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Social Media Impact on Productivity of Healthcare Institutions in Edo State

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Abstract

This study examined the impact of social media platforms on productivity of healthcare institutions in Edo State, Nigeria. A descriptive survey research design was adopted for this study. The population of the study consisted of 248 health professionals from general hospital and health care centre, and 600 registered women for antenatal in the health facilities in Edo state. This gave a total of 848 participants that formed the population of this study. The sample of the study comprised 50% of the respondents which means 124 health professionals and 300 women registered for antenatal making up 424 participants. Convenient sampling technique will be adopted to select the sample for the study. Questionnaire instruments was used for data collection in this study. The instrument was titled social media impact on productivity of healthcare institutions questionnaire. The face validity of the instrument was determined by three experts, two from the Department of Health Informatics, Paul University Awka and reliability index of 0.76 was obtained which made the instrument reliable. Data collected from the survey were analyzed with the help of Statistical Package for Social Sciences (SPSS) version 23 using mean and standard deviation to answer the research questions and t-test, ANOVA and simple regression analysis to test the hypotheses at .05 level of significance. Results revealed that Social media has many challenges that hinder social media use, strategies to leverage on to improve social media use is paramount, and there is high significant impact of social media on productivity of healthcare institutions in Edo state. Based on these findings, the study recommended that health authorities should encourage the use of social media innovations like Chatbots or AI-supported triage systems among others.

Keywords: Social Media Platforms, Productivity, Health Care Institutions, Facebook, WhatSapp

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INTRODUCTION

Healthcare institutions have embraced social media technologies and utilised them to facilitate health facility use and realise consumer health informatics. The World Health Organization [WHO] and the Federal Ministry of Health (FMH) in Nigeria, cited in Bruce et al. (2023), recommended the use of social media in maternal and child health information to improve health outcomes in Nigeria and other developing countries. Hence, use of social media to deliver health information can help to mitigate the problems accruing from the health care system (Azubuike & Ugwulor, 2022). Azubuike and Ugwulor (2022) argued that social media can improve the utilisation of health care facilities because it is a form of e-health which is used to help consumers to actively participate in their health care through exchanging social support with each other and communicating with health professionals on those platforms. Social media is a great innovation for the growth and development of the nation. Hence, the application of social media in health services is a welcome phenomenon in the healthcareindustry. The engagement of social media to facilitate health service use is widely accepted in developing countries, and

Nigeria too has also engaged in adopting social media in healthcare industries (Bryant, 2018). The author opined that the use of social media is increasingly becoming an important issue in global healthcaredelivery because it can improve the healthcare delivery, especially in areas with limited resources.

Social media has also transformed medical education, providing unique networking and professional development opportunities (Jantavongso, 2015). Social media technologies play a vital role in healthcare, medical education, and research by fostering collaboration and enabling research dissemination, according to Jantavongso (2015).

Healthcare professionals use these social media platforms to improve public health literacy, healthcare use and general health of individuals, but concerns about misinformation and content accuracy persist. Social media can significantly impact patient healthcare institution productivity. Platforms like WhatsApp (Meta Platforms, Inc.) effectively improve patient compliance and outcomes. According to Jeyaraman et al. (2023), these platforms are built upon the principles of Web 2.0 technologies and have emerged as essential tools in healthcare, medical education, and research. The authors reiterated that these platforms have also significantly impacted academic research by providing opportunities for collaboration, providing access to extensive data sources, and facilitating recruitment. Further, social media serves as a medium for the dissemination of research findings to a wider audience.

Social media provides healthcare professionals (HCPs) with tools to share information, to debate healthcarepolicy and practice issues, to promote health behaviours, to engage with the public, and to educate and interact with patients, carers, students, and colleagues (Moorhead et al., 2013). HCPs can use social media to potentially improve health outcomes, develop a professional network, increase personal awareness of news and discoveries, motivate patients, and provide health information to the community (Bernhardt et al., 2014).

