

2025 CONTENT BENCHMARKS REPORT

HEALTHCARE



sproutsocial

Dear healthcare brands, it's time to *stop fearing* social media

Per [The Sprout Social Index™](#), **86% of social users will maintain or increase their time spent on networks in 2025**. As engagement surges, a consistent social strategy will become an absolute lifeline for healthcare organizations.

Social is where your patients and community are, and where they seek out health advice—for better or *for worse*. Platforms are becoming saturated with misinformation, and healthcare organizations have an important role to play—if they can cut through the noise.

Users crave content that is **relatable and entertaining**. Healthcare organizations often struggle to develop this kind of content because of strict regulations, outdated industry norms or staffing shortages. But not showing up the way patients want is a long-term liability that allows false health claims to snowball, and trust to be lost in providers or treatment plans.

An engaging social strategy is key to staying connected with patients, influencing public sentiment about your organization and elevating your share of voice. Leaning into online culture, video content and influencer marketing helps healthcare organizations stand out for the right reasons.

Our 2025 Content Benchmarks Report turns the spotlight on how healthcare brand content performed in 2024 across networks, the types of content audiences want today and how to build a more intentional social strategy for the year ahead.

2024 content benchmarks for healthcare brands

Brands published an average of 9.5 social posts per day across networks in 2024—a small dip from 2023. However, **healthcare brands published slightly less, with 8 posts per day.**

The average inbound engagements healthcare brands receive also fall below average. It’s much easier for media, leisure and retail brands to yield high engagement numbers. But healthcare organizations can channel the same relatability and humanity common in those industries to drum up best-in-class engagement metrics.

This isn’t a signal for brands in the sector to publish more. According to the Index, social users factor in the originality of a brand’s content before they decide to hit follow. Audience growth and engagement require delivering human-centric content that demonstrates you’re paying attention to your community. Posting constantly won’t endear people to you. It’s more important to craft quality content that feels informative, relevant and thought-provoking—not sterile, condescending or corporate.

Industry publishing and engagement benchmarks

Industry	Avg. posts published per day	Avg. inbound engagements on content per day	Avg. outbound engagements per day	Avg. daily inbound engagements per post
All brands	9.5	83	2	14
Healthcare	8	13	1	4

Video content is just what the doctor ordered

Even as the social network landscape diversifies, Facebook and Instagram remain the core platforms where healthcare organizations maintain profiles. That said, they're also leading the way on LinkedIn, where 77.5% have accounts vs. 64% of brands overall—demonstrating how much healthcare organizations rely on social for recruiting top talent and building an employer brand.

Healthcare brand profiles across networks

% of brands
with Facebook
accounts

92%

% of brands
with Instagram
accounts

82%

% of brands
with LinkedIn
accounts

77.5%

% of brands
with TikTok
accounts

27%

% of brands
with X
accounts

70%

Across almost all platforms these days, algorithms and social media users alike play favorites—with video continuing to be a top pick. Healthcare organizations are already shifting toward visual content. On Facebook, Instagram and X, brands are moving away from image posts to video. Instagram single image posts alone decreased by 6 percentage points from 2023 to 2024.

Healthcare content types across networks

Facebook	2023	2024
% image posts	55%	54%
% video posts	19%	21%
% plain text posts	15%	17%
Instagram	2023	2024
% multi-image posts	21%	24%
% single image posts	60%	54%
% single video posts	19%	22%
% multi-media posts	0.4%	0.5%
X	2023	2024
% multi-image posts	8%	9%
% single photo posts	53%	52%
% video posts	8%	9%
% plain text	10%	11%
% no media (link post)	19%	16%

Meeting patients & their loved ones where they want to engage

Overall engagement is the primary metric marketing leaders will use to measure social media success in 2025, per the Index. Healthcare organizations receive **13 engagements per day**, with average engagements per post reaching 4.

But when it comes to interacting with brand content, not all networks are created equal. Healthcare organizations receive 5 engagements per day on Facebook and 4 on Instagram, compared to 1 or less on the other networks.

Contrasts like this make it even more important for social media teams to keep close watch on where their audiences spend their time, and where they don't. Making thoughtful decisions about where your brand shows up can free up resources to dedicate to more original, compelling content.

Network engagement trends by industry

	Facebook total engagements per day	Instagram total engagements per day	LinkedIn total engagements per day	TikTok total engagements per day	X total engagements per day
All brands	24	27	0.6	4	13
Healthcare	5	4	1	0.3	1

The daily response rate to messages and comments is 8% for the healthcare sector—slightly above average. This uptick in response rate could be because the volume of incoming messages has decreased, likely due to the surge in telehealth options and digital patient portals. Patients are now less likely to DM you or comment on your post asking for health advice (which is a relief from a regulatory perspective).

