

PROMOTING STEM CELLS THROUGH SOCIAL MEDIA MARKETING

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ABSTRACT

Social media is broadening opportunities to engage in discussions about biomedical advances such as stem cell research. However, little is known about how information pertaining to stem cells is disseminated on platforms such as Twitter, Face book, YouTube. To fill this gap, we conducted a content analysis and we found that the discussion about stem cells revolves around different aspects of the research process. We also found that the tone of most twitter, Face book posts and YouTube videos and comments about stem cells are either positive or neutral. Social media offers a tremendous opportunity to use social networks as a way to inform the public about stem cell research and the risks involved with unproven treatments. Recently, a public information campaign using Twitter was designed to explore the potential use of online networks as a way to share evidence-based information and encourage people to engage in discussion about stem cell-related topics. The findings contribute new knowledge about Twitter, face book and other social media as a connecting platform for many voices and as a key tool for the dissemination of information about stem cells.

KEYWORDS: *Social Media Marketing, Stem Cells, Communicators, Twitter and Face Book*