

FOR RELEASE OCTOBER 7, 2026

What Do Health and Wellness Influencers Post About?

Health and wellness content on social media focuses heavily on how to look and feel better; medical topics are less common

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RECOMMENDED CITATION

Pew Research Center, October 2026, "What Do Health and Wellness Influencers Post About?"

About this research

This study looks at the content posted by **health and wellness influencers** – individuals with large audiences online who provide information about health and wellness, largely on social media. It builds on [our previous study](#) of who these influencers are and how U.S. adults engage with their content. It includes an analysis of the topics these influencers discuss, how often their posts include promotions, and how they present their expertise and experiences in social media posts.

Why did we do this?

Medical professionals remain the [most common source of health information](#) among U.S. adults. But many get information about their health from sources outside of the doctor's office, including social media. We conducted this study to better understand what the public might encounter when they get health and wellness information on social media, including how health and wellness influencers discuss a variety of topics there.

How did we do this?

This report is based on an analysis of social media posts published by 6,334 health and wellness influencers. We collected 535,512 Instagram, TikTok and YouTube posts published by these influencers from Feb. 1 to April 30, 2026. Then, we analyzed the audio, video and captions of these posts to better understand what these influencers discuss online.

We identified multiple health and wellness topics and grouped those topics into two broader categories:

Healthy living: This category includes posts that mention fitness, tips for building healthy habits, nutrition, improving physical appearance, medications or supplements that can be taken without consulting a medical professional, and how to live longer.

Medical issues: This category includes posts that mention medical conditions, treatments or medications that must be performed or prescribed by a medical professional, personal experiences with a disease or the healthcare system, mental health, or men's or women's health.

For more information about the sample of health and wellness influencers and how we identified them, refer to the [methodology of our first report](#). For more details about how we collected social media posts and analyzed the content of these posts, refer to the [methodology](#) of this report.

What Do Health and Wellness Influencers Post About?

Health and wellness content on social media focuses heavily on how to look and feel better; medical topics are less common

Influencers are an important part of how Americans [understand their own health and lifestyle](#). But what information are health and wellness influencers sharing with their audiences?

To examine this question, Pew Research Center collected and analyzed more than half a million social media posts from more than 6,000 health and wellness influencers from February to April 2026.

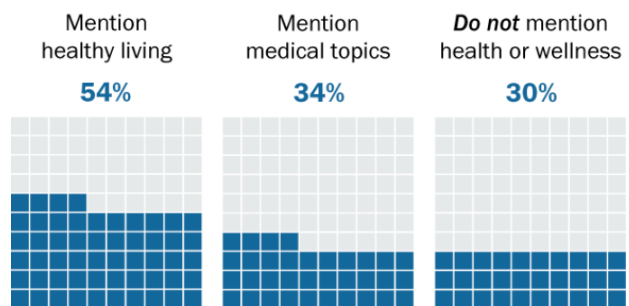
Here are some of our key findings about what Americans might be hearing from health and wellness influencers on social media:

These influencers are more likely to post tips for healthy living than to discuss medical conditions or treatments. Just over half of these posts talk about healthy living, especially topics like fitness, nutrition and developing good health habits. About a third discuss medical topics.

Product pitches and promotions are widespread. Some 38% of the posts we looked at contain a brand sponsorship or other appeal to use a product or service. Nearly every health and wellness influencer does this at least occasionally. Around a third of them include these appeals in a majority of their posts.

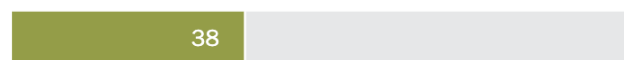
Health and wellness influencers post more frequently about healthy living than medical topics ...

% of posts from health/wellness influencers that ...



... and promote products or services in more than one-third of posts

% of posts that promote a product, service or subscription



Note: Posts may discuss multiple health and wellness topics. Posts that do not discuss health/wellness could contain promotion. Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

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Influencers frequently touch on topics outside the world of health and wellness.

Around a third of these posts don't discuss health and wellness at all. Instead, they focus on the influencer's personal life or their thoughts on unrelated issues.