But that doesn’t mean healthcare brands are entirely in the clear. The subsequent rise in health misinformation means organizations are at greater risk of reputation damage if they don’t have a solid social engagement strategy in place. One negative comment could spiral into a full-blown crisis. While regulatory limitations mean healthcare brands must be more thoughtful about how they engage on social, the greatest risk is ignoring messages, comments and conversations about your brand.

The key is building the infrastructure to support patient care and engagement on social, while staying compliant.

Inbound message & response rate

Total inbound messages per day (2023)	Total inbound messages per day (2024)	Response rate to messages and comments
8	6	8%

Rethinking the role social media plays: Answering the page for social-first content

Attention has never been harder to earn on social media, especially as the volume of misinformation surges online. As usage continues to rise, healthcare organizations must realize that social media isn't an amorphous threat—it's a frontline channel for audience education and relationship building. Even though healthcare organizations trail other industries in engagement and face higher regulatory risks, social is still the best way to speak directly to the communities they serve.

It's not a matter of posting just to post. Social users gravitate toward content that feels human, sincere and like it belongs on a social network—not overly produced or stiff. To keep pace, brands must shift to creating social-first, story-driven content that reflects their patients' emotional needs and fosters trust.

But what does that actually mean for brands?



Trendjacking (in moderation)

Social media drives culture, both online and IRL. While it's important to be aware of cultural shifts and touchstones, it's equally important to evaluate *when, if and how* you will actually participate in trends. The good news is that 94% of consumers think brands do a good job of keeping up with online culture, per the Index.

Yet, when it comes to trendjacking, audiences are split. While some consumers appreciate timely participation, **more than a quarter** say it's only effective if a brand jumps in within **one to two days** of the trend emerging. That means brands need to act fast—but also *act smart*. Forced or off-brand trendjacking can backfire. Healthcare organizations who master the art of relevance and speed consistently win audience engagement, which requires building trust with your legal team and other approvers.



// PUBLIC HEALTH SYSTEM SPOTLIGHT

Queensland Health

Queensland Health is a comprehensive healthcare system providing inpatient, outpatient and emergency services across the state. The organization has earned a reputation for breaking the mold on social media, using humor and creativity to spark meaningful conversations about under-discussed health issues.

By tapping into trending memes, pop culture references and viral formats, Queensland Health brings a fresh, relatable voice to health education. From Kath & Kim-inspired quips to dub-overs of popular songs and witty takes on internet moments (like the “death” of Duo the Owl), their content strikes a balance between entertainment and public service.

What sets Queensland Health apart is their ability to participate in online culture without losing sight of their mission. Their social strategy consistently delivers content that is not only culturally relevant, but also rooted in their commitment to accessible, equitable care and education.



qldhealth

Tag yourself. 🧐 We're out here trying to be Mewtwo.

Just like Pokémon, there are many healthy habits— and we want to catch 'em all. But sometimes, even the easiest of healthy habits can escape us.

There are many ways to be the very best so, whichever Pokémon you most relate to on this chart, just know you're doing great. ❤️

If we've missed your Pokémon of choice, drop it down in the comments below with some of your everyday healthy habits — you teach us and we'll teach you. 😊



qldhealth

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CHARIZARD

- Fired up "down there"
- Gets checked for STIs
- Safe sex champion



PIKACHU

- Shockingly positive energy
- Meditates to recharge
- Checks in on their friends



JIGGLYPUFF

- Wide-eyed and sleep-deprived
- Could snap at any moment
- Needs a hug



DITTO

- Tries every health trend
- Never really changes
- Just wants to fit in



EEVEE

- Has lots of hobbies
- Prioritises self-care
- Goes with the flow



SNORLAX

- Always hits sleep goal
- Somehow still sleepy
- Forgets to set alarms



BULBASAU

- Loves a good nature walk
- Reaches out when they need help



MEWTWO

- Peak of the human condition
- Exercises and maintains a balanced diet
- Journals their feelings



GYARADOS

- Never misses their 2L a day
- Extra powerful since getting their hydration on track

Originality

Second only to the quality of their product or service, consumers say original content is what makes brands stand out on social, according to our Index research.

While consumers agree brands should keep a pulse on online culture, following every trend or reposting every meme isn't what makes healthcare organizations memorable. But they should craft a unique brand voice that distinguishes them from others in the sector, and use regulatory guidelines to find the whitespace for creativity.

What consumers say makes their favorite brands stand out on social

- 1 Quality of their product or service
- 2 Originality of their content
- 3 How they engage with their followers
- 4 How quickly they respond to customers
- 5 Content their employees post

// HEALTHCARE SYSTEM SPOTLIGHT

Henry Ford Health

Henry Ford Health, a leading academic medical center in Michigan, sets a powerful example of how to humanize healthcare on social media.

