

# How to find trusted health information on social media

Social media is a great way to find health information. But there are risks when using and sharing content. Use these top tips to find and share trusted content.

6 in 10 social media users have seen untrue or misleading health information<sup>1</sup>.



**PIF** ⋮

**Look beyond likes**  
Look beyond big numbers. You should not trust posts just because a social media channel has lots of likes or followers.

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**Fact checks**  
Check how the social media channel deals with fake or misleading information. Does it flag suspicious content?

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**PIF** ⋮

**Look for trust marks**  
Look for trust marks. See if content has the PIF TICK or is on the YouTube Health Shelf.



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**PIF** ⋮

**Look for trusted channels**  
Use channels from trusted sources like the NHS and health charities.



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**PIF** ⋮

**Who shared this?**  
Think about who sent you the link. Just because a friend has shared something does not mean it is true. Do they have a bias?

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**Think before you share**

- How does this make me feel?
- Why am I sharing this?
- How do I know it is true?
- Where did it come from?
- Is it trying to sell me something?

1 in 10 have taken action on health advice that turned out to be wrong.



For more advice check out our False Health Information and Finding Trusted Health Information posters.

Created: May 2024. Review date: May 2026.

<sup>1</sup><https://onlinedoctor.superdrug.com/social-media-misinformation.html>

