**Evaluating the role of Chiromo Hospital Group's social media presence in enhancing technology and mental health innovations for community-based care**

**BACKGROUND**

An evaluation of Chiromo Hospital Group's use of social media reveals a significant positive impact on enhancing mental health technology and fostering innovative community-based care models. The initiative has successfully expanded access to mental health information, combated stigma, and streamlined pathways to professional support.

Recognizing the pervasive reach of social media, Chiromo Hospital Group embarked on a deliberate strategy to leverage these platforms to address the significant treatment gap for mental health services. The digital initiative aimed to create a more accessible and responsive mental health ecosystem.

The core objectives of the project were to enhance mental health literacy, combat stigma through initiatives like "Tufunguke" (Let's Open Up), improve access to care through online platforms, foster community-based support, and drive innovation by integrating technology to better understand community needs.

**METHODS**

The evaluation involved a qualitative analysis of social media content and a review of the hospital's official reports. The evaluation yielded overwhelmingly positive results, demonstrating the success of Chiromo Hospital Group's social media strategy.

**RESULTS**

The hospital's social media platforms have amassed a significant following, with high levels of engagement on posts related to mental health awareness, destigmatization, and service accessibility. For instance, the overall reach of its social media platforms for the year 2024 was 524100 with men forming a majority of the population at 55.4%. The overall engagement for the same period was 50500.

The "Tufunguke" initiative has been successful in fostering open dialogue.

The integration of online booking systems has demonstrably lowered the barriers to seeking professional help. The consistent and empathetic messaging on social media has contributed to a more informed and less stigmatizing public conversation around mental health in Kenya. The hospital has also been able to leverage data from its social media interactions to tailor its content and services to be more responsive to community needs.

**CONCLUSION**

In conclusion, Chiromo Hospital Group's strategic use of social media has proven to be a transformative force in the delivery of mental healthcare in Kenya. The project serves as a powerful case study for other healthcare institutions in the region, demonstrating the immense potential of social media in bridging the mental health treatment gap and fostering a culture of mental wellness. The continued integration of digital innovations remains a key pillar of Chiromo's vision for the future of mental healthcare in Africa.