Physicians most often join online communities where they can read news articles, listen to experts, research medical developments, consult colleagues regarding patient issues, and network. There they can share cases and ideas, discuss practice management challenges, make referrals, disseminate their research, market their practices, or engage in health advocacy.

Nowadays, sensitive healthcare data are accessible through the internet and online networking sites (Jantavongso, 2015). Hence, anybody can look into the data and crucial information of others using e-wellbeing frameworks (Shah et al., 2014). Social media is also a secure platform for carrying out online innovations and good practices in order to enhance socio-personal communication, experiences and points of view (Subair & Oriogu, 2016). More on that, social media applications are low-cost advertising instruments that assist in encouraging network building, the rapid spread of data, and subsequently promising trust and certainty of the public (Jermsittiparsert et al., 2018). It can take numerous structures like content, pictures, sound, and video (Parida et al., 2016; Mishra, 2018). Social media platforms therefore offer better communication; there is an opportunity that one-to-one individual interaction between professionals and patients should be made. Further, healthcare information can spread innovatively. Portals such as patientsite.orgallow filling of a prescription, virtual communication with physicians, and also viewing of laboratory tests online (Laranjo et al., 2014; Uddin, 2017). Lupton (2014) added that blogging tools such as Facebook, Twitter, and LinkedIn are a few tools that are being used to shape and spread unlimited information at an increasing rate.

These tools have addressed all age groups, but it is necessary to enquire whether these social media platforms have the potential to impact healthcare delivery, address healthcare disparities and productivity. During the last decade, multiple events were seen on social media related to healthcare (Lupton, 2014). The social media platform provides an opportunity for virtual interactions and allows for engagement of natural interaction and sharing of information among patients. It was observed that wellbeing messages conveyed to low-salary parents must originate from specialists and ought to be customised (Mohajan, 2016). Better approaches for pulling in clients and impacting patients with better healthcare practices have shown up, which include social network sites, web journals, mobile applications, and so forth.

Social media includes an array of digital communication platforms, including but not limited to Facebook (Meta Platforms, Inc., Menlo Park, California, United States), WhatsApp (Meta Platforms, Inc.), Instagram (Meta Platforms, Inc.), Twitter (X Corp., Carson City, Nevada, United States), YouTube (Google LLC, Mountain View, California, United States), Instagram (Meta Platforms, Inc.), TikTok (ByteDance Ltd, Beijing, China), LinkedIn (LinkedIn Corporation, Sunnyvale, California, United States), Quora (Quora, Inc., Mountain View, California, United States), Discord (Discord Inc., San Francisco, California, United States), among others. which facilitate the creation and sharing of information and ideas on levels ranging from a peer-to-peer basis to a broader scale (Mohajan, 2016). These platforms have become essential in healthcare, offering patient communication, professional development, and knowledge-sharing opportunities. According to The Fastest Growing Social Media Platforms (2023), these platforms have emerged as essential tools for healthcare marketers and professionals to connect with patients and disseminate health-related information.

Social Media Platforms (2024) revealed that Facebook is the largest online social network globally, boasting approximately 2.9 billion monthly active users, being used in healthcare for purposes such as facilitating patient support groups, disseminating information, and promoting awareness campaigns, hence making it the

most widely used platform by marketers worldwide. Instagram ranks second, with 79% of the users using it for e-commerce. Twitter has approximately 556 million monthly active users worldwide, with 53% of users employing the platform to access the latest news (Gabarron, Oyeyemi, & Wynn, 2021). YouTube, distinguished by its video-centric content, serves as an invaluable resource for patient education, expert interviews, and the communication of health-related updates. Twitter, characterised by its real-time updates, is an outstanding platform for healthcare organisations to share news, interact with patients, and engage in health-related discussions. WhatsApp, predominantly preferred by younger audiences, is conducive to visual storytelling, promoting wellness and healthy lifestyles, and establishing connections with healthcare influencers. Jeyaraman et al. (2021) suggested that social media can also be utilised in clinical education, which offers valuable insights into curricula and enables students to be better equipped before commencing their journey into medical education. The authors retorted that healthcare professionals are also using social media to educate the public on various healthcare topics, thereby improving health literacy. However, the authors emphasised concerns regarding the dissemination of false information and the dearth of regulatory mechanisms to ensure the accuracy of the content shared on these platforms.

