

XXVIII IFSO World Congress

9-12 September 2025 | Santiago, Chile



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MBS and Social Media: Friends or Foes

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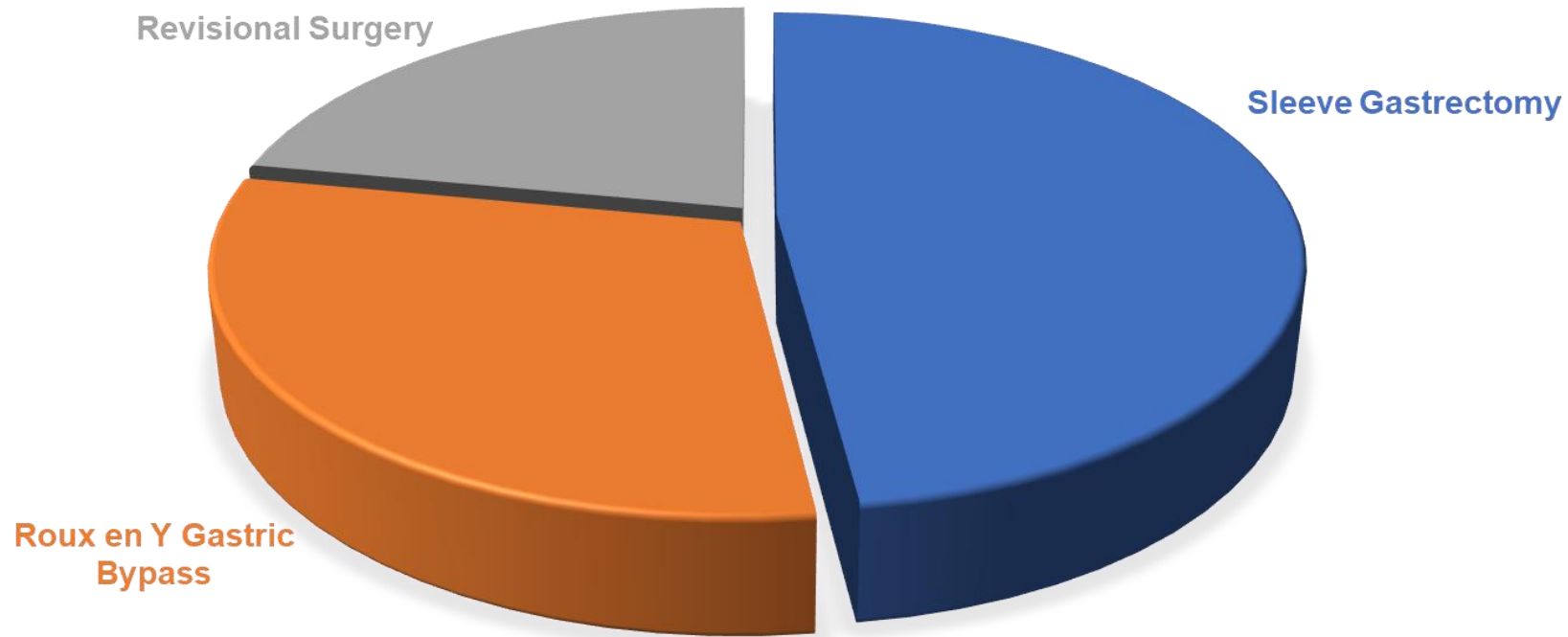


Case Mix



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Disclosure



- Received honoraria and/or participated in Advisory Board meetings:
 - Johnson & Johnson / Ethicon
 - Medtronic
 - Eli Lilly
 - Novo Nordisk
 - Ezisurg Medical
 - Vector Medical
 - Algorithm



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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS



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NUMBER OF SOCIAL MEDIA USER IDENTITIES



5.41
BILLION

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



65.7%

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



+1.8%
+95 MILLION

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+



88.9%

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



+4.7%
+241 MILLION

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



95.7%

WEEKLY TIME SPENT USING SOCIAL PLATFORMS (INC. VIDEO)



18H 46M

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



45.4%

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



6.84
YOY: +2.6% (+0.18)

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



54.6%



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q1 2025). NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. COMPARABILITY: SIGNIFICANT CHANGE TO METHODOLOGY FOR SURVEYING TIME SPENT. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.





