



Social Media Audit of the United States Food and Drug Administration on Facebook, Instagram, and Twitter (X).

From June 27 to July 16, 2025

## **INTRODUCTION:**

After auditing the U.S. Food and Drug Administration (FDA) on their three main platforms, Facebook, Instagram, and Twitter (X) from June 27 to July 16, 2025, it is evident that the agency has a consistent but largely one-directional social media program. While the agency demonstrates strong consistency and alignment with its public health mission, audience responses across all three platforms reveal persistent communication challenges. Comment sections frequently reflect public skepticism, confusion, and frustration, often intensified by the politicization of science and health. These dynamics are especially pronounced for the FDA, given its central role in regulating vaccines, medications, and safety standards during a time of heightened national distrust.

It is also important to recognize that the FDA's social media team appears to operate within strict limitations, particularly when it comes to responding to public comments, or correcting misinformation in real time. This environment is further shaped by the Trump administration's distancing from traditional public health messaging and a broader national discourse that has become increasingly polarized around vaccines, scientific authority, and individual choice. In this context, the FDA's ability to communicate effectively through social media is both more challenging and more essential.

This report summarizes the FDA's performance against standard best practices for content mix, posting schedule, engagement, and overall platform strategy. It identifies key strengths and areas for growth, with recommendations designed to help the agency reinforce trust, expand reach, and strengthen its role as a credible public health voice in an increasingly fragmented media environment. Here are my findings and recommendations to help make the FDA's social media presence more effective, accessible, and responsive to the communities it serves.

## BACKGROUND:

According to the U.S. Food and Drug Administration's (FDA) [About Us: page](#) (2025), it is a federal agency under the Department of Health and Human Services responsible for regulating a wide range of products, including food, human and animal drugs, vaccines, medical devices, cosmetics, and tobacco. With more than 18,000 employees working nationwide and internationally, the FDA plays a significant role in protecting the health of every American. The agency's main audience includes consumers, healthcare providers, industry stakeholders, and government partners who rely on the agency's guidance and oversight to ensure products are safe, effective, and properly labeled.

At its core, the FDA's mission is to protect and promote public health by ensuring products meet rigorous safety and effectiveness standards, while also supporting innovation and providing clear, science-based information. The agency's work helps maintain trust in the nation's food and medical supply, empowers people to make informed health decisions, and plays a part in ensuring the country is prepared for public health emergencies.

## PLATFORM INFORMATION:



846,000 Followers: <https://www.facebook.com/FDA>

**About:** The official page of the U.S. Food and Drug Administration. Our posts are all FDA APPROVED



140,000 Followers: <https://www.instagram.com/fda/>

**About:** This account is FDA Approved! | Use #FDA



339,200 Followers: [https://x.com/fda\\_drug\\_info](https://x.com/fda_drug_info)

**About:** Receive the latest drug information from the US FDA. Contact us at [1.855.543.3784](tel:1.855.543.3784) or [druginfo@fda.hhs.gov](mailto:druginfo@fda.hhs.gov). Privacy Policy - <http://fda.gov/privacy>

## PLATFORM ABOUTS/BIOS ASSESSMENT:

After reviewing the FDA's current social media bios and comparing them to best practices from [Sprinklr's Social Media Bio Strategy and Ideas for All Platforms](#) (2025) and Hirose's [Hootsuite](#) report, *How to Craft the Perfect Social Media Bio* (2024), it's clear the FDA is hitting some basics, but missing key opportunities to improve engagement and clarity.

**Hashtags:** Both articles point out that hashtags are important for increasing discoverability on platforms like Instagram and Twitter.

- Instagram: The FDA's bio includes a branded hashtag (#FDA), which is a good start and aligns with recommendations for boosting reach and creating a consistent presence.
- Twitter and Facebook: The FDA does not use hashtags in their bio on these platforms. That is fine for Facebook, since hashtags in bios are not prioritized on the platform per Hootsuite, but not using them on Twitter is a missed opportunity to help their content be found more easily.

**Calls to Action (CTAs):** Including clear CTAs in bios is one of the simplest ways to drive engagement, which is something both articles strongly emphasize.

- Instagram: The FDA does include a basic CTA ("Use #FDA"), which is a positive and could encourage more user-generated content and engagement.
- Twitter: Per Sprinklr, even though contact information is provided, there's no direct CTA inviting people to follow or stay updated, which is important for encouraging engagement.
- Facebook: There is no CTA here at all, and it does not guide visitors to next steps or explain why they should follow, which is not aligned with best practices, as stated by Hootsuite.

**Emojis:** Both articles emphasize that emojis can help brands appear more approachable and human, especially on visually-driven platforms like Instagram. The FDA uses no emojis in their social media bios. Without emojis, the tone comes off overly formal, while trying too hard with the "FDA approved" joke. Their bios lack visual appeal, and a more relatable approach could help humanize their social media presence.

The FDA's current bios show some awareness of best practices by including a hashtag and a minimal CTA on Instagram, but there's a lot of room for improvement across platforms.

## BEST PRACTICES EVALUATION:

### Analysis Summary:

The FDA's social media strategy is consistent and mission-driven, with opportunities to improve audience engagement, content variety, and responsiveness. The agency posts regularly across Facebook, Instagram, and Twitter (X), often during peak engagement windows. This schedule supports visibility and reinforces credibility. Most content focuses on regulatory updates, safety alerts, and consumer education, aligning well with the FDA's role. However, the content strategy does not reflect the Rule of Thirds or 80/20 mix, which balances informative, engaging, and promotional content.

The agency varies format and tone slightly across platforms, Instagram features visual content like UV safety posts, while Twitter emphasizes concise regulatory headlines, but captions remain formal and uniform. This limits emotional connection. The July 4th video on Facebook stands out for its culturally relevant, approachable tone. The FDA rarely uses Stories, polls, or other interactive features, and does not engage with followers in the comments, even when misinformation or questions arise. While understandable due to policy constraints, this lack of interaction weakens opportunities for trust-building and clarification.

In 2025, the FDA also stepped back from social responsibility messaging. Pride Month and Juneteenth went unacknowledged, despite clear health equity links and prior engagement in past years. This change likely reflects external political pressures, but the absence of inclusive messaging risks alienating marginalized audiences. Subtle, values-driven content aligned with public health equity could help reaffirm the agency's longstanding commitments.

## What The FDA Gets Right on Social Media

### Consistent Posting Schedule and Platform Activity:

The FDA demonstrates a strong commitment to consistent and timely posting across Facebook, Instagram, and Twitter (X). Posts are frequently published during recommended high-engagement windows, such as late mornings and early afternoons, aligning with best practices identified by [Hootsuite's 19 social media best practices for faster growth](#) and [Socialinsider's 24 Social Media Best Practices From Industry Experts for 2024](#). This consistency helps reinforce credibility and ensures that time-sensitive public health updates are accessible when users are most active. For instance, a July 2 Twitter update on a press release was posted at 12:23 PM, right in the platform's peak engagement window.

### [Screenshot from Twitter/X:](#)



## Platform-Appropriate Visual and Caption Strategy:

The FDA generally adapts its messaging to fit the norms of each platform. Instagram posts highlight high-resolution visuals and well-structured captions, while Facebook allows for longer-form explanations and Twitter favors concise language with embedded links. The agency's June 27 "National Sunglasses Day" graphic on Instagram, is a good example of this alignment in best practices outlined in the [Hootsuite 2025 guide to high-ROI social media campaigns](#). It combined a light seasonal theme with a public health message about UV safety. This kind of cross-platform tailoring is a key strength that many government accounts struggle to master.

### [Screenshot from Instagram:](#)





### Strategic Use of Multimedia Formats:

The agency makes effective use of video, particularly on Facebook, where the format tends to outperform images in reach and engagement. A July 4 holiday-themed video is a good example of this approach. As noted in the [Meltwater 2025 State of Social Media Report](#), video remains the most engaging format across social media platforms, The FDA's use of the format during public observances shows an understanding of content trends and user preferences.

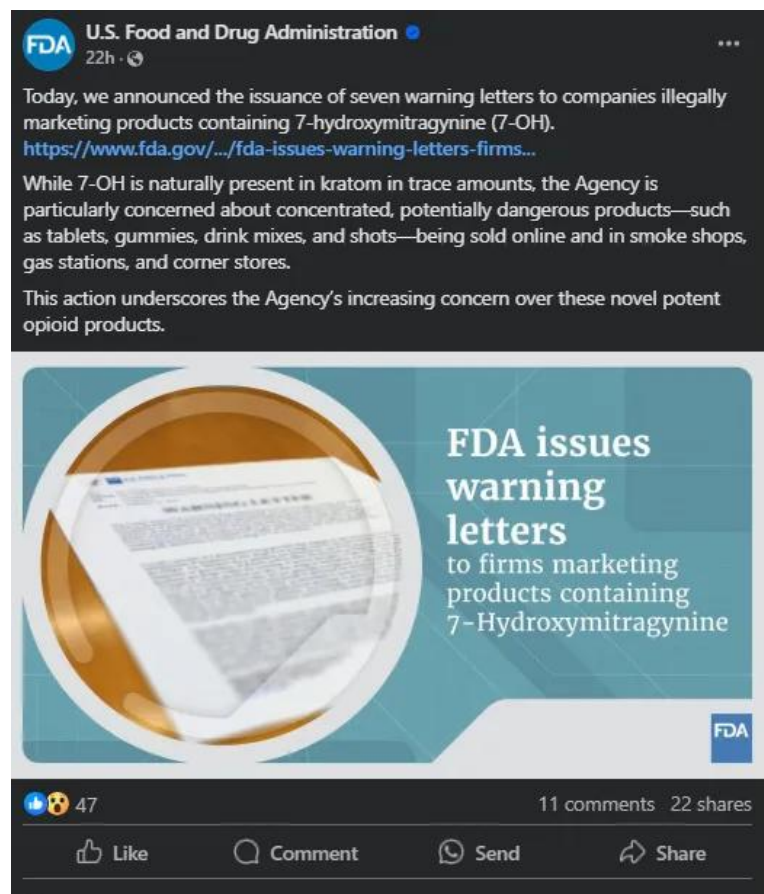
[Screenshot from Facebook:](#)



### Mission-Driven Content Mix:

The FDA's content consistently reinforces its regulatory and educational mission. Across platforms, posts focus on product safety, recalls, enforcement updates, and consumer guidance. The July 3 post warning about kratom-derived synthetic opioids paired a clear headline with resource links and mission-aligned messaging. This reinforces the agency's commitment to science-backed regulation and public protection, even in a digital environment that often devalues nuance.