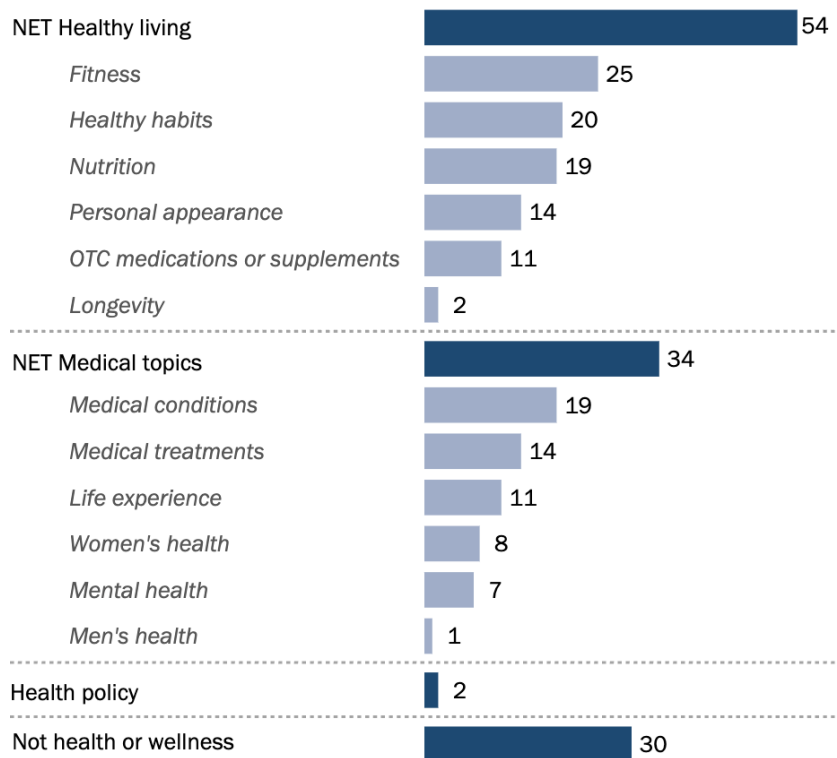
The topics health and wellness influencers talk about

Health and wellness influencers discuss a wide range of topics and issues. But in general, **slightly more than half of these posts talk about everyday tips for living a healthier life.** This includes topics like:

- **Fitness and exercise** (25% of posts mention this): [In our 2025 survey](#), more Americans said they often get fitness information from health and wellness influencers than any other topic.
- **Tips for developing healthy habits**, like sleeping better or regularly wearing sunscreen (20%): Our survey found that [making a health or lifestyle change](#) is a common reason people get wellness information from influencers.
- **Nutrition** (19%): Protein is a common subject in these posts: 42% of them mention protein directly.
- **Ways to improve or maintain physical appearance** as part of an overall focus on health and wellness (14%)

Just over half of posts from health and wellness influencers talk about tips for living a healthier life

% of posts from health/wellness influencers that mention ...



Note: Posts may discuss multiple health and wellness topics.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

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Meanwhile, **one-third of these health and wellness influencer posts discuss medical issues.** This includes topics like:

- Specific **medical conditions** (19% of posts)
- **Treatments or interventions that require a prescription or the assistance of a medical professional** (14%)
- **Personal life experiences** with a condition, a treatment or with the broader healthcare system (11%)

There is also a great deal of overlap between these topics.

Some 45% of these posts mention multiple topics; for example, a post could discuss both healthy habits and nutrition or medical conditions and appearance. And 19% of them mention both a medical topic and a topic related to healthy living.

Additionally, 30% of these posts talk about **topics other than health and wellness.** This might include the influencers' personal life, their day-to-day activities or any other subject that doesn't relate directly to health or wellness. Virtually every influencer – 89% of them – posted at least one such post during the time period we looked at.

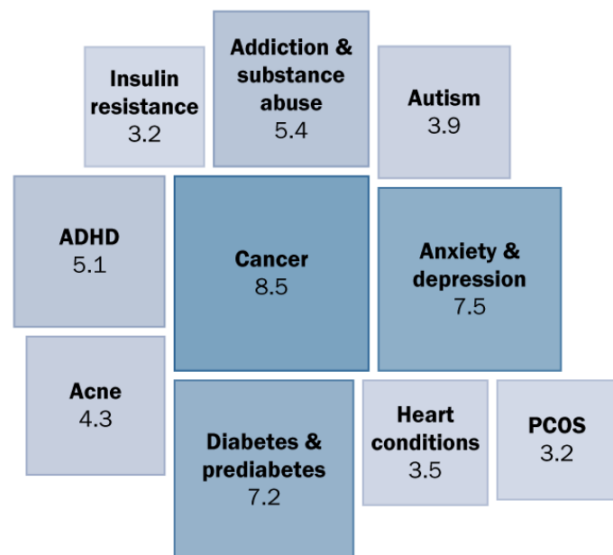
Which medical conditions do influencers post about?

Around one-in-five of these posts mention a medical condition, often in the context of a person's own experience with that condition or the medical system.

For each post mentioning this topic, we looked more closely at its content to see what specific conditions it discussed.

Cancer and mental health among most common medical conditions health and wellness influencers discuss

Among posts from health/wellness influencers mentioning a medical condition, % that discuss ...



Note: Posts may discuss multiple medical conditions.
Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.
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Cancer is one of the most discussed medical conditions: 8.5% of posts about medical conditions mention some type of cancer. Diabetes, anxiety and depression, substance abuse, and ADHD are each mentioned in 5% or more of these posts.

A majority of influencers have a go-to topic

Each influencer makes choices about what to post about, and many talk about a wide range of topics. But around six-in-ten influencers return to one topic more than any other.¹ This is especially common for topics like fitness (25% of influencers post about this substantially more than any other topic) and nutrition (10%). And 5% of influencers make mental health the main focus of their posts.

Other topics come up regularly but are rarely the primary focus of any given influencer. For example, 19% of all the posts we looked at mention a medical condition. But just 4% of influencers post about this topic more than any other.

Certain topics regularly go together

In addition to looking at whether these influencers have a single topic that they post about much more than others, we also looked at their two most-mentioned topics – regardless of how big the difference between them is.