The organization consistently shines a spotlight on its care teams—particularly incoming residents—through heartwarming content like their signature “Match Day” Reels and Carousels. These moments celebrate the people behind the profession, offering a glimpse into the excitement, emotion and purpose that drive them.

By sharing the stories, passions and day-to-day lives of their doctors and nurses, Henry Ford builds genuine connection with their audience. This approach helps ease patient anxiety, especially for those who may feel intimidated by medical environments.

For healthcare organizations, this kind of original, human-centric storytelling isn’t just feel-good content—it’s a strategic asset that helps people connect with your brand. It strengthens brand affinity, supports recruitment efforts and lays the foundation for a more compassionate, approachable healthcare experience.



henryfordhealth

We're excited to welcome our new residents from Wayne State University School of Medicine's class of 2025! Your #MatchDay successes have us all cheering. 🎉👏



henryfordhealth



Influencer marketing strategy

Marketing teams agree: Influencer marketing isn't a passing fad, it's a proven strategy. The Q1 2025 Sprout Pulse Survey found that teams say influencer marketing is essential for boosting brand awareness and building audience engagement and trust.

Yet, many healthcare organizations are skeptical of “wellness influencers.” These influencers are the perceived experts social media users turn to for advice—even if they don't have credentials. While developing an influencer strategy might seem risky, influencers' loyal followings make these partnerships a strong play for winning trust. The key is finding the right influencers who align with your brand, don't expose you to reputational damage, and have the education or experience to back up their claims.

59% of marketers plan to build out their roster and partner with more influencers in 2025.*



// HEALTHCARE SYSTEM SPOTLIGHT

Shriners Children's Healthcare System

Shriners Children's is a pediatric healthcare network specializing in orthopedic, spine, burn and other specialty care with a mission rooted in reaching as many children as possible—regardless of where they live.

To expand their reach and impact, Shriners Children's partners with influencers who align with their mission. One standout example is spinal cord injury advocate, survivor and content creator Brianna Seewald, who encourages her community to send books to children facing extended hospital stays. The organization has also teamed up with Paralympic athlete and former patient [Dani Aravich](#), amplifying their inspiring story to highlight both the resilience of patients and the long-term impact of care.

Like Aravich, Shriners Children's most powerful storytellers are often [patients](#) and families themselves. Through emotional, first-person accounts shared on social, they spotlight the real experiences of children who've received life-changing care. These stories serve as both testimony and inspiration, building trust and community around their brand. Remember influencers don't have to have a large following or even be influencers in the traditional sense to make an impact.



briannaseewald

I've partnered with [@shrinershospitals](#) for a powerful mission, and it starts with a simple gesture. When you send a Superhero book, you're not just sending a story, you're sending support, celebration, and a moment of pure joy to a child who's been through more than most.

Hospital stays can be long and boring, and this simple gesture can really brighten someone's day. Be someone's hero today!

It takes less than a minute. Tap the link in my bio and [#BeASuperhero](#) today.



briannaseewald



Building patient relationships *starts* on social

Healthcare organizations have a critical opportunity—and responsibility—to lead the way in delivering trustworthy content on social media. As platform usage continues to climb and misinformation becomes more pervasive, the brands that break through will be those that combine creativity with credibility. This means creating content that feels relatable, emotionally resonant and social-first.

The most impactful healthcare brands on social are the ones that listen to their audiences and show up with purpose. By investing in original content and building the infrastructure to engage thoughtfully, healthcare organizations can strengthen patient trust, elevate their brand and drive measurable impact—online and in real life.



About the data

The report analyzed nearly 3 billion messages from 1 million public social profiles that were active between Feb 1, 2024 and Jan 31, 2025. Data includes posts from Facebook, Google My Business, Instagram, LinkedIn company pages, Pinterest, TikTok, TripAdvisor and X.

Engagement activities include actions that generate a published message, such as reposting or commenting. Non-publishing activities such as likes and reactions are not included. The top 0.5% of data was winsorized to limit the impact of extreme outliers.

*The Q1 2025 Pulse Survey conducted online by Glimpse, a global market research firm, on behalf of Sprout Social. Participants included 650 marketers across the US, UK and Australia whose responsibilities include managing their organizations' social media presence and influencer marketing efforts. The survey was conducted from January 9 to January 27, 2025.

For questions about the data, please contact content@sproutsocial.com.

Sprout Social

Sprout Social is a global leader in social media management and analytics software. Sprout's intuitive platform puts powerful social data into the hands of more than 30,000 brands so they can deliver smarter, faster business impact.

With a full suite of social media management solutions, Sprout offers comprehensive publishing and engagement functionality, customer care, influencer marketing, advocacy and AI-powered business intelligence. Sprout's award-winning software operates across all major social media networks and digital platforms.

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