#### [Screenshot from Facebook:](#)



### **Adaptation to Platform-Specific Features:**

Although there is room for growth, the FDA does employ some platform-specific techniques effectively, aligning with best practices noted by [SproutSocial's](#) guide *How to craft an effective social media content strategy*. Hashtags, awareness days, and branded imagery are consistently used across platforms to reinforce message visibility. These elements help position the agency as a reliable presence without straying from its professional tone. The FDA also hosts online events on Twitter (X), and cross-posts on multiple platforms inviting users to join in for a panel or discussion. This is another best practice noted by [Hootsuite's](#) guide *Social Media for Nonprofits: 12 Essential Tips for Success*.

## **What the FDA Can Improve on Social Media**

### **Limited Visibility of Equity and Inclusion Messaging:**

Compared to previous years, the FDA's 2025 content showed a noticeable reduction in posts recognizing cultural observances such as Pride Month and Juneteenth. These moments are increasingly important opportunities for federal health agencies to acknowledge the communities they serve. Research from [Einwiller, Wolfgruber, and Leitner](#) in the article *Addressing backlash? Corporate DEI communication and user complaints on social media*, indicates that transparent DEI communication, even in the face of potential backlash, can build stakeholder trust, while silence or omission can foster skepticism or disengagement. This absence is especially noticeable given the agency's prior history of acknowledging these events.

The shift in language and acknowledgement is consistent with patterns documented in *Why Companies Are Reframing DEI Language in 2025* from [Diversity.com](#), which notes that many agencies have abandoned explicit DEI language amid legal, political, and cultural backlash. It is important to acknowledge that these gaps likely reflect agency and administrative policy constraints rather than a decision by the social media team. However, in the

long term, finding ways to reaffirm the FDA's longstanding commitments to health equity and inclusion, even in subtle or science-centered ways, will be essential to rebuilding public trust.

### **Missed Opportunities for Engagement and Response:**

While the FDA does a strong job of delivering information, it rarely engages with public comments or questions, even when misinformation or confusion is evident. This is not uncommon among federal agencies and is often a result of limited staff authority, capacity, or legal constraints. Still, public health communication literature, including recent guidance from the [American Academy of Pediatrics](#), *Strategies for Improving Vaccine Communication and Uptake*, emphasizes that engagement, particularly in the form of myth correction or resource referral, is one of the most effective tools for maintaining credibility in polarized environments.

### **Narrow Use of Content Formats and Narratives:**

The FDA's posts primarily follow a top-down model focused on facts, warnings, and enforcement. While appropriate for the agency's mission, this approach could be strengthened by incorporating educational storytelling, behind-the-scenes content, or community health spotlights. According to [Mundy and Bardhan](#)'s article, *Charting Theoretical Directions for DEI in Public Relations*, public institutions build deeper audience trust when they incorporate narrative and values-based messaging alongside informational content. These additions need not be political or controversial. Rather, they can highlight shared priorities like child safety, food access, or medication adherence.

### **Underuse of Interactive Features:**

The FDA is not yet fully leveraging platform-specific engagement tools like Instagram Stories, or interactive polls. These features represent low-cost, high-impact opportunities to increase reach and communicate bite-sized science-based content to younger or less engaged users. According to [Hootsuite's 2025 guide to high-ROI social media campaigns](#), tools like Stories could be especially effective for promoting seasonal campaigns or awareness week reminders in a visually dynamic way. None of the evaluated content featured such tools, suggesting an area of unrealized potential.

### **Recommendations for the FDA to Improve Its Social Media Strategy:**

1. Explore low-risk ways to reaffirm commitments to equity and access, especially during culturally significant observances and health equity initiatives.
2. Increase public engagement through limited but strategic responses to comments, particularly to correct misinformation or clarify health guidance.
3. Incorporate narrative-based content to humanize the agency, including staff features, success stories, or health impact highlights.
4. Expand use of short-form, interactive formats like Instagram Stories to communicate key takeaways in more accessible, audience-driven formats.
5. Post more culturally relevant and audience-driven content tied to awareness days, seasonal health concerns, or trending public interest topics.
6. Develop internal guidance for moderated engagement, enabling trained staff to respond to low-risk questions and provide credible resources when possible.

## **CONCLUSION:**

The FDA's social media presence reflects a stable foundation grounded in consistency, mission alignment, and clear public health intent. Of its three core platforms, Facebook emerges as the strongest, leveraging timely content and multimedia formats to engage broad audiences. Instagram demonstrates visual cohesion and thematic clarity but underutilizes interactive tools that could enhance connection. Twitter (X), while active and informative, struggles the most with audience trust and comment sentiment, a vulnerability that highlights the need for more responsive, human-centered communication.

Despite these platform-specific differences, a common pattern across the FDA's channels is the dominance of top-down messaging with limited interaction or narrative storytelling. In an increasingly polarized information environment, this approach risks alienating communities that rely on public health institutions for clarity, inclusion, and credibility. By expanding content variety, adopting platform-native features, and reintroducing thoughtful, values driven messaging, even in constrained political contexts, the FDA can evolve its social presence into one that not only informs but connects.

Ultimately, by implementing the recommendations outlined in this report, and especially by embracing subtle but strategic engagement and equity forward storytelling, the FDA has an opportunity to rebuild trust, enhance message reach, and reaffirm its role as a reliable, science-based voice in a crowded and often conflicted digital landscape.

## SOURCES:

Aboulhosn, Sarah. (2024). [How to craft an effective social media content strategy](#). SproutSocial

Food & Drug Administration. (2025). [About Us:](#) FDA.ORG

Diversity.com. (2025). [Why Companies Are Reframing DEI Language in 2025](#). Diversity.com

Einwiller, Wolfgruber, and Leitner. (2025). [Addressing backlash? Corporate DEI communication and user complaints on social media](#). Journal of Marketing Communication

Hirose, Alyssa. (2024). [How to Craft the Perfect Social Media Bio](#). Hootsuite

Jain and Malik. (2025). [Social Media Bio Strategy and Ideas for All Platforms](#). Sprinkl

McLachlan, Stacey. (2023). [Social Media for Nonprofits: 12 Essential Tips for Success](#). Hootsuite

Meltwater. (2025). [2025 State of Social Media Report](#). Meltwater

Mundy and Bardhan. (2023). [Charting Theoretical Directions for DEI in Public Relations](#). Journal of Public Relations Research

Newberry, Christina. (2025). [19 social media best practices for faster growth](#). Hootsuite

Newberry, Christina, (2024). [2025 guide to high-ROI social media campaigns](#). Hootsuite

O'Leary, Opel, Cataldi, Harkell. (2024). [Strategies for Improving Vaccine Communication and Uptake](#). American Academy of Pediatrics

SproutSocial. (2025). [Best times to post on social media in 2025](#). SproutSocial

Volodina, Kseniia. (2024). [24 Social Media Best Practices From Industry Experts for 2024](#). Socialinsider

## Audit Tables:

### Day 1 –Friday, June 27, 2025–

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares...  <b>AND</b> Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	8:00AM	Image: "Get the Facts About Women and HIV."	<b>Engagement 1: 22 likes, 6 comments, 3 shares.</b> Only 3 comments visible. 1 positive comment supported the FDA but criticized the Pet Food Institute, showing appreciation for FDA efforts in educating consumers. 0 neutral comments; no comments were unrelated or showed no clear sentiment among visible comments. 2 negative comments expressed strong frustration toward the FDA, accusing it of delaying approval of Elamipretide for Barth syndrome. <b>Overall:</b> Positive: 33% (1/3) Neutral/spam: 0% (0/3) Negative: 67% (2/3) Overall sentiment was strongly negative, driven by anger over drug approval delays, with a single supportive comment focused on FDA's consumer education efforts.	No engagement with followers.
	1:00 PM	Image: Post for National Sunglasses Day	<b>Engagement 2: 48 likes, 9 comments, 14 shares.</b> Only 4 comments visible. 0 positive comments; none expressed support or appreciation toward the FDA or its messaging. 2 neutral comments appeared to be bot-generated ads for "Doctors" pages, unrelated to the post's content and offering no clear sentiment. 2 negative comments criticized the FDA, with one claiming indifference to public welfare and another spreading COVID-19 disinformation. <b>Overall:</b> Positive: 0% (0/4) Neutral/spam: 50% (2/4) Negative: 50% (2/4) Overall sentiment was split evenly between neutral spam and strong negativity, marked by distrust and misinformation, with no positive engagement.	No engagement with followers.
Instagram: 140,000 Followers	1:00 PM	Image: "Get the Facts About Women and HIV."	<b>Engagement: 30 likes. 24 comments.</b> Only 15 comments visible. 0 positive comments; no comments expressed support or appreciation toward the FDA or the post. 13 neutral comments were unrelated or appeared to be spam, including ten repeating #LightForRP and three repeating #ApproveMCO010, offering no clear sentiment toward the FDA or the topic of women and HIV. 2 negative comments expressed severe distress unrelated to the FDA's post, describing personal suffering allegedly due to forced medical experimentation and requesting euthanasia. <b>Overall:</b> Positive: 0% (0/15)	No engagement with followers.



	5:00 PM	Image: Post for National Sunglasses Day	<p>Neutral/spam: 87% (13/15)  Negative: 13% (2/15)  Overall sentiment was largely neutral, dominated by off-topic spam unrelated to the post's message, with some strongly negative but unrelated comments, and no positive engagement.  <b>30 likes, 15 comments.</b>  0 positive comments; no comments expressed support or appreciation toward the FDA or the post.  13 neutral comments were unrelated or appeared to be spam, identical to the first post's comments, including repeated #LightForRP and #ApproveMCO010 hashtags, with no connection to women and HIV.  2 negative comments mirrored those from the first post, expressing severe distress unrelated to the FDA's post, describing personal suffering and requesting euthanasia.  <b>Overall:</b>  Positive: 0% (0/15)  Neutral/spam: 87% (13/15)  Negative: 13% (2/15)  Overall sentiment was the same as the first post: largely neutral, driven by off-topic spam, with a small portion of unrelated negative comments, and no positive engagement.</p>	No engagement with followers.
Twitter/X: 339,200 Followers	10:48 AM	Link to the 2024 Drug Trials Snapshots Report	<p><b>Engagement: 12 comments, 6 retweets, 17 likes, 3 saves.</b>  Only 9 comments visible.  1 positive comment praised clinical trial diversity and encouraged continued progress.  1 neutral comment was off-topic or appeared to be spam, offering no clear sentiment toward the FDA or the post.  7 negative comments expressed frustration, mistrust, or misinformation. These included accusations of intentional harm, conspiracy theories about mRNA vaccines, and claims the FDA ignores women's health, along with criticism of drug manufacturing dependence and FDA performance.  <b>Overall:</b>  Positive: 11% (1/9)  Neutral/spam: 11% (1/9)  Negative: 78% (7/9)  Overall sentiment was strongly negative, driven by distrust, conspiracy theories, and frustration with FDA processes, with minimal positive engagement and some off-topic comments.</p>	No engagement with followers

**Activity Summary:**

The FDA shared five total posts across Facebook, Instagram, and Twitter/X, centering on women's health and demographic representation in clinical trials. The standout content was the "Get the Facts About Women and HIV" image, which was posted to both Facebook and Instagram. While the message was clear and direct, engagement quality was poor. Instagram saw a flood of off-topic and spam comments, with hashtags like #LightForRP dominating visible feedback. This highlights the importance of moderating comments or proactively engaging with followers to maintain focus on the intended message.