This analysis highlights combinations that make up the bread and butter of these influencers' content. Some 17% of health and wellness influencers post frequently about both fitness and tips for building healthy habits. In other words, these influencers' content goes beyond one-off workouts and encourages their audiences to develop long-lasting habits or routines. Nutrition is also a common pairing with content about healthy habits: 8% of influencers post about these two topics the most.

Other pairings are less intuitive, like the fact that 7% of these influencers most frequently post about ways to improve physical appearance and treatments requiring the involvement of a medical professional. Some accounts in our sample are plastic surgeons and other cosmetic medical professionals who discuss medical treatments to improve appearance, such as liposuction or face-lifts.

¹ Each influencer was assigned a primary topic if their most commonly posted topic was mentioned in at least 30% more posts than their second most common topic. For more information, refer to the [methodology](#).

Promotion of products and services

Promotion of products and services – whether [directly disclosed as a sponsorship or not](#) – is widespread in the posts we examined.

Some 38% of these posts – and nearly half of those that directly discuss health and wellness topics – **disclose a sponsorship or encourage their audiences to use a product, service or subscription.**²

These promotional appeals appear in many different types of posts. But they are especially common in posts that mention topics like:

- Non-prescription medications and supplements (66%)
- Men’s health (56%)
- Improving or maintaining physical appearance (56%)
- Nutrition (52%)
- Longevity (52%)

How often do influencers promote products or services?

This practice isn’t limited to a few health and wellness influencers: 92% of them include promotions in their feeds at least occasionally. And around a third do so in half or more of their posts.

Influencers with certain backgrounds are more likely to include promotions in their posts. This includes dietitians and nutritionists; complementary, alternative, and integrative health professionals; authors; business owners; and coaches. By contrast, influencers who describe themselves as activists or athletes include promotions in a smaller share of their posts.

A third of health and wellness influencers promote a product or service in a majority of their posts

% of influencers who promote a product, service or subscription in ___ of their posts



Note: Posts that contain a promotion include those that recommend both paid and free products and services.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

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² These promotions included both those that recommended a paid product or service and those that recommended free products or services, such as nutrition or workout guides.

References to health harms, outside sources of expertise

Our previous research has found that [around a quarter](#) of Americans who get information from health and wellness influencers say this content makes them feel more worried about their overall health. We wanted to find out whether this content frequently warns of specific health harms, like risks from certain health practices or the perceived dangers of different drugs and treatments.

And in an environment where influencers' own backgrounds and experiences serve as their credibility, we also wanted to know how often they cite outside sources to back up their claims – whether that source is a peer reviewed study or a more general appeal to science.

Across all the posts we examined:

- **11% warn about a direct health harm.**
- **9% refer to an outside source while making a health claim.**

Posts that do one of these things frequently do the other: Around four-in-ten posts that cite an outside source also warn of a health harm.

Whether a post cites a source or warns of a harm also can depend on what else is discussed in the post. For instance, half of posts that mention health policy cite an outside source of expertise, and 46% warn of a specific health harm. But these topics are quite rare in posts that mention non-medical topics, like fitness.

Which Health and Wellness Influencers Talk About Medical Topics? Mostly Healthcare Professionals

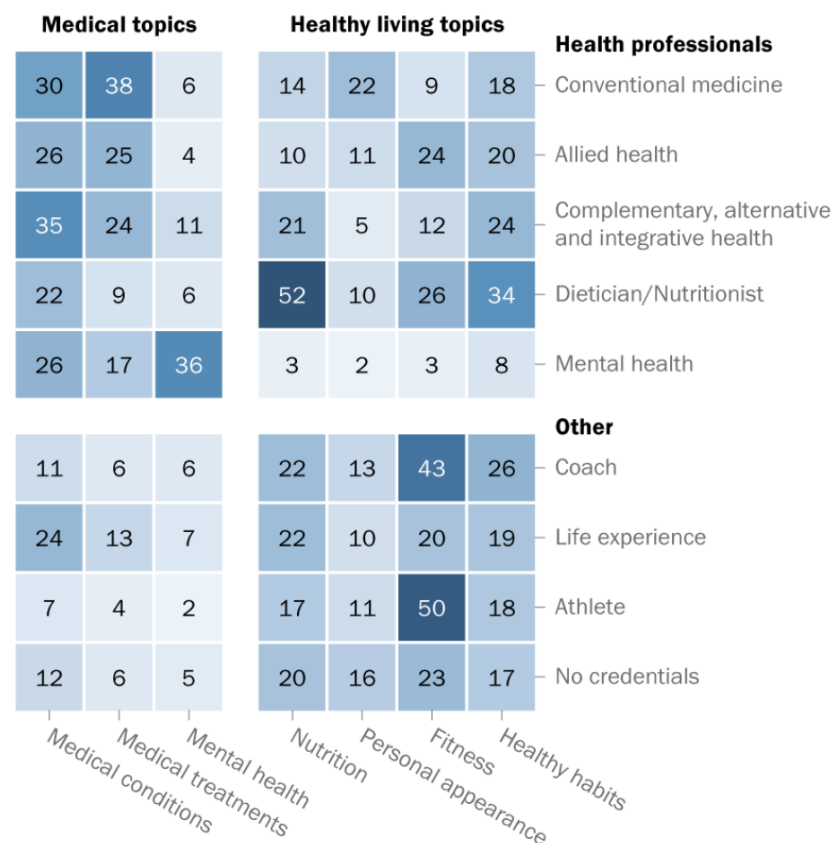
Social media offer a source of health information for many Americans, and healthcare professionals have raised concerns about non-experts spreading inaccurate or harmful medical advice online. But a Pew Research Center analysis of more than a half million social media posts from more than 6,000 health and wellness influencers from February to April 2026 finds that **when it comes to medical topics, the influencers posting about them most often are healthcare professionals.**

