Analysing the reach and engagement of cancer-related educational posts on instagram: Insights from NCSM's 2024 educational posts

Nur Athirah Syazwani Mohd Hasri[1], Aisyahasannah Sulaiman[1], Ssarvinna Manoharan Haran[1], Janese Wong[1], Kavinash Loganathan[1], Mohd Ishak Abir[1], Puteri Sakinah[1], Thaarenee Wiswannadan[1], Jessica Anne Canute[1], Wan Thung Chan[1], Mandy Thoo[1], Saunthari Somasundaram[1], Murallitharan Munisamy[1,2]

[1]National Cancer Society of Malaysia, 50300, Kuala Lumpur, Malaysia, [2]Faculty of Medical and Life Sciences, Sunway University, 47500, Petaling Jaya, Selangor, Malaysia

Track: Determinants of Health
Theme: Prevention

ABSTRACT

Introduction: Cancer remains to be a public health burden in Malaysia. The Department of Statistics Malaysia (2023) stated that cancer is among the top ten principal causes of death. Furthermore, the Malaysia National Cancer Registry Report (MNCR) showed that the percentage of cancer cases detected at late stages (Stage III and IV) increased from 63.7% (2012–2016) to 65.1% (2017–2021). This suggests a limited cancer literacy among the public. Cultural stigma, misinformation, and fear further hinder open discussions and early detection. In response, the utilisation of social media, particularly Instagram as an educational platform can reduce the gaps. National Cancer Society Malaysia (NCSM) actively utilises Instagram to publish educational (Edu) posts to promote cancer literacy, early detection, and healthy lifestyle practices. **Objectives:** This study aims to determine which types of Edu posts including General Infographics, Diet/Nutrition, Cancer Helpline, or Mental Health garnered the highest reach, and to identify which months recorded the highest engagement on Instagram throughout 2024. **Materials and Methods:** Instagram analytics data from January to December 2024 were analysed. The top Edu posts for each month were categorised based on content type. Data on reach, impressions, interactions, gender, and age were collected and compared. **Results:** Based on 12 posts, 7 were General Infographics and 5 were Diet/Nutrition posts. General posts had a higher average reach (5013) as compared to Diet/Nutrition posts (4223). The highest reach was observed in December (8288), followed by February (6616) and October (5728) potentially due to alignment with awareness themes such as Pink October. Across all months, women were the major audience, with the engagements ranging from 68.3% to 79.3%, primarily within the 25–34 age group. **Conclusion:** Both content type and timing influenced reach. General Infographic and awareness month-aligned posts showed a better performance. These insights can be further utilised to improve engagements in order to reach

Keywords: Cancer literacy, health communication, cancer awareness, digital health promotion, social media strategy