On Facebook, the National Sunglasses Day post performed relatively better, indicating that timely, awareness-day content can still resonate with audiences when paired with relevant visuals. Meanwhile, the Twitter/X post linking to the 2024 Drug Trials Snapshots report drew higher engagement in terms of comments and shares, but sentiment skewed heavily negative. More than half the comments included conspiratorial or hostile remarks toward the FDA, underscoring the importance of monitoring and responding to misinformation in real time.

For four out of the five posts, the FDA's posting times fell between late morning and early afternoon (10:48 AM to 1 PM), which is consistent with best practices recommending mid-morning to early afternoon for peak engagement per [Sprout Social's Best times to post on social media in 2025](#). While timing was on point, the lack of any engagement with users or moderation of comments stood out as a significant gap. Addressing user questions, clarifying misinformation, or simply acknowledging feedback could strengthen trust and improve the effectiveness of these posts.

**Day 2 – June 30, 2025 -**

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	12:25 PM	Image: Drug Development Webinar announcement:	<b>Engagement: 26 likes, 3 comments, 3 shares.</b> Only two comments visible. 0 positive comments; neither comment expressed support or appreciation toward the FDA or the post. 1 neutral comment stated intent to attend the webinar, showing no clear positive or negative sentiment. 1 negative comment repeated COVID-19 misinformation from a previous post, expressing distrust toward the FDA. <b>Overall:</b> Positive: 0% (0/2) Neutral/spam: 50% (1/2) Negative: 50% (1/2) Overall sentiment was mixed, with equal parts neutral engagement and negative misinformation, and no positive comments.	No engagement with followers.
	2:48 PM	Image: Cucumber Salmonella Outbreak Update	<b>Engagement: 107 likes, 15 comments, 39 shares.</b> Only 11 comments visible. 2 positive comments thanked the FDA for the update or used approving emojis, showing appreciation and support. 2 neutral comments were unrelated or appeared to be spam, offering no clear sentiment toward the FDA or the post. 7 negative comments expressed frustration, mistrust, or misinformation. These included skepticism about quality oversight, demands for explanations, criticism of drug advertising and corporate influence, complaints about FDA priorities, and false claims about vaccine safety. <b>Overall:</b> Positive: 18% (2/11) Neutral/spam: 18% (2/11) Negative: 64% (7/11) Overall sentiment was strongly negative, driven by distrust and misinformation, with limited positive engagement and some off-topic comments.	No engagement with followers.
Instagram: 140,000 Followers	6:56 PM	Image: Cucumber Salmonella Outbreak Update	<b>Engagement: 214 likes, 8 comments.</b> Only seven comments visible. 1 positive comment expressed appreciation with a simple "Thank you." 2 neutral comments included an emoji-only reply and a comment with the hashtag #Foodmicroscope, offering no clear sentiment toward the FDA or the post. 4 negative comments expressed distrust or frustration, including outright disbelief of FDA messaging, criticism of animal agriculture for	No engagement with followers.

			contributing to foodborne illness, and a comment questioning whether the information was politically motivated. <b>Overall:</b> Positive: 14% (1/7) Neutral/spam: 29% (2/7) Negative: 57% (4/7) Overall sentiment was mostly negative, reflecting skepticism of FDA credibility and concerns over food safety, with minimal positive engagement and a few neutral or unclear comments.	
Twitter/X: 339,200 Followers	No posts.			

### Activity Summary:

On June 30, the FDA posted two updates to Facebook and one to Instagram, focusing on a Drug Development Webinar announcement and an update on the cucumber salmonella outbreak. The cucumber post generated the most traction across both Facebook and Instagram, with 107 likes, 15 comments, and 39 shares on Facebook and 214 likes and 8 comments on Instagram. Sentiment analysis revealed that follower engagement was mostly negative across both platforms: Facebook saw 64% negative sentiment among visible comments on the salmonella update, driven by skepticism of the FDA's credibility, frustrations with pharmaceutical marketing, and misinformation about vaccines. Instagram comments reflected 57% negative sentiment with skepticism of FDA messaging, concerns about food safety, and accusations of political bias. Positive engagement was minimal, and neutral or spam comments made up a smaller share of interactions. Meanwhile, the webinar post on Facebook had mixed sentiments, with one neutral comment confirming attendance and one negative comment repeating COVID-19 misinformation.

Despite the FDA's timely updates and relevant content, no engagement or responses to questions were observed on any platform. This is a missed opportunity, as best practices highlight that nonprofits and public agencies should actively respond to comments to build community trust and address misinformation per [Hootsuite, 12 Essential Tips for Nonprofits](#). Posting times in the early afternoon and evening align with recommended best times for maximizing engagement, but the FDA's continued lack of comment moderation or direct engagement suggests room for improvement in fostering a responsive online presence and reducing the spread of misinformation.

**Day 3 – July 2, 2025**

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	No posts			
Instagram: 140,000 Followers	No posts			
Twitter/X: 339,200 Followers	12:23 PM	Link to press release for accelerated drug approval.	<b>Engagement: 13 retweets, 16 likes, 1 comment, 1 save.</b> 0 positive comments; while the comment begins with a supportive note, it does not express overall approval toward the FDA. 0 neutral comments; the comment directly critiques FDA processes and does not remain neutral. 1 negative comment expressed frustration with perceived inconsistency in the FDA's urgency across different treatments, questioning why the same speed isn't applied universally. <b>Overall:</b> Positive: 0% (0/1) Neutral/spam: 0% (0/1) Negative: 100% (1/1) Overall sentiment was negative, driven by concern over inconsistent urgency in FDA actions and perceived inequity in treatment approvals.	No engagement with followers.

**Activity Summary:**

On July 2, the FDA shared a single post on Twitter/X at 12:23 PM, linking to a press release announcing an accelerated drug approval. The tweet drew moderate engagement, including 13 retweets, 16 likes, 1 comment, and 1 save. The only visible comment started with support for the patients but shifted to a critical tone, questioning why the FDA shows urgency for some treatments but delays others. The sentiment analysis reflected 0% positive, 0% neutral, and 100% negative sentiment overall, driven by frustration over inconsistent timelines for drug approvals.

No engagement or response from the FDA was observed, missing an opportunity to address the concern directly. While posting at midday is aligned with best practices for maximizing visibility on Twitter, the lack of responsiveness is a gap. According to [Hootsuite's 12 Essential Tips for Nonprofits](#), actively replying to comments is key to building trust and demonstrating accountability, especially when posts spark critical conversations.

**Day 4 –July 3,2025**

<b>Platform &amp; Reach</b>	<b>How Many Posts &amp; When Posted Time of Day</b>	<b>What Type Content —</b> Video, Image, Gif, Question	<b>Overall Engagement:</b> Feedback/Comments from Followers Note # of (Like, /Comments, Shares... <b>AND</b> <b>Overall Sentiment:</b> Positive, Negative, Neutral, Mixed	<b>Brand/Org Engagement Back to Fans, Followers</b> Note Response Time to User <b>if</b> there was question/issue
Facebook: 846,000 Followers	No posts			
Instagram: 140,000 Followers	No posts			
Twitter/X: 339,200 Followers	8:10 AM	Link to press release for accelerated drug approval	<b>Engagement: 1 comment, 4 retweets, 9 likes:</b> 0 positive comments; the comment does not express any support or appreciation for the FDA or the posted material. 0 neutral comments; the comment is neither informational nor related to the FDA's post. 1 negative comment expressed off-topic frustration and implied a cover-up related to a fire event, tagging unrelated organizations and figures, with no connection to the FDA or the posted content. <b>Overall:</b> Positive: 0% (0/1) Neutral/spam: 0% (0/1) Negative: 100% (1/1) Overall sentiment was negative and entirely off-topic, reflecting unrelated grievances and conspiracy suggestions, with no engagement relevant to the FDA's posted material.	No engagement with followers.

**Activity Summary:**

On July 3, the FDA posted once on Twitter/X at 8:10 AM, sharing a link to a press release about an accelerated drug approval. Engagement was minimal, with 1 comment, 4 retweets, and 9 likes. The only visible comment was completely off-topic, venting frustration about an unrelated environmental issue and suggesting a cover-up. Sentiment analysis showed 0% positive, 0% neutral, and 100% negative sentiment, with no comments addressing the actual content of the FDA's post. The FDA did not engage or respond to the comment.

Posting early in the morning aligns with best practices for reaching audiences at the start of the day, but the lack of engagement misses a chance to redirect conversation or provide clarity. Responding to comments, even off-topic ones, can help demonstrate that the FDA is listening and committed to addressing public concerns. [Socialinsider's 24 Social Media Best Practices](#) highlight the importance of engaging with your community to build trust and keep discussions focused.

## Day 5 – July 4, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... <b>AND</b> <b>Overall Sentiment:</b> Positive, Negative, Neutral, Mixed	Brand/Org Engagement <b>Back to Fans, Followers</b> Note Response Time to User <b>if</b> there was question/issue
Facebook: 846,000 Followers	8:01 AM	Video	<p><b>Engagement: 43 likes, 15 comments, 4 shares.</b></p> <p>Only 12 comments are visible. 0 positive comments; none of the comments expressed support or appreciation toward the FDA or its July 4th post.</p> <p>3 neutral comments were unrelated or appeared to be spam, including personal messages seeking connections that had nothing to do with the FDA or the post.</p> <p>9 negative comments expressed frustration, sarcasm, or hostility toward the FDA. These included criticism of the agency's funding priorities, complaints about drug approval processes and NDAs, disbelief that the FDA is still active, personal attacks between commenters, and direct wishes for FDA employees to lose their jobs.</p> <p><b>Overall:</b>  <b>Positive: 0% (0/12)</b>  <b>Neutral/spam: 25% (3/12)</b>  <b>Negative: 75% (9/12)</b>  <b>Overall sentiment</b> was strongly negative, dominated by frustration, criticism, and hostility toward the FDA and fellow commenters, with no positive engagement and some unrelated or spam comments.</p>	No engagement with followers.
Instagram: 140,000 Followers	12:04 PM	Video	<p><b>Engagement: 64 likes, 4 comments.</b></p> <p>2 positive comments expressed support and celebration, including warm Independence Day wishes and congratulations.</p> <p>0 neutral comments; none were unrelated or offered no clear sentiment.</p> <p>2 negative comments included one demanding FDA action to approve a specific drug, expressing frustration over delays, and another condemning the United States with a hostile political message referencing violence and oppression.</p> <p><b>Overall:</b>  Positive: 50% (2/4)  Neutral/spam: 0% (0/4)  Negative: 50% (2/4)  Overall sentiment was mixed, with equal parts positive celebration and negative frustration or hostility, reflecting both support for the</p>	No engagement with followers.