Influencers who describe themselves as healthcare professionals tend to post much more often about topics like medical conditions, mental health or treatments requiring the supervision of a doctor. These topics are much rarer in the feeds of health and wellness influencers who do not claim a medical credential or background.

Similarly, posts about nutrition most often come from self-described nutritionists while those about mental health are most prevalent in the feeds of those who cite a background in the field. And athletes and coaches tend to gravitate toward posts about fitness.

Influencers who aren't health professionals rarely discuss medical topics like conditions, treatments

Among health/wellness influencers who say they have each background, % of posts that mention each topic



Note: Posts may discuss multiple health and wellness topics. Some topics and professions analyzed in this study are not shown.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

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Influencers who primarily point to their life history in their bios often share their own experiences with a medical condition. This group posts about medical conditions at about the same rate as conventional medical professionals.

On the other hand, influencers who don't describe an area of expertise tend to shy away from medical topics – but don't avoid them entirely. Some 16% of health and wellness influencers do not describe any particular [background or expertise](#) in their site bios. For the most part, these influencers tend to focus on topics like nutrition, fitness or improving physical appearance. But around one-in-ten of their posts talk about medical conditions.

Some topics are more widespread. For instance, developing and maintaining healthy wellness habits is a mainstay in the feeds of influencers from a variety of backgrounds.

Which influencers warn of health harms and cite outside sources?

Our analysis found that 11% of posts from health and wellness influencers warn of specific health harms, while 9% cite outside sources in their posts while making a health claim. Influencers who describe themselves as researchers are far and away the most likely to cite outside sources, doing so in 30% of their posts.

Other groups that mention direct health harms in a relatively large share of their posts include those who describe themselves as:

- Complementary, integrative and alternative health professionals (22%)
- Researchers (21%)
- Conventional medical professionals (20%)

These topics are less prevalent in the feeds of influencers who don't list any credentials or who describe themselves as coaches or athletes. Both these topics appear in 7% or fewer of posts from these groups.

How these influencers discuss men's and women's health

For the most part, similar shares of men and women discuss the topics we measured in at least one post. But there are notable differences in the shares of each group who discuss men's and women's health specifically.

Women are nearly twice as likely as men to ever discuss women's health in their posts, while roughly three times as many men as women ever mention men's health.

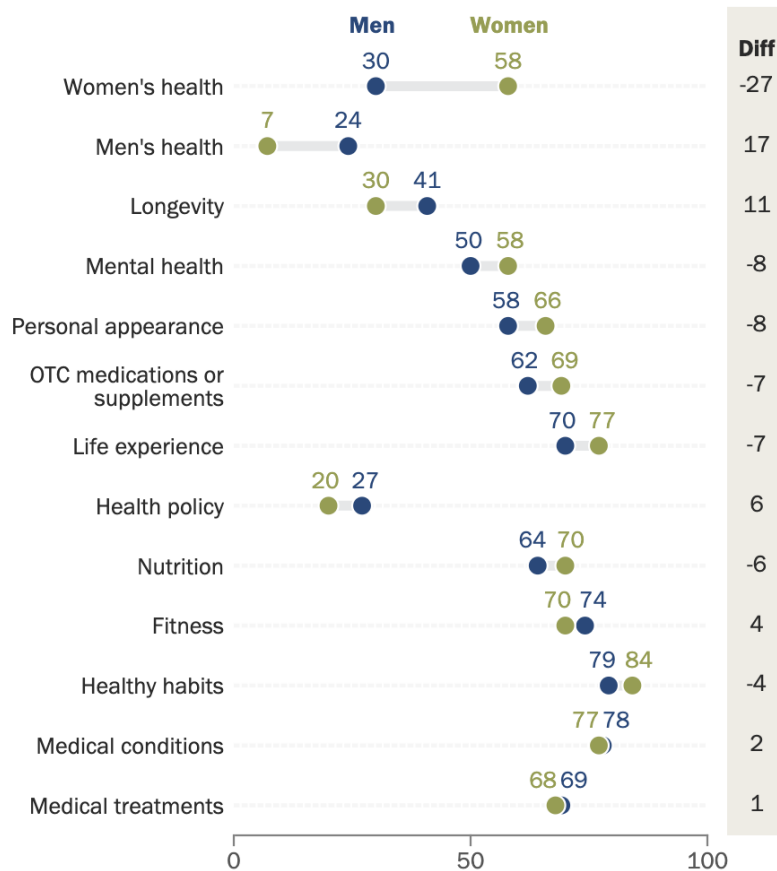
And notably, **among influencers who are men, a larger share discusses women's health (30%) than men's health (24%).**

Menopause and perimenopause are common themes in posts about women's health and from influencers who are women. About one-in-five posts that mention women's health also include some discussion of menopause.