Social media platforms have emerged as indispensable tools in the healthcare sector, playing a crucial role in disseminating health-related information, medical research, education, patient communication, and professional development. With a significant percentage of patients utilising social media to search for and share health information, these platforms have gained prominence in various health topics, such as vaccines, drugs, smoking, noncommunicable diseases, pandemics, eating disorders, and medical treatments (Katsas et al., 2021). The author retorted that social media technologies are fundamentally changing the way of communication between healthcare providers and patients, sharing information and guidance with patients, and crisis management (one significant value of healthcare delivery is improving patients' health outcomes). Medical research has also benefitted from the numerous health-related applications offered by social media, including health interventions, health campaigns, medical education, and disease outbreak surveillance. Further, the relationship between social media use and health has garnered significant interest, presenting potential as an intervention platform for individuals with ailments and diseases (Zamora, 2022).

In medical institutions education, social media usage has expanded among healthcare professionals and organisations, with younger populations' media device use indicating that social media can play a critical role in delivering health information and education to future healthcare professionals (Zamora, 2022). Social media enables users to create and share content, engage in social networking, and participate in active learning, fostering self-reflection and knowledge creation (Suarez-Lledo & Alvarez-Galvez, 2021). Effective usage of social media has a positive effect on the doctor-patient relationship, given the importance of social media as a two-way communication (Ayers et al., 2023). The diagnosis of the needs of a patient highly depends on effective communication. In addition, the authors observed that social media tools play an essential role in delivering quality health care to patients. Considering this, recent studies (Jiang et al., 2023) found that social media usage helps healthcare providers to build healthy relationships with patients and to deliver quality healthcare services. Finally, according to Alshakhs and Alanzi (2018), social media use is effective in improving quality health and health professional productivity.

By health professional productivity, it means the rate at which health professionals attend to the customers or consumers of health. Health care consumers are patients or clients who receive health information, services or care from the professionals. According to Mohammed and Wilson (2021), the use of social media sites has increased collaboration, coordination and cooperation among health professionals, especially in critical situations. The authors stated that they are more socialised, connected and engaged, thus helping them to exchange useful knowledge using instant messaging apps. Therefore, the use of social media has enhanced health professionals' engagement and productivity as they are able to share their expertise, knowledge and information with their colleagues and subordinates (Naeem & Ozuem, 2021).

Despite its potential benefits, determining the value of social media in the health and productivity of health personnel requires further empirical evaluative studies. Hence, social media health experts should provide comprehensive guidance on the meaningful use and deployment of social media in healthcare institutions. Clinicians and institutions must evolve to embrace social media platforms for education while adhering to the same ethical standards as in-person patient interactions (Suarez-Lledo & Alvarez-Galvez, 2021). Rukavina et al. identified three key benefits of social media on the e-professionalism of healthcare professionals, namely professional networking and collaboration, professional education and training, and patient education and health promotion (Gabarron, Oyeyemi & Wynn, 2021). In a submission by Gbenga, Aimiomode, Nwosu, and Seluman (2023), social media has become an essential part of modern communication, and its usage continues to grow at an unprecedented rate. The social media platform has become a vital tool for people to connect with others, express themselves, and share ideas.

Social media is not just a platform for entertainment; it has become a veritable tool for health support in Nigeria. With the increasing burden of health challenges in Nigeria, social media is becoming more important as a means of providing support and resources to individuals who are struggling with their health problems. Lawrence (2019) noted that social media has become a tool for

maternal and child health, for adolescent health, for adult and senior health and for mental health support in Nigeria.

