childbirth process cons and pros and non-pharmacological pain management are the most frequently searched topics (85.7% and 71.4%, respectively). In the postpartum period, most women (91.4%) use social media to seek information about newborn care, followed by minor discomfort during the postpartum period (85.7%). Also, postpartum contraception is a major concern (82.8%), followed by emotional support after childbirth (71.4%).

Table 3: Distribution of the Perinatal Health Information Sought by Women via Social Media (n=350)

| Items (Multiple Responses Allowed) | No. | % |
|---|-----|------|
| Prenatal Care | | |
| Physiological change during pregnancy | 205 | 58.6 |
| Nutritional counseling | 300 | 85.7 |
| Antenatal Visit Schedule | | |
| Minor discomforts and their management | 290 | 82.8 |
| Warning signs of pregnancy | 330 | 94.3 |
| Maternal and Fetal Health | 210 | 60.0 |
| Labor and Delivery Care | | |
| Childbirth process cons and pros | 300 | 85.7 |
| Supportive care during labor (emotional support) | 200 | 57.1 |
| Post-delivery non-pharmacological pain management | 250 | 71.4 |
| Potential complication during delivery | 120 | 34.3 |
| Preparation for childbirth and selecting hospital | 100 | 28.6 |
| Post-Partum Care | | |
| Minor discomforts during post-partum | 300 | 85.7 |
| Post-partum Exercise | 180 | 51.4 |
| Wound care | 120 | 34.3 |
| Breast feeding and lactation support | 130 | 37.1 |
| Newborn care | 320 | 91.4 |
| Postpartum emotional support and depression | 250 | 71.4 |
| Family planning method counseling | 290 | 82.8 |

Table 4 shows that most respondents (54.3%) consider social media health information highly reliable, though 12.8% find it unreliable. In terms of understandability, 51.4% find the information easy to comprehend, whereas 11.4% struggle with it. Regarding comprehensiveness, 55.7% believe the information is clear and well-structured, while 13.4% find it confusing or poorly organised.

Table 4: Women's Perspectives on Reliability, Understandability and Comprehensiveness of Perinatal Health Information Obtained from Social Media

| Evaluation Criteria | No. | % |
|--|-----|------|
| Reliability | | |
| Highly Reliable (Accurate) | 190 | 54.3 |
| Moderately Reliable | 115 | 32.8 |
| Not Reliable | 45 | 12.8 |
| Understandability | | |
| Easy to understand | 80 | 51.4 |
| Moderately understandable | 130 | 37.1 |
| Difficult to understand | 40 | 11.4 |
| Comprehensiveness | | |
| Fully Comprehensible (Clear and well-structured) | 195 | 55.7 |
| Partially Comprehensible (Somewhat clear but may need clarification) | 108 | 30.8 |
| Not Comprehensible (Confusing or poorly structured) | 47 | 13.4 |

Table 5 shows that more than half (54.3%) of respondents have high trust in social media health information, while 32.8% hold a moderate level of trust. Satisfaction levels follow a similar trend, with 51.4% expressing satisfaction and 37.1% remaining neutral. Notably, social media influences decision-making for 65.7% of respondents, with 58.7% consulting a doctor after obtaining health-related information from social media.

Table 5: Women's Perspectives on Trust, Satisfaction and Decision-making Regarding Perinatal Health Information Obtained from Social Media

| Evaluation Criteria | No. | (%) |
|--|-----|------|
| Trust in Social Media Information | | |
| High | 190 | 54.3 |
| Moderate | 115 | 32.8 |
| Low | 45 | 12.8 |
| Satisfaction with Information Found | | |
| Satisfied | 180 | 51.4 |
| Neutral | 130 | 37.1 |
| Dissatisfied | 40 | 11.4 |
| Impact on Decision-Making | | |
| No | 120 | 34.3 |
| Yes | 230 | 65.7 |
| If yes (N=230) | | |
| Changed Health Behavior Based on SM | 95 | 41.3 |
| Consulted Doctor After Social Media Info | 135 | 58.7 |

Table 6 shows a significant positive correlation between daily social media use and both satisfaction with information ($r = 0.384, p < 0.001$) and decision-making influence ($r = 0.425, p < 0.001$), indicating that frequent users are more likely to be satisfied and influenced by the information they find. A weaker but still significant correlation exists between daily social media use and trust in information ($r = 0.169, p = 0.015$), suggesting that while frequent users may trust social media health information, trust is less strongly associated than satisfaction and decision-making.

Table 6: Correlation between Daily Social Media Use and Participants' Satisfaction, Trust and Decision-Making

| Variable | Daily Use | r - value | p-value |
|--|------------|-----------|---------|
| High Satisfaction with Information Found | 190 (54.3) | 0.384 | <0.001 |
| Trust in Social Media Information | 180 (51.4) | 0.169 | 0.015* |
| Influenced Decision-Making | 230 (65.7) | 0.425 | <0.001 |

DISCUSSION

The utilisation of social media platforms by pregnant women to access perinatal health-related information has become increasingly significant in modern healthcare. The findings of this study indicate that pregnant women actively engage with social media throughout the perinatal period to seek information that influences their health-related decisions. These insights highlight the essential role of nurses in digital health education. Nurses should take an active part in developing and disseminating accurate, evidence-based content through social media to promote informed and safe maternal health practices. Nurse educators can also integrate digital literacy and online health communication into antenatal education programmes. Furthermore, community and clinical nurses can apply the findings of this study to better understand the information needs and online behaviours of pregnant women, thereby providing more personalised and effective guidance during prenatal care.