			FDA and criticism of broader geopolitical issues.	
Twitter/X: 339,200 Followers	No posts			

### Activity Summary:

On July 4, the FDA posted Independence Day videos on Facebook and Instagram, but did not share any content on Twitter/X. The Facebook video, posted at 8:01 AM, received 43 likes, 15 comments, and 4 shares. Sentiment was mostly negative, with 75% of visible comments expressing frustration or hostility toward the FDA, including criticism of its priorities and operations. Another 25% of comments were neutral or spam, and there were no positive comments. On Instagram, the video posted at 12:04 PM earned 64 likes and 4 comments. Sentiment here was mixed, with two comments offering positive Independence Day wishes and two expressing negative or hostile opinions, including a demand for faster drug approvals and a politically charged remark against the U.S.

Even though both posts generated engagement, the FDA did not respond to any comments or interact with followers. This missed a key opportunity to clarify information and reinforce positive engagement. [Socialinsider's 24 Social Media Best Practices](#) emphasize the importance of proactively engaging with your audience, especially when posts receive strong reactions. Ignoring comments can let misinformation or negativity dominate the conversation and undermine the reach and impact of the agency's messaging.



## Day 6 – July 7, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... <b>AND</b> Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	10:10 AM	Image with link for Workshop on Twitter (X) on reducing animal testing	<p><b>Engagement: 39 likes, 13 comments, 6 shares.</b> 10 comments are visible. 0 neutral/spam comments; no visible comments were unrelated or lacked clear sentiment toward the FDA or the post. 3 positive comments expressed support for reducing or eliminating animal testing. One included heartfelt thanks and praise for the FDA's action. 7 negative comments expressed strong frustration or hostility. These included calls to eliminate all animal testing, accusations of cruelty, and off-topic complaints about pharmaceutical advertising. Some replies included sarcastic or dismissive tones in user debates.</p> <p><b>Overall:</b> <b>Positive:</b> 30% (3/10) <b>Neutral/spam:</b> 0% (0/10) <b>Negative:</b> 70% (7/10) <b>Overall sentiment</b> was largely negative, with emotional and critical comments dominating the conversation. While a few users appreciated the FDA's effort to reduce animal testing, most expressed distrust, anger, or dissatisfaction, especially in the absence of visible moderation or clarification from the FDA.</p>	No engagement with followers for both posts.
	2:00 PM	Image with link for more information regarding Fibroid Awareness Month	<p><b>Engagement: 30 likes, 12 comments, 11 shares.</b> 9 comments have been hidden or deleted. 0 positive comments; none of the comments expressed support, appreciation, or acknowledgment of the FDA's post or its awareness effort. 0 neutral/spam comments; all comments included direct replies or challenges with clear sentiment, none were off-topic or irrelevant. 3 negative comments expressed skepticism, misinformation, or confrontational tone. One attributed fibroids to dioxin in tampons without evidence, another replied defensively, and a third questioned the commenter's medical authority, reflecting a contentious and distrustful tone in the thread.</p> <p><b>Overall:</b> <b>Positive:</b> 0% (0/3) <b>Neutral/spam:</b> 0% (0/3) <b>Negative:</b> 100% (3/3)</p>	

			<b>Overall sentiment</b> was entirely negative, with the comment section reflecting distrust, misinformation, and user conflict. No engagement from the FDA was observed.	
Instagram: 140,000 Followers	2:15 PM	Same image with link to streaming of workshop on reducing animal testing as FB. Linked to Youtube instead of X.	<b>Engagement: 94 likes, 2 comments.</b> 2 positive comments used clapping and heart-eyes emojis, indicating approval, enthusiasm, or support for the FDA's livestream on reducing animal testing. 0 neutral/spam comments; both comments were relevant and showed clear positive sentiment. 0 negative comments; there were no expressions of frustration, criticism, or misinformation. <b>Overall:</b> <b>Positive:</b> 100% (2/2) <b>Neutral/spam:</b> 0% (0/2) <b>Negative:</b> 0% (0/2) <b>Overall sentiment</b> was fully positive, with emoji-only responses reflecting support for the FDA's effort to address animal testing through public dialogue.	No engagement with followers on both posts
	6:00 PM	Same uterine fibroids awareness month post from Facebook.	<b>Engagement: 36 likes, 0 comments.</b> Comment sentiment analysis impossible due to lack of engagement.	
Twitter/X: 339,200 Followers	10:02 AM	Text post with link to same workshop hosted on the site.	<b>Engagement: 31 comments, 35 retweets, 114 likes, 24 saves.</b> 9 positive comments expressed appreciation for the workshop, emphasized the importance of reducing or eliminating animal testing, or praised scientific advancements such as organ-on-chip technology and the 3Rs framework ("reduce, refine, replace"). 6 neutral comments included scientific inquiries, tag chains, and unrelated or unclear posts. These did not show clear sentiment toward the FDA or the workshop. 16 negative comments expressed hostility, frustration, or misinformation. These included conspiracy theories accusing the FDA of "mass genocide," demands for continued or increased animal testing, criticism of non-animal methods as "hype," and personal or politically charged attacks. <b>Overall:</b> <b>Positive:</b> 29% (9/31) <b>Neutral/spam:</b> 19% (6/31) <b>Negative:</b> 52% (16/31) <b>Overall sentiment was mostly negative</b> , led by strong criticism, distrust, and misinformation. Positive comments showed support for reducing animal testing and highlighted the scientific value of the workshop. Neutral comments reflected curiosity or off-topic chatter. No FDA engagement was visible in the thread.	No engagement with followers on both posts.

	4:02 PM	Image with link for panel on menopause and hormone replacement therapy for women	<p><b>Engagement: 7 comments, 10 retweets, 27 likes, 8 saves.</b></p> <p><b>2 positive comments</b> praised the panel or discussion, including excitement to watch and support for accurate conversations around HRT.</p> <p><b>2 neutral comments</b> included off-topic promotions or spam with no clear sentiment toward the FDA or the post.</p> <p><b>3 negative comments</b> raised concerns about misinformation, referenced controversial or unavailable content, or indirectly criticized the FDA and affiliated figures.</p> <p><b>Overall:</b></p> <p><b>Positive:</b> 29% (2/7)</p> <p><b>Neutral/spam:</b> 29% (2/7)</p> <p><b>Negative:</b> 42% (3/7)</p> <p><b>Overall sentiment was mixed</b>, with a balance of support and concern. While some commenters expressed appreciation for the discussion, others used the thread to question research integrity or share unrelated materials. No engagement from the FDA was visible.</p>	
--	---------	--	--	--

### Activity Summary:

On July 7, the FDA promoted its workshop on reducing animal testing, Uterine Fibroid Awareness month, and a panel on hormone replacement therapy across Facebook, Instagram, and Twitter/X.

On Facebook, both posts saw moderate engagement, but comments skewed negative; 70% criticized the FDA or expressed distrust. The fibroid awareness post received only negative comments, including misinformation.

Instagram posts performed better. The workshop post earned 94 likes and two positive emoji-based comments. The fibroid post had 36 likes but no comments.

Twitter/X saw higher interaction. The workshop tweet received 31 comments with mixed sentiment; over half were negative, while others praised scientific progress. The HRT post drew fewer comments but a similar split between support, criticism, and spam.

Despite the volume of interaction across platforms, the FDA did not respond to any user comments or questions. As emphasized in [Socialinsider's 24 Social Media Best Practices](#), proactive engagement is critical for building community and combating misinformation. Ignoring comment sections, especially during moments of public concern, can weaken trust and allow confusion or hostility to go unchecked.

## Day 7 – July 8, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... <b>AND</b> Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	1:00 PM	Image with link to safety information for UV Safety month. Re-used graphic from National Sunglasses day post.	<b>Engagement: 27 likes, 1 comment, 12 shares.</b> 1 negative comment challenged the FDA's safety message and promoted misleading health claims about sun exposure and sunglasses. <b>Positive:</b> 0% (0/1) <b>Neutral/Spam:</b> 0% (0/1) <b>Negative:</b> 100% (1/1) <b>Overall Sentiment:</b> Sentiment was entirely negative, with the only visible comment pushing misinformation that undermines the FDA's UV safety messaging. No engagement or clarification from the FDA was observed.	No engagement with followers on both posts.
	3:19 PM	Safety alert image concerning nitrous oxide product use.	<b>Engagement: 53 likes, 17 comments, 39 shares.</b> 12 visible comments. 1 positive comment; only one comment expressed clear support for the FDA's safety messaging around nitrous oxide use. 5 neutral/spam comments included vague or off-topic remarks, such as unrelated questions about supplements and medications, or emojis without clear sentiment. 6 negative comments expressed sarcasm, hostility, or political tension. These included mockery of the FDA's timing ("30 years late"), personal attacks between commenters, politicized references to RFK Jr., and dismissive takes on nitrous oxide use as a party drug. <b>Overall:</b> <b>Positive: 8% (1/12)</b> <b>Neutral/spam: 42% (5/12)</b> <b>Negative: 50% (6/12)</b> <b>Overall sentiment</b> was predominantly negative, with a mix of sarcasm, frustration, and off-topic debate. While one user thanked the FDA for the warning, the agency did not respond to comments or engage with followers. This absence of interaction allowed critical and misleading voices to set the tone for the conversation.	
Instagram: 140,000 Followers	7:59 PM	Image directing followers to submit questions to the FDA commissioner	<b>Engagement: 59 likes, 11 comments.</b> Some comments were hidden by instagram but not deleted. 1 positive comment used supportive emojis (clapping and fire) and another praised the FDA's effort in Farsi, showing appreciation for potential treatment approvals.	No engagement with followers.

