



Instagram Live Interactive Features as a Cutting-Edge Health Communication Tool Examining: Literature Review

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Abstrak

Transformasi digital komunikasi kesehatan mengalami percepatan pesat melalui media sosial, dengan Instagram Live menjadi fitur inovatif dalam promosi kesehatan. Penelitian bertujuan mengeksplorasi strategi komunikasi kesehatan berbasis Instagram Live. Melalui metodologi literature review PRISMA periode 2020-2024, hasil analisis menunjukkan strategi komprehensif meliputi durasi optimal 20-60 menit, pemilihan moderator dan narasumber yang menarik dan kompeten pada bidang kesehatan, topik kesehatan mengikuti tren isu, jelas, berbasis data atau penelitian, menampilkan visual yang menarik, menyimpan hasil Instagram live menjadi reels, menciptakan ruang komunikasi emosional melalui pendekatan storytelling dan penggunaan hashtag strategis, sehingga secara signifikan meningkatkan literasi kesehatan dan mengurangi kesenjangan informasi masyarakat.

Abstract

The digital transformation of health communication has experienced a period of accelerated growth, with social media platforms such as Instagram Live emerging as a particularly innovative feature in the field of health promotion. The objective of the research was to examine health communication strategies based on Instagram Live. The PRISMA literature review methodology, conducted from 2020 to 2024, revealed comprehensive strategies for effective health communication on Instagram Live. These strategies included an optimal duration of 20 to 60 minutes, the selection of attractive and competent moderators and health professionals, the presentation of health topics in alignment with trending issues, the use of clear and research-based content, visually appealing presentations, the archiving of Instagram Live sessions as reels, and the creation of emotional communication spaces through storytelling approaches and strategic hashtag usage. These strategies significantly enhanced health literacy and reduced information disparities in society.

INTRODUCTION

The digital transformation of health communication has accelerated markedly in recent years, with social media platforms assuming a pivotal role in disseminating health information and engaging diverse populations. With over 2 billion monthly active users globally and approximately 173.4 million users in Indonesia alone (Statista, 2024; World Population Review, 2024), Instagram represents a critical platform for innovative health communication strategies. Recent studies indicate that 71% of young adults utilize social media for the purpose of seeking health-related information, thereby underscoring the platform's potential for the implementation of public health interventions (Naslund et al., 2019; Rivera-Romero et al., 2022).

This literature review is informed by the Technology Acceptance Model (TAM) and Social Cognitive Theory, which elucidate the mechanisms through which digital platforms facilitate health communication and behavior change. These theoretical perspectives posit that interactive digital features can facilitate the diffusion of information, enhance user engagement, and potentially modify health behaviors through social learning and the perceived usefulness of technological tools (Marikyan, 2023; Davis, 1989; Bandura, 1998).

Although previous research has examined the role of social media in health communication, the extant literature reveals significant gaps in comprehensive analysis of Instagram Live's specific interactive features for health promotion. The majority of studies have concentrated on examining the static content or general social media

strategies employed, with little attention paid to the distinctive real-time, interactive capabilities inherent to live streaming platforms. The objective of this literature review is to conduct a comprehensive analysis and synthesis of the latest strategies utilising Instagram Live that have demonstrated effectiveness in raising awareness, fostering engagement, and influencing potential behaviour change.

By integrating insights from diverse academic disciplines, including communication studies, public health, and digital media, this review aims to provide a nuanced understanding of the potential of Instagram Live as a cutting-edge tool for health promotion and community engagement.

METHOD

A systematic qualitative literature review was conducted using PRISMA methodology to investigate the potential of Instagram Live as a tool for health promotion. A comprehensive search was conducted across the Google Scholar, ScienceDirect, and NCBI databases from 2020 to 2024 using targeted keywords. The search terms "Effectiveness of Instagram Live as Health Promotion Media" and "Instagram Feature" were used to identify relevant literature. Only scientific journals in English and Indonesian that specifically addressed health education through Instagram Live were included in the review. The rigorous selection process involved multiple screening stages, examining article objectives, methodologies, results, and discussions. Initial broad searches were methodically narrowed to ensure relevance, currency, and academic rigor. The PRISMA flow diagram is provided below.