The use of social media platforms such as Twitter, Instagram, and Facebook has increased in Nigeria, providing opportunities for individuals to connect with others and share experiences. Social media has allowed individuals to share their health journeys, provide support and resources to others, and reduce the stigma associated with challenging health problems. According to Olubunmi (2021), social media provides a space for individuals to share their health experiences without fear of judgement. For instance, on Twitter, hashtags such as #MentalHealthMatters and #EndTheStigma are used to create conversations around mental health, share resources and offer support to those in need. On Instagram, mental health advocates share their stories, provide resources and create a community where individuals can connect and share experiences. Interestingly, the use of social media has penetrated all health sectors, but it is pertinent to determine its use in Edo State.

Edo State is one of the states in Southwest Nigeria. Edo State has many health institutions, both private and public. According to Gbenga, Aimiomode, Nwosu, and Seluman (2023), there is effective use of social media in Edo State. The authors stated that though social media is used by Edo State health facilities to disseminate information, the extent of its use is low. Effective use of social media technologies by health institutions and both the professionals and consumers will allow them to become active participants in social support and health-related information exchange activities, which are consistent with the notion of consumer health informatics. Thus, understanding various aspects of health and social media will help healthcare organisations, providers, and professionals utilise these systems and incorporate them into consumer health informatics practices and applications more effectively. Moreover, this understanding will allow researchers in different disciplines related to consumer health informatics to direct their research efforts specifically toward health social media concepts, technologies, and applications. Therefore, this study is aimed at determining the impact of social media technologies on the productivity of healthcare institutions in Edo State.

Objective of the Study

The objective of this study is to determine the social media impact on the productivity of healthcareinstitutions in Edo State. Specifically, the study sought:

1. To examine the impact of social media on the productivity of healthcare institutions in Edo State.

2. To ascertain the challenges facing the use of social media in Edo State.

3. To determine how social media can be leveraged to improve access to health services in Edo State.

Research Questions

The following research questions formulated guided the study:

1. What are the impacts of social media on the productivity of healthcare institutions in Edo State?

2. What challenges are facing the use of social media in Edo State?

3. What strategies can social media leverage to improve access to health services in Edo State?

Hypotheses

The following null hypotheses were formulated and tested at the 0.05 level of significance to guide the study:

1. Social media use does not significantly impact the productivity of health care institutions in Edo State.

2. A significant difference does not exist among the responses of professionals and consumers on the challenges facing the use of social media as a tool for health support in Edo State.

3. A significant difference does not exist between the responses of professionals and consumers on how social media can be leveraged to improve access to health services in Edo State.

METHODOLOGY

The research design for this study is descriptive survey research. The population of the study consisted of 248 health professionals from general hospitals and health care centres and 600 registered women for antenatal care in the health facilities in Edo State. This gave a total of 848 participants that formed the population of this study. The sample of the study comprised 50% of the respondents, which means 124 health professionals and 300 women registered for antenatal, making up 424 participants. A convenient sampling technique was adopted to select the sample for the study. The purpose of using convenient sampling is to make sure that only the respondents who gave their consent are eligible to participate in the study. Questionnaire instruments were used for data collection in this study. The instrument was titled “Use of Social Media and Impact in Healthcare Industries Questionnaire”. The instrument was divided into 3 clusters: Cluster A – impact of social media on productivity of healthcare industries and extent of use of social media. Cluster B – challenges facing the use of social media; Cluster C – strategies to leverage for social

media use The response format was a 4-point Likert scale of strongly agreed (SA)/very high extent = 4; agreed (A)/high extent = 3; disagreed (D)/low extent = 2; and strongly disagreed/very low extent (SD) = 1. The face validity of the instrument was determined by three experts, two from the Department of Health Informatics, Paul University Awka. The reliability of the instruments was determined using the Cronbach Alpha method of reliability, and a reliability index of 0.76 was obtained, which made the instrument reliable. Data collected from the survey were analysed with the help of Statistical Package for Social Sciences (SPSS) version 23 using mean and standard deviation to answer the research questions and t-test, ANOVA and simple regression analysis to test the hypotheses at the .05 level of significance. The decision was set at the null hypothesis accepted if the P-value is greater than the 0.05 level of significance; otherwise, it is rejected.