		at the link in their bio.	<p>2 neutral/spam comments included unrelated business promotions about spice sales and a vague motivational emoji.</p> <p>8 negative comments expressed frustration, urgency, or skepticism. These included demands for rare disease drug approvals (#approvemco010), criticism of FDA delays (with an external article linked), accusations regarding fluoride, glyphosate, and "chem trails," and pleas for faster ALS treatment access in Turkish.</p> <p><b>Overall:</b>  <b>Positive: 18% (2/11)</b>  <b>Neutral/spam: 18% (2/11)</b>  <b>Negative: 64% (7/11)</b></p> <p><b>Overall sentiment</b> was largely negative, dominated by emotional appeals, distrust, and off-topic grievances. While a few users showed appreciation, most used the space to demand action or voice criticism. No engagement from the FDA was visible in the comment thread.</p>	
Twitter/X: 339,200 Followers	10:38 AM	Image with link about CURE ID platform for disease surveillance	<p><b>Engagement: 2 likes, 14 retweets, 22 likes, 2 saves.</b></p> <p><b>0 positive comments;</b> neither comment expressed support, appreciation, or acknowledgment of the CURE ID platform or its mission.</p> <p><b>1 neutral/spam comment</b> was off-topic, offering clinical information about tuberculosis medication side effects. While medically related, it did not engage with the FDA post.</p> <p><b>1 negative comment</b> expressed political and economic frustration unrelated to the post, referencing wealth inequality and accusing corporations of criminal behavior. Although not directly hostile to the FDA, the sentiment was clearly critical and unrelated.</p> <p><b>Overall:</b>  <b>Positive: 0% (0/2)</b>  <b>Neutral/spam: 50% (1/2)</b>  <b>Negative: 50% (1/2)</b></p> <p><b>Overall sentiment</b> was non-engaged and off-topic. There was no meaningful interaction with the FDA's call for case submissions. The lack of positive responses and prevalence of unrelated commentary signals either low reach or a disconnect between content and audience.</p> <p><b>Engagement: 1 comment, 14 retweets, 20 likes, 2 saves.</b></p> <p><b>1 positive comment</b> expressed agreement with the FDA's warning and urged further action, calling for nitrous oxide sales to be made illegal and pointing out its availability in smoke shops.</p> <p><b>0 neutral/spam comments;</b> no off-topic or irrelevant content was visible.</p> <p><b>0 negative comments;</b> there were no expressions</p>	No engagement with followers on both posts.

			<p>of frustration, criticism, or sarcasm directed toward the FDA or the warning.</p> <p><b>Overall:</b>  <b>Positive: 100% (1/1)</b>  <b>Neutral/spam: 0% (0/1)</b>  <b>Negative: 0% (0/1)</b>  <b>Overall sentiment</b> was positive, with the sole commenter supporting the FDA's message and pushing for stronger regulation. Despite the limited engagement, the sentiment aligned with the post's safety message.</p>	
--	--	--	--	--

### Activity Summary:

Once again, the FDA posted across all platforms with timely health topics: UV safety, nitrous oxide misuse, and a call for public questions to the commissioner, but the same core issue continues. The agency does not engage with its audience. Comment sections on Facebook and Instagram were again dominated by misinformation, emotional appeals, off-topic grievances, and hostility, while Twitter/X posts received little meaningful interaction. Only one comment across all posts offered clear support for the FDA's messaging.

This is no longer just an oversight. It's a consistent pattern, one that allows misinformation, pseudoscience, and public distrust to go completely unchallenged on government-owned channels. The FDA's silence in these comment sections has created a vacuum where conspiracy theories and bad-faith arguments can thrive unchecked. At this point, the inaction feels less like risk aversion and more like alignment. This hands-off approach mirrors broader patterns under the Trump administration, which has promoted disinformation as a communications strategy. By refusing to correct false claims or answer critical public health questions, the FDA is failing to uphold even the most basic standard of digital public service.

The FDA is still engaging in best practices mentioned in previous summaries.

## Day 8 – July 9, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... <b>AND</b> Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	1:00 PM	Image with link, post promoting biosimilar treatments for eye conditions, including macular degeneration.	<b>Engagement: 50 likes, 7 comments, 8 shares.</b> Only 3 comments visible. <b>1 positive comment:</b> One user responded with “Way to go,” expressing support for the FDA’s approval of biosimilar treatments. <b>1 neutral comment:</b> A user asked a relevant medical question about macular holes, showing curiosity without expressing a clear sentiment toward the FDA. <b>1 negative comment:</b> One user criticized the inaccessibility of health care, implying that such treatments are only viable for those who can afford them. <b>Overall:</b> <b>Positive:</b> 33% (1/3) <b>Neutral/Spam:</b> 33% (1/3) <b>Negative:</b> 33% (1/3) <b>Overall Sentiment</b> was evenly mixed. One comment praised the FDA, one questioned the practical accessibility of treatment, and one sought more specific health information. There was no response from the FDA to the question or concern, missing another opportunity to clarify or connect with the audience.	No engagement with followers on both posts.
	3:55 PM	Image with link calling for increased attention from industry leaders regarding product recall communications	<b>Engagement: 1 comment, 26 likes, 9 shares</b> 1 neutral/spam comment was lengthy, incoherent, and unrelated to the post’s topic. It discussed religion, political conspiracies, and personal suffering without engaging the FDA’s content in any meaningful way. <b>Overall:</b> <b>Positive: 0%</b> (0/1) <b>Neutral/Spam: 100%</b> (1/1) <b>Negative: 0%</b> (0/1) <b>Overall Sentiment:</b> The post had minimal engagement and no relevant feedback. The only visible comment was off-topic and cluttered with unrelated narrative, which detracted from the clarity of the FDA’s message.	
Instagram: 140,000 Followers	No posts			

Twitter/X: 339,200 Followers	9:59 AM	Image with link regarding early Lyme disease.	<b>Engagement: 1 comment, 4 retweets, 6 likes, 1 save.</b>  <b>No comments were visible.</b>	No engagement with followers.
------------------------------------	------------	---	--	--

### Activity Summary:

On July 9, the FDA posted twice on Facebook and once on Twitter, promoting biosimilar treatments for eye conditions and urging industry leaders to improve product recall communication. The agency's Twitter post focused on early Lyme disease. No Instagram activity was recorded.

While the biosimilars post received some engagement, including one supportive comment and one relevant medical question, the FDA did not respond, missing an opportunity to provide clarification or build trust. The recall post attracted only one visible comment, which was entirely off-topic and incoherent, filled with conspiratorial and religious tangents. The Lyme disease post on Twitter had minimal interaction and no visible comments.

This pattern, a lack of audience engagement and complete silence from the FDA, has become the norm. Even when the agency receives thoughtful questions, it offers no response. Misinformation, confusion, and cynicism continue to go unaddressed, eroding public trust.

The absence of moderation or dialogue not only undermines the FDA's credibility but also enables false narratives to gain traction. This isn't just missed opportunity, it reflects a broader strategy of disengagement that echoes the Trump administration's communication posture. Silence in the face of disinformation is not neutrality.

The FDA is still engaging in best practices mentioned in previous summaries.



## Day 9 – July 10, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... <b>AND</b> Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	9:09 AM	Image with statement "FDA embraces radical transparency by publishing complete response letters."	<b>Engagement: 85 likes, 20 comments, 20 shares.</b> Only 17 comments visible. 1 positive comment: One user sarcastically supported the FDA's "radical transparency" using humor, reflecting light engagement without hostility. 4 neutral/spam comments: These included emoji chains, religious or incoherent messages, and vague or off-topic remarks. 12 negative comments: These expressed distrust of the FDA, frustration with past drug approval practices, accusations of secrecy and corruption, politically charged insults, and conspiratorial claims about food safety, transparency, or government influence. <b>Overall:</b> Positive: 6% (1/17) Neutral/Spam: 24% (4/17) Negative: 70% (12/17) <b>Overall sentiment</b> was overwhelmingly negative. Comments reflected deep distrust in the FDA, skepticism of the agency's transparency, and a tone of political hostility or conspiracy. While one user lightly engaged with the theme of transparency, most responses undermined the credibility of the post or attacked the FDA's intent.	No engagement with followers on all posts.
	11:41 AM	Image with statement about flea and tick treatment drug approval for dogs	<b>Engagement: 45 likes, 24 comments, 19 shares.</b> Only 18 comments visible. 2 positive comments: Users expressed confidence in long-term use of similar products and supported the approval. 4 neutral comments: Users discussed risks and precautions without clear support or criticism. 12 negative comments: Users shared adverse experiences, criticized FDA standards, and raised political and safety concerns. <b>Overall:</b> Positive: 11% (2/18) Neutral/Spam: 22% (4/18) Negative: 67% (12/18) <b>Overall sentiment</b> was strongly negative. Supportive comments were outnumbered by criticism, fear, and personal anecdotes of harm. The FDA did not engage with the thread, allowing misinformation and distrust to shape the conversation.	

	7:11 PM	Image celebrating Commissioner Makary's 100 days in office for the FDA.	<p><b>Engagement: 129 likes, 50 comments, 13 shares.</b></p> <p>2 positive comments: A small number of users expressed clear support for the FDA's efforts.</p> <p>6 neutral comments: These included users asking for more ingredient transparency, better labeling, and discussing broader food system concerns without direct praise or criticism. A few were confused or asked clarifying questions.</p> <p>8 mixed comments: Some users shared criticism alongside agreement with specific actions, such as supporting dye removal but demanding further reforms, or noting previous awareness of issues but pushing for quicker action.</p> <p>34 negative comments: Most responses mocked or dismissed the FDA's update, questioned the credibility of HHS and Commissioner Makary, expressed distrust in food and drug safety, or made political attacks. Some users referenced vape industry concerns or vaccine skepticism, while others criticized the agency's priorities and messaging tone.</p> <p><b>Overall:</b></p> <p>Positive: 4% (2/50)</p> <p>Neutral/Spam: 12% (6/50)</p> <p>Mixed: 16% (8/50)</p> <p>Negative: 68% (34/50)</p> <p><b>Overall sentiment</b> was overwhelmingly negative, with many comments mocking the FDA, expressing distrust, or tying the agency to political grievances. Although a few commenters supported the reforms, the conversation was dominated by criticism and misinformation.</p>	
Instagram: 140,000 Followers	11:13 PM	Image celebrating Comm. Makary's 100 days in office	<p><b>Engagement: 85 likes</b></p> <p><b>3 positive comments:</b></p> <p>Some users expressed support for the FDA or its initiatives, including praise for vaccines and appreciation for the agency's role in public health.</p> <p><b>5 mixed comments:</b></p> <p>A cluster of users advocated for the approval of elamipretide, supporting one policy action while expressing dissatisfaction with current delays. Others asked clarifying questions or showed skepticism while still offering productive engagement.</p> <p><b>6 neutral/spam comments:</b></p> <p>Included emoji-only replies, vague comments ("Karma V," "👉"), or off-topic remarks (wine product concerns, orphan aid solicitations).</p> <p><b>25 negative comments:</b></p> <p>Most responses mocked the FDA's update, criticized leadership, referenced loss of trust, or questioned the credibility of agency decisions. Some comments included profanity or were politically charged, while others accused the agency of satire-level performance or misinformation.</p> <p><b>Overall:</b></p>	No engagement with followers.

