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Online information on human milk donation: a content analysis of web search trends, search results, and social media

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Abstract

Background

One of the main barriers to human milk donation is a lack of information, with many women turning to the internet and social media to find answers to their questions about the process. This study aimed to analyze information on human milk donation available on search engines and social media in both Spanish and English.

Methods

A descriptive study was conducted combining the analysis of search trends and web search results with content analysis of social media. Search trends were examined using Google Trends (2016–2026), and the highest-ranked Google search results for the most common queries related to human milk donation in Spanish and English were analyzed. In addition, the highest-ranked post on Instagram, X, Facebook, TikTok, and YouTube were analyzed. Data were extracted on source characteristics, content, and the main topics addressed.

Results

Searches in Spanish showed a relatively stable frequency, with recurring increases coinciding with World Human Milk Donation Day. In contrast, searches in English saw a sharp increase in 2022, which was linked to the shortage of infant formula in the United States. On Google, healthcare institutions were the main source of information, with content primarily focusing on the donation process and the benefits of donated human milk. On social media, a greater diversity of authors and formats emerged, with awareness-raising content and testimonials from female donors becoming prevalent. Comments revealed questions about the requirements and the donation process, aspects that were scarcely addressed in institutional content. Furthermore, posts mentioning incentives for recruiting donors and references to the unregulated purchase or exchange of human milk were only identified in English-language content.

Conclusions

Information on human milk donation varies by platform and language. While search engines prioritize institutional content focused on the donation process, social media serves as a space where potential donors can share their experiences, ask questions and discuss perceived barriers. These findings highlight the importance of human milk banks and healthcare professionals strengthening their digital communication by creating content that caters to users' informational needs.

Background

For decades, there has been a broad scientific consensus on the benefits of breastfeeding. Current recommendations advocate initiating breastfeeding as early as possible after birth, maintaining exclusive breastfeeding for the first six months of life, and continuing breastfeeding for at least two years (1).

However, there are circumstances in which feeding a baby with the mother's own milk is not possible. In these cases, the World Health Organization recognizes donor human milk (DHM) as the best alternative, even for premature infants or those with medical conditions (2). DHM offers numerous benefits, such as preventing necrotizing enterocolitis, reducing rates of nosocomial infections, and improving digestive tolerance (2,3).

When analyzing the factors influencing the decision to donate human milk, several facilitating factors have been identified, including milk oversupply, altruism, and the desire to help other babies (4). Conversely, the main barriers include a lack of knowledge about milk banks, safety concerns, logistical difficulties related to expressing and transporting milk, and cultural or religious beliefs (5–7). These findings suggest that the lack of donations is not necessarily due to women's lack of motivation, but rather to other factors, such as limited access to clear information about the donation process.

Limited knowledge about human milk donation (HMD) has been documented in numerous studies conducted in different countries (8–10). This lack of information is not limited solely to a lack of awareness about the existence of milk banks; it also includes uncertainty regarding practical aspects of the process, such as eligibility criteria and the minimum volume required for donation (7).

In addition, women repeatedly identify the lack of information and guidance from healthcare professionals as a significant barrier, which in many cases prompts them to seek information on their own. Consequently, the internet and social media have become common sources of information for resolving questions related to HMD that remain unanswered in healthcare settings (5).

In a context where insufficient information and professional guidance constitute significant barriers to HMD, and where women are increasingly turning to the internet and social media to seek information on maternal and child health, it is important to examine the type and quality of information available online regarding HMD.

Methods

The aim

The aim was to analyze information about HMD available on search engines and social media, in both Spanish and English.

Design and setting of the study

A descriptive study was conducted that combined an analysis of search trends on web search engines with an analysis of content available on social media. The study examined trends in public interest in HMD over time and analyzed the characteristics of the highest-ranked online content, including information sources, formats used, topics covered, and user interactions.

Google search results analysis

To explore information-seeking behavior regarding HMD, an analysis was conducted using the Google search engine between March and May 2026. First, the most frequent search terms related to the topic were identified in both Spanish and English. These terms were then analyzed using Google Trends, covering a ten-year period (from April 1, 2016, to April 1, 2026), with a global scope and restricted to web searches. This analysis made it possible to examine the evolution of interest in HMD over time and to identify possible seasonal patterns or events associated with increases in search frequency.

In addition, an analysis of the content available on Google was conducted using incognito mode searches, in order to minimize the influence of browsing history and personalized recommendations. To further reduce biases associated with geographic location and the personalization of results, specific parameters were included in the search URLs, including pws=0 to disable personalization, as well as language and location codes (&hl and &gl). Searches conducted in Spanish were targeted at Spain, and searches in English were targeted at the United States.

For each search term, the results on the first page of the search engine were analyzed, since these are the results most likely to be viewed by users. For each result, the position or ranking, URL, source type, content type, and main topics covered were recorded. Duplicate results were included in the analysis, as their repeated appearance in different searches was considered an indicator of greater visibility and higher ranking in the digital environment.

Social media content analysis

In addition, content related to HMD available on Instagram, X, Facebook, TikTok, and YouTube between April and May 2026 was examined using each platform’s own search tools.

First, the hashtags with the highest volume of posts related to the topic were identified, and #donaciondelechematerna was selected for Spanish-language content and #breastmilkdonation for English-language content. To minimize the influence of browsing history and algorithmic recommendations, new accounts were created on each of the platforms included in the study.

Data analysis

The top ten results for each hashtag on each social media platform were analyzed, as these were considered the posts with the greatest potential visibility for someone searching for information about HMD. For each post, information was recorded regarding the format (image, video, or text), the type of author or account (institution, healthcare professional, organization, company, or individual user), the purpose of the content (informational, educational, promotional, or testimonial), and the topics addressed. Additionally, when comments provided information relevant to the study's objectives, the main topics raised by users were also analyzed.

Results

1. Google search results

We examined the trends over time in searches for HMD and the characteristics of the most prominent results on Google. The results for searches conducted in Spanish and English are presented below.

1.1. Searches in Spanish

The most frequently used search terms in Spanish were "donar leche" and "donación leche," followed by "donar leche materna" and "donación leche materna" (Figure 1). Throughout the period analyzed (2016–2026), search volumes remained relatively stable, with recurring increases during the month of May, coinciding with World Human Milk Donation Day.