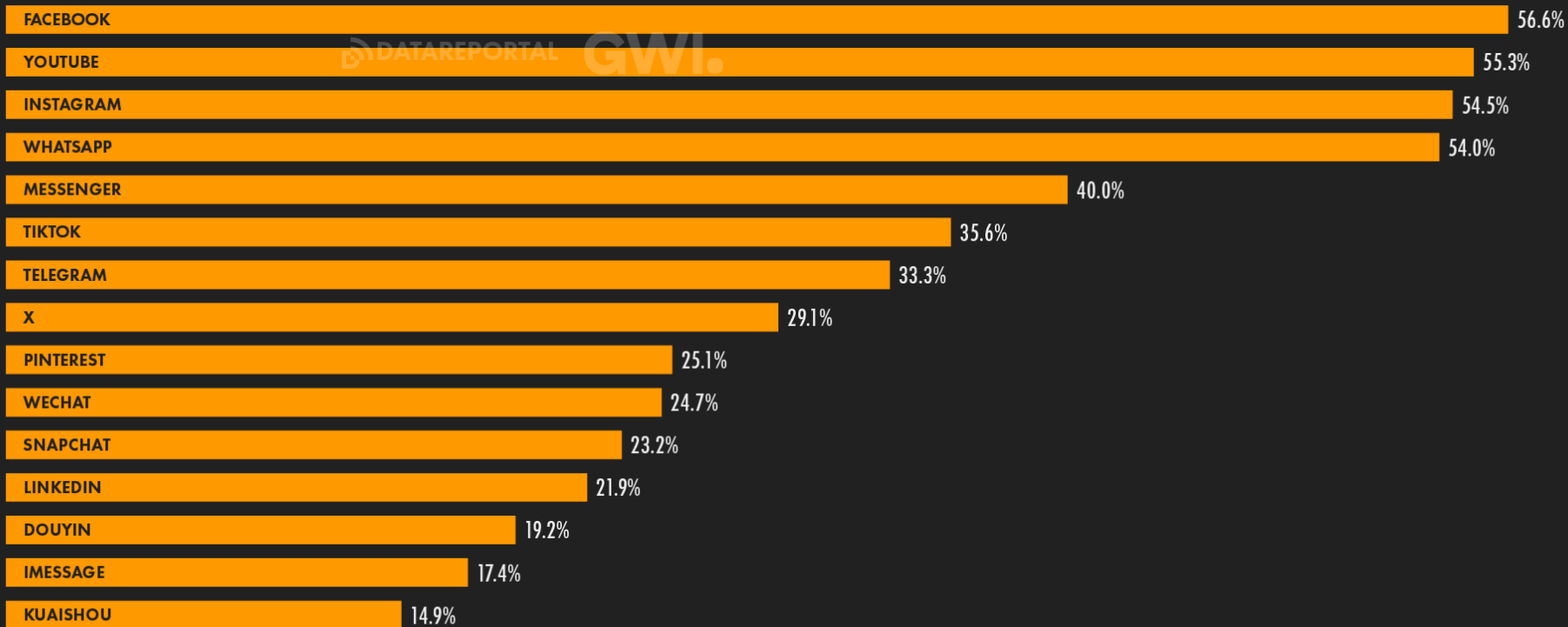
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SELF-DECLARED PLATFORM USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED THE RESPECTIVE PLATFORM AT LEAST ONCE WITHIN THE PAST MONTH