Outside of these two topics, larger shares of men ever discuss longevity and life extension (41% of men vs. 30% of women). And a somewhat larger share of women ever discuss mental health (58% vs. 50%) or improving physical appearance (66% vs. 58%).

Gendered health topics are the primary place where men and women influencers diverge

% of health/wellness influencers who are men/women who ever post about ...



Note: Posts may discuss multiple health and wellness topics.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers in February – April 2026.

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Acknowledgments

This report is made possible by The Pew Charitable Trusts. It is a collaborative effort based on the input and analysis of the following individuals. Find related reports online at [pewresearch.org](https://www.pewresearch.org).

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Methodology

This report explores the posting activity and topics discussed by health and wellness influencers on social media. It is based on an analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 influencers from Feb. 1 to April 30, 2026. These influencers were first identified in our [initial study](#) of health and wellness influencers. Refer to that report for more information on key characteristics of those influencers and their audiences.

Health and wellness influencer post analysis

In this report, **health and wellness influencers** are defined as people (not organizations or brands) who regularly post health and wellness information on Instagram, TikTok or YouTube. To be included in this analysis, they must have at least 100,000 followers on one of those three social media sites, primarily discuss this content in English, address a U.S. audience, and have published posts related to health and wellness during the study period.

The sample of health and wellness influencers used in this analysis were identified through a combination of targeted health and wellness keyword searches and site auditing. For more information about the influencer sample and how it was constructed, refer to [the methodology of our first report](#).

Post collection by platform

To better understand what health and wellness topics these influencers discussed online, we collected three months of social media activity for each account in our sample.

In the first report, we identified 6,828 health and wellness influencers with 35,325 accounts across Instagram, TikTok and YouTube. For this follow-up report, we collected posts published on each of these accounts from Feb. 1 to April 30, 2026, using the [Modash Raw API](#), which provides real-time data from public social media profiles. For Instagram and TikTok, post content data such as the caption, images, audio and audience engagement metrics was also collected with the Modash API. Meanwhile, YouTube post metadata such as video descriptions and publication dates were collected with the [YouTube Data API](#) and post audio data was collected with the open-source [yt-dlp package](#). We collected only the audio data of YouTube videos; for Instagram and TikTok posts we collected the full audio, video and image data. Posts from all sites were collected in May 2026.

Following post data collection, we performed a variety of data quality checks and decided to exclude a total of 494 influencers from the final analysis for one or more of the following reasons:

- **Missing accounts or no available posts:** 322 influencers had no available posts or no longer had accessible accounts during the post collection period. These influencer accounts may have been inactive, deleted or made private since our influencer identification process took place in fall 2025.
- **Unanalyzable posts:** Of the posts we initially collected, 6,280 could not be analyzed because they either did not have any text (no caption, image text, or audio with identifiable human speech) or because of parsing errors during the classification process. We excluded 11 influencers because none of their posts during this period contained usable content.
- **No health or wellness content:** 161 influencers published posts that we were able to collect and analyze but did not publish any posts related to health and wellness topics during the three-month study period, based on the results of our [post content analysis process](#).

After removing these accounts, we were left with a final list of 6,334 health and wellness influencers. (This includes 93% of the influencers studied in the first report.) The analysis in this report is based on the resulting set of 535,512 posts that were collected from these 6,334 influencers across the three sites during the study period. This includes 304,562 Instagram posts, 212,273 TikTok posts and 18,677 YouTube posts.

Post transcription and optical character recognition

After collecting the videos using the process described above, we extracted text from all relevant video, image or audio content.

For posts with audio data, we first used the pretrained [YAMNet AudioSet model](#) to identify segments of the audio that contained human speech. We then transcribed the spoken words into text using OpenAI's [GPT-4o Transcribe Diarize automatic speech recognition model](#). For YouTube videos, audio transcription is limited to the first five minutes of each video.

For Instagram and TikTok posts with video or image data, we conducted optical character recognition (OCR) analysis on post images. To analyze on-screen text in videos, individual images were extracted for analysis at a rate of one frame for every two seconds of video (0.5 frames per second). After cleaning the image set by removing frames that were visually identical, on-screen text was detected from images using the open-source [EasyOCR package and its defaults](#). OCR analysis was not conducted on YouTube videos.

In many Instagram and TikTok images and videos, on-screen text identified in the OCR analysis was very similar to the audio transcription (for example, when a video had closed captioning) or

included irrelevant text from the background. We used OpenAI’s [GPT-4o Mini model](#) to remove these types of text from the final analysis. Refer to the OCR prompt for the full instructions provided to the model for cleanup of [raw image OCR](#) and [raw video OCR with audio transcription](#).

