ORIGINAL ARTICLE

Mapping Health Influencers on Social Media: A Bibliometric Analysis of Trends and Challenges (2010–2024)

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ABSTRACT

INTRODUCTION: Social media platforms such as YouTube, Instagram, and TikTok have become vital tools for health communication, with influencers shaping public perceptions, promoting healthy behaviours, and addressing global health challenges. **MATERIALS AND METHODS**: This bibliometric analysis examined the evolving role of health influencers between 2010 and 2024, through 516 Scopus-indexed peer-reviewed publications, comprising 479 original research articles and 37 reviews. Bibliometric measures, including citation analysis, institutional mapping, and keyword co-occurrence, were applied using Bibliometrix, Biblioshiny, and VOSviewer. **RESULTS**: The most productive year was 2024 with 92 publications (2199 citations). The United States of America (USA) contributed the most citations (49.81%), with Fishman E.K. from Johns Hopkins University as the most prolific author. The most cited article had 602 citations (40.1 citations/year). The Journal of Medical Internet Research led in publications. Medicine accounted for 66.4% of publications. Dominant themes included misinformation, content quality, health promotion, and medical education. While USA and Canada dominate, international collaboration remains limited, highlighting underrepresentation from low- and middle-income countries. **CONCLUSION**: This analysis highlights the intersection of social media, health communication, and public engagement strategies. Health influencers hold potential to amplify health promotion, but issues of misinformation, ethical concerns, and unequal global participation persist. For policymakers, the findings highlight the need for regulatory frameworks to ensure content accuracy and credibility. For practitioners, the study highlights opportunities to collaborate with health influencers to promote evidence-based, culturally sensitive health messaging. Future research should broaden database coverage, evaluate health influencer's behavioural impact, and establish guidelines for ethical, evidence-based health communication.

Keywords
Attitude to Health, Bibliometrics, Data Visualization, Health Promotion, Communications Media

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INTRODUCTION

In the present digital age, social media has become a transformative platform for health communication, enabling widespread dissemination of health-related information to a global audience. The rise of health influencers, a term that organically evolved as social media grew in prominence within the healthcare and wellness sectors to describe individuals or professionals who use social media platforms to promote health knowledge and practices, has played a pivotal role in this evolution. Platforms such as Instagram, YouTube, and TikTok have provided novel avenues for health education, engagement, and even intervention, particularly among the younger and tech-savvy demographics.[1-3] The influence of health-related content on social media is profound, with studies documenting its potential to shape public perceptions, encourage health-seeking behaviours, and disseminate

evidence-based practices. For instance, research on TikTok videos addressing mental health and acute medical conditions has highlighted the platform's ability to attract high engagement, albeit with variability in the quality and reliability of content.[4,5] Similarly, YouTube has emerged as a resource for public health initiatives such as smoking cessation campaigns, offering diverse content that resonates with its audience.[6]

Despite the growing prominence of health influencers, there is limited bibliometric analysis exploring trends in social media-based health communication. Previous systematic reviews and descriptive studies have primarily focused on specific platforms or health topics, leaving gaps in understanding the broader landscape of what is trending and why certain themes garner attention.[1,2] Understanding these trends is crucial for optimising the use of social media in public health strategies and mitigating potential risks associated with misinformation or low-quality content.

This bibliometric analysis aims to address these gaps by examining trends in health influencer-related research from 2010 to 2024. By analysing publication patterns, thematic focus areas, and engagement metrics, this study seeks to elucidate the factors driving the popularity and impact of health influencers on social media by answering the following research questions:

1. What are the publication trends and citation patterns in the study of health influencers on social media?
2. Who are the most influential contributors (authors, institutions, and countries) advancing research in this field?
3. What are the most highly cited works, and how have they shaped the development of the field?
4. What key themes, topics, and research directions emerge from keyword and content analyses of the literature on health influencers in social media?

The findings will provide valuable insights for researchers, healthcare professionals, and policymakers looking to harness the potential of social media as a tool for health promotion and education.

