

SOCIAL MEDIA SUPPORT TO PREVENT POSTPARTUM DEPRESSION AND INCREASES ENDOGENOUS ENDORPHINS: A SYSTEMATIC REVIEW

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ABSTRACT

Perinatal depression affects around 13% of pregnant and postpartum women, with potentially serious consequences for their psychological health, relationships with close family and friends, and the health of their children. This review study aims to analyze the effectiveness of Social Media Support that is most recommended for preventing postpartum depression. This type of systematic review research uses searches from journal databases such as MEDLINE-Pubmed, Web of Science, Scopus and Science Direct. We use the PRISMA checklist as a guideline to ensure all steps are carried out correctly. A total of 410 records were identified through database searches, including 230 records from PubMed, 70 records from Scopus, and 110 records from ScienceDirect. Before screening, 45 duplicate records were removed, and 318 records were automatically excluded by screening tools due to ineligibility based on title, abstract, or format (e.g., non-scholarly sources or non-English language). Based on the relevant articles we reviewed in their entirety, we indicated that more than half of the women reported high support and illustrated the important role played by family, peers, and professionals as well as online and remote channels in providing postpartum informational and emotional support.

Keywords: *Postpartum Depression, Social Media, Postpartum, Mobile Phone, Perinatal*

INTRODUCTION

Social support encompasses both material and immaterial components of social connections, including empathy, physical assistance, useful knowledge, and feedback (Baker and Yang, 2018). When women recover from the birthing experience and begin nurturing their newborn during the postpartum phase (Kim *et al.*, 2023a). Furthermore, while women were likely to require more informational support regarding the physical and emotional health of both themselves and their infants, their in-person contacts with

healthcare providers for professional advice may have been reduced due to afterbirth conditions, decreased maternity facility utilization, and reduced physical interactions (Ye, 2023). To fill a research gap, this study aimed to provide data on perceived social support levels as well as sources of informational and emotional support for postpartum women (Zhou *et al.*, 2024).

In the absence of in-person postpartum support groups, women have turned to online social networking sites and organizations for information and social support (Osman *et al.*, 2025). Video calls

and conversations on popular smartphone apps like LINE and Facebook have essentially replaced family reunions (Silverman *et al.*, 2017).

Perinatal depression is characterized as clinically significant depressed symptoms that occur throughout pregnancy or up to one year after childbirth (Martínez Vázquez *et al.*, 2024). Perinatal depression affects around 13% of pregnant and postpartum women, with potentially serious consequences for their psychological health, relationships with close family and friends, and the health of their children. Perinatal depression is linked to an increased risk of preterm birth, unstable mother-infant connection, and childhood emotional and behavioral issues. Adolescents and young adults under 25 are more likely to experience postpartum depression than older women (16-44% vs 10-20%) (Aksoy *et al.*, 2025).

Smartphone is the most often used technology among women during childbirth, it has enormous potential for PPD education and screening. As a result, an office created the psychoeducational online app with the overarching purpose of raising awareness of PPD among women and healthcare providers who would otherwise be unaware of or unwilling to discuss and examine psychopathological symptoms around birth. The web app is both a tool for providing information on PPD and a tool for screening for the presence of PPD symptoms in its users. Following its establishment, women were made aware of social media support via healthcare practitioners and social media. The viability of the web app was assessed

from the perspectives of both users and healthcare providers (Ye, 2023).

Social media support such as online friend, mother groups who discuss about pregnancies and postpartum are trusted way to prevent Postpartum Disease.

This review study aims to analyze the effectiveness of Social Media Support that is most recommended for preventing postpartum depression.

METHOD

This type of systematic review research uses searches from journal databases such as MEDLINE-Pubmed, Web of Science, Scopus and Science Direct. We use the PRISMA checklist as a guideline to ensure all steps are carried out correctly (Page *et al.*, 2021). The data collection procedure was carried out using a comprehensive strategy such as article searches using *Person; Interventions; Comparator; and Outcome* (PICO keywords) search ((Postpartum) AND (Social Media Support)) OR (Online Support)) AND ((Prevent Postpartum Depression)). The database search used are MEDLINE-Pubmed, Web of Science, Scopus and Science Direct. We reviewed randomized control trial or clinical trial research that discusses social media support to prevent Postpartum Depression, examining the types of social media, duration, and method that have been proven by research results to prevent Postpartum Depression (Coca *et al.*, 2023).

There are 12 articles obtained and analyzed, data extraction was performed on the selected articles to review the text as a whole using the flow.