Of the 18 websites with the highest rankings for the search terms "donar leche" and "donación leche," all were based in Spain (Table 1). In addition, eight results appeared in both searches. Healthcare institutions were the primary source of information (83.3%), followed by healthcare professionals (11.1%) and associations (5.6%). Most of the duplicate results also corresponded to healthcare institutions, reflecting their high visibility in search results.

As for the topics covered, the content focused primarily on the process of becoming a donor (47.1%) and the benefits of breast milk (41.2%) (Table 1).

1.2. Searches in English

The most frequently used search terms in English were "donate breast milk" and "breast milk donation" (Figure 2). Unlike what was observed in Spanish, searches in English showed marked temporal variability. In May 2022, there was a very sharp increase in search volume, coinciding with the infant formula shortage crisis in the United States. Following this peak, searches experienced a temporary decline, followed by a stabilization at levels higher than those observed before the crisis.

The 15 top-ranking websites for the search terms "donate breast milk" and "breast milk donation" were from the United States, and two of them appeared in both searches (Table 2). Healthcare institutions

(40%) and milk banks (33.3%) were the main sources of information, while associations and companies each accounted for 13.3% of the results.

Most of the content consisted of informational pages about HMD (86.7%), while 13.3% served as a directory for milk banks. The most common topics were the process for becoming a donor (41.2%) and the benefits of breast milk (38.2%). In addition, pages related to the purchase of human milk (8.8%) were identified, as well as resources for locating milk banks, forms for potential donors, and information on the risks associated with receiving DHM without proper procedures (Table 2).

2. Social media

2.1. Instagram

In the Spanish-language searches (Additional file 1), Reels were the predominant format. The top-ranked posts were primarily created by influencers or content creators (50%) and healthcare professionals (30%), while institutional accounts were underrepresented (10%). All identified posts originated from Spain. The most common type of content was testimonials from women who had donated human milk (66.7%), although posts aimed at raising awareness of HMD, providing information about recipients of DHM, and recruiting potential donors were also identified (11.1% each).

The content mainly focused on the personal satisfaction associated with donation and the needs of recipient infants. References were also made to the commitment required throughout the donation process and the strictness of the donor eligibility criteria.

Comments were dominated by testimonials from milk donors and expressions of gratitude. Questions regarding the donation process and eligibility requirements were also common, as were comments indicating a lack of prior awareness of the possibility of donating human milk. Less frequently, users referred to donation following perinatal loss and to the lack of information provided by healthcare professionals. Some users also expressed concern about the strict donor eligibility criteria and showed interest in more flexible donation options.

In the English-language searches (Table 3), Reels were also the predominant format, and influencers and other content creators accounted for the largest proportion of posts (60%). All identified posts originated from the United States. Notably, some posts focused on media events or incentive-based initiatives, including the Guinness World Record for breastmilk donation and the Milk Donation Challenge, in which gift cards were offered to encourage milk donation.

Comments primarily consisted of expressions of gratitude towards donors and testimonials describing personal experiences of donating human milk.

2.2. X

On X, the predominant format was an image accompanied by descriptive text, both in Spanish searches (80%) and English searches (90%).

In Spanish-language searches (Additional File 2), the top-ranking posts came mainly from institutional accounts (40%) and universities (20%). To a lesser extent, posts were identified from influencers or science communicators, healthcare professionals, professional unions, and nongovernmental organizations (10% each). The predominant purpose was to raise awareness about HMD (80%), while 20% of the posts were aimed at finding donors. The content focused primarily on the needs of recipient infants, although references to donation-related events, calls to action to donate, and mentions of World Human Milk Donation Day were also identified.

In the English-language searches (Table 4), posts were published primarily by news accounts (40%), healthcare professionals (20%), and associations (20%). Content from a celebrity and from a breastfeeding magazine or podcast was also identified. As in the Spanish-language searches, the primary purpose of the posts was to raise awareness of HMD (80%), while 20% focused on debunking myths related to breastfeeding. The most frequently addressed topics were the needs of recipient infants and calls to action encouraging HMD.

2.3. Facebook

In the Spanish-language content analysed (Additional file 3), image posts accompanied by descriptive text were the predominant format (70%), and were disseminated primarily through Facebook Pages (70%). The posts were most frequently published by healthcare professionals (40%) and human milk banks (20%), while the remainder originated from group administrators, personal accounts, news accounts, and organizations related to breastfeeding.

The primary purpose of the posts was to raise awareness of HMD (70%), followed by donor recruitment (20%) and the promotion of training activities for healthcare professionals (10%). The most frequently addressed topics included the needs of recipient infants, calls to action encouraging HMD, the number of infants who had benefited from donated human milk, events related to HMD, and the benefits of DHM.

In the English-language searches (Table 5), all posts were presented as videos accompanied by descriptive text. Most were published through Facebook Pages (80%), with influencers and content creators accounting for the largest proportion of posts (40%), followed by healthcare professionals and personal accounts (20% each).

Unlike the Spanish-language content, the predominant purpose of the English-language posts was to share testimonials from women who had donated human milk (60%), followed by raising awareness of

HMD (30%). The most frequently addressed topics were the donation process, the needs of recipient infants, calls to action encouraging HMD, and the personal satisfaction associated with donating human milk.

2.4. TikTok

On this platform, the video format with a description was predominant, especially in English-language content, although a significant proportion (40%) of posts in image format with a description was also identified in Spanish-language searches.

As for searches in Spanish (Additional File 4), the content was generated primarily by personal accounts (30%), healthcare professionals (20%), and influencers or content creators (20%). The content focused primarily on the experiences of female donors and on awareness-raising material, frequently addressing the donation process, the needs of recipient babies, personal fulfillment, and calls to action to donate. Comments highlighted concerns about donation, difficulties with milk production, and the perception that strict requirements might act as a barrier to donating.

Regarding the English-language content analyzed (Table 6), influencers or content creators were the primary authors of the posts (70%). Particularly noteworthy was the so-called “Milk Donation Challenge,” which involved recruiting donors by offering a gift card as compensation, along with donor testimonials and content about the donation process. There were also posts aimed at finding online buyers for DHM. In the comments, questions about donation were the most common topic, along with testimonials and perceived barriers, such as distance to the milk bank.

