

Impacts of Social Media in the Context of Breastfeeding

Impactos das Mídias Sociais no Contexto do Aleitamento Materno

Impactos de las Redes Sociales en el Contexto de la Lactancia Materna

RESUMO

Objetivo: identificar a partir da literatura os impactos das mídias sociais no contexto do aleitamento materno. **Metodologia:** trata-se de uma revisão integrativa de literatura. A busca ocorreu no mês de janeiro de 2025, através da Biblioteca Virtual de Saúde, com a utilização de critérios de elegibilidade previamente estabelecidos e a partir dos seguintes descritores: Aleitamento Materno, Breast Feeding, Mídias Sociais e Social Media. **Resultados:** o estudo contou com uma amostra final de 15 artigos e sua análise possibilitou identificar diversos impactos das mídias sociais no contexto do aleitamento materno. Constatou-se que as mídias podem exercer impactos positivos significativos, atuando como ferramenta de suporte, apoio, educação em saúde, comunicação, encorajamento, troca de informações e experiências, humanização e ainda construção de vínculos. Apesar de uma ampla contribuição positiva das mídias na promoção do aleitamento materno, percebe-se que nesse contexto também podem ser observados impactos negativos, uma vez que em algumas mídias sociais são encontrados conteúdos incorretos, sem fundamentação científica, consistindo em suporte inadequado, e gerando sobrecargas e sentimentos negativos. **Considerações finais:** torna-se primordial destacar a importância de utilizar adequadamente as mídias sociais como meios estratégicos na disseminação de informações de forma rápida e eficaz, atuando no incentivo à amamentação, e reforçando assim seu papel essencial no fortalecimento da educação de mães, na sensibilização da população em geral, bem como contribuindo ainda com a atuação dos profissionais de saúde.

DESCRITORES: Aleitamento materno. Mídias sociais. Saúde Materno-infantil.

ABSTRACT

Objective: to identify, based on the literature, the impacts of social media in the context of breastfeeding. **Methodology:** this is an integrative literature review. The search took place in January 2025, through the Virtual Health Library, using previously established eligibility criteria and based on the following descriptors: Breastfeeding, Breast Feeding, Social Media and Social Media. **Results:** the study included a final sample of 15 articles and its analysis made it possible to identify several impacts of social media in the context of breastfeeding. It was found that the media can have significant positive impacts, acting as a tool for support, health education, communication, encouragement, exchange of information and experiences, humanization and even building bonds. Despite a broad positive contribution of the media in promoting breastfeeding, it is clear that in this context negative impacts can also be observed, since in some social media incorrect content is found, without scientific basis, consisting of inadequate support, and generating overload and negative feelings. **Final considerations:** it is essential to highlight the importance of using social media appropriately as strategic means to disseminate information quickly and effectively, acting to encourage breastfeeding, and thus reinforcing its essential role in strengthening the education of mothers, raising awareness among the general population, as well as contributing to the work of health professionals.

DESCRIPTORS: Breastfeeding. Social media. Maternal. Child health.

RESUMEN

Objetivo: Identificar, a partir de la literatura, los impactos de las redes sociales en el contexto de la lactancia materna. **Metodología:** Se trata de una revisión integrativa de la literatura. La búsqueda se realizó en enero de 2025, a través de la Biblioteca Virtual en Salud, utilizando criterios de elegibilidad previamente establecidos y los siguientes descriptores: Lactancia Materna, Breast Feeding, Redes Sociales y Social Media. **Resultados:** El estudio contó con una muestra final de 15 artículos, y su análisis permitió identificar diversos im-

pactos de las redes sociales en el contexto de la lactancia materna. Se constató que las redes pueden ejercer impactos positivos significativos, actuando como herramienta de apoyo, educación en salud, comunicación, incentivo, intercambio de información y experiencias, humanización y construcción de vínculos. A pesar de la amplia contribución positiva de las redes en la promoción de la lactancia materna, también se observan impactos negativos, ya que en algunas redes sociales se encuentran contenidos incorrectos, sin fundamento científico, lo que constituye un apoyo inadecuado y genera sobrecarga y sentimientos negativos. **Consideraciones finales:** Se hace fundamental destacar la importancia de utilizar adecuadamente las redes sociales como medios estratégicos en la difusión de información de manera rápida y eficaz, promoviendo la lactancia materna y reforzando su papel esencial en la educación de las madres, la sensibilización de la población en general y el apoyo a la labor de los profesionales de la salud.