Previous studies on bibliometric analysis of social media and health

Several bibliometric studies have examined the role of social media in health-related communication, focusing primarily on misinformation and its impact on public health. One study conducted a bibliometric analysis of scientific literature on medical and health-related misinformation, revealing a surge in research during the COVID-19 pandemic; it also identified key contributors and trends but was limited by its lack of platform-specific analyses.[7] Another study examined social media's role in mental health research, identifying thematic trends such as its impact on mental well-being and advocacy efforts. While this study innovatively combined bibliometric and content analysis, it was limited by its narrow focus on mental health, excluding broader public health concerns.[8] Another significant contribution analysed the role of social media in spreading misinformation during the COVID-19 pandemic. Their findings highlighted the significant influence of misinformation on vaccine hesitancy and public behaviour but were constrained by their focus on pandemic-related contexts, neglecting misinformation in other health domains.[9] These studies were also restricted to a broad definition of social media, focused on specific aspects of health, and did not investigate the role of health influencers or their influence on content quality and audience engagement (Table I).

Table I: Summary of previous bibliometric studies of social media and health

Author	Domain/Search Strategy	Data Source & Scope	TDE	Bibliometric Attributes Examined
Yeung et al., 2022[7]	ALL=(misinformati* OR "wrong informati*" OR disinformati* OR "misleading informati*" OR "fake news*") AND ALL=(medic* OR illness* OR disease* OR health* OR pharma* OR drug* OR therap*) AND ALL=("social media*" OR Facebook* OR Twitter* OR Instagram* OR YouTube* OR Weibo* OR Whatsapp* OR Reddit* OR TikTok* OR WeChat*)	Web of Science Core Collection	529	- Publication and citation counts of contributors in terms of author, institution, country, and journal. - Publication and citation counts of terms and keywords, and identified the top 10 most cited papers. - Citations per paper (CPPs) - n-gram analysis
Azizan, 2024[8]	"social network*" OR "Social media" OR "Facebook" OR "Instagram" OR "Twitter" OR "LinkedIn" OR "TikTok" AND "Mental Health" OR "psychological well-being" OR "Mental Disorder" OR "Mood Disorder*" OR "Depression" OR "affective disorder*" OR "Affective Symptom*" OR "Depressive" OR "psych*" OR "anxiety" OR "Stress" OR "Psychological."	Scopus and Web of Science	3119	- publication numbers -primary research themes -top countries -subject areas -frequently used author keywords -preferred sources -institutional data
Adebesin et al., 2023[9]	("Health*" OR "Medical") AND ("Misinformation" OR "Disinformation" OR "Fake News") AND ("Social media" OR "Twitter" OR "Facebook" OR "YouTube" OR "WhatsApp" OR "Instagram" OR "TikTok") AND ("Pandemic*" OR "Corona*" OR "Covid*")	SCOPUS	943	- top trending keywords - niche topics - authors - publishers

TDE='Total documents examined

MATERIALS AND METHODS

Search strategy

We followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) flowchart (Figure 1) to conduct our analysis. On 21st December 2024, we gathered data from the Scopus database publications from 2010 to 2024. Our study included "articles" and "reviews", and we limited our search to "English" language publications. We conducted our search by utilising specific keywords in the article titles, abstract and keywords. This method assumed that all the retrieved articles are relevant to the topic of our study. The keyword search strings used were as follows:

(TITLE-ABS-KEY ("health influencers" OR "medical influencers") OR TITLE-ABS-KEY (medical AND content AND social AND media) AND TITLE-ABS-KEY (engagement OR audience)) AND PUBYEAR > 2009 AND PUBYEAR < 2025 AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (SUBJAREA , "MEDI") OR LIMIT-TO (SUBJAREA , "HEAL") OR LIMIT-TO (SUBJAREA , "NURS") OR LIMIT-TO (SUBJAREA , "PSYC") OR LIMIT-TO (SUBJAREA , "PHAR") OR LIMIT-TO (SUBJAREA , "IMMU") OR LIMIT-TO (SUBJAREA , "NEUR") OR LIMIT-TO (SUBJAREA , "DENT")) AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "re")) AND (LIMIT-TO (LANGUAGE , "English")) A total of 644 articles were initially identified by the Scopus database.

