

Communication Strategies in Healthcare: A Netnographic Study of a Nutrologist's Instagram.

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Abstract

This study investigates the role of Instagram for fostering engagement between a healthcare professional and his audience, focusing on the communication strategies of a nutrologist with 43,100 followers. Using netnography, the research identifies how informative, interactive and personalized content drive engagement, positioning the professional as a credible and trustworthy source of health information. Video posts, especially those combining educational and interactive elements, suggested to be the most effective format, with themes like nutrition and lifestyle resonating strongly. The findings reveal that social media engagement in healthcare extends beyond immediate transactional goals, emphasizing trust and long-term relationship building. This study contributes to the literature by addressing gaps in social media marketing within healthcare and offers practical insights for professionals aiming to optimize digital communication strategies.

Track: Digital Marketing & Social Media