DESCRIPTORES: Lactancia Materna. Redes Sociales. Salud Materno-Infantil.

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INTRODUCTION

Since the 1980s, the importance of breastfeeding has been emphasized through studies that have influenced the reformulation of international policies, particularly those of the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF). In Brazil, in line with these guidelines, the Ministry of Health recommends exclusive breastfeeding for infants up to six months of age, followed by continued breastfeeding until two years of age.^{1,2}

Breastfeeding during the early years not only has a positive impact on children's health and nutrition but also plays a significant role in their development³. In this context, it also brings benefits to maternal health, reducing the risk of diseases such as uterine, ovarian, and breast cancer; it promotes the formation of an emotional bond

between mother and baby, contributing to women's mental health; and it also improves the family's financial situation, since it involves no production costs and requires no water or gas, unlike other types of milk.^{4,5}

Analyzing the trajectory of breastfeeding in Brazil, it is evident that the breastfeeding situation in the country is not progressing significantly, even in the face of established public policies, especially regarding the practice of exclusive breastfeeding. Currently, the rate of women who exclusively breastfeed between the fourth and sixth months is only 11%, despite the fact that 96% of mothers begin breastfeeding their babies at birth. Furthermore, less than half—approximately 41% of women—continue breastfeeding until the first year of life, and only 14% until two years of age.⁶

According to Cruz *et al.*⁷, communication is a vehicle for facilitating

the dissemination of information, sustaining relationships, and promoting the exchange of knowledge. In this context, social media and the internet have been extensively used as information resources, and their role as a tool for acquiring health information has increased significantly, including information on breastfeeding and its benefits, which may influence the promotion of breastfeeding.⁸

However, several studies indicate that there is health-related content available on the internet that is inaccurate and lacks scientific evidence, meaning that the misuse of this information can result in serious harm to users' health.⁹

Consequently, it is clear that it is vital not only to strengthen approaches that promote and support breastfeeding through the adoption of public policies, but also to empower women so they can make decisions that ben-

enefit both their own health and that of their baby.¹⁰

Thus, it is necessary to expand studies that allow for a more specific examination of how social media can influence the context of breastfeeding, enabling a more accurate understanding of reality and facilitating timely interventions that maximize positive impacts while minimizing negative ones.

From this perspective, given that this topic is of paramount importance for both society and health professionals, the following research question emerged: how can social media influence the promotion of breastfeeding? Consequently, the objective of this study is to identify, based on the literature, the impacts of social media in the context of breastfeeding.

METHODOLOGY

This is an integrative literature review, a method that allows for the consolidation and summarization of previously generated scientific knowledge on a given subject, integrating research results with different methodological approaches and contributing to the advancement of the field.¹¹

The search was conducted in January 2025 through the Virtual Health Library (VHL), focusing on the Latin American and Caribbean Health Sciences Literature (LILACS), the *Medical Literature Analysis and Retrieval System online* (MEDLINE), and the Nursing Database (BDENF), based on the following guiding question: How can social media influence the promotion of breastfeeding?

To conduct the search in the databases, combinations of health-related descriptors were used: “Aleitamento Materno,” “*Breast Feeding*,” “Mídias Sociais,” and “*Social Media*,” with the aid of the Boolean operator *AND*.

The inclusion criteria for the sample were articles available for free and in full, in Portuguese and English, published between 2019 and 2024,

and that addressed contributions to the objective proposed in this study. Theses, dissertations, and monographs were excluded from the search, as were articles that were not available in full for free and those that were duplicated in the databases consulted.

After meeting the established criteria, a selection of the works was made based on a detailed reading of the titles, as well as their summaries or *abstracts*, so that subsequently, each selected article could be read in full, identifying the approach presented and verifying whether it addressed the topic covered by this study. Once the necessary data had been collected, a thorough organization and analysis of all findings was conducted in order to transform them into useful content for the research in question.

