

Table 1. Characteristics of study participants.

Characteristics	Survey Participants (n=90)		Interview Participants (n=22)	
	N	Percent (%)	N	Percent (%)
Gender				
Male	6	7	1	4
Female	84	93	21	96
Age (years)				
18 – 24	4	4	0	0
25 – 34	30	33	4	18
35 – 44	42	47	13	59
45 – 54	12	13	5	23
55 – 64	2	2	0	0
Race and ethnicity				
Black / African American	5	6	3	14
Hispanic / Latino	5	6	1	5
Native American	1	1	0	0
Asian-American or Pacific Islander	2	2	0	0
White / Caucasian	77	86	18	82
Other	0	0	0	0
First language				
English	86	96	22	100
Spanish	2	2	0	0
Other	2	2	0	0
Highest level of educational attainment				
High school graduate	15	17	0	0
Some College	29	32	5	23
Bachelor's Degree	29	32	10	45
Graduate or Professional	17	19	7	32
Previous experience in a relevant field				
Healthcare	31	34	12	55
Education	29	32	12	55
Science / Technology	6	7	4	18
Media	5	6	1	5
None of the above	42	47	5	23
Mean age of child	7.51	SD ± 4.32	8.46	SD ± 5.07
Child's diagnosis				
Leukemia / lymphoma	22	24	9	41
Brain tumor	8	9	2	9
Extracranial solid tumor	24	27	8	36
Other	31	34	2	9
Unspecified / Unknown	5	6	1	5
Time since diagnosis				
< 3 months	4	4	0	0
3 – 12 months	14	16	3	14
1 – 3 years	38	42	8	36
3 – 5 years	15	17	5	23

> 5 years	19	21	6	27
Child's current health status				
Excellent	6	7	3	14
Good	49	54	14	64
Fair	28	31	5	23
Poor	6	7	0	0
Not applicable	1	1	0	0
Social media site(s) used				
Facebook	89	99	21	96
Instagram	28	31	8	36
CaringBridge	23	26	10	46
Twitter	10	11	5	23
Blogging platforms	10	11	5	23
Other	4	4	2	9
Frequency of social media use				
More than daily	31	34	7	32
Daily	10	11	2	9
A few times a week	31	34	8	36
Weekly	11	12	1	5
Monthly	5	6	3	14
Every few months	2	2	1	5
Primary reasons for using social media related to child's health				
To connect with other families for emotional support	80	89	20	91
To educate myself about my child's illness	75	83	19	86
To connect with other families for practical support	73	81	21	96
To share my child's story with family and friends	72	80	19	86
To find treatment options and therapies for my child	48	53	10	46
To confirm that the information my child's doctor gives us is accurate and up-to-date	39	43	11	50
To raise money to help cover the costs of my child's care	32	36	9	41
Other	0	0	0	0