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**Abstract**

Social media has a growing impact on healthcare communication, shaping public opinions on health-related topics and acting as the main channel for distributing health information. The goal of this capstone project is to examine the complex link between social media and healthcare communication, emphasizing both the advantages and disadvantages of using it. This study looks at the literature on social media's impact on communication and involvement in healthcare through a thorough literature review and data analysis (Afful-Dadzie et al., 2021b). The results address issues including privacy, disinformation, and professional conduct while highlighting the potential benefits of social media in supporting patient-provider contact and improving public health outcomes. Drawing on these observations, suggestions are made for policy modifications, administrative procedures, stakeholder involvement, and public behavior campaigns aimed at optimizing social media advantages while reducing related hazards. The ultimate objective of this project is to improve public health outcomes and patient care by advancing ways of using social media in healthcare communication (Mendoza-Herrera, Valero-Morales, Granados, Reyes-Morales, Arce-Amare, et al., 2020).

**References**

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