			<p><b>Positive:</b> 6% (3/39)  <b>Mixed:</b> 13% (5/39)  <b>Neutral/Spam:</b> 15% (6/39)  <b>Negative:</b> 64% (25/39)  <b>Overall sentiment</b> was predominantly negative, with many users expressing distrust, sarcasm, and frustration. While a handful of commenters supported specific initiatives or scientific practices, the majority rejected the FDA's framing of "progress," often with strong language or political undertones.</p>	
Twitter/X: 339,200 Followers	9:05 AM	Image with link to released response letters.	<p><b>Engagement: 32 comments, 69 retweets, 191 likes, 33 saves.</b> Only 30 comments visible.  <b>0 positive comments:</b>  <b>2 neutral/spam comments:</b>  One user requested clarification and examples to better understand CRLs. Another made a vague philosophical statement about authenticity and complex systems without directly engaging with the post.  <b>2 mixed comments:</b>  One user expressed interest in reading CRLs and mechanisms of action from a former pharma rep perspective but avoided clear endorsement. Another comment mentioned scientific detail (mRNA frameshifting) without direct criticism or praise of the FDA.  <b>26 negative comments:</b>  The majority of comments condemned the FDA's credibility, transparency, and vaccine approvals. Many tied the CRL announcement to unrelated grievances, such as mRNA vaccines, alleged corruption, and RFK Jr.'s leadership. Multiple users called the FDA criminal, demanded resignations, or claimed the agency was complicit in harming children. Several mocked the post as propaganda, while others used the opportunity to push conspiracy theories or attack public health policy.  <b>Overall:</b>  <b>Positive:</b> 0% (0/30)  <b>Neutral/Spam:</b> 7% (2/30)  <b>Mixed:</b> 7% (2/30)  <b>Negative:</b> 86% (26/30)  <b>Overall sentiment was overwhelmingly negative,</b> dominated by hostile and conspiratorial rhetoric. While a few comments requested clarification or engaged with the post's topic, most dismissed the FDA's transparency effort and redirected anger toward unrelated policies, especially COVID-19 vaccine approvals. There was no visible FDA engagement with the comment section.</p>	No engagement with followers on all posts.
	11:39 AM	Image with link announcing new flea and tick med	<p><b>Engagement: 4 comments, 10 retweets, 20 likes, 3 saves.</b>  <b>0 positive comments:</b>  <b>0 neutral/spam comments:</b>  <b>0 mixed comments:</b></p>	

		approval for dogs	<p><b>4 negative comments:</b> All comments were strongly critical. One cited a study to raise safety concerns. Another criticized vaccine dosage mandates and their alleged link to pet deaths. A third rejected the medication as toxic, and one user accused the FDA of advancing a depopulation agenda.</p> <p><b>Overall:</b> <b>Positive:</b> 0% (0/4) <b>Neutral/Spam:</b> 0% (0/4) <b>Mixed:</b> 0% (0/4) <b>Negative:</b> 100% (4/4) <b>Overall sentiment was entirely negative</b>, with users expressing distrust in pharmaceutical treatments for pets and skepticism toward the FDA's regulatory role. No supportive or balanced perspectives were present in the discussion.</p>	
11:58 AM		Post marking FDA Comm. Markay's 100 days in office.	<p><b>Engagement: 50 comments, 25 retweets, 99 likes, 8 saves.</b></p> <p><b>3 positive comments:</b> A few users expressed support for Dr. Makary's leadership, thanked the FDA, or acknowledged progress with caveats.</p> <p><b>2 neutral comments:</b> Included a request about Spinocerebellar Ataxia Type 3 and a comment about clinic VAERS communication practices, which didn't express sentiment for or against the FDA.</p> <p><b>4 mixed comments:</b> Some users praised portions of the plan but questioned effectiveness, asked for more specific examples, or expressed skepticism about selective progress.</p> <p><b>41 negative comments:</b> The overwhelming majority criticized the agency for approving the Moderna COVID-19 vaccine for children, accused it of corruption, misinformation, or "crimes against humanity," and linked its actions to conspiracy theories, pseudoscience, or political grievances.</p> <p><b>Overall:</b> <b>Positive:</b> 6% (3/50) <b>Neutral/Spam:</b> 4% (2/50) <b>Mixed:</b> 8% (4/50) <b>Negative:</b> 82% (41/50) <b>Overall sentiment</b> was overwhelmingly negative, with many users associating the post with vaccine-related outrage, mistrust in leadership, and politicized attacks. Despite some expressions of support, most engagement reflected public anger, misinformation, or conspiracy rhetoric tied to COVID-19.</p>	

**Activity Summary:**

On July 10, the FDA shared nine posts across Facebook, Twitter/X, and Instagram, highlighting new drug approvals, transparency initiatives, and Commissioner Makary's 100-day milestone. Despite the volume and range of content, the agency continued its pattern of silence in the comments, allowing conspiracy theories, misinformation, and hostility to dominate the narrative.

Facebook comment sections across all three posts were flooded with distrust, political attacks, and accusations of corruption. While a few users offered measured feedback or appreciation, over two-thirds of visible comments were negative. The same trend appeared on Twitter, where discussion quickly veered into vaccine conspiracies, criticism of COVID-era policies, and calls for agency dissolution or prosecution.

The Instagram thread for the Commissioner's milestone was similarly overrun with skepticism, sarcasm, and demands for action on unrelated drug approvals, leaving few signs of public trust.

Notably, several users posed relevant, clarifying questions on topics like ingredient labeling, and CRLs, yet the FDA provided no response. The complete absence of moderation or dialogue reinforces the public's perception that the agency is disconnected, secretive, or indifferent.

At this stage, the FDA's refusal to engage is not just a missed opportunity, it's a systemic failure of public communication. The agency's digital presence is becoming a megaphone for its harshest critics, while legitimate questions and supportive voices are ignored. In the current political environment, this passivity doesn't read as neutrality, it reads as complicity.

The FDA is still engaging in best practices mentioned in previous summaries.

## Day 10 – July 11, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... <b>AND</b> <b>Overall Sentiment:</b> Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	1:01 PM	Video	<b>Engagement: 18 likes, 2 comments, 5 shares.</b> Only one comment is visible. 1 negative comment: One visible user warned against chemical sunscreen ingredients like Oxybenzone and Homosalate, labeling them “hormone-altering” and implying they are unsafe. While the comment offers alternative ingredients, it frames the FDA’s recommendation in a critical light and may contribute to sunscreen skepticism. <b>Overall:</b> Positive: 0% (0/2) Neutral/Spam: 0% (0/2) Negative: 50% (1/2) Unknown: 50% (1/2) <b>Overall sentiment</b> was limited and leaned negative. The only visible comment pushed chemical safety concerns that contradict FDA guidance. No engagement or clarification from the FDA was observed, allowing misleading health claims to stand unchallenged.	No engagement with followers on both posts.
	4:01 PM	Video	<b>Engagement: 50 likes, 27 comments, 12 shares.</b> Only 23 comments visible. 3 positive comments: A few users expressed clear support for the FDA’s efforts, including praise for the interview and encouragement. 4 neutral comments: These included off-topic or spam responses such as vague flattery, GIFs, or financial promotion. While not hostile, they did not engage meaningfully with the FDA’s content. 2 mixed comments: Some commenters offered both critique and support. For example, acknowledging good intentions while raising concerns about FDA leadership priorities or overlooked staffing issues. 14 negative comments: Most responses expressed strong distrust, criticized FDA decisions on vaping and food additives, or brought up unrelated conspiracy theories. Others questioned why harmful practices were ever approved and accused the agency of corruption, deception, or regulatory failure. <b>Overall:</b> <b>Positive:</b> 13% (3/23) <b>Neutral/Spam:</b> 17% (4/23) <b>Mixed:</b> 9% (2/23) <b>Negative:</b> 61% (14/23) <b>Overall sentiment</b> was predominantly negative. Though a few users expressed support or offered constructive feedback, most of the conversation reflected deep	

			skepticism toward the FDA's leadership, transparency, and regulatory choices. The lack of engagement from the FDA allowed misinformation and political hostility to frame the discussion.	
Instagram: 140,000 Followers	7:55 PM	Video FDA Direct	<p><b>Engagement: 84 likes</b>  <b>0 positive comments:</b>  <b>1 mixed comment:</b>  One user referenced rising measles cases while indirectly acknowledging public health relevance. While critical, the comment still points to a real concern within the FDA's domain.</p> <p><b>1 neutral/spam comment:</b>  One comment was vague and off-topic (#approvemco010), offering no discernible sentiment toward the post content.</p> <p><b>4 negative comments:</b>  Most replies criticized the FDA directly, using terms like "propaganda," "puppets," and sarcastic dismissals ("Fun with the FDA? No thanks"), indicating widespread distrust and skepticism.</p> <p><b>Overall:</b>  <b>Positive:</b> 0% (0/6)  <b>Mixed:</b> 17% (1/6)  <b>Neutral/Spam:</b> 17% (1/6)  <b>Negative:</b> 66% (4/6)  <b>Overall sentiment</b> was predominantly negative, with commenters dismissing the post's message as untrustworthy or performative. Criticism centered on public distrust, perceived inaction, and generalized disdain for FDA communications.</p>	No engagement with followers
Twitter/X: 339,200 Followers	11:38 AM	Retweet from FDA Comm. Makary, Video on obesity levels	<p><b>Engagement: 232 comments, 305 retweets, 1.7K likes, 53 saves.</b>  <b>0 positive comments:</b>  <b>25 neutral/spam comments:</b>  These included off-topic anecdotes, medical jargon without opinion, generic health advice, links to articles, or vague sentiments like "interesting" with no clear stance.</p> <p><b>35 mixed comments:</b>  Several users acknowledged the importance of school nutrition and root-cause approaches like cutting sugar or reducing processed food. However, most mixed comments also criticized the FDA's past actions, especially around vaccines, or introduced broader systemic critiques (poverty, chemicals, big pharma).</p> <p><b>172 negative comments:</b>  A large portion of comments attacked the FDA's credibility and Dr. Makary personally. Many accused the agency of hypocrisy for approving mRNA vaccines while warning about diabetes, suggesting vaccines cause metabolic disease. Others promoted conspiracies about fluoridation, chemtrails, or depopulation. Several called for resignations, arrests, or defunding.</p> <p><b>Overall:</b>  <b>Positive: 0% (0/232)</b>  <b>Mixed: 15% (35/232)</b></p>	No engagement with followers on all posts