2.5. YouTube

On YouTube, news channels predominated in both the Spanish- and English-language searches. In Spanish-language searches, these channels accounted for 60% of the videos analyzed, followed by healthcare professionals (30%) and institutional accounts (10%). The primary purpose of the videos was to raise awareness of HMD (60%), although videos presenting a governmental perspective on HMD (20%) and those aimed at donor recruitment (20%) were also identified. The topics covered focused primarily on the donation process, the needs of recipient infants, and calls to action to donate. There were also references to personal fulfillment, the number of infants who benefited, and the shortage of human milk in milk banks.

In the English-language content, news channels accounted for 80% of content. The remainder came from healthcare professionals and influencers or health educators, each accounting for 10%. The predominant purpose was raising awareness about HMD (50%), followed by the search for donors (20%). To a lesser extent, testimonial videos, content about breastfeeding challenges, and posts related to the Guinness World Record for breastmilk donation were identified.

The most common topics in the English-language videos were the donation process, the needs of recipient infants, calls to action to donate, and the search for donors. References to personal fulfillment, support networks among mothers, and milk shortages for infants were also identified.

Figures 3 and 4 show the distribution of authors and the purpose of the posts analyzed across the different platforms. Overall, searches in Spanish revealed a greater presence of healthcare professionals and institutions, particularly on X, Facebook, and YouTube, while content in English featured a wider variety of profiles, including personal channels, influencers, media accounts, and other entities related to HMD. Raising awareness about donation was the predominant purpose on most platforms, although testimonial content took on particular relevance on Instagram and Facebook. Furthermore, only the English-language content included posts referring to incentives or compensation for donor recruitment, as well as posts related to the search for or sale of DHM.

Discussion

This study found that the information available about HMD on the internet and social media varies according to the language, platform, and type of content creator. Online interest in HMD remained relatively stable over time but showed temporary increases during awareness campaigns and high-profile media events.

Our searches revealed a relatively stable frequency, suggesting that interest in HMD primarily stems from specific needs related to pregnancy, the postpartum period, or neonatal hospitalization. However, increases were observed in association with both awareness campaigns—such as World Human Milk Donation Day—and high-profile media events, such as the infant formula shortage crisis in the United States. This pattern is consistent with previous studies that have shown temporary increases in online interest around health awareness days or months, although their impact may vary across topics and countries and does not always persist over time (11, 12). Furthermore, recent research has indicated that certain events with high social or media visibility can generate spikes in attention greater than those produced by planned health campaigns, especially when they involve public figures or events with high media coverage (13).

The nature of the content found on websites was predominantly informative and, to a lesser extent, interpretive, in line with findings from other digital media environments (14). Institutional sources were the primary providers of this content, whereas on social media, content creators, healthcare professionals, and other social actors played a more prominent role. This informative orientation (15) is directly linked to the type of source: institutions primarily fulfil an educational role, whereas content creators and other social actors focus more on raising awareness, encouraging participation, and promoting attitudinal change. Furthermore, although the content in both languages focused primarily on the donation process and the benefits of DHM, the Spanish-language content showed greater thematic consistency. This may reflect the stronger presence of institutional sources, which can contribute to increasing the visibility of HMD services. By contrast, the English-language searches revealed a more

diverse information landscape, in which institutional websites, human milk banks, associations, companies, and commercially oriented content coexisted. In contexts where the donation process may be influenced by commercial interests or unregulated channels, this diversity has important ethical implications.

The emergence of offers to purchase DHM or references to risks associated with unregulated channels underscores the need to promote messages regarding safety, traceability, and referral to accredited milk banks, especially in contexts where informal exchange via the internet is encouraged or facilitated (16, 17).

On social media, the results were more varied than those obtained from web search engines. Unlike Google, the social media platforms analyzed featured a greater diversity of authors, formats, and purposes. This variability across platforms is consistent with previous studies on online health information, which have shown differences in content type and source between web search engines and social media (18).

Instagram and TikTok are characterized by the predominance of visual formats such as Reels, videos, and images, which seems to favor the circulation of short, direct content focused on personal experiences. However, the purpose of the posts showed significant differences depending on the language. In Spanish-language searches, both platforms were primarily characterized by testimonial content. In contrast, in English-language searches, posts related to media phenomena or incentives gained greater visibility, particularly the Guinness World Record for breastmilk donation and the so-called Milk Donation Challenge. In contrast, X and YouTube showed a profile more oriented toward dissemination and awareness-raising than toward the sharing of personal experiences. This pattern may limit the appearance of comments, questions, or individual stories, but it also highlights the potential of these platforms for disseminating institutional campaigns or educational content. However, this potential should be interpreted with caution, especially in the case of YouTube, as previous systematic reviews have shown that the health information available on this platform varies in quality and, overall, is average or below average, and that the most-viewed are not necessarily the highest quality (19).

Facebook showed a different pattern compared to the other platforms, especially when comparing content in Spanish and English. In Spanish, the information was more closely linked to healthcare professionals and human milk banks, with the goal of providing information or raising awareness. However, in English, testimonial videos and profiles of influencers or content creators gained more visibility, similar to what was observed on Instagram and TikTok. This difference shows that the same platform can offer information with distinct characteristics depending on the language, both in terms of the type of author and the purpose of the content.

The comments offer a valuable perspective on interpreting women's information needs. Concerns were raised about the donation process, inclusion criteria, strict requirements, difficulty producing milk, and safety of the procedure. There were also references to a lack of prior awareness of the possibility of donating and a lack of information received from the healthcare system, particularly regarding less

visible situations such as milk donation following a perinatal death. These findings are consistent with previous studies (8–10) identifying a lack of information as a significant barrier to breast milk donation. The findings also suggest that social media can serve as spaces where concerns and barriers emerge that are not always captured within the healthcare system.

Overall, the results suggest that search engines and social media play complementary roles in accessing information about organ donation. While the former primarily provide institutional information about the donation process, the latter help identify the experiences, concerns, and barriers that influence the decision to donate.

Analyzing the content featured on websites and social media is particularly relevant for future research, as it helps identify elements that should be avoided in health communication, such as sensationalism, false expectations, excessive jargon, oversimplification of complex topics, or covert advertising (14).