As this is an integrative review study, it did not require prior approval from the Research Ethics Committee (CEP) for its conduct, in accordance with Resolution No. 466/12 (CNS/MS), since all data will be available for free access by the public and do not re-

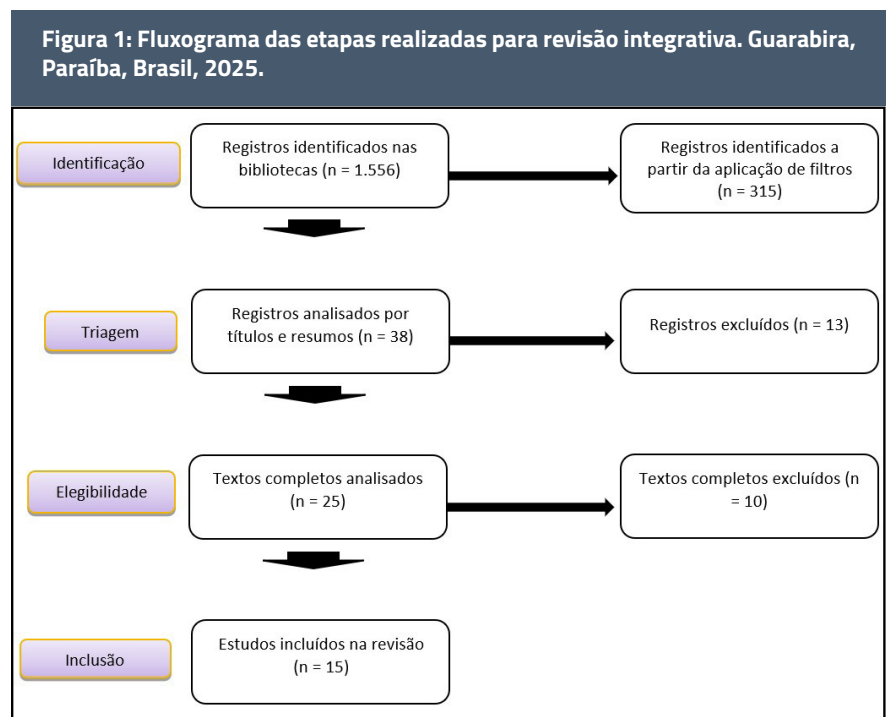
quire ethical confidentiality.¹²

RESULTS AND DISCUSSION

The process for data collection and the organization of this review was based on two combinations of search terms. The combination of the search terms “Breastfeeding” *AND* “Social Media” yielded a total of 71 results in the VHL. After applying filters, inclusion and exclusion criteria, removing duplicate articles across databases, and reviewing titles and abstracts, 13 articles remained for full-text review.

Using the combination of the descriptors “*Breast Feeding*” *AND* “*Social Media*,” 1,485 results were obtained in the VHL. After applying all listed eligibility criteria, eliminating duplicate articles, and reviewing each title and abstract, 12 articles were selected for full-text reading.

Based on the interpretation and synthesis of data from the 25 articles analyzed in full, the sample collection for this study resulted in the inclusion of a total of 15 articles, as shown in Figure 1.



Source: Research data, 2025.

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Once the study sample was selected, it was characterized based on the database of the listed articles, their respective authors, titles, journals, year of publication, and research methodology, as described in Table 1.

Table 1 - Summary of articles by database, author, title, journal, year of publication, and research methodology, Guarabira, Paraíba, Brazil, 2025. (n = 15).