Data screening

To ensure the reliability of our bibliometric analysis, only peer-reviewed journal articles were included in this study. This selection criterion was implemented to ensure the relevance and adherence to scholarly standards, as well as transparency for readers. Papers from conference proceedings, books, book chapters, and other non-journal publications were excluded from our analysis. Irrelevant publications defined as those not focused on social media or health influencers were excluded. The initial screening and selection of articles were undertaken by the first author, with any ambiguous or uncertain cases discussed and resolved by consensus among all authors. Following these criteria, a total of 516 scientific journal articles and reviews were chosen for the bibliometric analysis. These selected articles provide a comprehensive overview of the literature on health influencers and social media spanning from 2010 to 2024. Publication-related data were exported in comma-separated values (.csv) format for further analysis.

Data analysis

The analysis utilised bibliometric measures to evaluate research trends, key contributors, and thematic patterns in the field of health influencers on social media. Key bibliometric measures included publication output trends, citation analysis to identify influential research, co-citation analysis to uncover clusters of related studies, and keyword co-occurrence analysis to determine dominant themes and research focus shifts over time. Additionally, author and institutional productivity were assessed to highlight leading contributors, while geographic patterns were mapped to evaluate regional research activity and collaborations. These measures provided a quantitative basis for understanding research development, key contributions, and emerging trends within the field. We used the Scopus database as the primary data source, as well as leveraging its Analyze function to process metadata such as author names, affiliations, keywords, and citations. This allowed for an exploration of research trends, influential papers, and key institutional and geographic contributions. We also utilised Bibliometrix, an R-based package designed for quantitative bibliometric analysis and accessed the web interface Biblioshiny to analyse the .csv file. Furthermore, VOSviewer was used to visualise the findings, mapping keyword co-occurrences with a minimum of five keyword occurrences and a minimum cluster size of five, ensuring robustness and clarity of the visualised networks. VOSviewer also facilitated the identification of research themes, key collaborations, and geographic patterns, enhancing the analysis by providing intuitive visual insights into the complex relationships within the data.

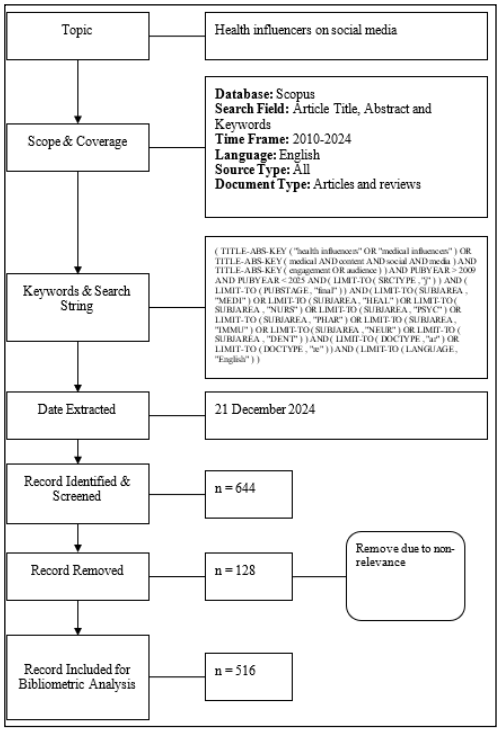

Figure 1. Flow diagram of the search strategy following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol.

RESULTS

Documents profiles and trends

We retrieved a total of 479 original articles and 37 reviews. All were journal articles written in English. These articles were published in 161 different journals. Most of the publications covered fields: Medicine (66.4%), Health Professions (5.4%), Social Sciences (4.9%), Nursing (3.1%), and Biochemistry, Genetics and Molecular Biology (2.8%) as the topics. Overall, the number of publications per year has increased over time with a slight temporary decrease in 2023, possibly reflecting delays in the publication process following the surge of COVID-19-related research or shifting editorial priorities.[10] The highest number of publications was in 2024 with 92 articles published that year. The number of citations per year has also increased over time with a peak of 2199 in 2024 (Figure 2).