The demographic characteristics of the study sample revealed that the majority of participants were aged between 26 and 30 years, with a substantial proportion holding higher education degrees. These results align with previous studies indicating that women with higher educational attainment are more inclined to engage with digital health platforms (Hassan *et al.*, 2023). Additionally, the high percentage of employed women in the sample suggests that they possess the necessary resources, such as internet access and digital literacy, to frequently interact with social media platforms.

According to the researchers, the age range of the participants commonly corresponds to first-time mothers, who are generally more inclined to use social media platforms for seeking information and support during the perinatal period. A notable proportion of the participants were urban residents, consistent with findings from Ali and Abo-Kresha (2023), who reported a similar trend in their study on antenatal care utilisation in Egypt. Urban settings typically offer better infrastructure, including more reliable internet connectivity, which facilitates access to online health resources (Oelhafen, 2024).

In terms of platform preference, the study revealed that Facebook and YouTube were the most commonly used sources for perinatal health-related information. This finding underscores the dominance of these platforms in health communication due to their extensive user bases and versatile content formats (Chee *et al.*, 2023). These results are also supported by Shieh *et al.* (2020), who reported Facebook and Telegram as the most frequently used platforms among pregnant women seeking health information.

Over one-third of participants used AI tools like ChatGPT for perinatal health information, highlighting growing digital engagement among pregnant women. Most accessed social media daily to seek prenatal advice and foetal development updates, consistent with previous research (Hassan *et al.*, 2023). Social media also provided important emotional support through online communities (McCarthy *et al.*, 2020). Participants were primarily recruited from urban areas, which may affect generalisability and access to AI tools. Self-reported data may also introduce bias. Future studies should examine urban-rural differences to better understand disparities in digital health use.

Information on antenatal appointment schedules, nutritional counselling, labour and delivery care, and pregnancy warning signals were the most often accessed content during the perinatal period. These patterns imply that expectant mothers take an active role in controlling their health and getting ready for delivery,

particularly during their first experience of pregnancy. A move toward informed and independent birthing choices is also reflected in the increased interest in non-pharmacological pain management strategies (such as breathing exercises and water therapy) (Chee *et al.*, 2023; McCarthy *et al.*, 2020).

Information seeking about postpartum health was also common. Participants expressed a strong interest in subjects including emotional health and postpartum contraception, underscoring the necessity of continuing care after childbirth. These results are consistent with research by Zedan *et al.* (2021), which highlights the significance of family planning and mental health during the postpartum phase. Additionally, a significant number of women prioritised seeking information on newborn care, highlighting it as an important area of focus. This trend aligns with previous research that underscores the value of digital platforms in supporting early motherhood, reflecting the continuous need for maternal health information as new mothers navigate the early stages of childcare (Hassan *et al.*, 2023; Ofori, 2024).

Regarding the reliability, understandability, and comprehensiveness of information accessed via social media, the majority of participants perceived the content as generally trustworthy and easy to comprehend. Nonetheless, a notable portion of the respondents expressed concerns about the quality of the information. Some felt that the content was not entirely reliable, while others found it confusing or lacking in clear structure. These concerns reflect a broader issue highlighted by Meah *et al.* (2020), who stressed the importance of improving the organisation and clarity of health-related content shared on digital platforms.

Over two-thirds of participants said social media had an impact on their decisions about their health. Furthermore, after finding material online, over half sought advice from medical professionals, indicating that social media is a supplement to rather than a replacement for health advice, which is accepted by Jiang *et al.* (2021). The researchers attribute this finding to the continued critical role that healthcare providers play in supporting and caring for pregnant women.

Daily social media use was found to have significant positive connections with decision-making influence ($r = 0.425, p < 0.001$) and satisfaction with the information gained ($r = 0.384, p < 0.001$), according to statistical analysis. These findings are in line with those of Graham *et al.* (2016) and Silver and Johnson (2023), who showed that when social media is utilised actively and intentionally, it can increase confidence in making health-related decisions.

Limitations

Social media platforms can vary in the calibre and dependability of the information they provide, which could have an impact on results that the study did not account for. Additionally, different cultural contexts may have different effects of social media on prenatal care. Disparities in participants' internet connectivity and technological availability may potentially affect their capacity to use social media to obtain information about prenatal care.

CONCLUSION

The findings of the current study effectively addressed the research questions and underscored the growing influence of social media on pregnant women's information-seeking behaviours regarding perinatal health. Social media platforms have emerged as vital sources of not only health information but also social interaction and emotional support during pregnancy, childbirth, and the postpartum period. The majority of participants reported frequent use of platforms such as Facebook and YouTube to obtain information on prenatal, delivery, and postpartum care, perceiving the shared content as generally reliable, understandable, and influential in their health-related decisions. While these platforms enhance maternal health literacy and engagement, the study also reveals potential risks associated with misinformation and inconsistent content quality. These findings highlight the critical role of nurses in guiding pregnant women toward credible digital resources, promoting digital literacy, and ensuring that online health information supports safe and evidence-based maternal care.

Future efforts should prioritize developing evidence-based digital resources to enhance maternal health education. Strengthening women's digital literacy and promoting collaboration between healthcare professionals and digital content creators are essential to ensure accurate, safe, and accessible online maternal health information.

Recommendation

Based on the findings of this study, the following recommendations are suggested: Social media platforms, healthcare professionals, and organisations should collaborate to curate and present health content in a more structured, accurate and easily comprehensible manner. Implementing educational campaigns focused on digital literacy is essential to teach women how to critically evaluate the reliability and credibility of health information encountered on social media. Healthcare providers should actively contribute to the creation and endorsement of evidence-based health content for social media platforms to ensure that pregnant women have access to accurate and scientifically sound advice. Finally, further research should focus on a collaborative effort between healthcare providers and technology experts to develop and integrate AI-based tools into maternal healthcare.

Conflict of Interest

The authors declare that they have no competing interests.

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