327

SOURCE: GWI (Q1 2025). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

we
are
social

Meltwater



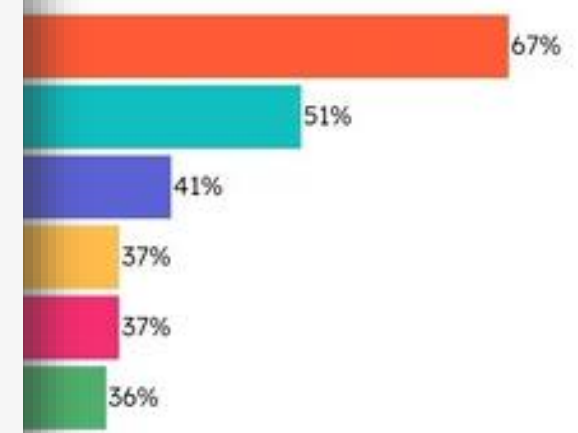
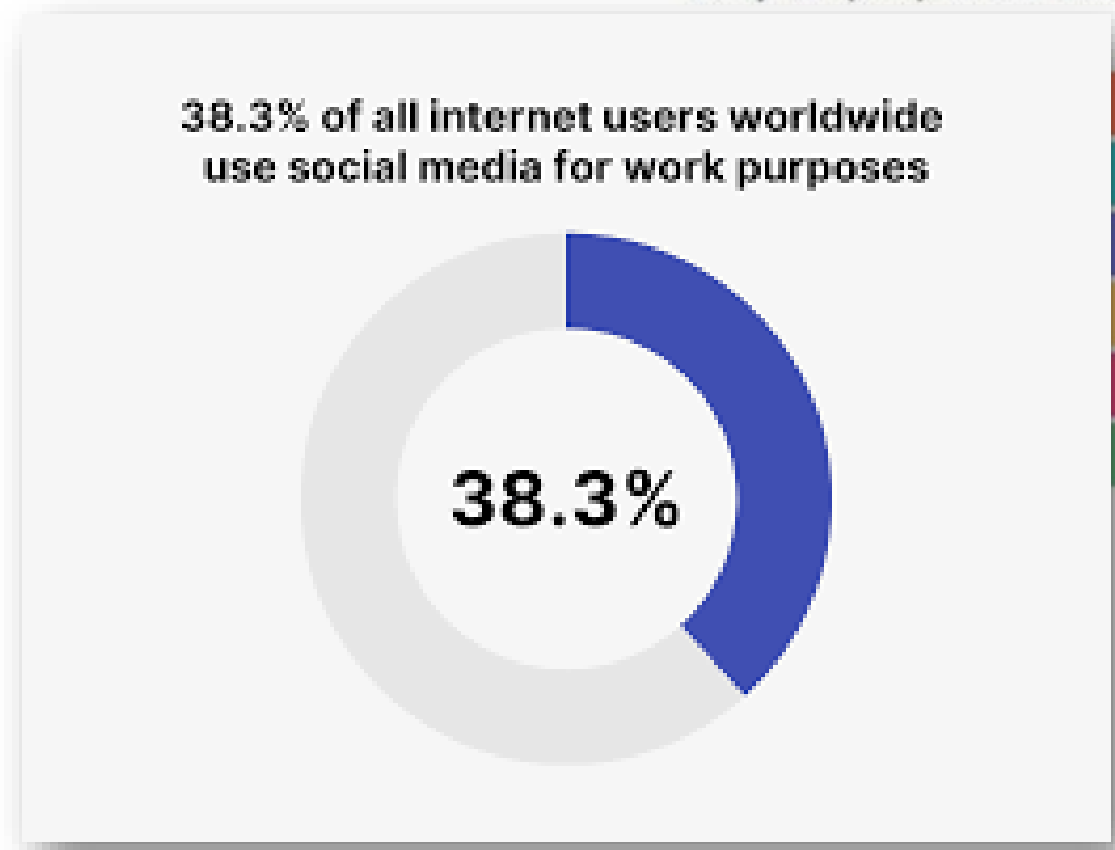
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Why do people use social media?