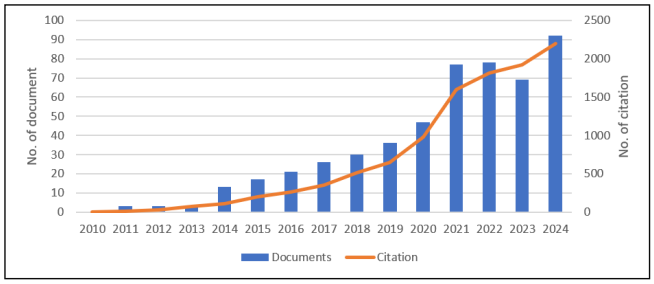

Figure 2. Total Publications and Citations by Year

Most productive Authors and Institutions

Table 2 shows the most productive authors, while Table 3 shows the most productive institutions publishing papers on health influencers in social media. Among authors, Fishman E.K. from Johns Hopkins University School of Medicine (USA) leads with 7 publications and 59 total citations, followed by Kauffman L. and Weisberg E.M., both from the same institution, with 6 publications each. Sloniewski P. from Gdanski Uniwersytet Medyczny (Poland) stands out with 5 publications and a high citation impact of 124 total citations, reflecting strong influence in the field.

Although institutions in the USA dominate the research landscape, the University of Toronto (Canada) leads in productivity with 21 publications and 512 citations, demonstrating a high citation-per-publication (C/P) rate of 24.4. The University of Pennsylvania (USA) follows with 16 publications and an impressive total of 738 citations, achieving a remarkable C/P rate of 46.1. Harvard Medical School (USA) shows the highest impact with 11 publications and 848 citations, averaging 77.1 citations per publication. Other notable institutions include the University of Michigan, Johns Hopkins University School of Medicine, and the University of California, all contributing significantly with high-quality research and citation impacts.

Table II. Most Productive Authors with a minimum of five publications

Author's Name	Affiliation	Country	TP	NCP	TC	C/P	C/CP	h
Fishman E.K.	Johns Hopkins University School of Medicine	USA	7	6	59	8.4	9.8	5
Kauffman L.	Johns Hopkins University School of Medicine	USA	6	5	51	8.5	10.2	4
Weisberg E.M.	Johns Hopkins University School of Medicine	USA	6	5	51	8.5	10.2	4
Sloniewski P.	Gdanski Uniwersytet Medyczny	Poland	5	5	124	24.8	24.8	4

Notes: TP=total number of publications; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication; and h=h-index.

Table III. Most productive institutions with minimum of ten publications

Affiliation	Country	TP	NCP	TC	C/P	C/CP	h
University of Toronto	Canada	21	21	512	24.4	24.4	10
University of Pennsylvania	USA	16	15	738	46.1	49.2	8
University of Michigan	USA	14	13	218	15.6	16.8	7
University of Toronto Faculty of Medicine	Canada	13	13	285	21.9	21.9	7
University of California	USA	13	13	249	19.2	19.2	8
Johns Hopkins University School of Medicine	USA	12	9	273	22.8	30.3	6
Harvard Medical School	USA	11	10	848	77.1	84.8	6
University of Colorado Medical School	USA	11	9	124	11.3	13.8	6
UCSF School of Medicine	USA	11	11	168	15.3	15.3	7
NYU Langone Health	USA	11	11	169	15.4	15.4	7
University of Michigan Medical School	USA	11	11	184	16.7	16.7	7
The University of British Columbia	Canada	10	9	202	20.2	22.4	7

Notes: TP=total number of publications; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication; and h=h-index.

Publications by countries

The USA leads as the top contributor with 257 articles (49.8%), reflecting its dominant role in the field, although with relatively low international collaboration (11.3% MCP or multiple country publications). Canada (7.8% MCP) and the United Kingdom (UK) (6% MCP) follow, with the UK exhibiting a high level of international collaboration (45.2% MCP). European countries such as Germany (55.5% MCP), Switzerland (50% MCP), Austria (100% MCP), and Norway (75% MCP) stand out for their strong MCP percentages, highlighting their focus on global research partnerships. In contrast, countries like Turkey, China, Poland, Malaysia, and Hong Kong emphasise domestic research, as shown by their 100% single-country publications (SCP). Italy (28.6% MCP) balances domestic and international efforts, while smaller contributors like Saudi Arabia (20% MCP), Spain (20% MCP), and Denmark (25% MCP) show moderate collaboration levels.