	5:19 PM	Video of Comm. Makary on drug approvals	<p><b>Neutral/Spam: 11% (25/232)</b>  <b>Negative: 74% (172/232)</b>  <b>Overall sentiment</b> was overwhelmingly negative, with many commenters using the post as an opportunity to attack the FDA's broader credibility, rather than engage with the topic of school lunches or childhood diabetes. While some expressed agreement on the root-cause approach, the conversation was heavily dominated by anti-vaccine, anti-regulatory, and conspiratorial narratives.</p> <p><b>Engagement: 92 comments, 111 retweets, 389 likes, 49 saves.</b>  <b>16 positive comments:</b>  Several users praised FDA Commissioner Makary's focus on late-stage cancer care, rare diseases, and breakthrough therapies. Comments highlighted support for treatments like Bioshield, NVG-291, gene therapies for muscular dystrophy, and DCVax, with users expressing hope and appreciation for these priorities.</p> <p><b>4 mixed comments:</b>  Some users expressed cautious optimism or acknowledged positive steps while also pressing for action. Examples include support for rare disease advocacy paired with frustration over vaccine policy or unmet regulatory promises.</p> <p><b>6 neutral/spam comments:</b>  These included emoji-only replies, vague responses ("Limb regeneration"), biotech stock mentions, and off-topic reposts without sentiment. One user asked, "Is Ocugen on the list?", lacking clear tone or engagement.</p> <p><b>66 negative comments:</b>  Most replies were sharply critical of the FDA's vaccine decisions, particularly mRNA COVID-19 approvals. Users accused the agency of corruption, suppressing alternative treatments, ignoring vaccine injuries, and favoring Big Pharma. Some comments were aggressive, conspiratorial, or profane, calling for resignations and criminal charges.</p> <p><b>Overall:</b>  Positive: 17% (16/92)  Mixed: 4% (4/92)  Neutral/Spam: 7% (6/92)  Negative: 72% (66/92)</p> <p><b>Overall sentiment</b> was overwhelmingly negative, with a dominant thread of vaccine distrust, accusations of regulatory failure, and demands for alternative therapies. While a minority expressed support or cautious optimism, most engagement revealed deep skepticism toward FDA leadership and priorities.</p>	
	5:50 PM	News segment with Comm. Makary on Drug Ads	<p><b>Engagement: 34 comments, 21 retweets, 113 likes, 10 saves.</b>  <b>0 positive comments:</b>  <b>1 mixed comment:</b>  One user criticized the excess of pharmaceutical advertising while acknowledging the role of capitalism in</p>	



			<p>driving societal progress, demonstrating nuanced engagement with the topic.</p> <p><b>1 neutral/spam comment:</b> One comment linked to an off-topic VAERS document and repeated prior conspiracy-laden content without clear relation to direct-to-consumer advertising.</p> <p><b>32 negative comments:</b> Most users harshly criticized the FDA and Dr. Makary, accusing the agency of corruption, censorship, vaccine-related harm, and prioritizing pharmaceutical profits over public safety. Multiple comments included profanity, all-caps outbursts, or unsubstantiated conspiracy theories about mRNA vaccines, COVID-19, and financial conflicts of interest. Others expressed generalized distrust toward the FDA's leadership and motivations, calling for indictments, resignations, or bans on drug ads.</p> <p><b>Overall:</b> Positive: 0% (0/34) Mixed: 3% (1/34) Neutral/Spam: 3% (1/34) Negative: 94% (32/34)</p> <p><b>Overall sentiment</b> was overwhelmingly negative, with commenters expressing intense skepticism toward the FDA's role in pharmaceutical advertising, vaccine policy, and industry regulation. The few critical-but-measured responses were drowned out by vitriolic distrust and conspiratorial rhetoric, reflecting deep polarization and hostility toward the agency.</p>	
--	--	--	--	--

### Activity Summary:

On July 11, the FDA shared content across platforms promoting sunscreen safety, drug approvals, and Commissioner Makary's leadership. Despite wide reach and varied topics, the agency did not engage with its audiences.

Facebook comments were limited but leaned negative, focusing on chemical concerns and distrust of agency priorities. Instagram showed a similar pattern, with most comments dismissing the FDA's messaging as untrustworthy or performative.

Twitter/X saw the highest engagement, but also the strongest backlash. Commenters overwhelmingly criticized the FDA's credibility, vaccine policies, and ties to industry, with many pushing conspiracies or demanding resignations. Though a few supported rare disease initiatives, their voices were largely drowned out.

Across all platforms, misinformation and public frustration filled the void left by the FDA's silence. The agency's continued refusal to clarify, respond, or moderate allows harmful narratives to spread unchecked, undermining its mission and credibility. The FDA is still engaging in best practices mentioned in previous summaries.

## Day 11 – July 14, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... <b>AND</b> Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	9:18 AM	Image with text about color additive approval.	<p><b>Engagement: 148 likes, 47 comments, 51 shares.</b> Only 35 comments visible.</p> <p><b>3 positive comments:</b> Some users appreciated the shift toward more natural food dyes or discussed constructive alternatives like spirulina or blueberries. One commenter expressed support for sourcing challenges and acknowledged the complexity of food manufacturing.</p> <p><b>7 neutral comments:</b> These included questions about the natural origins of gardenia blue, technical clarification (e.g., dye names in Europe), and comments from those working in food manufacturing providing context without clear judgment. Some exchanges were informative or curious rather than emotional.</p> <p><b>6 mixed comments:</b> Several users agreed with removing synthetic dyes but also criticized FDA delays or expressed skepticism about other food safety issues. A few acknowledged progress but said it didn't go far enough or questioned the broader food system.</p> <p><b>19 negative comments:</b> Many commenters questioned the need for food dyes altogether, accused the FDA of approving harmful substances, or expressed mistrust in regulatory priorities. Others made political or inflammatory remarks, dismissed food dyes as unnecessary, or pushed conspiracy-adjacent claims (e.g., "fake," "poisons," "rebranding").</p> <p><b>Overall:</b> Positive: 9% (3/35) Neutral/Spam: 20% (7/35) Mixed: 17% (6/35) Negative: 54% (19/35)</p> <p><b>Overall sentiment was predominantly negative.</b> While a few users supported more natural dye alternatives and provided contextual insights, the majority expressed skepticism, mistrust, or disdain for food additives and the FDA's approval processes. The agency did not appear to engage in the comment section, missing an opportunity to clarify misinformation or respond to valid public concerns.</p>	No engagement with followers
	10:01 AM	FDA's guidance on decorative contact lens	<p><b>Engagement: 16 likes, 4 comments, 5 shares.</b> Only three comments visible.</p> <p><b>0 positive comments:</b> <b>1 neutral comment:</b></p>	

	1:00 PM	<p>safety video.</p> <p>Image with health information about Juvenile Arthritis Month.</p>	<p>One user simply commented "Hello," which is non-substantive and does not indicate any clear sentiment.</p> <p><b>2 negative comments:</b> One user redirected the conversation to broader complaints about FDA oversight of food safety, while another posted a list of unrelated conspiracy-driven grievances, showing general mistrust and antagonism toward the agency.</p> <p><b>Overall:</b> Positive: 0% (0/3) Neutral/Spam: 33% (1/3) Mixed: 0% (0/3) Negative: 67% (2/3)</p> <p><b>Overall sentiment was negative.</b> The post's health-focused message on eye safety was largely ignored as commenters used the space to voice unrelated frustrations and conspiracy claims.</p> <p><b>Engagement: 38 likes, 4 comments, 6 shares.</b> Only one comment visible.</p> <p><b>0 positive comments:</b> <b>1 neutral comment:</b> One user commented "Karma V," which is vague and lacks context or clear sentiment toward the post. It does not reflect support or criticism.</p> <p><b>0 mixed comments:</b> <b>0 negative comments:</b></p> <p><b>Overall:</b> Positive: 0% (0/1) Neutral/Spam: 100% (1/1) Mixed: 0% (0/1) Negative: 0% (0/1)</p> <p><b>Overall sentiment was neutral.</b> The only visible comment was unclear and did not engage with the content of the post. No conversation or questions from users were present, and there was no visible engagement from the FDA.</p>	
Instagram: 140,000 Followers	1:29 PM	Image about blue color additive approval	<p><b>Engagement: 276 likes</b> <b>0 positive comments:</b> <b>1 mixed comment:</b> One user made a sarcastic reference to the colorant approval improving "Kool-Aid," blending criticism with acknowledgment of the change.</p> <p><b>2 neutral/spam comments:</b> One user posted a vague or off-topic comment ("Ajude nós com algum tratamento?!"), and another used a generic hashtag (#aprovemco010).</p> <p><b>11 negative comments:</b> Most responses criticized the FDA's priorities, questioned the necessity of color additives, or dismissed the update as a waste of resources. Some users expressed concerns about food safety, allergies, or broader agency distrust. A few comments turned into aggressive political attacks or mocked the FDA's leadership.</p> <p><b>Overall:</b></p>	No engagement with followers.

			<p><b>Positive:</b> 0% (0/14)  <b>Mixed:</b> 7% (1/14)  <b>Neutral/Spam:</b> 14% (2/14)  <b>Negative:</b> 79% (11/14)  <b>Overall sentiment was overwhelmingly negative,</b> with users rejecting the significance of the FDA's update and questioning its priorities, credibility, and commitment to public health. Many commenters viewed the approval as frivolous or irrelevant given larger concerns.</p>	
Twitter/X: 339,200 Followers	9:45 AM	Image and link about blue color additive approval	<p><b>Engagement: 90 Comments 98 retweets, 346 likes. 31 saves.</b>  <b>8 positive comments:</b>  A small number of users celebrated the shift to natural food coloring, praising the use of flower- and fruit-based dyes.  <b>5 mixed comments:</b>  These users expressed cautious optimism or asked constructive questions. For example, one asked whether this would replace red dye with safer options like beet juice, another wondered if methylene blue was considered, and one questioned whether the gardenia dye was synthetic or natural. Others noted a preference for more reform.  <b>7 neutral/spam comments:</b>  These included vague or off-topic responses, emoji-only replies, or unrelated conspiracy tangents ("When will you approve uranium-238?"). These lacked clear relevance or sentiment toward the post.  <b>70 negative comments:</b>  A vast majority of replies were distrustful, sarcastic, or accusatory. Many criticized the FDA's historical approval of toxic additives, questioned the safety of gardenia dye, and raised concerns about allergies, testing, lobbying, and hidden motives. Some users mocked the agency's authority or linked this news to vaccine conspiracies and general government distrust.  <b>Overall:</b>  <b>Positive: 9% (8/90)</b>  <b>Mixed: 6% (5/90)</b>  <b>Neutral/Spam: 8% (7/90)</b>  <b>Negative: 77% (70/90)</b>  <b>Overall sentiment</b> was overwhelmingly negative, with many commenters using the announcement as a springboard to express broader distrust of the FDA and food regulation. Even with a natural ingredient like gardenia, users questioned safety, transparency, and necessity. Only a small portion of users supported or welcomed the change, with most sentiment dominated by skepticism, alarmism, or outright hostility.</p>	No engagement with followers.