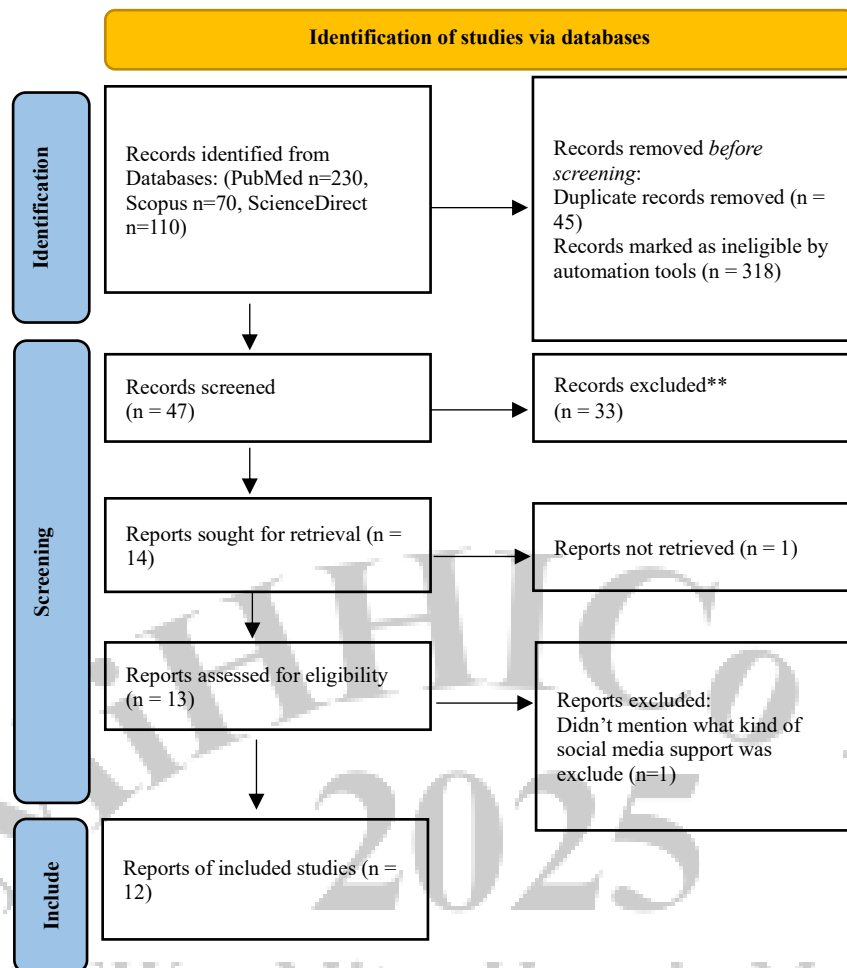


Figure 1. PRISMA flowchart of the article selection process

RESULT AND DISCUSSION

A total of 410 records were identified through database searches, including 230 records from PubMed, 70 records from Scopus, and 110 records from ScienceDirect. Before screening, 45 duplicate records were removed, and 318 records were automatically excluded by screening tools due to ineligibility based on title, abstract, or format (e.g., non-scholarly sources or non-English language). This left 47 records to be screened for relevance. After title and abstract screening, 35 articles were excluded for not meeting the inclusion criteria, such as irrelevant population (non-

pregnant women), interventions other than yoga, or lack of randomized controlled design. fourteen articles were sought for full-text retrieval. However, 1 full-text articles could not be accessed due to subscription restrictions or broken links. As a result, 13 full-text articles were assessed for eligibility. Of these, one articles were excluded cause didn't mention what kind of social media support.

In total, 12 articles met the predefined inclusion criteria and were included in this systematic review. The study selection process is illustrated in Figure 1 (PRISMA Flow Diagram).

The postpartum period is considering the key factor for women where they will pay a significant attention on its body image, shape, and weight.

. Because of the big change in body shape, for most women, this may cause they have a negative self-cognition and emotion (Chen *et al.*, 2022).

Beyond face-to-face interactions, the vast digital environment of today has an impact on the social experience of pregnancy. Online encyclopedias and mobile applications make a lot of information available, while social media platforms encourage user interaction and mutual support (Banti *et al.*, 2011).

The emotional support and the ability to interact with people in similar situations to share or learn from experiences are two reasons why women value digital platforms, this allows the women attend and benefit from the conversation anonymously (Li *et al.*, 2024). Women may find a wealth of resources, both public and private, in the internet sphere to support them throughout and after pregnancy. However, those who already have a tendency to berate themselves could discover that their anxiety levels rise as a result of their persistent need for online validation and comparison. Investigating how social media use affects PPD is therefore crucial (Rae *et al.*, 2025).

