

Benefits of Social Media for Professional Use Social media has become an integral part of professional life, offering many benefits to individuals and businesses alike. This review summarized 10 social media uses for health purposes identified in previous literature and categorized the social media uses in terms of user types. In addition, the review contributes to the literature by identifying research gaps in social media use for health purposes, providing guidance for future research in this area. It highlighted new applications that emerged after 2013 and identified research gaps requiring further investigation. The subsequent sections will elaborate on these new uses and the existing gaps in the literature. Public health practitioners and organizations may use the summary as a starting point to explore applying social media in their daily practice.