Publications by source titles

The Journal of Medical Internet Research is the most productive source, contributing 48 articles. The International Journal of Environmental Research and Public Health follows with 13 articles. BMC Public Health and World Neurosurgery each contributed nine articles. Journals like Current Problems in Diagnostic Radiology, Digital Health, JMIR Formative Research, JMIR Public Health and Surveillance, Journal of the American College of Radiology, and Vaccine each contributed six articles.

Citation metrics

A total of 516 papers have been published in this period, with 446 papers collectively garnering 10815 citations, which translates to an average of 721 citations per year. The average number of C/P of 24.2. An h-index of 50 indicates that at least 50 papers have received 50 or more citations each.

Highly cited documents

The top ten highly cited articles are listed in Table 4. The most cited article, with 602 citations, explores how diabetes patients use Facebook for communication.11 Other highly cited studies include one on the impact of COVID-19 rumours and misinformation on social media (514 citations), a review on X's role in health research, and studies on the reliability of YouTube content regarding rheumatoid arthritis and anorexia.[12-17] Additional studies cover health communication strategies via X and Pinterest, the use of video-sharing platforms for hypertension information, and TikTok's role in COVID-19 communication.[18-20]

Table IV. Top ten highly cited articles

No	Authors	Title	Cites	Cites per Year
1	Greene et al. (2011)[11]	Online social networking by patients with diabetes: A qualitative evaluation of communication with Facebook	602	40.1
2	Tasnim et al. (2020)[12]	Impact of rumours and misinformation on COVID-19 in Social Media	514	34.3
3	Sinnenberg et al. (2017)[13]	Twitter as a tool for health research: A systematic review	487	32.4
4	Singh et al. (2012)[14]	YouTube for information on rheumatoid arthritis - A wakeup call?	453	30.2
5	Syed-Abdul et al. (2013)[15]	Misleading health-related information promoted through video-based social media: Anorexia on YouTube	251	16.7
6	Loeb et al. (2019)[16]	Dissemination of Misinformative and Biased Information about Prostate Cancer on YouTube	220	14.7
7	Park et al. (2016)[17]	Tweeting as health communication: Health organizations use of twitter for health promotion and public engagement	174	11.6
8	Guidry et al. (2015)[18]	On pins and needles: How vaccines are portrayed on Pinterest	165	11.0
9	Kumar et al. (2014)[19]	Are video sharing Web sites a useful source of information on hypertension?	136	9.1
10	Li et al. (2021)[20]	Communicating COVID-19 information on TikTok: A content analysis of TikTok videos from official accounts featured in the COVID-19 information hub	127	8.5

Top keywords

Analysis of top author keywords with minimum occurrence of five keywords revealed that social media is the dominant theme, appearing in 21.4% of the total 1,333 keywords. Among specific platforms, X (5.3%) and YouTube (4.7%) are the most frequently studied, followed by Facebook (2.9%) and Instagram (2.4%). The presence of Covid-19 (3.2%) and misinformation (1.7%). Additionally, health communication (2.8%) and content analysis (2.0%).

Co-occurrence analysis of author's keywords

The co-occurrence analysis of author keywords reveals that "social media" is the central theme, with platform-specific focuses on YouTube, Instagram, and X. Key areas of interest include health communication, content analysis, and engagement. Five distinct research areas were identified (Figure 3): public health promotion and community engagement (e.g., mental health and adolescents), misinformation and content quality (e.g., vaccine hesitancy), medical education and health literacy, broader educational themes (e.g., surgical education), and pandemic-related topics like COVID-19.