These findings have clear implications for clinical practice, health education, and institutional communication. Human milk banks and health professionals should strengthen their digital presence on search engines, where a solid institutional foundation already exists, as well as on visually engaging social media platforms, such as Instagram and TikTok. They should use brief, clear, and emotionally accessible formats. Additionally, they should include explicit answers to frequently asked questions, messages about safety and traceability, and content tailored to lesser-known contexts, such as donation following perinatal death or donation in complex breastfeeding situations.

Overall, the gathered evidence highlights the importance of viewing the online environment as both a channel for disseminating information and a source of insight into the needs and concerns of potential donors.

Despite these findings, this study has some limitations that should be taken into account. First, search engine analysis is subject to biases inherent in ranking algorithms, which cannot be completely eliminated even through the use of incognito mode and depersonalization settings. Furthermore, some searches have an implicit local component, which may influence the results obtained depending on geographic location. Additionally, changes in Google Trends' data collection systems over time may affect the longitudinal comparability of the results. Furthermore, the analysis was limited to the first page of results, which, while reflecting typical user behavior, may have excluded less visible but potentially relevant content. With regard to social media, the analysis focused on the top results for selected hashtags during a specific time period; therefore, the findings may be influenced by the changing dynamics of these platforms, their algorithms, and the trends active at the time of the search. Finally, the analysis of comments allows us to identify concerns and experiences expressed by users, but it does not reveal their sociodemographic characteristics or confirm whether they are donors, potential donors, recipients, or family members.

Conclusions

Online platforms are a significant source of information on HMD. While search engines prioritize institutional content focused on the donation process and the benefits of donated human milk, social media platforms facilitate the sharing of personal experiences, testimonials, and awareness-raising content.

Social media helps identify persistent questions about donation requirements and the donation process, as well as other barriers perceived by potential donors. This highlights information needs that are not always met by traditional healthcare channels.

Differences observed between Spanish- and English-language content suggest that the information available in the digital environment is influenced by cultural, health, and media factors. Notably, English-language content exhibited greater diversity among authors and included posts related to donation incentives or unregulated forms of human milk exchange.

These findings highlight the importance of improving the digital communication strategies of human milk banks and healthcare professionals by providing accessible, evidence-based content that is tailored to the characteristics and needs of different digital platforms.

Abbreviations

DHM: Donor Human Milk; HMD: Human Milk Donation

Declarations

Ethics approval and consent to participate

Not applicable

Consent for publication

Not applicable

Availability of data and materials

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

Competing interests

The authors declare that they have no competing interests

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Authors' contributions

Conceptualization: AS-L and FF-A; Methodology: AS-L and FF-A; Investigation: AS-L and FF-A; Formal analysis: AS-L, GG-M, GD-V and FF-A; Funding acquisition: AS-L and FF-A; Validation: AS-L and FF-A; Supervision: AS-L; Writing-Original draft preparation: AS-L, GG-M, GD-V and FF-A; Writing-Review & Editing: AS-L, GG-M, GD-V and FF-A

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Tables

Table 1. Top results on Google for searches related to human milk donation in Spanish.

Rank	Source type	Content Type	Topics Covered
1	Healthcare institution	Information about human milk donation	Benefits of DHM and the process for becoming a human milk donor Breast milk collection calendar
	https://www.bancsang.net/es/donaciones/leche-materna/		
2	Health professional	Information on HMD	Benefits of DHM and the process for becoming a human milk donor
	https://doulabarcelona.com/donar-leche-materna/		
3	Health institution	Information on HMD	Benefits of DHM and the process for becoming a human milk donor
	https://www.hospitalgermanstrias.cat/es/dar-leche-materna		
4	Health institution	Information on HMD	Benefits of DHM and the process for becoming a human milk donor
	https://www.clinicbarcelona.org/noticias/la-donacion-de-leche-materna-y-su-beneficio-para-los-recien-nacidos-prematuros		
5	Health institution	Information on HMD	Benefits of DHM and the process for becoming a human milk donor
	https://icscampdetarragona.cat/es/area-paciente/donacion/donacion-de-leche-materna/		
6	Health institution	Information on HMD	Benefits of DHM and the process for becoming a human milk donor
	https://www.ventanafamilias.es/bebes/donacion-de-leche-materna/		
7	Health institution	Information on HMD	Benefits of DHM and the process for becoming a human milk donor
	https://centro-transfusion.san.gva.es/es/banco-de-leche-materna		
8	Health institution	DHM delivery form	Contact request to find a delivery method for DHM
	https://www.bancsang.net/es/donaciones/leche-materna/quieres-ser-donante-de-leche/		
9	Health institution	PDF guide	Process for becoming a human milk donor
	https://fmvaldecilla.es/wp-content/uploads/2022/07/guia_para_donantes_de_leche_materna.pdf		
10	Association	Interview	Process for becoming a human milk donor Raising Awareness on World Human Milk Donation Day

	https://www.ihan.es/la-donacion-de-leche-materna-un-dia-en-el-calendario-un-regalo-para-la-vida/

HMD: human milk donation; DHM: donor human milk.

Table 2. Top search results on Google for searches related to “human milk donation” in English.

Rank	Type of source	Type of content	Topics covered
1	Association	Search for a DHMB	DHMB directory
	https://www.hmbana.org/find-a-milk-bank/overview.html		
2	Human milk bank	Information on HMD	Benefits of DHM and process for HMD Registration form for HMD
	https://healthy.kaiserpermanente.org/health-wellness/health-encyclopedia/he.learning-about-donor-breast-milk.acn8080		
3	Human milk bank	Information on HMD	Benefits of DHM and process for HMD Purchase of DHM
	https://www.mnmilkbank.org/donate-milk/		
4	Health institution	Information on HMD	Benefits of DHM and process for HMD Purchase of DHM
	https://health.universityofcalifornia.edu/patient-care/milk-bank		
5	Health institution	Information on HMD	Benefits of DHM and process for HMD
	https://healthcare.utah.edu/womens-health/pregnancy-birth/mothers-milk-donation-center		
6	Human milk bank	Information on HMD	Benefits of DHM and process for HMD
	https://milkbankne.org/donate-milk/		
7	Company	Information on HMD	Benefits of DHM and process for HMD
	https://www.prolacta.com/en/news/how-do-i-donate-breast-milk/		
8	Human milk bank	Information on HMD	Contact request to find a delivery method for DHM
	https://www.donatemilk.org/		
9	Human milk bank	Information on HMD	Benefits of DHM and process for HMD
	https://texasmilkbank.org/		
10	Health institution	Information on HMD	Benefits of DHM and process for HMD
	https://www.texaschildrens.org/departments/milk-bank-lab-services/human-milk-donation-info		
11	Health institution	Information on HMD	Benefits of DHM and process for HMD Health risks
	https://www.fda.gov/science-research/pediatrics/use-donor-human-milk		

