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INVESTIGATING THE USE OF TWITTER BY THREE MAJOR U.S. MEDICAL CENTERS

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INVESTIGATING THE USE OF TWITTER BY THREE MAJOR U.S. MEDICAL CENTERS

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ABSTRACT

Healthcare organizations such as hospitals and clinics are increasingly using social media platforms such as Twitter to raise awareness in the community about health and wellness issue. In line with this trend, we conducted this study to understand how Cleveland Clinic, Johns Hopkins Hospital, and Mayo Clinic used their official Twitter accounts to post information related to each of the following topics: brain, cancer, diabetes, diet, exercise, heart, mental health, and obesity. We collected and analyzed nearly 6,000 tweets posted by those medical centers and found that all of them used *diet* and *cancer* topics more frequently than the other six topics in their tweets. Moreover, *diabetes* was consistently the least frequently used topic in the tweets posted by those medical centers. The results associated with the other five topics were mixed.