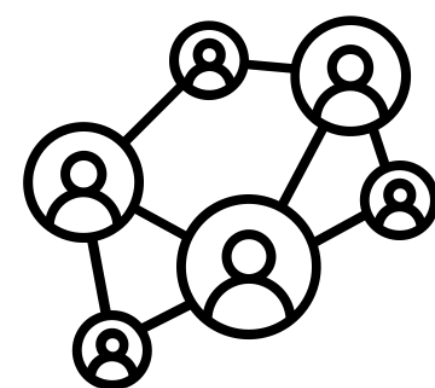


Representations of Equity, Diversity and Inclusion and Autism in the Social Media of Healthcare Organizations

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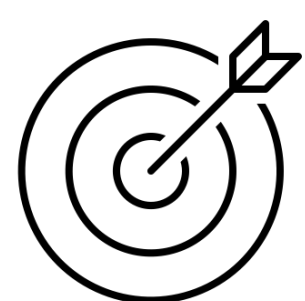
Background

Healthcare organizations use social media (SM) as an important tool to engage diverse communities



However, there is limited research on the contents of their SM posts and how they engage diverse audiences¹

Objective



To discover how healthcare organizations that serve the ASD community are representing equity, diversity, and inclusion (EDI) and autism in their SM

Methods

We adopted an adapted version of conventional content analysis¹



Twitter

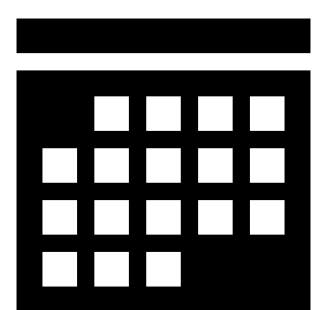


Instagram



YouTube

The SM posts of 7 healthcare organizations were scanned across 3 SM platforms



Posts considered were between January 2020 and June 11, 2021

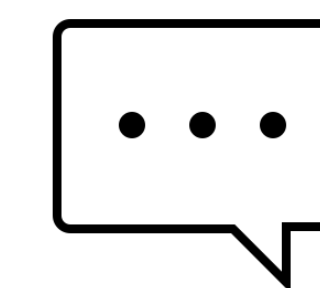
Posts concerning EDI or autism were recorded and analyzed through a health equity lens. A visual analysis² of post images will be conducted.



Healthcare organizations must do more to ensure their social media posts are accessible, engaging clients, and informed by lived experiences in order to advance more inclusive engagement



Findings



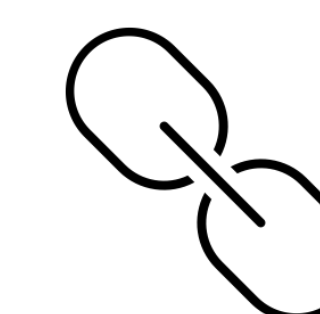
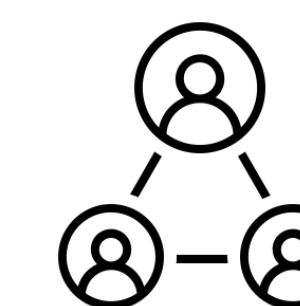
Many SM accounts were inaccessible (e.g., no alt text image descriptions or captions)

Some posts responding to social issues appear to be engaged in performative (or, tokenistic) activism



Many posts do not appear to be informed by the autism community, and at times gloss over divisive issues

Posts are often crafted to engage caregivers and funders, and not those who are living with ASD



There is limited SM content that focuses on the intersection of autism and other aspects of social difference (e.g., race, gender, age)

Conclusions and Next Steps

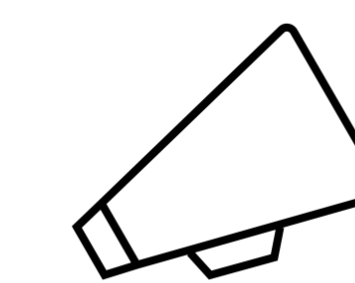
To effectively engage diverse audiences using their SM, healthcare organizations can:



Improve the accessibility of SM posts

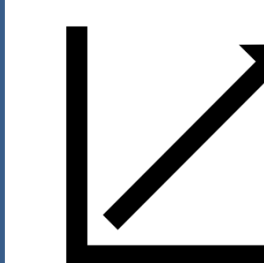


Engage with firsthand experiences of individuals with ASD



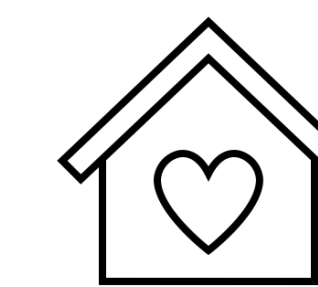
Move beyond tokenism and meaningfully engage with EDI matters

Relevance to Holland Bloorview



Create more accessible SM and support more equitable and intersectional representation of SM

Advance more inclusive SM that engages both caregivers and clients



Thank you to the Ward Family for supporting this research.

References: ¹Pearce, W, et al. (2020). Visual cross-platform analysis: digital methods to research social media images. *Information Communication and Society*, 23(2): 161-180. ²Rose, G. (1996). Teaching visualised geographies: Towards a methodology for the interpretation of visual materials. *Journal of Geography in Higher Education*, 20(3): 281-294.