12	Company	Information on HMD	Benefits of DHM and process for HMD
	https://www.prolacta.com/en/donors/become-a-donor/		
13	Health institution	Information on HMD	Benefits of DHM and process for HMD
	https://healthy.kaiserpermanente.org/health-wellness/health-encyclopedia/he.learning-about-donor-breast-milk.acn8080		

DHMB: donor human milk bank; HMD: human milk donation; DHM: donor human milk;

Table 3. Characteristics of Instagram posts about human milk donation in English (#breastmilkdonation).

Rank	Format	Author	Purpose	Topics addressed
1	Reel talking to the camera	Influencer / Content creator	Milk donation challenge	HMD as a means of increasing revenue Eligibility requirements for HMD
	https://www.instagram.com/reels/DUvZf2jjS0H/			
2	Image	Professional	Debunking myths about breastfeeding	Breast size is not correlated with milk production
	https://www.instagram.com/p/CONxtcKhidl/?igsh=ZGxvdmt0ZTB1am5j			
3	Image	News account	Reporting on the Guinness World Record of HMD	Guinness World Record for HMD Surrogate pregnancy
	https://www.instagram.com/p/DCZdVi6uiF6/?igsh=MTdkYmZ6dDEzbWpseg%3D%3D			
4	Reel	Influencer / Content creator	Donor testimonies	Donation to a family member Breast size does not determine milk production Shipping frozen human milk by plane Personal satisfaction
	https://www.instagram.com/reels/DT3FiqCEVhp/			
5	Image	Personal account	Reporting on the Guinness World Record of HMD	Guinness World Record of HMD
	https://www.instagram.com/p/DMNzfPCuUHw/?igsh=MWwzcmMzcDJwZ2RkYg%3D%3D			
6	Reel	Influencer / Content creator	Milk donation challenge	Personal gratification Eligibility requirements for HMD benefits
	https://www.instagram.com/reels/DPAWrS9jBhy/			
7	Reel	Guiness World Records' Account	Reporting on the Guinness World Record of HMD	Guinness World Record of HMD
	https://www.instagram.com/reels/Cur_aj7RNdw/			

8	Reel	Influencer / Content creator	Milk donation challenge	HMD with financial compensation Eligibility requirements for HMD benefits
	https://www.instagram.com/reels/DUb4O6PDQGy/			
9	Reel	Influencer / Content creator	Showing the process of HMD	Process of HMD
	https://www.instagram.com/reels/DWxDuKgkadt/			
10	Reel	Influencer / Content creator	Showing the process of HMD	Process of HMD HMD with financial compensation
	https://www.instagram.com/reels/C-BMBqDSwG8/			

HMD: human milk donation; DHM: donor human milk.

Table 4. Characteristics of publications on X regarding human milk donation in English (#breastmilkdonation).

Rank	Format	Author	Purpose	Topics addressed
1	Image with description	Association	Debunking myths about breastfeeding	HMD after breast surgery
	ttps://x.com/ATTABreastmilk/status/2057733632496652390			
2	Image with description	Celebrity	Awareness of HMD	Needs of recipients of DHM
	https://x.com/Guttajwala/status/1957124355818971383			
3	Video with description	Health professional	Awareness of HMD	Needs of recipients of DHM Call to action Process of HMD
	https://x.com/HospitalBaptist/status/1922124643818996190			
4	Image with description	News account	Search for HMD	HMD by a celebrity Needs of recipients of DHM
	https://x.com/DailyhuntApp/status/2055567552311595340			
5	Image with description	News account	Awareness of HMD	Benefits and challenges of HMD
	https://x.com/NewsMedical/status/1817723715242672132			
6	Image with description	News account	Awareness of HMD	HMD by a celebrity Needs of recipients of DHM
	ttps://x.com/PrameyaEnglish/status/2055603852167221638			
7	Image with description	Magazine on breastfeeding	Awareness of HMD	Call to action
	https://x.com/boobingit/status/1903784544303485036			
8	Image with description	News account	Awareness of HMD	HMD on behalf of a celebrity Needs of recipients of human milk
	https://x.com/NENowNews/status/1967902123515056210			
9	Image with description	Health professional	Awareness of HMD	Scientific studies on HMD
	https://x.com/MNCH_Centre/status/1662415816279613441			

10	Image with description	Association	Debunking myths about breastfeeding	Myth about the connection between the infant and the donor
	https://x.com/ATTABreastmilk/status/2020121666773307684			

HMD: human milk donation; DHM: donor human milk.

Table 5. Characteristics of Facebook posts about human milk donation in English (#breastmilkdonation).

Rank	Format	Account/ Page	Author	Purpose	Topics addressed
1	Video with description	Page	Page on Breastfeeding	Displaying breastfeeding	Breastfeeding
	https://www.facebook.com/reel/920706656395592				
2	Video with description	Account	Personal account	Donor testimony	Process of HMD
	https://www.facebook.com/reel/2203786320020361				
3	Video with description	Page	Influencer / Content creator	Donor testimony	Personal gratification Call to action for HMD Process of HMD
	https://www.facebook.com/reel/889849976451169				
4	Video with description	Page	Influencer / Content creator	Donor testimony	Process of HMD
	https://www.facebook.com/reel/754597820366901				
5	Video with description	Page	Health professional	Awareness of HMD	Needs of recipients of DHM Call to action
	https://www.facebook.com/reel/664370029567777				
6	Video with description	Page	Influencer / Content creator	Donor testimony	Process of HMD Personal gratification
	https://www.facebook.com/reel/2888237894718881				
7	Video with description	Account	Personal account	Donor testimony	Process of HMD
	https://www.facebook.com/reel/25664171183218331				
8	Video with description	Page	Influencer / Content creator	Donor testimony	Process of HMD
	https://www.facebook.com/reel/1061939395358605				

9	Video with description	Page	News account	Awareness of HMD	Needs of recipients of DHM Number of beneficiaries of HMD
	https://www.facebook.com/reel/650692931220514				
10	Video with description	Page	Health professional	Awareness of HMD	Needs of recipients of DHM Process of HMD
	facebook.com/reel/26504628619131449/?s=single_unit				

HMD: human milk donation; DHM: donor human milk.