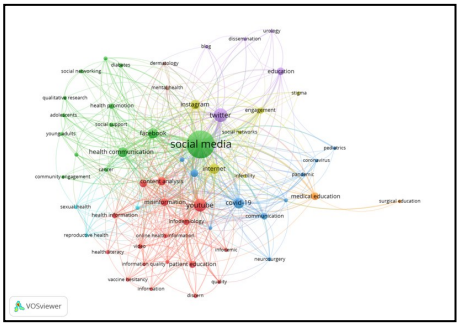

Figure 3. Network visualisation of the author's keywords. The size of the label and the node of an item is determined by the weight of the item. The colour of an item is determined by the cluster to which the item belongs. Lines between items represent co-occurrence links between terms. Link strength indicates the number of publications in which two terms occur together. Source: VOSviewer

Co-occurrence analysis of terms based on title and abstract

The co-occurrence analysis of terms in titles and abstracts in Figure 4 highlights two main thematic clusters. The red cluster focuses on community engagement, communication strategies, and platform-specific activities, with key terms such as community, communication, post, and platform names. The green cluster emphasises content evaluation, engagement metrics, and content quality, featuring terms such as video, quality, and reliability.

Strong interconnections exist between the clusters through terms like patient and source. Key themes include platform-specific studies, audience engagement, content credibility, and educational applications.

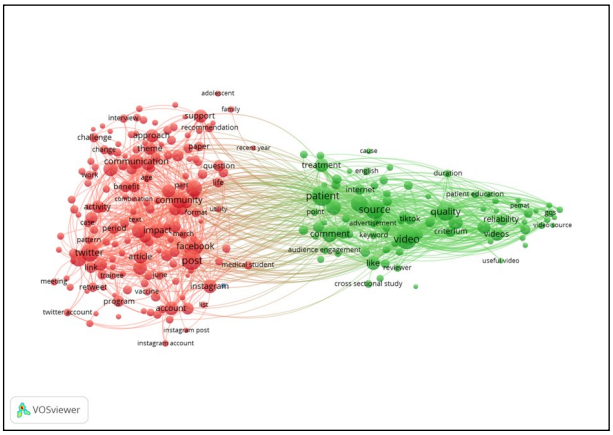

Figure 4. Network visualisation of a term co-occurrence network based on title and abstract fields. The size of the label and the node of an item is determined by the weight of the item. The colour of an item is determined by the cluster to which the item belongs. Lines between items represent co-occurrence links between terms. Link strength indicates the number of publications in which two terms occur together. Source: VOSviewer

DISCUSSION

The rise of health influencers in public health communication

Research on health influencers on social media has expanded significantly since 2010, reflecting their growing influence in shaping public perceptions of health. This trend is evident in the increasing number of publications and citations over time, as ascertained in this bibliometric analysis.

Health influencers break traditional communication barriers by delivering accessible and relatable health messages. Through platform-specific engagement strategies, they simplify complex health topics to make them more appealing.[21] A previous bibliometric analysis examined social media marketing tools for healthy eating, but its scope was limited. The present study provides a broader overview of health-related influencer research across social media platforms.[22]

While health influencers contribute to public health advocacy and education, they also inadvertently facilitate the spread of misinformation. Co-occurrence analysis discovered clusters related to medical misinformation,

emphasising concerns about content accuracy.[18,20] A previous bibliometric analysis on medical and health-related misinformation in social media reported significant platform-specific topic preferences, with X, YouTube, and Facebook being the most frequently studied. While our study did not specifically analyse misinformation, we similarly observed concerns being raised on other platforms, including Instagram, highlighting the wider relevance of this issue across social media channels.[23]

Health influencers are increasingly shaping not only public health awareness but also medical education and professional discourse, although algorithm-driven content amplification creates new challenges.[24] Further research is needed to understand how health influencers build credibility, how audiences assess trustworthiness, and how regulatory frameworks can adapt to the rapidly evolving digital landscape.[25]

Trending Topics and Research Hotspots

Research on health influencers has shifted from platform-specific studies, such as X and blogging, to broader investigations into "social media," reflecting the increasing integration of multiple platforms in health communication.[26,27] Co-occurrence analysis identifies two primary thematic clusters: community engagement and communication strategies, and content evaluation, including engagement metrics and quality assessment. These shifts mirror broader trends in the social media landscape, with platforms like TikTok and Instagram becoming prominent for video-based health communication. The emergence of terms such as "misinformation" and "healthcare personnel" post-2020 highlights the COVID-19 pandemic's influence, amplifying concerns about the spread of inaccurate information and the role of medical professionals online. These issues align with prior studies on misinformation trends and influencer engagement strategies.[12,21] Strong links between engagement metrics and content credibility reflect ongoing debates about the reliability and ethical responsibilities of health influencers. Furthermore, changes in platform usage patterns also shape research trends. Twitter's 2023 rebranding to X and the rise of newer platforms such as Threads may have encouraged researchers to adopt more generalised terminology.[28]