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Social Commerce Examples

5.07 billion
active social media users globally



\$255.77 billion
projected global social media ad spend in 2028



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Social Media & MBS



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- . Social media (SM) use by metabolic and bariatric surgery (MBS) patients is very common
- . Facebook is the most common platform used by MBS patients
- . SM benefits include peer support and access to health information
- . Possible downsides to SM include questionable accuracy of information shared

> [Surg Obes Relat Dis.](#) 2025 Jul;21(7):838-847. doi: 10.1016/j.soard.2024.12.022. Epub 2025 Jan 10.

Social media use among patients before and after metabolic and bariatric surgery: a systematic review

Afton M Koball ¹, Elizabeth Dougherty ², Taylor B Stanley ³, Gail A Kerver ⁴, Karen B Grothe ⁵, Matthew M Clark ⁵, Omar M Ghanem ⁶, Christi A Patten ⁵, Sean Phelan ⁷, Scott G Engel ⁴

Affiliations + expand

PMID: 39948008 PMID: PMC12137012 (available on 2026-07-01)

DOI: 10.1016/j.soard.2024.12.022



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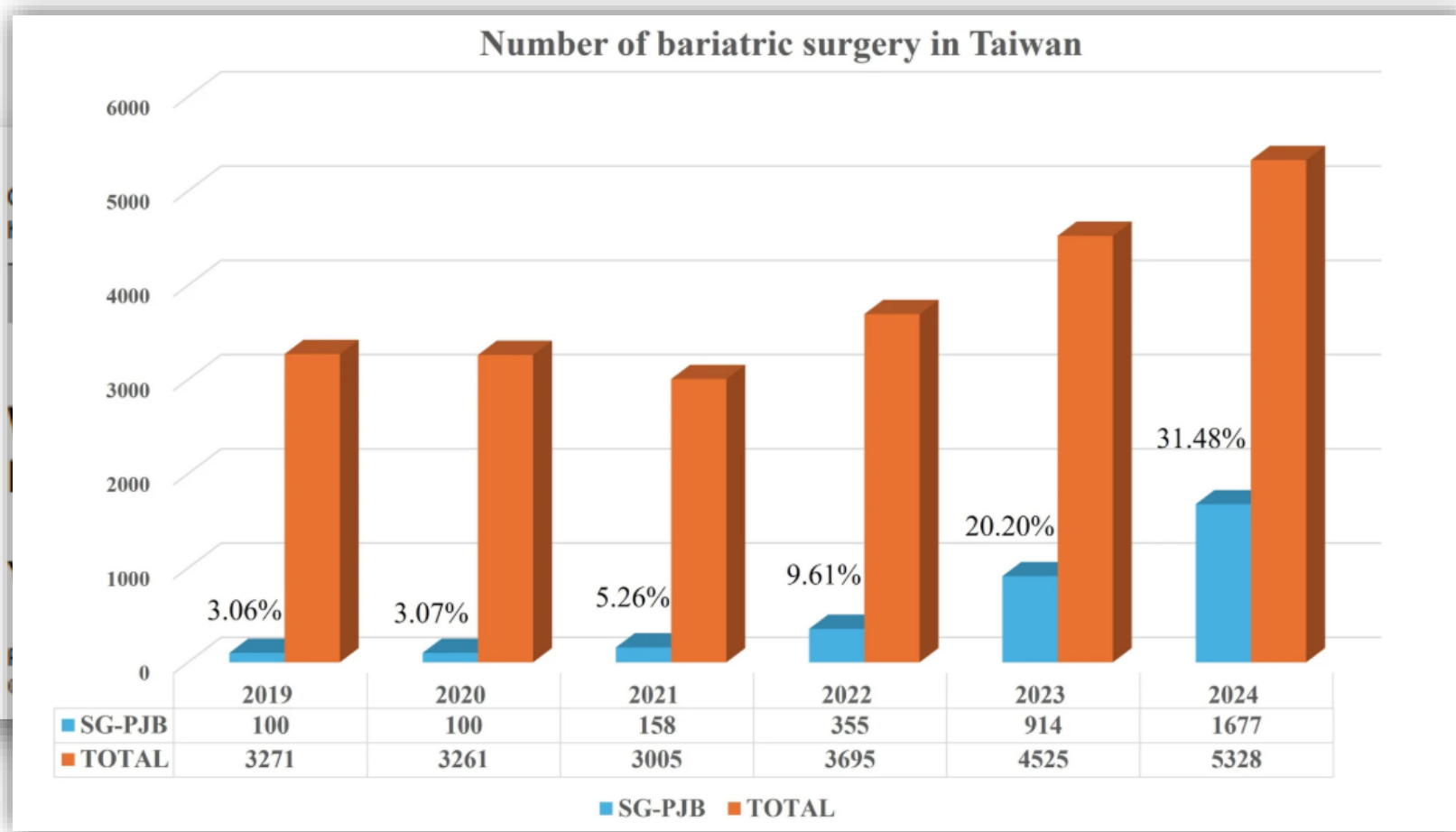
- 293 Facebook pages and 122 Twitter accounts were analysed
- Accounts with commercial purposes presented the highest number of followers
- The high number of supporters this commercial content has, along with the relative lack of followers in educational and support groups, could lead to undeliberate decisions in detriment of the patients and their well-being