RESULTS

Research Question One: What are the impacts of social media on the productivity of healthcare institutions in Edo State?

Table 1: Impacts of Social Media on the Productivity of Healthcare Institutions in Edo State

S/N	Statement	Mean	SD	Remarks
1	Social media tools have made communication among health staff faster.	3.30	0.88	High
2	Use of social media reduces time needed for health information dissemination.	3.10	0.95	High
3	Social media enhances teamwork and collaboration in my institution among workers and clients.	3.20	0.78	High
4	Productivity in health institutions has improved due to digital health strategies.	3.00	0.75	High
5	Health professionals can access training materials more easily via social platforms.	3.30	0.98	High
	Average Mean	**3.18**	**0.850**	High

Source: Field survey, 2025.
Key: *High = 3.00-4.00; Low = 1.00–2.00

Data in Table 1 shows the impact of using social media platforms on healthcare productivity in Edo State. The table reveals that the cluster mean of items 1-5 is 3.18. This is above the benchmarkscore of 2.50 on a 4-point rating scale. This implies that there is a high impact of social media use on the productivity of healthcare institutions in Edo State. Specifically, it is digital strategies, teamwork and collaborations among workers and clients, and training and materials through social media that made communication faster between the professional and consumers. The table also shows that the cluster standard deviation of items 1-5 is 0.850. This shows that the respondents were not far from the mean, and the opinion of one another in their responses on the impact of social media on productivity is the same among the participants.

Research Question Two: What are the challenges facing the use of social media among professionals and consumers?

Table 2: Challenges Facing the Use of Social Media in Edo State

S/N	Statement	Mean	SD	Remarks
1	There is a high risk of misinformation or fake news on social media platforms.	3.15	0.80	Agreed
2	Data privacy and patient confidentiality are major concerns when using social media.	3.05	1.01	Agreed
3	Many healthcare staff or patients lack adequate digital literacy.	3.25	1.08	Agreed
4	Limited internet access or cost hinders the use of social media for health.	3.25	0.80	Agreed
5	Some health institutions do not have clear policies guiding social media use.	3.05	1.01	Agreed
	Average Mean	**3.15**	**1.140**	Agreed

Source: Field survey, 2025.
Key: Strongly Agreed (SA) = 4; Agreed (A) = 3; Disagreed (D) = 2; Strongly Disagreed (SD) =1

Table 2 presents the challenges associated with using social media platforms for health support in healthcare institutions located in Edo State. The table reveals that the cluster mean of items 1-5 is 3.15. This is above the benchmarkscore of 2.50 on a 4-point rating scale. This implies that the respondents agreed that these are the challenges facing the use of social media in health care institutions. The table also shows that the cluster standard deviation of items 1-5 is 1.140. This shows that the respondents' responses are far from the mean, and the opinion of one another in their responses on the challenges facing social media use in healthcareindustries varies.

Research Question Three: What strategies can social media leverage to improve access to health services in Edo State?

Table 3: Strategies Social Media Be Leveraged Upon To Improve Access To Health Services In Edo State

S/N	Statement	Mean	SD	Remarks
1	Health institutions can leverage social media for digital health campaigns.	3.10	0.87	Agreed
2	Online consultation through social media improves healthcare access.	3.10	0.90	Agreed
3	Social media can be used for real-time health alerts and updates.	3.20	0.75	Agreed
4	Awareness programs on preventive health can be conducted using social media.	3.40	0.87	Agreed
5	Training health workers on proper social media use can improve service delivery	3.00	0.60	Agreed
	Average Mean	**3.16**	**0.798**	Agreed