Among publication sources, the Journal of Medical Internet Research is the most prolific, followed by the International Journal of Environmental Research and Public Health, BMC Public Health, and World Neurosurgery. This distribution highlights an interdisciplinary approach, encompassing public health, medicine, digital health, and surgical education.[29]

Platforms, Algorithms, Policies, and Content Quality

This bibliometric analysis also highlights TikTok and YouTube as key platforms for digital health communication. Co-occurrence analysis confirms "social media" as the dominant theme, alongside specific platforms such as YouTube, Instagram, and X. For instance, one study examined COVID-19 vaccine misinformation on X, while another explored attitudes toward pregnant fitness influencers on Facebook.[30,31] These studies reflect sustained interest in platform functionality and content credibility.

TikTok and Instagram employ education-entertainment strategies, making health content accessible, particularly to younger audiences.[32] However, this accessibility raises concerns about misinformation, as engagement-driven algorithms prioritise viral content over accuracy. Research on ophthalmology-related TikTok videos revealed significant portions of misleading content, potentially influencing patient decisions.[33] This analysis may under-represent algorithm-focused studies because it was limited to Scopus-indexed publications.

Algorithmic biases also shape content visibility, amplifying certain health messages while suppressing others, particularly less mainstream or evidence-based perspectives.[34] During global crises such as COVID-19, misinformation often gained greater traction than credible sources.[35] Platform policies and algorithmic biases can also marginalise health influencers presenting alternative viewpoints.[36] Addressing these disparities requires greater collaboration between healthcare professionals and health influencers to promote evidence -based content while countering misinformation.[37,38]

Global Contributions and Research Collaboration

This analysis found that the USA dominates research on health influencers, benefiting from strong academic infrastructure and funding.[39] However, its relatively low international collaboration suggests a domestically focused research agenda echoing previous bibliometric studies that identified Anglocentric dominance and domestic preference in medical publishing.[40] In contrast, countries such as the UK and Germany demonstrate higher cross-border partnerships, facilitating knowledge exchange. Our findings are also consistent with earlier bibliometric analyses showing that while the USA leads in publications and citations, institutional collaboration networks are gradually expanding from high-income to emerging market countries.[41] In our dataset, emerging regions such as Turkey, Malaysia, and China show increasing contributions, though limited engagement from low- and middle-income countries overall raises concerns about inclusivity.[25,42] Expanding global collaboration and encouraging participation from underrepresented regions would provide valuable insights into diverse socio-cultural perspectives on health communication, thereby enhancing the diversity and applicability of the field.[43]

CONCLUSION

This bibliometric analysis (2010–2024) highlights the growing role of health influencers on social media in shaping public health narratives, with platforms such as Instagram, YouTube, and TikTok being central to this trend. While research output is led by the USA and Canada, global participation is increasing, though low- and middle-income countries remain underrepresented. Social media is a powerful tool for disseminating health information, but challenges around content accuracy and misinformation persist. The findings emphasise the importance of collaboration between healthcare professionals and health influencers to ensure evidence-based, credible content, particularly in sensitive domains such as mental health and cosmetic surgery, where ethical considerations are paramount.

For policymakers, these insights highlight the need for regulatory frameworks that safeguard against misinformation while supporting the creation of reliable, engaging health content. For practitioners and health communicators, the results highlight opportunities to harness influencer-driven platforms for health promotion, provided that content is both scientifically accurate and culturally appropriate.

Limitations of this study include the restriction to Scopus -indexed, English-language publications and the use of simplified thematic categorisation, which may overlook relevant work published in other languages, indexed in different databases, or addressing more nuanced subthemes. Future research should expand coverage to additional platforms and databases, examine the behavioural impact of influencer-led health communication, and further investigate mechanisms to promote evidence-based and ethical content creation.

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