Identification	Database	Authors	Title	Journal/Year	Methodology
A1	MEDLINE	Tugwell13	Breastfeeding selfies as a relational practice: becoming a maternal subject in the digital age: a single case study	Int Breastfeed Journal / 2019	Qualitative research
A2	LILACS	Cabral et al.14	Incorporation of a virtual group into a social network supporting exclusive breastfeeding among women after hospital discharge	Interface: Communication Health Education / 2020	Qualitative research
A3	MEDLINE	Lebron et al.15	"Am I doing this wrong?" Breastfeeding mothers' use of an online forum	Matern Child Nutr / 2020	Qualitative research
A4	MEDLINE	Galvão; Silva; Silva16	Use of new technologies and promotion of breastfeeding: integrative literature review	Rev Paul Pediatr / 2021	Integrative review
A5	MEDLINE	Flax et al.17	Breastfeeding, Interpersonal Communication, Mobile Phone Support, and Mass Media Messaging Increase Exclusive Breastfeeding at 6 and 24 Weeks Among Clients of Private Health Facilities in Lagos, Nigeria	The Journal of Nutrition / 2022	Longitudinal cohort study
A6	MEDLINE	Munyan; Kennedy18	Perceptions of online informational social support among mothers in a lactation-focused virtual community: A survey study.	Women's Health / 2022	Cross-sectional study
A7	MEDLINE	Sanchez et al.19	Social media intervention for promoting breastfeeding among WIC participants.	Food Science & Nutrition / 2023	Intervention study
A8	MEDLINE	Severinsen; Neely; Hutson20	Resisting stigma: the role of online communities in young mothers' successful breastfeeding.	International Breastfeeding Journal / 2024	Qualitative research
A9	MEDLINE	Morse; Brown21	The benefits, challenges, and impacts of accessing social media group support for breastfeeding: A systematic review.	Matern Child Nutr / 2022	Systematic review
A10	LILACS	Moura et al.22	Social media in the promotion of breastfeeding	Health and Research / 2021	Descriptive-analytical study
A11	MEDLINE	Morse; Brown23	Accessing local support online: Mothers' experiences of local Breastfeeding Support Facebook groups	Matern Child Nutr / 2021	Exploratory research
A12	MEDLINE	Marcon; Bieber; Azad24	Protecting, promoting, and supporting breastfeeding on Instagram	Matern Child Nutr / 2019	Analytical research
A13	MEDLINE	Cavalcanti et al.25	Online participatory intervention to promote and support exclusive breastfeeding: Randomized clinical trial	Matern Child Nutr / 2019	Randomized clinical trial
A14	MEDLINE	Regan; Brown26	Experiences of online breastfeeding support: Support and reassurance versus judgment and misinformation	Matern Child Nutr / 2019	Qualitative research
A15	LILACS	Dalmaso; Bonamigo27	Online research on breastfeeding: between common sense and the WHO in the digital age	RECIIS / 2019	Critical review

Source: Research data, 2025.

Upon analyzing the sample and its characteristics, it was observed that, regarding the database, 12 articles predominated in the MEDLINE database, with only 3 articles identi-

fied in LILACS. As for the journal, *Maternal & Child Nutrition* stood out, with 6 articles included in this review. Regarding the publication years, 2019 stood out with 5 articles. Finally, regarding the methodology adopted in the articles of the selected

sample, qualitative research stood out with a total of 5 articles.

Based on a thorough analysis of the studies in the sample, it was possible to identify the impacts of social media in the context of breastfeeding, as presented in Table 2.

Table 2. Impacts of social media in the context of breastfeeding. Guarabira, Paraíba, Brazil, 2025. (n = 15).