Source: Field survey, 2025.
Key: Strongly Agreed (SA) = 4; Agreed (A) = 3; Disagreed (D) = 2; Strongly Disagreed (SD) =1

Data in Table 3 shows the ways to improve the use of social media platforms for health support in healthcareinstitutions in Edo State. The table reveals that the cluster mean of items 1-5 is 3.16. This is above the benchmarkscore of 2.50 on a 4-point rating scale. This implies that these strategies can be leveraged to improve the use of social media in healthcareinstitutions. The table also shows that the cluster standard deviation of items 1-5 is 0.798. This shows that the respondents were not far from the mean, and the opinion of one another in their responses on the ways to leverage social media to improve social media use in healthcareindustries is the same, thus adding further validity to the mean.

Hypothesis one: The impact of social media on productivity is not significant.

Table 4: Regression Analysis on the impact of social media use on productivity of health care institutions

Model	Sum of Squares	Df	Mean Square	F	Sig.	Decision
Regression	94.060	1	94.060	114.071	.000[b]	Significant
Residual	225.736	421	.758			
Total	319.797	422				

Key: *a. Dependent Variable: health care productivity*
b. Predictors: (Constant), social media use.
**significance at 0.05

The result in Table 4 shows that an F-ratio of 114.071 with an associated exact probability value of 0.00 was obtained. This probability value of 0.00 was compared with 0.05, set as the level of significance for testing the hypothesis, and it was found to be significant because 0.000 is less than 0.05. The null hypothesis, which stated that social media use has no significant impact on healthcare productivity, is therefore rejected.

Hypothesis Two: No significant difference in challenges among professionals and consumers

Table 5: t-test Table of No significant difference in challenges among professionals and consumers

Group	N	Mean	SD	Df	T	p-value	Decision
Professionals	124	4.10	0.78	218	1.27	0.206	Not significant
Consumers	300	3.95	0.85				

Key: **significance at 0.05

The data in Table 5 indicates a t-calculated value of 1.27 and a significant p-value of 0.206. Since the p-value of 0.206 is greater than the 0.05 level of significance, the null hypothesis is therefore accepted. Consequently, no significant difference exists in the responses on the benefits of social media platforms in health care; this means that both parties are benefiting from social media, especially its use in the healthcare system.

Hypothesis Three: No significant difference in how social media can be leveraged

Table 6: t-test Table of No significant difference in how social media can be leveraged

Group	N	Mean	SD	Df	T	p-value	Decision
Professionals	124	4.35	0.80	218	1.18	0.240	Not significant
Consumers	300	4.20	0.85				

Key: **significance at 0.05

The data in Table 6 shows a t-calculated value of 1.18 and a significant p-value of 0.240. Since the p-value of 0.240 is greater than the 0.05 level of significance, the null hypothesis is therefore accepted. Consequently, no significant difference exists in the responses on the ways to leverage in improving social media platforms in health care; this means that both parties are of the same opinion on ways to improve social media use.

DISCUSSION OF FINDINGS

Findings showed that social media has a high impact on the productivity of healthcare institutions. Social media was shown to enhance internal communication, team collaboration, and service delivery timelines. Similar findings were recorded by Househ (2016), who emphasised the role of social media in boosting productivity and information flow in healthcare. Vineet, Sanchita, Abhishek, and Sohail (2022) examined the use of social media in healthcare management: Opportunities and challenges discovered social media's impact on health care productivity. By boosting health promotion, simplifying decision-making, and providing public health education, social media has been able to enhance health knowledge and behaviour. Smailhodzic et al. (2016) conducted a systematic literature review on empirical research regarding the effects of social media use by patients for health-related reasons and discovered that social media use by patients was found to affect the healthcare professional and patient relationship by leading to more equal communication between the patient and healthcare professional, increased switching of doctors, harmonious relationships, and suboptimal interaction between the patient and healthcare professional. A study by Singh, Rai, Wal and Tiwari (2016), who investigated the effect of social media in health care: uses, risks, and barriers, revealed successful health organisation efforts in both the public and private sectors. Private healthcare organisations, such as the Mayo Clinic, and government public health agencies, such as the United States Centers for Disease Control (CDC), and internationally, notably the World Health Organisation (WHO), have all developed successful social media programmes which continue to grow. Hence, social media has an impact on the productivity of healthcareinstitutions.