Table 6. Characteristics of TikTok posts about human milk donation in English (#breastmilkdonation).

Rank	Format	Author	Purpose	Topics addressed
1	Video with description	Influencer / Content creator	Milk donation challenge	Financial compensation Call to action
	https://www.tiktok.com/@liascenna/video/7522973051483409678?q=%23breastmilkdonation&t=1779621711809			
2	Video with description	Influencer / Content creator	Milk donation challenge	Financial compensation Call to action
	https://www.tiktok.com/@lauren.steenblik/video/7627962263655173407?q=%23breastmilkdonation&t=1779621711809			
3	Video with description	Health professional	Donor testimony	Number of beneficiaries of HMD Personal gratification
	https://www.tiktok.com/@momma.move/video/7618c168863779294486?q=%23breastmilkdonation&t=1779621711809			
4	Video with description	Influencer / Content creator	Milk donation challenge	Financial compensation Recipients' needs Call to action Process of HMD
	https://www.tiktok.com/@latchingwithgrace/video/7495873952192040238?q=%23breastmilkdonation&t=1779621711809			
5	Video with description	Influencer / Content creator	Milk donation challenge	Financial compensation Personal gratification
	https://www.tiktok.com/@lauren.steenblik/video/7624606795327081759?q=%23breastmilkdonation&t=1779621711809			
6	Video with description	Human milk bank	Awareness of HMD	Recipients' needs Call to action
	https://www.tiktok.com/@ucmilkbank/video/7643203950367329567?q=%23breastmilkdonation&t=1779621711809			
7	Image with description	Influencer / Content creator	Search for DHM buyers	Search for online DHM buyers
	https://www.tiktok.com/@ellaweinheimer7/photo/7602829925745315085?q=%23breastmilkdonation&t=1779621711809			
8	Video with description	Influencer / Content creator	Donor testimony	Tips for increasing milk production

	https://www.tiktok.com/@jo.jo.b.r/video/7390060041560247582?q=%23breastmilkdonation&t=1779621711809			
9	Video with description	Personal account	Donor testimony	Process of HMD
	https://www.tiktok.com/@sdockery101/video/7642703639882059022?q=%23breastmilkdonation&t=1779621711809			
10	Video with description	Influencer / Content creator	Donor testimony	Process of HMD Recipients' needs
	https://www.tiktok.com/@toribreen93/video/7190487705489345838?q=%23breastmilkdonation&t=1779621711809			

HMD: human milk donation; DHM: donor human milk.

Figures

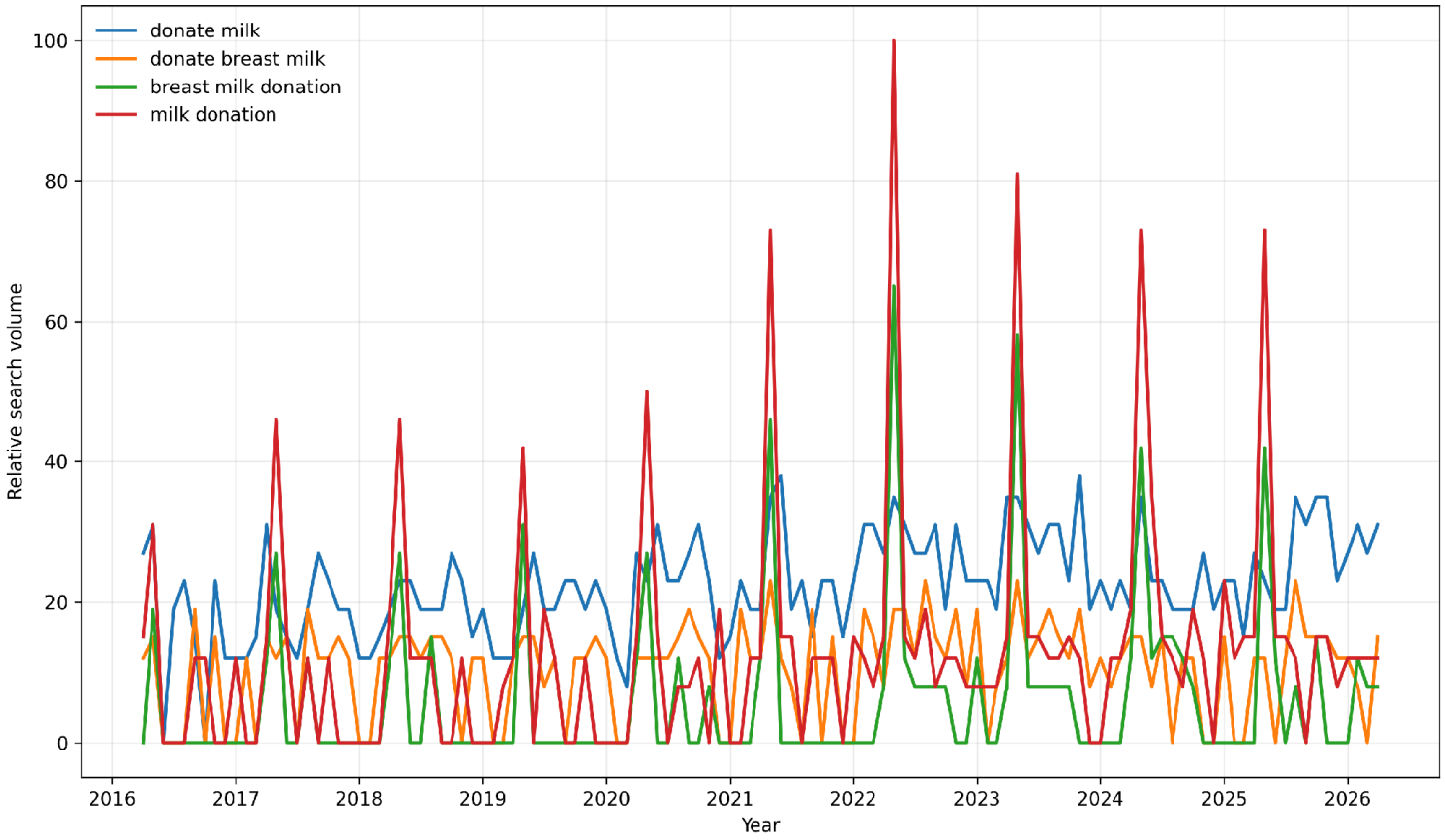


Figure 1

Temporal trends in the relative search volume (RSV) for human milk donation in Spanish (Google Trends, 2016–2026).

