Impact of Language on Engagement with Dental Education Content: A Social Media-Based Analysis

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Abstract:

This study reflects how language influences engagement rates in dental educational content on social media. In multilingual regions such as the GCC, medical educational information is taught in English while the public primarily consumes similar information in Arabic. To explore the communication gap, this research compares Arabic - only content with Arabic accompanied with English subtitles through analyzing metrics of engagement across 24 posts and reels covering six dental specialities.

Using Instagram Insights, we measured likes, views, shares, comments, and saves for each reel and post then calculated the engagement rate as a standardized mathematical formula for comparison. Preliminary findings showed that reels in Arabic with English subtitle format consistently attracted higher engagement, with one orthodontic reel receiving over 2,200 views, with more than 60 percent of engagement coming from non followers within the first week. Reels generally outperformed posts, and Arabic with English format showcasing strong reach and interaction, particularly in pediatrics and orthodontic topics.

These findings suggest that bilingual content on Instagram enhances viewer comprehension as well as increases discoverability through the algorithm. Adding English subtitles into Arabic dental content may offer viewers a practical and inclusive approach to online dental education in multilingual populations.

Keywords:

Dental education, Bilingual communication, Social media Engagement.