Findings revealed some challenges facing the use of social media in health care institutions, which included misinformation, data privacy concerns, and poor digital literacy. This finding corroborated with the echoing findings from the WHO (2021), which warned of an “infodemic” during the COVID-19 crisis. Others are limited internet infrastructure and institutional policy gaps that further hinder optimal usage. Another finding on the difference between professionals' and consumers' perceptions of the challenges facing the use of social media for health care showed a non-statistically significant difference, indicating that their opinions towards these challenges are the same. So, these challenges are affecting both the professionals and consumers of health services. The findings of Ngonso and Egielewa (2022) on the socio-economic power of social media: An examination of social media usage by rural artisans in selected villages in Nigeria tallies with this present study. It showed that rural artisans faced the primary challenge of lack of power, which has become a perennial problem in Nigeria. Also, females are more affected by this and other challenges because of cultural

imbalances in Nigerian society, where men are economically more advantaged than women. Another study by Alseraibi and Burgis (2023) on the use of social media and to examine the challenges and benefits of using social media in delivering rehabilitation healthcare services from the perspective of healthcare workers at a private institution in a rehabilitation healthcare city in Riyadh, Saudi Arabia, observed that the majority (35.19%) face certain challenges like lack of finance and amenities. Gbenga et al.'s (2023) study examines social media as a veritable tool for mental health support in Nigeria and reveals that for Nigerians, they have not had access to them previously due to distance, financial barriers, or lack of mental health services in their communities. Another study, Vineet et al. (2022), examined the use of social media in healthcare management: Opportunities and challenges showed that doctors' reluctance to communicate with the public, a lack of compliance with medical ethical norms, users' privacy concerns, and the difficulty of moderating unfavourable comments are the four barriers to health information management via social media.

Findings revealed that participants emphasised the need for targeted training, public health campaigns, and integration of social media into official hospital communication protocols. This agrees with evidence from Alshahrani and Ally's (2016) finding that digital literacy training boosts healthcare delivery efficiency. Mustonen (2018) investigated social media as a healthcare tool: a case study analysis of factors influencing paediatric clinicians' behavioural intent to adopt social media for patient communication and engagement revealed ways to leverage social media; it showed that privacy concerns encompass personal privacy for patients and providers (boundaries), and cybersecurity can be leveraged to improve social media use. This corroborates with the study of Azubuike and Ugwulor (2022) on the use of ICT to improve maternal and child care utilisation. 00000ion in the Okigwe Health District revealed that training of health personnel on the effective ways of applying ICT/mHealth to improve service use, government reduction of service tariffs for easy access to messages and other information, and mobile service providers reaching the grassroots to ensure that services or networks are always available in the remote communities are some of the ways to leverage the improvementuse of social media in health care services.

Conclusion

. The impact of social media use on the productivity of healthcare industries was ascertained, and a statistically significant impact of social media on healthcare productivity was found. However, social media use is constrained by misinformation, privacy issues, and low digital skills. These challenges must be addressed for social media to fully support healthcare delivery.

Recommendations

The following recommendations were made for this study based on the findings:

1) Government should make social media tools available and accessible to all health workers and consumers for effective use.

2) Internet service providers should reduce the tariff for internet use. This should be monitored by the government to ensure steady networks for service use.

3) There should be periodic monitoring and evaluation of usage of social media to identify gaps and areas of improvement.

4) Professional networking should be guided to use LinkedIn, ResearchGate and other professional networks.

5) The Ministry of Health and hospitals should strategically use social platforms for awareness campaigns on disease prevention and vaccines.

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