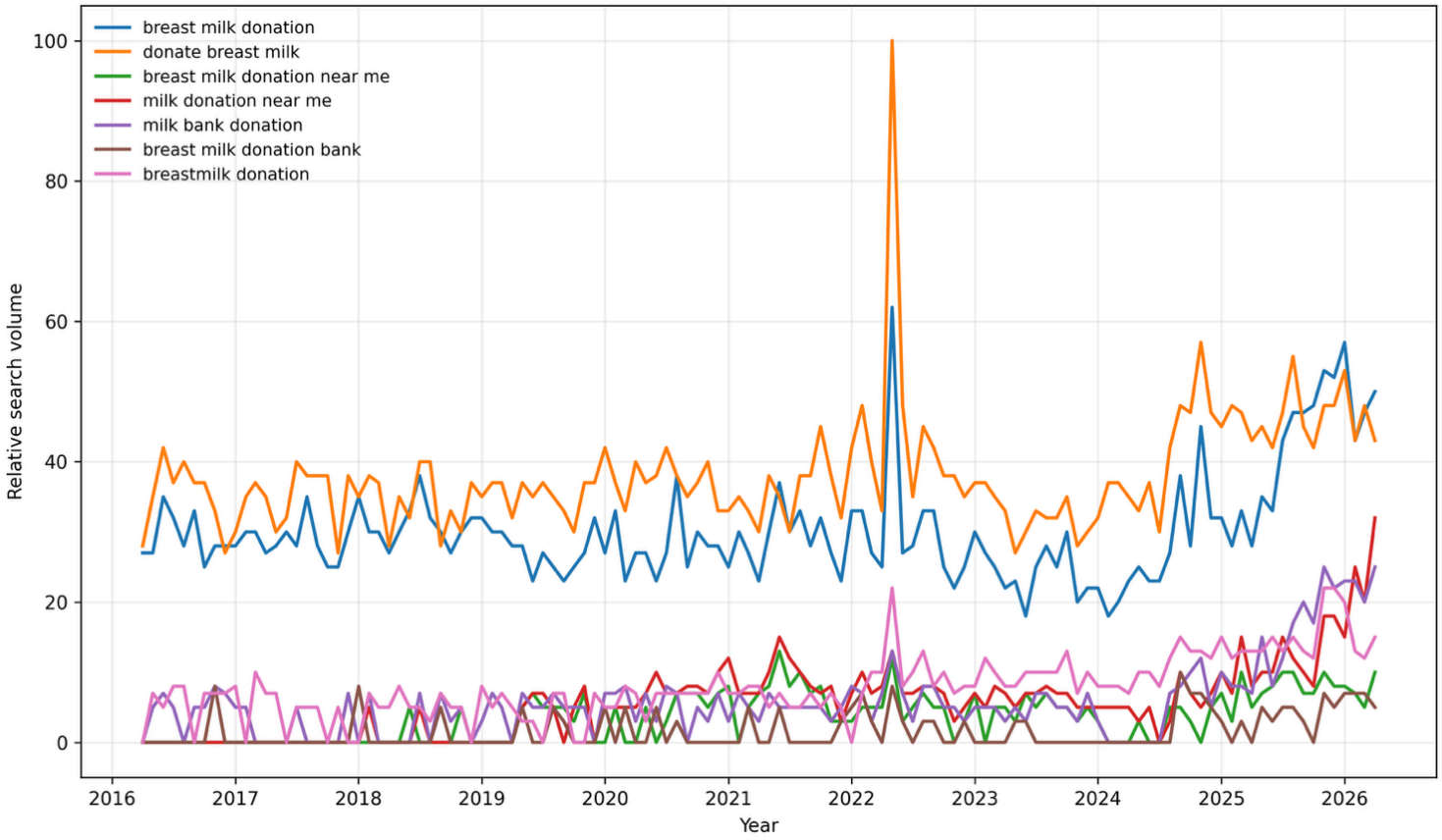


Figure 2

Temporal trends in the relative search volume (RSV) for human milk donation in English (Google Trends, 2016–2026).