**Activity Summary:**

On July 14, the FDA posted about a new natural color additive, decorative contact lens safety, and Juvenile Arthritis Month. Despite the variety of topics, the agency again failed to engage with commenters.

On Facebook, sentiment around the color additive post was mixed but leaned negative, with users expressing skepticism about food dyes, regulatory trust, and safety. The other two posts received minimal engagement, but still attracted off-topic or hostile responses.

Instagram and Twitter/X showed overwhelming negativity. Most commenters questioned the FDA's priorities, dismissed the value of the colorant update, or voiced conspiracy-driven concerns about food safety and vaccines. Only a small number supported natural alternatives or asked constructive questions.

Across all platforms, the FDA's silence remained consistent. Misinformation, sarcasm, and distrust shaped the conversation, while genuine public questions and concerns went unanswered.

The FDA is still engaging in best practices mentioned in previous summaries.

## Day 12 – July 15, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... <b>AND</b> Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	10:20 AM	Image about warning letters to firms marketing 7-OH	<b>Engagement: 58 likes, 20 comments, 30 shares.</b> Only 15 comments visible. <b>1 positive comment:</b> One user explicitly supported the FDA's action, calling 7-OH toxic and stating it is harming Americans. <b>1 neutral/spam comment:</b> One user posted an unrelated solicitation for aid for orphans, unrelated to the FDA post. <b>3 mixed comments:</b> Comments expressed concern about the risks of 7-OH but also criticized overregulation, suggested it may drive users to worse substances, or accused the FDA of protecting pharmaceutical interests. <b>10 negative comments:</b> Most users criticized the FDA or broader HHS policies, expressed frustration about access to pain medications, accused the agency of hypocrisy or corporate favoritism, or posted sarcastic or dismissive remarks (e.g., "Great do bird flu in dairy next," "waste, fraud and abuse"). <b>Overall:</b> <b>Positive:</b> 7% (1/15) <b>Neutral/Spam:</b> 7% (1/15) <b>Mixed:</b> 20% (3/15) <b>Negative:</b> 66% (10/15) <b>Overall sentiment</b> was strongly negative, with most users expressing distrust in FDA priorities, skepticism about pharmaceutical motives, or frustration over regulation. Even comments that acknowledged some risk in 7-OH were critical of broader agency actions.	No engagement with followers on both posts
	10:59 AM	Image about biosimilar insulin approval	<b>Engagement: 43 likes. 8 comments, 8 shares.</b> <b>0 positive comments:</b> <b>1 neutral/spam comment:</b> One user posted an unrelated solicitation for aid for orphans. <b>1 mixed comment:</b> One vague comment ("Karma V") could be interpreted in multiple ways but lacks context to be clearly categorized as positive or negative. <b>3 negative comments:</b> One user called the approval a "bad thing," and another claimed wine products are "poisoned," asking for unrelated investigations, reflecting broader distrust in the FDA rather than engagement with the insulin topic. <b>Overall:</b>	

			<p><b>Positive:</b> 0% (0/5)  <b>Neutral/Spam:</b> 20% (1/5)  <b>Mixed:</b> 20% (1/5)  <b>Negative:</b> 60% (3/5)  <b>Overall sentiment</b> was predominantly negative, with no direct discussion of insulin or biosimilars in a constructive manner. Misinformation and unrelated grievances made up most of the comment thread, with no FDA engagement observed.</p>	
Instagram: 140,000 Followers	2:27 PM	Image about warning letters to firms marketing 7-OH.	<p><b>Engagement: 111 likes.</b>  <b>0 positive comments:</b>  <b>2 neutral/spam comments:</b>  One used a generic hashtag (#approvemco010) unrelated to the post. Another offered only clapping emojis, which could indicate agreement but lacked clear context.  <b>3 negative comments:</b>  One user criticized FDA priorities, questioning why other known hazards (cigarettes, food chemicals, PFAS) aren't addressed. Another mocked the FDA's warning-letter approach without offering constructive feedback, and another called the FDA sellouts.  <b>Overall:</b>  <b>Positive:</b> 0% (0/5)  <b>Mixed:</b> 20% (1/5)  <b>Neutral/Spam:</b> 40% (2/5)  <b>Negative:</b> 40% (2/5)  <b>Overall sentiment</b> was largely negative or dismissive, with minimal engagement supporting the FDA's action. Commenters questioned the agency's priorities or effectiveness, and the lack of direct community engagement left critical concerns unaddressed.</p>	No engagement with followers.
Twitter/X: 339,200 Followers	10:19 AM	Image and link about warning letters for 7-OH	<p><b>Engagement: 19 comments, 28 retweets, 45 likes, 4 saves.</b>  <b>2 positive comments:</b>  One user expressed gratitude for the FDA's action, emphasizing the dangers of plant-derived opioids in convenience stores. Another thanked the agency for addressing the matter, supporting regulation.  <b>3 mixed comments:</b>  Some commenters acknowledged harms caused by 7-OH while also expressing concerns about the potential for overregulation and unintended consequences (e.g., pushing users toward more dangerous substances like fentanyl or street drugs).  <b>2 neutral/spam comments:</b>  One was a generic promotional message from a third-party account (OncoDaily), and another asked a procedural question unrelated to the specific FDA post.  <b>12 negative comments:</b>  Most comments criticized the FDA, accusing it of hypocrisy, corruption, or misplaced priorities. Several users expressed support for kratom and questioned the</p>	No engagement with followers.

			<p>need to regulate 7-OH, arguing it is safer than pharmaceuticals or other legal substances. Others referenced conspiracy theories or general government distrust (e.g., COVID-19 vaccine criticism, Bill Gates, cigarette regulation hypocrisy).</p> <p><b>Overall:</b>  <b>Positive: 11% (2/19)</b>  <b>Mixed: 16% (3/19)</b>  <b>Neutral/Spam: 11% (2/19)</b>  <b>Negative: 63% (12/19)</b></p> <p><b>Overall sentiment</b> was predominantly negative, with many users framing the FDA's action as overreach, misguided, or corrupt. While a few appreciated the attention to the opioid crisis, most voiced skepticism, defended kratom, or redirected frustration toward broader regulatory practices.</p>	
--	--	--	---	--

### Activity Summary:

On July 15, the FDA addressed 7-OH product regulation and biosimilar insulin approval across platforms. While both topics held public health relevance, the agency again failed to engage in any comment sections.

Facebook users reacted strongly to the 7-OH post, with most comments expressing mistrust, frustration with overregulation, or anger at perceived pharma favoritism. The insulin post also drew negativity, though many replies were off-topic or conspiratorial in nature. Instagram showed similar trends, where criticism and dismissal outweighed any signs of support.

On Twitter/X, a few users appreciated the FDA's efforts to curb dangerous substances, but the majority questioned the agency's priorities or legitimacy. Some mixed comments raised valid concerns about unintended consequences, but these also went unanswered. Despite recurring themes of public confusion, distrust, and misinformation, the FDA continued to remain silent, missing another opportunity to clarify policy decisions and engage constructively with its audience.

The FDA is still engaging in best practices mentioned in previous summaries.



## Day 13 –July 16, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... <b>AND</b> Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook: 846,000 Followers	N/A			
Instagram: 140,000 Followers			<p><b>Engagement: 707 likes</b></p> <p><b>11 positive comments:</b> Included emoji-only praise (👍, ❤️, 🔥), gratitude toward the FDA, and broad support for “science-based” guidelines. Some users expressed hope or approval of changes to the dietary system and encouraged continued reform.</p> <p><b>10 mixed comments:</b> Some users praised the message but expressed distrust in the administration or concern over broader FDA credibility. Others supported saturated fat reform but criticized the platform, delivery, or confusion over outdated references like the food pyramid. A few long comment threads reflected passionate but divided discourse around nutrition science, signaling partial support but lingering skepticism.</p> <p><b>19 neutral/spam comments:</b> Included generic hashtags (#approveelamipretide, #approveemco010), country flags, emojis without context, and unrelated inquiries (about Slimjaro or kratom). Also included comments repeating facts about the food pyramid being outdated, without clear sentiment toward the current FDA post.</p> <p><b>60 negative comments:</b> Criticized the FDA for spreading misinformation, referencing outdated models (food pyramid), and undermining trust in science. Some users attacked the administration, accused the FDA of propaganda or pseudoscience, or launched personal insults against Commissioner Makary. Several comments called for resignations, claimed the FDA was defunding research, or labeled the agency as corrupt or harmful to public health.</p> <p><b>Overall:</b> Positive: 11% (11/100)</p>	

			Mixed: 10% (10/100) Neutral/Spam: 19% (19/100) Negative: 60% (60/100) <b>Overall sentiment</b> was predominantly negative. While some praised the intention to reform dietary guidelines, the majority of commenters expressed distrust, anger, or confusion, often conflating the message with broader political or scientific grievances. Conversations were polarizing and often derailed by misinformation or emotionally charged attacks.	
Twitter/X: 339,200 Followers	N/A			

### Activity Summary:

On July 16, the FDA posted a video of Commissioner Makary discussing updates to dietary guidelines on Instagram. Although the post generated high engagement, the response was deeply polarized.

While a handful of users praised the FDA and supported science-based reforms, a comparable number expressed mixed sentiments, supporting specific changes but questioning the agency's delivery or credibility. Nearly one-fifth of comments were off-topic, vague, or promotional in nature.

The majority of comments, however, were negative. Users criticized the FDA for relying on outdated models, spreading misinformation, or politicizing nutrition science. Several launched personal attacks or accused the agency of corruption and harm to public health.

Despite intense public discourse, the FDA did not engage, allowing misinformation and distrust to dominate the conversation once again, further eroding public confidence at a time when transparency and clarification are critical.

The FDA is still engaging in best practices mentioned in previous summaries.