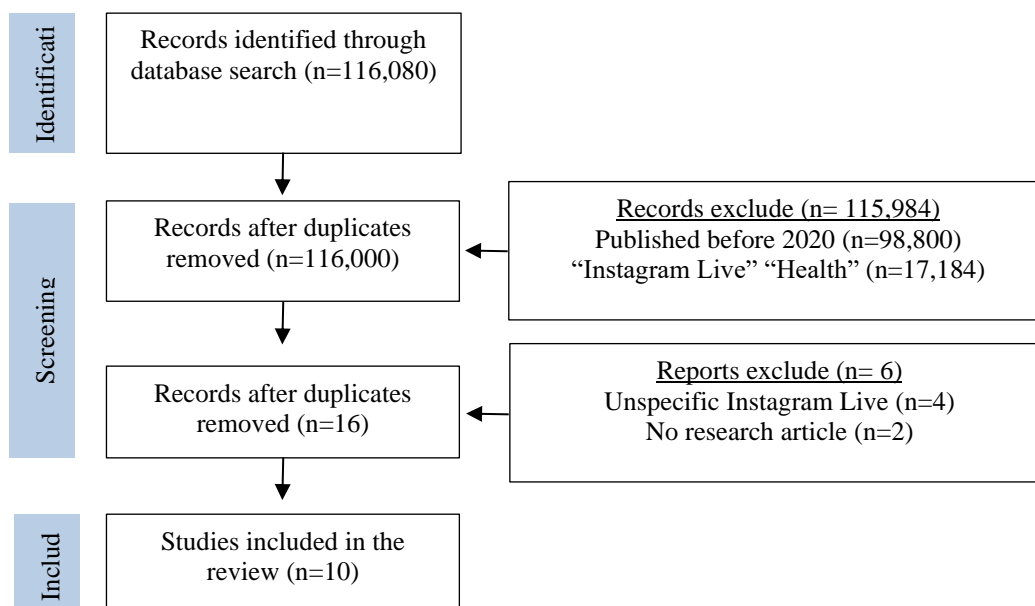


Figure 1. Literature Review PRISMA flowchart

RESULT AND DISCUSSION

A systematic review reveals a transformative landscape of Instagram Live as a cutting-edge health communication tool, directly aligned with the digital transformation of health communication strategies observed in contemporary research. The findings substantiate the

preliminary assertion that social media plays a pivotal role in disseminating health information. The reviewed studies illustrate that Instagram Live is a highly adaptable platform for addressing a range of health-related issues, including mental health, reproductive health, pandemic response, and chronic disease management (Rivera-Romero et al., 2022; Naslund et al., 2021).

Table 1. Overview of the reviewed sources (n: 10)

Authors	Health Domain	Target	Key Instagram Live Strategies	Critical Insights
Greta Caprara et al (2024)	Breast Cancer	Breast Cancer Patient and general population	<ul style="list-style-type: none"> Healthcare professionals leverage Instagram Live real-time discussion not only on diagnosis and treatment, but also counteract misinformation Deliver complex medical information in clear, accessible, and scientifically validated formats 	<ul style="list-style-type: none"> Healthcare professionals' social media engagement creates unprecedented patient interaction opportunities Direct digital platforms facilitate immediate medical knowledge exchange Instagram Live enables scientifically accurate, accessible health information dissemination
Naurah Lisnarini et al (2022)	Stunting Prevention	General population	<ul style="list-style-type: none"> Strategically planned Instagram Live sessions Utilizing influential Genre ambassadors Implementing targeted online campaign "We Are Important for Indonesia" 	<ul style="list-style-type: none"> Comprehensive multi-media approach for introducing new application Instagram Live enables direct, clear program communication Focused campaign theme enhances audience engagement and understanding