Post content analysis

After the data collection, audio transcription and image analysis steps outlined above, we analyzed each post to learn more about which health and wellness topics these influencers discussed and how they discuss them.

Topics

The posts in our dataset cover a wide-ranging landscape of health and wellness topics. After several rounds of qualitative review of a sample of posts, we identified 13 key topics that are frequently mentioned: personal appearance, fitness, healthy habits, mental health, medical conditions, men’s health, women’s health, professional medical treatments, non-prescription medications and supplements, life experience with a medical condition or within the healthcare system, nutrition, longevity, and health policy. Detailed definitions for each of these topics, along with other categories that we measured, are available in the [GPT-5.4 Mini classification prompt](#) that we used to analyze posts.

In addition to these key topics, we also identified posts that were *not* related to health and wellness. This category included posts that did not mention any of the 13 topics in a health and wellness context.

With the exception of the non-wellness category, the topic labels were not mutually exclusive. For example, a post could be labeled as both fitness and nutrition if both topics are discussed in the post.

For posts that discuss a medical condition, we further recorded the specific medical condition mentioned in the post.

Other categories

In addition to the topic categorization outlined above, we measured three other key features of the posts: health warnings, references to outside health sources, and promotions.

The “health warnings” label used in this analysis was applied to posts that warn that a health practice causes a specific harm to physical or mental health. The definition of this label is limited to warnings of health harms that are direct and explicit; it does not include all discussions of

health advice or negative health outcomes. For example, posts about medical conditions may discuss symptoms without directly warning about a health harm.

When identifying references to outside health sources, we included any posts that cite or refer to an outside source of information, such as an expert, government agency, research findings or medical institutional guidance. Importantly, we did not verify the accuracy or validity of these references. This metric indicates the rhetorical strategies used in the post and is *not* an indicator of factuality or science-based claims.

Our measurement of promotions was designed to be broad to capture the wide range of promotions – with varying levels of disclosure – that are found in social media posts. In our analysis, promotion includes not only posts that explicitly mention a sponsorship or brand partnership, but also any posts that contain a suggestion to buy a product or subscribe to a service. For posts that included a promotion, we further recorded what product, subscription or service was promoted in the post. Although this definition captures a variety of ways promotions appear in posts, it likely does not apply to subtle forms of promotion and undisclosed sponsorships.

Posts that did not fall into any of the health and wellness topic categories were not analyzed for health warnings or references to outside health sources. However, we checked all posts for promotions, regardless of whether they mentioned any health and wellness topics.

Inter-rater reliability

To check the validity of the post label definitions, two members of the research team labeled a random sample of 250 posts from our dataset. For each post, the coders reviewed all post text including the post caption, audio transcript, and OCR text, if available. Coders assigned labels from the list of 13 health and

Post label inter-rater reliability scores

Agreement between human coders on a validation set of health and wellness influencer posts

Post label	Agreement	Cohen's kappa
All topics (weighted mean)	95%	0.765
Appearance	94%	0.601
Fitness	96%	0.913
Health policy	99%	0.853
Healthy habits	88%	0.607
Life experience	93%	0.627
Longevity	98%	0.688
Medical condition	94%	0.817
Men's health	100%	1.000
Mental health	93%	0.600
OTC medications and supplements	92%	0.655
Nutrition	94%	0.800
Professional medical treatment	95%	0.801
Women's health	98%	0.900
None	94%	0.855
Promotion	92%	0.832
Health warning	94%	0.741
Cites health sources	97%	0.834

Note: Metrics based on annotations by two human coders on a random sample of 250 health and wellness influencer posts. "What Do Health and Wellness Influencers Post About?"

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wellness topics and the three additional features outlined above (health warnings, references to outside health sources, and promotions).

Overall, the two coders reached 88% agreement or above and Cohen's kappa of 0.6 or above across all post labels. All instances of disagreement between coders were discussed between members of the research team and resolved by group consensus.

To build a larger ground truth dataset for model validation, one coder labeled an additional random sample of 350 health and wellness influencer posts, resulting in a final validation set of 600 posts. Posts in the validation dataset were sampled randomly by platform such that there was an equal number of posts from Instagram, TikTok and YouTube.

Post classifier performance metrics

GPT-5.4 Mini classifier performance on a validation set of health and wellness influencer posts

Post label	F1 score	Precision	Recall	Accuracy
All topics (weighted mean)	0.818	0.803	0.844	93%
Appearance	0.765	0.679	0.877	94%
Fitness	0.904	0.936	0.875	94%
Health policy	0.600	0.667	0.545	99%
Healthy habits	0.651	0.582	0.739	85%
Life experience	0.633	0.526	0.794	90%
Longevity	0.636	0.636	0.636	97%
Medical condition	0.793	0.704	0.907	91%
Men's health	0.947	0.900	1.000	99.8%
Mental health	0.753	0.745	0.761	96%
OTC medications and supplements	0.762	0.683	0.862	94%
Nutrition	0.864	0.941	0.799	94%
Professional medical treatment	0.807	0.83	0.785	94%
Women's health	0.818	0.726	0.938	97%
None	0.854	0.886	0.825	93%
Promotion	0.919	0.916	0.922	91%
Health warning	0.676	0.653	0.700	92%
Cites health sources	0.808	0.728	0.908	95%

Note: Classification was conducted with GPT-5.4 Mini reasoning effort set to "medium." "What Do Health and Wellness Influencers Post About?"

