Amplifying Perspectives: Black Content Creators and Fertility Supplement Discourse on Social Media

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Content Analysis · Poster Presentation

BACKGROUND

TikTok and Instagram have become influential spaces for fertility education and supplement promotion. Despite this growth, little research examines Black creators' representation in this discourse — particularly within communities disproportionately affected by infertility and care barriers.

OBJECTIVE

To assess the visibility, content quality, and audience engagement of Black content creators in the online fertility supplement space, including medical accuracy, risk disclosure, and alignment with ASRM/ACOG guidelines.

METHODS

Content analysis of the top 100 #fertilitysupplements TikTok videos, stratified into Black (n=19) and Non-Black (n=75) creator cohorts (6 excluded for ambiguous identity). Engagement compared via Mann-Whitney U tests; a sensitivity analysis excluded one viral outlier.

Cohort: 19% Black-identified creators, 75% Non-Black (White 56% • Asian 12% • Latina 5%), 6% excluded for ambiguous identity.

RESULTS

Table 1. Engagement Metrics — Black vs. Non-Black Creators

Metric	Median (Black, n=19)	Median (Non-Black, n=75)	U	p
Likes (#)	5,933	6,023	682	0.789
Comments (#)	117	178	639.5	0.505
Shares (#)	309	436	633.5	0.465

Mann-Whitney U test. No significant differences in reach across groups.

Table 2. Sensitivity Analysis (Viral Outlier Excluded)

Metric	Median (Black, n=18)	Median (Non-Black, n=75)	U	p
Likes (#)	5,348	6,023	617.5	0.710
Comments (#)	108.5	178	585.5	0.485
Shares (#)	281.5	436	577.5	0.435

One 889,000-like viral outlier excluded from Black cohort (n=18). Findings remained robust.

Fewer than 25% of videos disclosed health risks or the need for clinical oversight — across all demographic groups.

Medical accuracy tracked with professional credentials, not race — provider-created posts were significantly more accurate.

KEY FINDINGS

19%

of top-performing #fertilitysupplements posts were made by Black-identified creators

N.S.

no significant difference in likes, comments, or shares between Black and Non-Black creators (all p > 0.4)

CONCLUSIONS

- Black creators are underrepresented despite offering unique, community-specific insights that address clear health disparities.
- Audience reach is statistically equitable across racial demographics — platforms distribute and viewers engage with Black and Non-Black creators comparably.
- A pervasive gap remains in medical accuracy and risk disclosure among non-provider creators of all demographics.

CALL TO ACTION

Support and elevate credentialed Black creators. Encourage non-provider creators to cross-reference evidence-based guidelines and disclose clinical risks. Consumers should seek verifiable, evidence-based sources over unvetted social media advocacy.

Support: None.