**Supplemental Table 1:** Overview, common uses, and limitations of five common social media platforms in medical practice

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| **Social Media** | **Brief Overview** | **Common Uses** | **Limitations** | **Example Accounts** |
| **You****-Tube** | * A video-based platform that allows content of any length and subject
* Users and viewers can comment on videos and engage in short dialogue with content creators.
* Most visited online video streaming platform
* Quickly disseminate medical knowledge via short videos
 | * Allows detailed discussion of symptoms, risk factors, pathophysiology, treatment options, and complications as there is no limit on video length
* Illustrate clinic procedures so that patients know exactly what happens
* Create and share videos with a specific audience, i.e., public or private
* Post short reminders about often forgotten at-home treatment regimens post-clinic visit, which can increase patient compliance
* Uses both visual and audio components
 | * Popular videos with the most engagement are seen first while videos with less are shown later based on the search algorithm
* Posting content is time consuming, videos typically are edited, revised, and trimmed to ensure quality
* Content can be filtered for pediatric patients with parental controls
 | * Dr. Andrea Furlan <https://www.youtube.com/c/DrAndreaFurlan>
* Shepherd Center <https://www.youtube.com/user/ShepherdCenter>
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| **Twitter** | * A short text-based platform (up to 280 characters)
* Physicians can be found via their name or an account handle, build a follower base
* User’s follower base can see each “tweet” or post immediately at the top of their feed
* Readily displays a user’s training credentials on their profile
* Users can monitor the impressions, retweets, and engagement of their content
* Tweets can be scheduled
 | * Allows for easy communication with audience via tweet responses or direct private messaging
* Share research and articles links with other physicians and scientists and foster peer discussion within the platform, more accessible than discussion on article posts
* Respond to incorrect or false medical advice, increasing the quality and authenticity of medical knowledge on a growing platform and correcting misinformation
* Users can “retweet” tweets of interest
* Quickly discuss a topic in a concise manner
 | * Must create a series of posts for detailed discussion or link to an outside resource due to the 280-character limit in a post
* Audience cannot be controlled and all posts are accessible to the public, unless a private account is used
* Does not support live video interactions
 | * Rehab Institute, Michigan (@dmc\_rehab) <https://twitter.com/dmc_rehab>
* PM&R Scholars <https://twitter.com/PmrScholars>
* Ali Rendely, MD <https://twitter.com/alirendely>
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| **Insta****-gram** | * An image-sharing platform (up to 10 photos per post)
* Ability to interact with others live and notify entire following base to attend discussion
* Posts can tag locations and other accounts allowing content to be more discoverable
* Ability to create posts on “stories” that disappear after 24 hours
* The reels feature allows for creation of short videos
 | * Ideal for posting infographics, statistics, and fact sheets and providing links to more detailed articles
* Share pictures of disease presentations and detail solutions or treatment options in the text
* Re-share content from others by reposting to another user’s story, i.e., if another physician addresses an important topic, it can be shared with the user’s following base
* Engage with audience live or in the comments section and answer questions pertaining to the topic or post, enhancing learning
* Post before and after pictures of treatments with patient’s consent to encourage others to seek medical care
 | * Limited desktop utility, content can only be posted from a mobile device
* Lack of viewer control, all posts are accessible to the public, some posts may not be appropriate for certain audiences
* Video creation limited to 60 seconds, longer duration videos must be linked from outside platforms
* Not suitable for lengthy or detailed discussion about a subject
* Instagram stories disappears after 24 hours
 | * Rehab and Beyond <https://www.instagram.com/rehabatl/?hl=en>
* Myphysiosportsrehab <https://www.instagram.com/myphysiosportsrehab/?hl=en>
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| **Face****-book** | * A post-based social networking platform
* Minimal restrictions on content such as videos up to 240 minutes
* Ability to restrict posts to certain audiences
 | * Integrate appointment scheduling software within the platform, simplifying the scheduling process for patients
* Co-create content by adding contributors to account, reducing burden on one person from always managing social media, refreshes content by having multiple points of view and styles
* Motivate patients to seek medical attention for concerning symptoms by detailing common presentations
* Create events and automate reminders, gain insight into interest of a particular topic before going live
 | * Private messaging must take place via an application known as “Messenger”
* Algorithm shows content that receives engagement before other content, making it difficult to become discovered as a new user
 | * Harbor Physiatry <https://www.facebook.com/Harbor-Physiatry-259619125930253/>
* MossRehab <https://www.facebook.com/MossRehab/>
 |
| **TikTok** | * A short video-based platform (up to 3 minutes)
* Content is typically posted in a creative or fashionable manner with music, dancing, or other attention-grabbing avenues
* Favorable algorithm allowing content to be discoverable based on similar interests rather than by engagement statistics
* Physiatrists can use the “duet’ feature to build on another user’s video by recording their own video and playing it side by side alongside the original. This feature can help address misinformation
 | * Provide daily reminders or general medical counsel
* Advocate for contemporary issues quickly and raise awareness
* List a step-by-step treatment approach for a common condition to increase health literacy and educate patients
* Respond to questions by other users about their skin conditions or presentations
* Provide reference links so people can obtain more information by swiping up on the video
 | * Allows minimal text in the form of a few words or phrases
* Limited video length
* Functionality is limited without mobile devices and without an account
* Topics discussed must be brief given short video length
 | * Hulst Jepsen Physical Therapy [https://www.tiktok.com/@hulstjepsenpt?lang=en](https://www.tiktok.com/%40hulstjepsenpt?lang=en)
* Dis.Doctor.Sid

[https://www.tiktok.com/@dis.doctor.sid?lang=en](https://www.tiktok.com/%40dis.doctor.sid?lang=en) |