Authors	Health Domain	Target	Key Instagram Live Strategies	Critical Insights
Dyanda Putri Divianti et al (2022)	Mental health	Youth	<ul style="list-style-type: none"> Comprehensive health communication via education, socialization, and strategic collaboration Instagram Live as preliminary engagement for deeper counseling sessions Alignment with contemporary trending topics Archiving content as reels for extended audience accessibility Utilizing visually appealing orange and blue design aesthetic 	<ul style="list-style-type: none"> Structured program progression with interactive follow-up events Design targeting youth engagement through trendy, attractive visual communication Archived Instagram Live content as sustainable mental health information repository
Fernando Aguzzoli Peres (2020)	COVID-19 and Dementia	Diverse knowledge levels population	<ul style="list-style-type: none"> The Instagram live was focused in term of informal “chat” style Structured as virtual interview format featuring diverse health professionals including geriatricians, psychiatrist, psychologist, and neurologists 	<ul style="list-style-type: none"> Cost-effective digital communication approach Accessible knowledge dissemination platform Mitigating social isolation during physical distancing
Tiara Diah Sosialita (2022)	Reproductive health	Youth	<ul style="list-style-type: none"> Comprehensive audience knowledge mapping with survey and brainstorming with stakeholders (Posyandu and Karang Taruna) Structured 7-session, each lasting one hour Integrated education approach: pre-test, content delivery, QnA, post-test. Extended engagement through WhatsApp group 	<ul style="list-style-type: none"> Perceived as proactive youth protection initiative Addressing stable signals challenges Significant knowledge enhancement in reproductive health: 72% girls, 28% boys aged 11-19
Joseph Godefroy (2020)	Physical Fitness	General population	<ul style="list-style-type: none"> Adaptive content “Special lockdown workout routine that did not require fitness equipment” segment Consistent daily broadcasts at 6.30 Engaging motivational challenge messaging Providing clear, enjoyable exercise instructions Innovative exercise props like dog sacks as weight alternatives Visual messaging linking body aesthetics to workout success 	<ul style="list-style-type: none"> It was tough to balance demos and real-time comments Audience compared influencers and professional coach Influencers’ appearance as expected result Strategic marketing approach for post-lockdown gym engagement
Fernando Bonete Vizcaíno (2024)	Pediatric Healthcare	Parents and caregivers	<ul style="list-style-type: none"> Diverse host lineup: Influencers collaborated with healthcare professionals Addressing common parental challenges: symptom recognition, infant nutrition, sleep patterns Personal branding through “Mom of” or “Dad of” identity positioning 	<ul style="list-style-type: none"> Emotional connection through shared parental experiences Predominantly female audience (97%) in peak fertility (18-35 years old) High female engagement in child health communication

Authors	Health Domain	Target	Key Instagram Live Strategies	Critical Insights
Betty Wulan Safitri et al (2024)	Psychoeducation	Multi-generational	<ul style="list-style-type: none"> • Current issues topic • Diverse speaker curation ensuring accurate, multi-perspective information • Technical preparation and platform optimization • Structured session format: introduction, objectives, expert presentation, Q&A • Interactive moderation with engaging techniques 	<ul style="list-style-type: none"> • Theme relevance drives audience engagement • Knowledge application in daily life • Provides alternative expert perspectives • Builds social support and community connection • Digital platform flexibility with technical limitations
Mohammad Ainul Maruf, et al (2022)	General Health Education	General Population	<ul style="list-style-type: none"> • Topic coincided to the update issue • The speaker and moderator are health professionals. • Concise session duration: 20-43 minutes 	<ul style="list-style-type: none"> • Vaccine-related themes drive highest audience engagement • youth initiatives by giving donation to underprivilege people on the road create personal connection • Strategic content diversity prevents message fatigue
Janette Maria Pinariya (2020)	HPV Vaccinations	Youth	<ul style="list-style-type: none"> • Strategic hashtag utilization (#CegahKankerServiks) • Collaborative live sessions featuring ambassadors and health experts • Active celebrity engagement through live comments 	<ul style="list-style-type: none"> • Hashtag strategy for message amplification • Celebrities enhance message more relevant, memorable, reliable and trustworthy • Reducing audience hesitation about sensitive health topics

The evolution of Instagram Live into a pivotal health communication platform signifies a substantial advancement in digital health engagement. Recent research by Balk et al. (2020) indicates that social media platforms, particularly Instagram, have become a crucial avenue for health communication, with healthcare professionals utilizing these digital spaces to disseminate accurate and timely medical information. This approach is especially appealing to younger demographics, who are seeking accessible and interactive health education.