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- 214 participants
- 12 weeks online social media-based, health care professional-led, educational and support program
- improvements were observed in most aspects of participants' adherence to postoperative recommendations and well-being
- Interactive health support on social media can positively enhance patient engagement, adherence to treatment recommendations, health outcomes, and overall well-being.



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Observational Study

> Appl Clin Inform. 2024 Oct;15(5):952-964. doi: 10.1055/a-2395-3357.
Epub 2024 Aug 20.

A Structured Social Media Health Support Program after Bariatric Surgery

Orly Tamir ^{1 2}, Hassan Kais ³, Moran Accos-Carmel ¹, Tatyana Kolobov ¹, Gideon Matthews ⁴,
Aviva Lipsits ¹, Yuval Shalev ¹, Sigal Sheffer-Benton ¹, Arriel Benis ⁵

Affiliations + expand

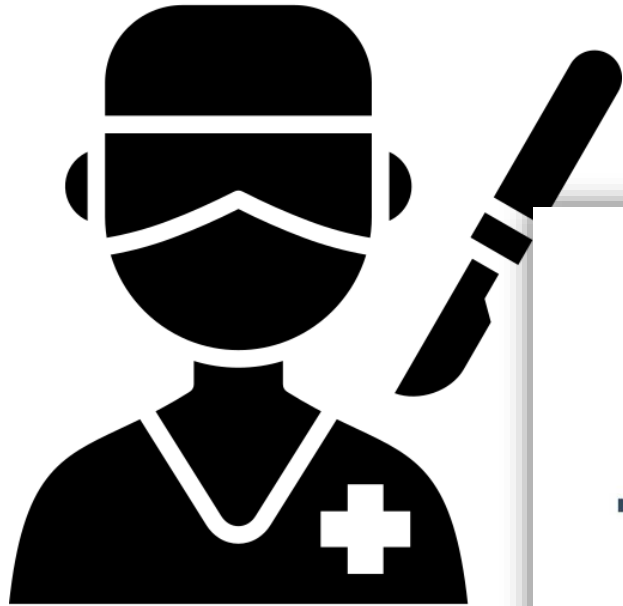
PMID: 39164000 PMID: PMC11560399 (available on 2025-11-13) DOI: 10.1055/a-2395-3357

Social Media and MBS: Best Practice



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TELECOMMUNICATIONS AND DIGITAL
GOVERNMENT REGULATORY AUTHORITY



In Summary

- Social media is a valuable and important tool for MBS and can help provide better patient care and grow a surgeon's practice
- Social media remains underutilised in MBS
- The majority of Social Media Content is commercial with limited educational value
- It is the responsibility of the surgeon, medical societies and regulators to provide a non-biased, informative and useful content



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Thank You!!

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