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Oocyte Cryopreservation on TikTok: An analysis of top 50 videos

Introduction

Oocyte cryopreservation is a safe and effective option for individuals looking to preserve their reproductive potential. This procedure is increasingly common among women of reproductive age, with information readily available on popular social media platforms like TikTok.

Objective

To analyze TikTok videos on oocyte cryopreservation, focusing on their creators, content, and audience engagement.

Methods

TikTok was searched for “egg freezing,” and the top 50 results were independently reviewed and analyzed. Collected data included the video source (physician vs. non-physician), along with engagement metrics such as likes, comments, views, shares, and saves. Video content was assessed using the DISCERN questionnaire.

Results

Of the 50 videos analyzed, 13 (26%) were created by physicians, while 37 (74%) were created by non-physicians. Physician-created videos received fewer average views, comments, saves, and shares but garnered more likes compared to those from non-physicians. Overall, physician-produced content scored higher across all DISCERN categories and was rated significantly higher in quality (3.59 vs. 3.14, $p=.038$).

Discussion

TikTok users are more likely to view and engage with non-physician content, largely due to its greater availability. However, physician-produced videos are more educational and of higher quality. This highlights an opportunity for professional societies and IVF clinics to expand their social media presence and share expert insights on oocyte cryopreservation.