



**Did you know? Since 2008, the number of people looking for health-related information online has doubled.**

Social media isn't just about cute dog videos and selfies anymore. Increasingly, it is becoming a place for people to learn more about their health; a space to raise vital awareness of different conditions, and to connect with other people experiencing similar things to you. It is particularly popular amongst people with chronic conditions like MS. This poster illustrates how the MS Trust uses social media to inform and engage.

## facebook.com/mstrustuk

Discover practical evidence-based information, videos, top tips, the latest news and research, and blogs about MS, all presented in a way that's informative, engaging and accessible.

**Did you know? Facebook has 30 million UK users per day on mobile alone**



## @ms\_trust



Instagram is the perfect platform to post inspirational content, for example personal stories about life with MS or photos of supporters taking on challenges. We also share easy-to-digest infographics about MS.

**Did you know? 60.4% of all Instagram users are aged between 18 and 24**

## @MSTrust / @MSTrustforHPs

The MS Trust uses twitter to share information on trending topics, raise awareness and interact with the MS community.

**Did you know? There are 13m Twitter users in the UK. 74% say they use the network to get their news**



## Multiple Sclerosis Trust FB group

What helps with spasms? I'm on baclofen currently

Can I please ask if anyone has had numbness of the tongue and fingertips as a symptom please?

Is motion sickness a symptom of MS?

Members share insight and experience about living with MS, making it a great place for peer support. The info team monitor the group and respond directly to enquires, so it's also a safe place to access reliable information.

**Did you know? 16.5% of enquiries come through our Facebook group**

## YouTube youtube.com/mstrust

Watch videos on a range of topics, including disease modifying drugs, symptoms and diagnosis, and see others talk about their experiences of MS.

**Did you know? 6 out of 10 people prefer online video platforms to live TV**

