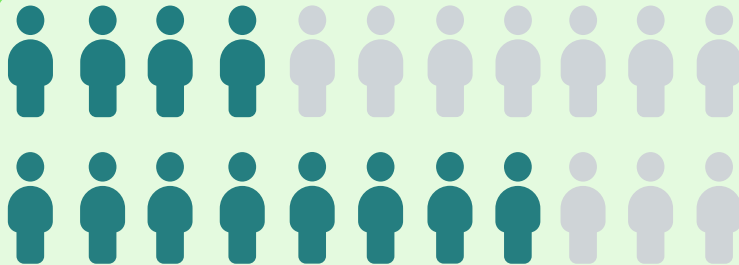


How to find trusted health information on social media

Social media can be 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.



4 in 10 adults in the UK have been affected by misinformation in the last 3 months.¹

7 in 10 adults have seen misinformation on social media.²



Look beyond likes

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



Fact checks

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



Look for trust marks

See if content has the PIF TICK or is on the YouTube Health Shelf.



Look for trusted channels

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



Who shared this?

Think about who sent you the link. Just because a friend has shared something does not mean it is true. Are they biased?



Think before you share

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



8 in 10 'cancer cures' on TikTok are fake.³

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

Follow us on Instagram: [@patientinformationforum](https://www.instagram.com/patientinformationforum)  Facebook: [@patientinformationforum](https://www.facebook.com/patientinformationforum) 

YouTube: [@PIF-PatientInformationForum](https://www.youtube.com/PIF-PatientInformationForum) 

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¹ Ipsos 2025 ² Bryter for ABPI

³ [citystgeorges.ac.uk/news-and-events/news/2024/november/tiktok-fake-cancer-cures-radicalisation](https://www.citystgeorges.ac.uk/news-and-events/news/2024/november/tiktok-fake-cancer-cures-radicalisation)



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