Pregnant women with high expectations for themselves may use social media to validate their behavior and seek reassurance, but susceptible people who make these comparisons are more likely to internalize negative emotions such as guilt, remorse, and a sense of self-worth (Gorman *et al.*, 2021). Mothers have a tendency to

compare themselves to non-mothers; the value of motherhood for women's health, as well as the requirement for secure marriages, may add to mothers' feelings of superiority (Ramsey *et al.*, 2024). However, pregnancy and its aftermath can have a detrimental affects on a woman's self-image, making her feel less capable of achieving success in life, such as weight gain, body dysmorphia, postpartum depression, and maternity leave. Indicators of outcomes indicate that excessive use of social media may be hazardous to pregnant women's mental health, despite their use of these platforms for knowledge and social support (Badon *et al.*, 2025).

Checking female's social media status during their perinatal period or after may help to prevent PPD. According to Zhang *et al.*, the research conducted on both Western countries and Eastern countries major social software (Facebook, Twitter, WeChat) has shown its effectiveness on anticipating major life changes and maternal postpartum depression (Carter *et al.*, 2019).

Although, there are numerous digital mobile phone applications that can continuously track a woman's health and risk of depression during preventive or postpartum pregnancies, the majority of these have not been professionally tested, which may result in inaccurate information or privacy risks, as well as the disclosure of private mental health information. There are numerous mobile apps that may track activity, sleep, and energy levels in order to monitor physical and mental wellness. This helps mothers comprehend their position.

Author	Characteristic	Intervention	Outcome
(Gewali <i>et al.</i> , 2021)	Eligible youth were pregnant or ≤ 2 years postpartum, aged 14-24	Eligible youth included those who were pregnant or ≤ 2 years	Our findings underscore the impact of stigma associated

	years during pregnancy, had access to a smartphone	postpartum, aged 14-24 years during pregnancy, had a smartphone, and spoke English. These parameters were chosen to represent the target demographic for the IMAGINE pilot project. Although perinatal depression is defined as occurring up to one year after childbirth, youth up to two years postpartum were included to allow participants to consider the complete period of risk for perinatal depression. Eligible practitioners included nurses, physicians, social workers, and mental health care workers (HCWs) who worked with perinatal youth and were aged 18 or older.	with early pregnancy and social determinants of health on juvenile perinatal mental health. Stakeholders endorsed the usage of a social media group to foster a supportive community and better access to evidence-based depression prevention strategies.			the maternity social support scale (MSSS) to evaluate the levels of social support perceived by perinatal women. The assessment was simple, useful, time-efficient, objective, and easily interpreted.	and emotional support during the pandemic.
				(Ronen <i>et al.</i> , 2024)	Eligible participants were pregnant or ≤ 80 days postpartum, aged 16 to 24 years, had access to a smartphone, spoke English, and had a Patient Health Questionnaire score < 10 . Participants were recruited throughout the United States from August 2020 to January 2021 through paid social media ads, in-person outreach at clinics, and respondent-driven sampling.	IMAGINE was a structured digital group of up to 7 participants, with scheduled MB content and open discussion for 12 weeks, facilitated by a social worker. Scheduled content included asynchronous SMS text messages, graphics, prerecorded videos, mood polls, and optional weekly synchronous video calls. Eligible participants were pregnant or ≤ 80 days postpartum, aged 16 to 24 years, had access to a smartphone, spoke English, and had a Patient Health Questionnaire score < 10 .	This pilot study provides promising evidence of the acceptability and utility of IMAGINE among perinatal youths. Our study's small sample size did not detect changes in clinical outcomes; our findings suggest IMAGINE warrants larger-scale evaluation.
(Kim <i>et al.</i> , 2023b)	The responses of 840 eligible women up to six months postpartum in Thailand were obtained.	This anonymous and self-administered questionnaire for data collection was developed in English, translated into Thai, and translated back into English to ensure accuracy of translation. The dependent variable of maternal social support was assessed using	The results of this study indicated that more than half of the women reported high support and illustrated the important role played by family, peers, and professionals as well as online and remote channels in providing postpartum informational				

In total, 12 articles met the predefined inclusion criteria and were included in this systematic review. The study selection process is illustrated in Figure 1 (PRISMA Flow Diagram). About 57% of women reported to receive high support. Women in the high social support group were more likely to be married

(aOR:2.70; 95% CI:1.57-4.66), have a university education or above (1.88; 1.35-2.64), have an intended pregnancy (2.06; 1.34-3.16), good health (2.01; 1.44-2.81), good sleep quality (1.62; 1.14-2.31), receive counsel from peers or family (1.56; 1.13-2.16), and use internet or social media to reduce stress and depression (1.51; 1.08-2.11). Meanwhile, women in the high social support group were significantly less likely to feed complementary foods to infants within 24 hours of completing the survey (0.28; 0.15-0.52).

CONCLUSION

Based on the relevant articles we reviewed in their entirety, we indicated that more than half of the women reported high support and illustrated the important role played by family, peers, and professionals as well as online and remote channels in providing postpartum informational and emotional support.

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