Identification	Impacts of social media in the context of breastfeeding
A1	Social media can play a crucial role in providing support and guidance to breastfeeding mothers and in fostering a sense of security. In online forums, women collectively become the 'authorities' and holders of knowledge, which results in greater acceptance of diversity in the representation of breastfeeding, being highly beneficial, in addition to increasing the visibility of the practice through the sharing of breastfeeding selfies.
A2	Social media can offer women not only an increased sense of security in the face of the challenges they face, but also an opportunity to better understand and identify with this process. This helps reinforce maternal confidence in her ability to breastfeed, while facilitating the expansion and building of interpersonal relationships, contributing to the expansion of her social support network and, consequently, positively impacting the frequency and duration of breastfeeding.
A3	Social media can help breastfeeding mothers who have faced similar challenges and are seeking technical guidance on the process receive well-founded responses, based on experience and encouragement, using conversational and accessible communication.
A4	Social media can be used to provide education and support on child nutrition to hard-to-reach or geographically isolated communities. This allows for the sharing of concerns, fears, and experiences among breastfeeding mothers, offering encouragement, emotional support, and serving as an opportunity for socialization among mothers. However, the use of social media during breastfeeding may deprive mothers of eye contact and direct interaction with their children, increasing information overload and the time spent on it.
A5	Social media can influence various factors that promote breastfeeding practices, such as self-efficacy, social norms, beliefs, intentions, and knowledge. Additionally, it supports breastfeeding groups by enabling direct interaction outside the hospital setting.
A6	Social media enables the delivery of interventions to geographically dispersed maternal populations, offering an alternative to in-person breastfeeding support, promoting easier access to information, and allowing professionals to improve their services, encouraging longer breastfeeding duration through supportive interventions.
A7	Social media promotes greater participation and awareness in breastfeeding campaigns, facilitating accessible communication to build a supportive environment with more positive attitudes and encouraging behaviors, increasing personal confidence and fostering greater social support, resulting in a direct impact on the initiation and continuation of the breastfeeding process.
A8	Social media is seen as essential for overcoming obstacles and facilitating access to information. Furthermore, it plays a crucial role in normalizing breastfeeding, offering significant support to young mothers through access to a like-minded group, including a sense of community, shared goals, and a feeling of social belonging. As a counterpoint to the lack of cultural acceptance of breastfeeding in other social settings, online communities provide a motivating and safe environment for mothers to continue breastfeeding.
A9	Social media offers benefits because women who seek out and participate in online community support achieve a positive impact on their personal breastfeeding goals, strengthening their confidence and empowerment. This occurs by significantly influencing their knowledge, attitudes, and behaviors, promoting high levels of motivation, strengthening their self-efficacy, and gaining emotional support—aspects often unavailable in face-to-face groups within society.
A10	Most videos shared on social media lack scientific basis, which can lead to problems for the mother-infant dyad. However, due to the high engagement observed, healthcare professionals have the opportunity to disseminate reliable information, grounded in scientific evidence, debunking ingrained beliefs, myths, and taboos that hinder breastfeeding. This helps counteract misconceptions that have a negative impact on breastfeeding practices.
A11	Social media offers access to practical information about local services, enriches unique shared experiences, provides opportunities for social interaction, facilitates the continuity of professional follow-up, and offers a valuable sense of useful and comforting support, which motivates mothers to persist beyond their initial goals, thanks to the support and connections established.
A12	Encouraging users to openly post and share a variety of breastfeeding-related content on social media creates support networks that can potentially offer new opportunities to support, promote, and protect breastfeeding in a more comprehensive and confident manner within their vast global online community. In addition, the difficulties faced are consistently addressed with empathy, motivational encouragement, and guidance on how to handle specific challenges.
A13	Social media facilitates improved interaction between professionals and breastfeeding mothers, offering immediate and appropriate support to help women overcome challenges and alleviate maternal concerns. Furthermore, they promote the exchange of knowledge, encouragement, and experiences, which improves the effectiveness and humanization of postnatal care, enabling mothers to be better equipped to initiate and maintain breastfeeding effectively.

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A14	Social media can serve as a safe environment that promotes increased confidence and the normalization of extended breastfeeding, offering the convenience of receiving support without leaving home, available 24 hours a day. Women turn to peers for support, finding feelings of acceptance and security. However, there is a concerning downside: potential feelings of judgment, polarized and emotional debates, and a lack of regulation. Some people use these spaces to express very strong opinions about the importance of exclusive breastfeeding, not always in a helpful way, resulting in the spread of erroneous or inaccurate information that can lead women to receive inappropriate guidance.
A15	Social media can serve as hubs of support, fostering human connections, providing access to health education, and fostering a sense of inclusion by offering a 24-hour support network with access to information, the sharing of experiences, and, as a result, the empowerment of women in the context of breastfeeding. Mothers not only seek to resolve their own challenges but also to help other women with their difficulties, fostering a network of trust and reciprocity.

Source: Research data, 2025.

Through the analysis of the study sample, it was possible to identify various impacts of social media in the context of breastfeeding, primarily exerting positive influences in this scenario.

Through the use of social media to promote breastfeeding—whether via *WhatsApp* groups, *Facebook* pages, *Instagram* profiles, *Twitter*, online forums, or sites like *Pinterest*—significant contributions were observed, yielding substantial positive impacts for the mother-infant dyad. Among these impacts, the role of social media stood out in providing support, encouragement, and assistance for breastfeeding.

In this regard, Flax *et al.*¹⁷ noted that the use of *WhatsApp* groups can facilitate closer contact between healthcare professionals and mothers, serving as direct channels of communication for counseling via text messages, which enable improvements in breastfeeding practices.

Munyan and Kennedy¹⁸ noted in this context that social media platforms, communities, and groups not only promote greater interaction between mothers and professionals but also facilitate the rapid and accessible dissemination of evidence-based information and enhance the immediacy of *feedback*, thereby increasing self-efficacy in breastfeeding.

