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

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BACKGROUND

Recognizing the pervasive reach of social media, Chiromo Hospital Group, through the Digital Relations Department in 2018, embarked on a deliberate strategy to leverage these platforms to address the significant treatment gap for mental health services. The initiative's primary focus was to promote mental health advocacy through social media and community-based interventions.

The core objectives of the project were to enhance mental health awareness and literacy, combat stigma associated with mental ill health, improve access to care through online platforms, foster community-based support, and drive innovation by integrating technology to understand community health needs.

An evaluation of Chiromo Hospital Group's use of social media may reveal a significant positive impact on enhancing mental health technology and fostering innovative community-based care models.

METHODS

The evaluation involved a retrospective descriptive design which included a qualitative analysis of social media content and a review of the hospital's official reports for the year 2024. The source of data was Chiromo Hospital Group official social media accounts and hospital internal reports for the year 2024.

RESULTS

The hospital's social media platforms have amassed a significant reach, with high levels of engagement on posts related to mental health awareness and literacy, destigmatization, and service accessibility.

The overall reach of its social media platforms for the year 2024 was 629000 with men forming a majority of the population at 55.4%. The overall engagement for the same period was 30308. The table below showcases reach and engagement per platform.

PLATFORM REACH ENGAGEMENT

X	173400 (27.5%)	7100 (23%)
Facebook	155400 (24.7%)	8100 (26.3%)
Instagram	139700 (22.2%)	8700 (28.2%)
Linkedin	89500 (14.2%)	3500 (11.4%)
Tiktok	22000 (3.5%)	808 (2.6%)
Youtube	49000 (7.8%)	2600 (8.4%)
TOTAL	629000	30808

The integration of online booking systems has demonstrably lowered the barriers to seeking professional help. However, we lack specific data on conversion from reach to engagement to referral.

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

Chiromo Hospital Group's strategic use of social media platforms is a transformative force in the delivery of mental healthcare in Kenya. This may serve as a case study for other mental healthcare institutions and providers in the region, demonstrating the immense potential of social media in bridging the mental health treatment gap and fostering a culture of mental wellness. Use of social media as mental health experts may also ensure quality control and regulation are crucial in addressing potential dangers and misinformation in so-

cial media and healthcare. The continued integration of digital innovations remains a key pillar of Chiromo's vision for the future of mental healthcare in Africa.

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