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Classification performance

Next, all posts in our health and wellness influencer post dataset were labeled with [OpenAI's GPT-5.4 Mini model](#). For each post, we prompted the model with a detailed codebook with definitions for our 13 topic labels and three additional post features. The prompt included instructions for coding along with all post data, including the post caption, audio transcript and OCR text of the post, if available. Refer to the [post classification prompt](#) and [JSON output schema](#) for more information about model input and the post label definitions.

Based on the human-annotated validation dataset, the model achieved F1 scores of 0.6 or above on all post labels.

Keyword and medical conditions analysis

Along with categorizing the posts into the topical framework discussed above, we conducted some additional analyses of key terms or issues. These include:

Guided keyword analysis: The research team looked for a handful of editorially interesting terms using direct keyword searches. These searches used regular expressions to look for key term matches in all post content, including post captions, transcribed audio and on-screen OCR results. Specifically, this report includes the share of posts that mention menopause (which includes any matches to the terms “menopause,” “perimenopause,” “postmenopause,” or “menopausal”) or protein (which includes the terms “protein” or “proteins”).

Examining the “medical conditions” category: For each post in our sample that mentions a medical condition, we prompted GPT-5.4 Mini to further identify the specific medical condition(s) that are mentioned in the post. Researchers reviewed the top 200 most common medical conditions and combined the results into groups of closely related conditions. For example, the “cancer” medical condition includes all posts that discuss any type of cancer, such as breast cancer or skin cancer. Similarly, the “addiction and substance abuse” group includes any post that discussed medical conditions connected to substances, addiction, alcoholism or sobriety.

Influencer characteristics

Health and wellness influencer characteristics, including profession and gender, were identified using the characteristics classification process outlined in the [first report methodology](#). In line with the first report, follower count was calculated based on each influencer’s most-followed account. Although the influencer sample in this report is a subset of the influencers identified in the first report (6,334 of 6,828), the topline shares of influencer gender and profession are nearly identical between the two samples.

Each influencer was assigned a primary topic if their most commonly posted topic was mentioned in at least 30% more posts than their second most common topic. In cases where the gap between the first and second most common topic was less than 30%, the influencer’s primary topic was coded as “multiple” to reflect that no single topic dominates that influencer’s posts.

Appendix A: Detailed Tables

Topic frequency among health and wellness influencers

Topic	Percent of posts	Percent of influencers who ever post about ...
Fitness	25	71
Healthy habits	20	82
Nutrition	19	68
Medical conditions	19	77
Medical treatments	14	68
Personal appearance	14	63
Life experience	11	75
OTC medications or supplements	11	66
Women's health	8	48
Mental health	7	56
Longevity	2	33
Health policy	2	23
Men's health	1	13
Not health or wellness	30	89

Note: Posts may discuss multiple health and wellness topics.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

"What Do Health and Wellness Influencers Post About?"

PEW RESEARCH CENTER

Frequency of promotions, warnings and citations from health and wellness influencers

Topic	Percent of posts	Percent of influencers
		who have ever included each in their posts
Promotion	38	92
Health warning	11	66
Health source citation	9	60

Note: Posts that contain a promotion include those that recommend both paid and free products and services. Posts with a health warning contain claims that a specific health practice will cause a direct harm to physical or mental health. Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

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Influencers' go-to topics

% of influencers who talk about each topic more than any other

Topic	Percent
Multiple topics	39
Fitness	25
Nutrition	10
Mental health	5
Personal appearance	5
Medical conditions	4
Medical treatments	4
OTC medications or supplements	3
Healthy habits	2
Women's health	2
Life experience	1
Health policy	1
Longevity	<1
Men's health	<1
No topics	<1

Note: A topic was determined to be an influencer's primary or go-to topic if they discussed it in 30% more posts than any other topic. Posts may discuss multiple health and wellness topics.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

"What Do Health and Wellness Influencers Post About?"

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Influencers' top 2 topics

% of influencers whose two most discussed topics are ...

Topic pair	Percent
Fitness, Healthy habits	17
Healthy habits, Nutrition	8
Personal appearance, Medical treatments	7
Personal appearance, Fitness	7
Life experience, Medical conditions	6
Fitness, Nutrition	5
Medical conditions, Medical treatments	4
Medical conditions, Mental health	3
Personal appearance, OTC medications or supplements	3
Life experience, Women's health	2
Life experience, Medical treatments	2
Healthy habits, Mental health	2
OTC medications or supplements, Nutrition	2
Medical conditions, Nutrition	2
Medical conditions, OTC medications or supplements	2
Healthy habits, Medical conditions	2
Fitness, Life experience	2
Fitness, OTC medications or supplements	2

Note: A post may discuss multiple health and wellness topics. Pairs representing less than 2% of influencers are not shown.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

"What Do Health and Wellness Influencers Post About?"