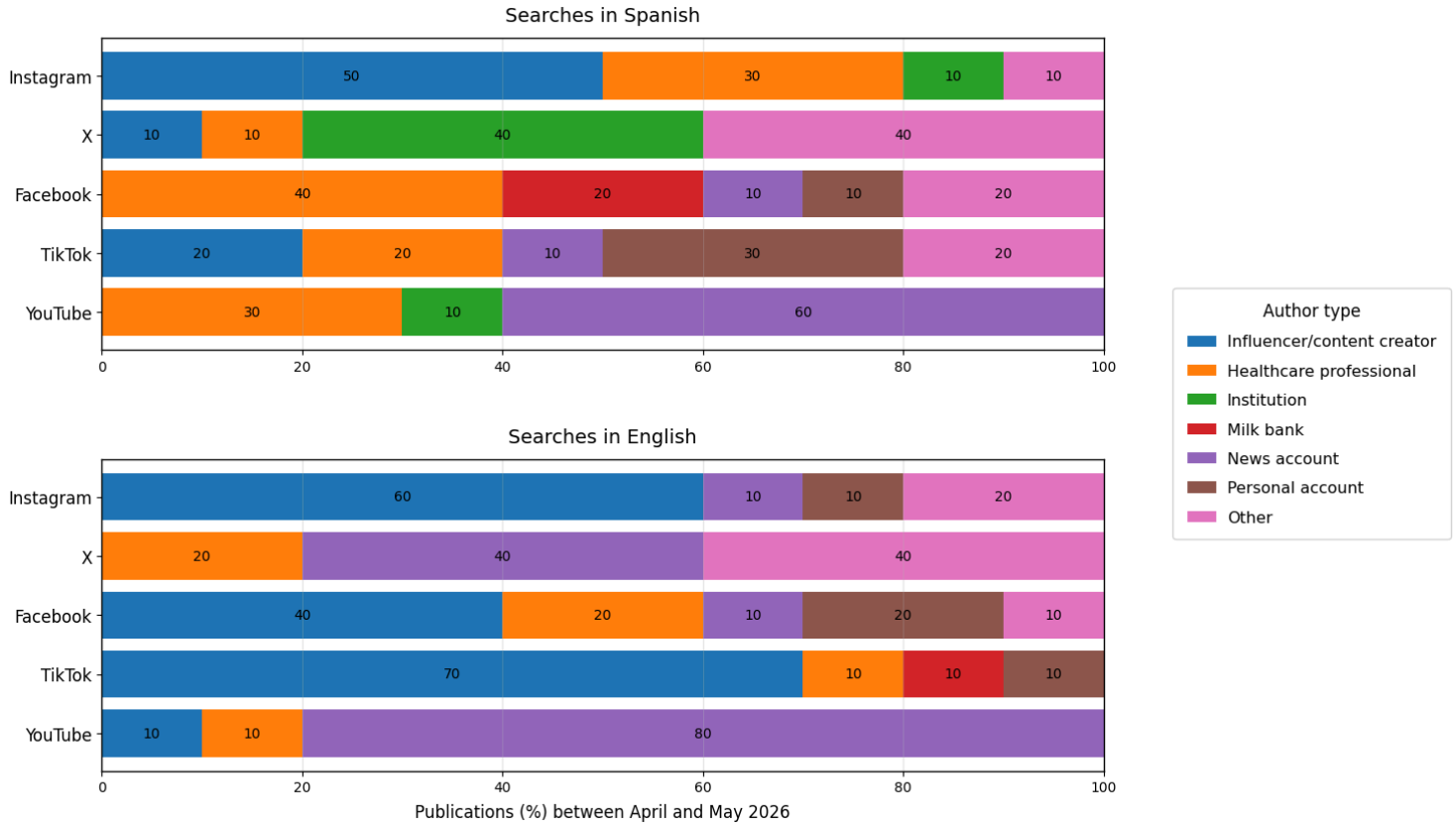


Figure 3

Profile of the authors of social media posts about human milk donation, by platform and language.

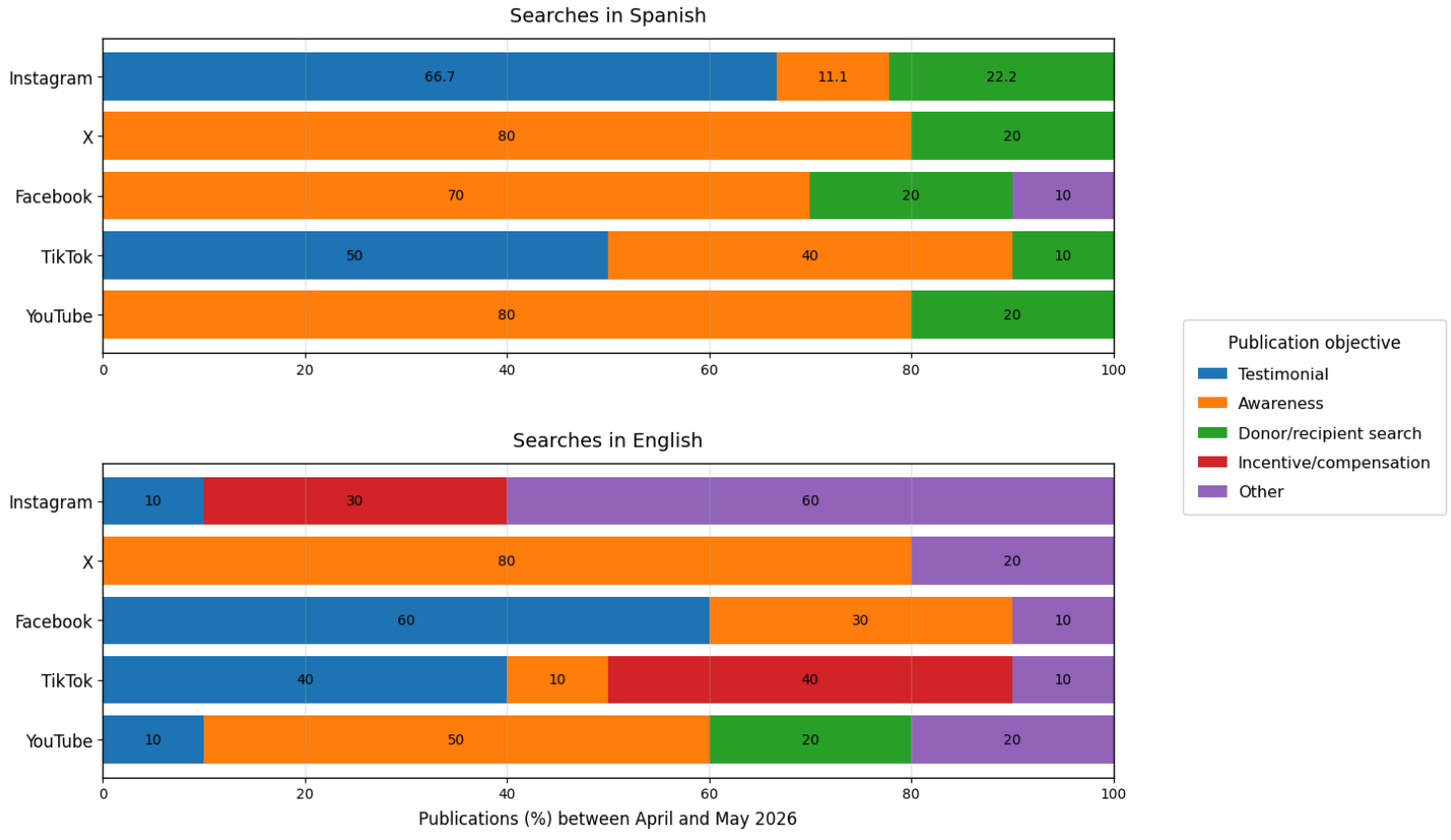


Figure 4

Purpose of social media posts about human milk donation, by platform and language.

Supplementary Files

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- Additionalfiles1.docx