Sanchez *et al.*¹⁹ reported that, in addition to this increased self-efficacy, support provided through supportive messages sent via websites,

Facebook, and *Instagram* contributes significantly to the initiation and longer duration of breastfeeding, positive attitudes, and social support. In light of this, Cavalcanti *et al.*²⁵ add that active communication between healthcare professionals and mothers, addressing topics related to breastfeeding, promotes effective support in alleviating the concerns of breastfeeding women.

In this context, it is noteworthy that the formation of online communities, in addition to providing informational support, offers emotional support and opportunities for social learning, as mothers can acquire skills and knowledge about breastfeeding not only from professionals but also through interaction with other members of these communities, providing reassurance and normalization through contact with advice from mothers with similar experiences.^{23,26}

Severinsen, Neely, and Hutson²⁰ highlighted in their study that access to valuable information through the sharing of breastfeeding experiences with other mothers improves understanding throughout their breastfeeding journeys, facilitating the acquisition of important knowledge about the breastfeeding process.

Thus, it is evident that virtual groups and online forums on platforms such as *Facebook*, *Instagram*, and *WhatsApp* can serve as spaces for welcoming, humanizing relationships, providing emotional support and accessibility, as well as health education with up-to-date infor-

mation available 24 hours a day for consultation. This can contribute to greater confidence in breastfeeding and strengthen the bond between mothers, as well as with healthcare professionals, which provides support for continuing breastfeeding through the circulation of information and the strengthening of these relationships.^{21,27}

Morse and Brown²³ reiterate that groups on social media not only offer access to specialized knowledge and shared experiences in a format that mothers find convenient and timely, but also enhance confidence, self-efficacy, and the formation of support networks. The promotion of dialogue and interaction among women based on experiences grounded in reality facilitates the building of new interpersonal relationships and the expansion of supportive social interactions.¹⁴

Galvão; Silva; Silva¹⁶ further note in this context that the dissemination of guidance from experts and peers encourages the sharing of fears, concerns, and exchange of experiences among mothers and pregnant women of different ages, which helps in obtaining emotional support and encouragement, as well as serving as a form of support and socialization with other mothers.

Thus, information and personal experiences shared in these virtual interaction spaces help build consensus around breastfeeding issues, encouraging the process and providing social support to overcome challenges that may arise along the way. After all,

they not only provide an opportunity to create support networks but also help normalize, protect, promote, and support breastfeeding.^{15,24}

Another positive impact identified in the analysis of the study sample was the role of social media as a means of promoting a better understanding among women regarding the breastfeeding process, contributing to its normalization.

From this perspective, Cabral *et al.*¹⁴ emphasize that virtual environments, such as *Facebook* and *online forums*, by encouraging dialogue and interaction, can provide a safe space for sharing female experiences and perspectives. This not only increases emotional security in the face of difficulties but also enables a reframing of femininity, normalizing the breastfeeding experience.

This scenario is complemented by Severinsen, Neely, and Hutson²⁰, who note that through access to *online* information and support, women gain a better understanding of breastfeeding, which increases its normalization and confidence in breastfeeding. This, in turn, increases motivation to continue the practice, which consequently contributes to higher breastfeeding rates.

In this context, the potential of the quick and reassuring advice offered in *online* forums is evident, fostering greater confidence among mothers and promoting a sense of normality regarding their experiences. This may allow women to feel better prepared to face challenges, and thus, to breastfeed for longer.²⁶

Given the findings of the sample, the positive impact of social media through education is clear, facilitating the wider dissemination of information on breastfeeding and actively promoting it, even in remote communities.

Galvão, Silva, and Silva¹⁶ note that the ubiquity of technology makes it a vital tool for providing support and

education to women in geographically remote areas. This demonstrates how digital platforms can serve as a channel for accessing relevant information on breastfeeding, childbirth, and infant care, especially for those who would not otherwise have access to this knowledge.

This highlights the cost-effectiveness of these virtual interventions for geographically diverse maternal populations, emphasizing their convenience and affordability. The presence of healthcare professionals in *online* communities reinforces this accessibility, allowing for continuous and comprehensive support for mothers, regardless of where they live.¹⁸ In this context, Moura *et al.*²² add that educational videos, in addition to informing, can demystify beliefs and taboos about breastfeeding, making the practice more accessible and less intimidating.