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Frequency of product or service promotions, by post topic

% of posts that mention each topic that also promote a product or service

Topic	Percent
All posts	38
OTC medications or supplements	66
Men's health	56
Personal appearance	56
Nutrition	52
Longevity	52
Healthy habits	50
Women's health	47
Fitness	45
Medical conditions	45
Mental health	44
Medical treatments	43
Life experience	38
Health policy	29
Not health or wellness	21

Note: A post may discuss multiple health and wellness topics. Posts that contain a promotion include those that recommend both paid and free products and services.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

"What Do Health and Wellness Influencers Post About?"

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Frequency of product or service promotions, by influencer background

*Among health/wellness influencers who say they are a(n) ____,
% who promote a product or service in a majority of their posts*

Influencer background	Percent
Dietician/Nutritionist	43
Complementary, alternative and integrative health	41
Author	40
Entrepreneur	38
Coach	37
Researcher	35
Allied health	32
Conventional medicine	32
No credentials	30
Mental health	29
Life experience	26
Athlete	25
Activist	19

Note: Posts that contain a promotion include those that recommend both paid and free products and services. Biographic information for health and wellness influencers derived from their social media bios.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

"What Do Health and Wellness Influencers Post About?"

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Frequency of health warnings by topic

% of posts that warn of a specific health harm, by topic

Topic	Percent
All posts	11
Health policy	46
Men's health	38
Medical conditions	31
Longevity	27
Mental health	25
Medical treatments	25
OTC medications or supplements	22
Healthy habits	21
Women's health	20
Nutrition	17
Life experience	15
Personal appearance	10
Fitness	8

Note: A post may discuss multiple health and wellness topics. Posts with a health warning contain claims that a specific health practice will cause a direct harm to physical or mental health.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

"What Do Health and Wellness Influencers Post About?"

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Topic frequency among health and wellness influencers, by influencer background

Among health/wellness influencers who say they are a(n) ____, % of posts that mention ...

Influencer background	Personal appearance	Fitness	Healthy habits	Life experience	Longevity	Medical conditions	Men's health	Mental health
Health professional	15	20	22	11	3	25	1	8
<i>Conventional medicine</i>	22	9	18	12	4	30	2	6
<i>Allied health</i>	11	24	20	14	2	26	0	4
<i>Complementary, alternative and integrative health</i>	5	12	24	13	4	35	2	11
<i>Dietician/Nutritionist</i>	10	26	34	11	3	22	0	6
<i>Mental health</i>	2	3	8	9	1	26	1	36
Coach	13	43	26	8	2	11	1	6
Entrepreneur	14	25	20	11	3	21	1	7
Life experience	10	20	19	23	1	24	1	7
Author	6	13	19	10	5	24	1	12
Athlete	11	50	18	7	2	7	0	2
Activist	4	7	11	24	1	32	0	11
Researcher	9	15	21	9	8	32	3	13
No credentials	16	23	17	10	1	12	1	5

Note: A post may discuss multiple health and wellness topics. Biographic information for health and wellness influencers derived from their social media bios.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

"What Do Health and Wellness Influencers Post About?"

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Topic frequency among health and wellness influencers, by influencer background

Among health/wellness influencers who say they are a(n) ____, % of posts that mention ...

Influencer background	OTC medications or supplements	Not health or wellness	Nutrition	Health policy	Medical treatments	Women's health
Health professional	12	23	20	2	24	11
<i>Conventional medicine</i>	13	21	14	4	38	12
<i>Allied health</i>	13	23	10	2	25	15
<i>Complementary, alternative and integrative health</i>	22	21	21	2	24	11
<i>Dietician/Nutritionist</i>	16	16	52	2	9	14
<i>Mental health</i>	3	45	3	2	17	4
Coach	8	28	22	0	6	7
Entrepreneur	12	27	18	2	19	10
Life experience	9	32	22	1	13	8
Author	11	31	23	3	16	10
Athlete	7	33	17	1	4	3
Activist	10	38	8	6	19	11
Researcher	15	21	21	5	23	11
No credentials	16	35	20	1	6	6

Note: A post may discuss multiple health and wellness topics. Biographic information for health and wellness influencers derived from their social media bios.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

"What Do Health and Wellness Influencers Post About?"

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Frequency of health warnings and external citations in posts from health and wellness influencers, by influencer background

Among health/wellness influencers who say they are a(n) ____, % of posts that ...

Influencer background	Cites health sources	Health warning
Health professional	13	16
<i>Conventional medicine</i>	18	20
<i>Allied health</i>	11	14
<i>Complementary, alternative and integrative health</i>	16	22
<i>Dietician/ Nutritionist</i>	12	14
<i>Mental health</i>	10	12
Coach	5	7
Entrepreneur	11	14
Life experience	6	8
Author	15	15
Athlete	5	5
Activist	10	14
Researcher	30	21
No credentials	5	7

Note: Biographic information for health and wellness influencers derived from their social media bios. Posts with a health warning contain claims that a specific health practice will cause a direct harm to physical or mental health.

Source: Pew Research Center analysis of 535,512 Instagram, TikTok and YouTube posts published by 6,334 health and wellness influencers from February to April 2026.

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