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**“Social Media and Cervical Laminoplasty: Evaluating Patient Perception and Content Characteristics Across Instagram, Reddit, and YouTube”**

Social media has become a powerful and accessible source of health information, transforming how patients understand medical conditions, explore treatment options, and engage with healthcare providers. These platforms facilitate direct communication between patients and providers, capture lived experiences, and highlight how patients perceive their care.

Understanding the utility of social media in supporting patient-centered care is especially important for surgical procedures, where patient perceptions may offer insights beyond clinical outcomes. To date, the relationship between patient perception and clinical care has not been investigated in the context of cervical laminoplasty. Cervical laminoplasty is a motion sparing surgical procedure developed as an alternative to cervical laminectomy for the treatment of cervical myelopathy, with the goal of reducing post-operative complications.

This study aims to assess the current landscape of cervical laminoplasty related content on social media and explore its potential implications for patient education, perception, and satisfaction. Publicly available posts will be gathered from Instagram, Reddit, and YouTube using application programming interfaces (APIs) for the period of March 2020 to March 2025. Two independent reviewers will code posts according to tone, phase of care, author perspective, and content type. Post characteristics will be evaluated using descriptive statistics to detect emerging patterns, assess relationships between post features, and compare findings across platforms.

The findings of this study will improve the understanding of how cervical laminoplasty is represented on social media. Identifying patterns in online content may provide clinicians with a better understanding of patient priorities and lead to more positive patient experiences. As social media continues to expand as a health information source, it becomes increasingly important to evaluate its potential as a resource for developing patient-centered care. Additionally, this study may help spine surgeons appreciate patient perspectives expressed online and adapt their communication and educational strategies to better align with patient needs.