Furthermore, Cavalcanti *et al.*²⁵ emphasize that active interaction in closed *Facebook* groups enables direct and enriching communication among mothers. The publication of educational content, such as weekly posters, stimulates discussions that lead to the sharing of knowledge and the building of meaningful relationships. This exchange of experiences not only helps women overcome specific difficulties but also conveys messages of confidence that are crucial for promoting breastfeeding.

The humanization of relationships that emerges in these *online* spaces represents another positive impact of social media by strengthening the connection between mothers and healthcare professionals, creating a supportive environment where participants feel valued and understood, positively impacting the goals women set for themselves.²⁵

After all, the idea that solutions are readily available in times of need contributes to the creation of a space that is not only more humanized but also

safe and trustworthy, where breastfeeding success can be celebrated more easily.²³

However, even with these broad positive contributions in the context of breastfeeding, social media can also have some negative impacts. According to Galvão, Silva, and Silva⁽¹⁶⁾, the use of technology during breastfeeding can cause mothers to miss the opportunity to make eye contact and interact with their children. Furthermore, they emphasized that some mothers reported feeling overwhelmed by the amount of information due to social media use, which takes up a lot of time and diverts attention from primary goals.

According to Moura *et al.*⁽²²⁾, on some social media platforms it is possible to find videos that are considered inappropriate or incorrect, since they are not based on scientific evidence, and the misuse of this content can cause serious harm to users' health, as they often do not verify the accuracy of the information shared.

Furthermore, Regan and Brown²⁶ noted that inappropriate information is also present among groups on social media. These groups are not always adequately moderated by properly qualified individuals, which means that incorrect information is frequently shared, providing inadequate support to the women in the group. Consequently, study participants also reported that they had witnessed or received comments they perceived as judgmental and that the absence of body language and physical context contributed to this negative feeling.

It was thus found that social media has become a powerful tool in the context of breastfeeding, exerting both positive and negative impacts. Platforms such as *WhatsApp*, *Facebook*, *Instagram*, *Twitter*, *online* forums, and websites offer a space for sharing experiences, mutual support, and the dissemination of useful information

that can empower mothers and promote breastfeeding, contributing to the building of an essential support network during difficult times.

However, the use of these platforms also presents risks. The spread of incorrect information can lead to insecurity and confusion, undermining the breastfeeding experience. It is essential that users pay attention to the source of the information they consume, prioritizing content from reliable media sources based on scientific evidence. Encouraging the verification of information is crucial, as this not only protects the health of mothers and babies but also strengthens confidence in decisions related to breastfeeding.

Therefore, the impact of social media on breastfeeding depends significantly on how these tools are used. When employed in a conscious and critical manner, they can be valuable allies in promoting maternal and child health. Thus, promoting media literacy among mothers and encouraging the use of reliable sources is a fundamental step toward maximizing

the benefits and minimizing the risks associated with social media use in this context.

FINAL CONSIDERATIONS

This study enabled us to identify, based on the literature, the impacts of social media in the context of breastfeeding. Thus, it was found that social media can have significant positive impacts, serving as a tool for support, health education, communication, encouragement, the exchange of information and experiences, humanization, and the building of bonds.

Despite the media's broad positive contribution to the promotion of breastfeeding, it is evident that negative impacts can also be observed in this context, since some social media platforms contain incorrect content lacking scientific basis, which provides inadequate support and generates stress and negative feelings.

Therefore, it is essential to emphasize the importance of properly utilizing social media as a strategic tool for disseminating information quickly

and effectively, promoting breastfeeding, and thereby reinforcing its essential role in strengthening maternal education, raising awareness among the general public, and supporting the work of health professionals.

Furthermore, there is a clear need to conduct further research on this topic in the scientific literature, seeking to expand knowledge on the use of social media as allies in promoting breastfeeding. Continued exploration of this subject may not only contribute significantly to the work of health professionals involved in the field but also directly benefit mothers and their babies, enhancing breastfeeding practices and maximizing their benefits for the mother-baby dyad.

In summary, the importance of the correct use of media in promoting breastfeeding must be continuously encouraged and disseminated, as it has already demonstrated its power to transform the breastfeeding experience and amplify its positive outcomes, promoting the health and well-being of future generations.

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