The findings indicate that digital interventions can effectively reduce stigma and increase health literacy (Yeo et al., 2024). The Instagram Live methodology is in close alignment with these findings, offering a dynamic platform that effectively combines expert knowledge with

interactive engagement. The platform's capacity to foster a participatory ecosystem is a particularly noteworthy attribute, as identified by a Picazo-Sánchez et al. (2022) in their study on digital health communication strategies.

The choice of moderators and speakers represents a crucial element in the efficacy of digital health communication initiatives. As demonstrated by Udoudomet al. (2022) in their study on health communication, healthcare professionals who possess both strong communication skills and a relatable persona can markedly enhance audience engagement and information retention. This approach is further supported by Brooks et al. (2022), who found that personalized, storytelling-based health communication strategies increase audience trust and information uptake.

The characteristics of the content in question play a pivotal role in determining the efficacy of Instagram Live health communication. The significance of visually appealing, scientifically validated content that addresses contemporary health concerns (Merino et al., 2024). The duration of 20 to 60 minutes indicate that this time frame is optimal for maintaining audience engagement while providing comprehensive information (Maruf et al., 2024 and Sosialita, 2022)

Another notable benefit of this digital communication strategy is its capacity to facilitate community building and social support. Social media platforms can facilitate the formation of supportive digital ecosystems, which is particularly important during periods of social distancing and uncertainty in the healthcare sector (Stoumpos et al., 2023 and Trifiro et al., 2021) . The utilization of particular hashtags and the archiving of live sessions as reels serves to extend the reach and accessibility of health information, a strategy that is supported by recent research on digital health communication (Ta'amneh et al., 2021; George et al., 2018; and Nadobnik et al., 2019)

Nevertheless, obstacles persist. Potential limitations of digital health platforms, including concerns about misinformation and the necessity for rigorous content validation (Suarez-Lledo et al., 2021; Rodrigues et., 2024; sylvia et al., 2020). Additionally, technical challenges such as signal and error issues must be addressed (Ognibene et al., 2023). Further research is required to investigate the long-term impact of these digital communication strategies, with a particular focus on knowledge retention, behavior change, and the depth of audience engagement.

CONCLUSION

Instagram Live has emerged as a dynamic health communication platform that strategically leverages multiple engagement techniques to transform digital health education. The strategy prioritizes the cultivation of an appealing and engaging ambience through the strategic selection of moderators, with the potential inclusion of public figures capable of garnering audience attention. Health professionals are identified as optimal candidates for speakers, as they possess both the requisite expertise and the ability to maintain an approachable demeanor. The platform's principal strength is its capacity to foster social support and community connections by addressing contemporary, daily-relevant health topics in formats that are clear, accessible, and scientifically validated. The visual appeal of the content is of great strategic importance, with the objective of creating visually compelling and emotionally resonant material. By archiving live sessions as reels, the platform extends its reach beyond the initial broadcast, thus facilitating continued engagement. The recommended duration of 20 to 60 minutes allows for sufficient time for in-depth discussion while the strategic use of hashtags enhances discoverability and community interaction. Emotional connections are fostered through the use of personal storytelling, greetings, and a narrative approach that transforms complex medical information into relatable and engaging content.

It is recommended that future research and implementation include a comprehensive examination of Instagram Live's potential as a health communication tool. It would be beneficial for researchers to investigate the long-term impact of these

digital strategies, exploring how different communication approaches influence audience understanding, health literacy, and behavioral change. In order to gain a more accurate understanding of the effectiveness of these strategies, future studies should develop more rigorous methodologies for content validation, speaker selection, and audience engagement metrics. By engaging in interdisciplinary collaborations between healthcare professionals, communication experts, and digital platform specialists, it may be possible to develop more sophisticated and targeted health communication strategies, addressing potential limitations and expanding the platform's educational potential.

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