



**e-Journal of Media & Society**

**THE EFFECTIVENESS OF SOCIAL MEDIA IN SPREADING HEALTH CAMPAIGNS**

Siti Nur Rabiatuladawiyah Juharlizam and Aini Faezah Ramlan

Kolej Universiti Islam Melaka (KUIM)  
Universiti Teknologi MARA (UiTM)

Correspondent email: [faezah877@uitm.edu.my](mailto:faezah877@uitm.edu.my)

**ABSTRACT**

*Mass media is a medium of information transmission that is so important to the world. The emergence and development of social media as a new communication tool has provided a lot of convenience to its users. Health campaigns are created to raise awareness about health to the community and aim to share knowledge regarding health issues. The widespread use of social media has made social media a useful medium for spreading information and promoting health care. The criteria that needed to find journals is a factors of social media as a spreading awareness about health campaign and a total of 11 journals were carefully selected and met the criteria.*

Keyword: social media, health campaign, health care, awareness.

## INTRODUCTION

The definition of health according to the World Health Organization (1948) is Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity. According to Encyclopedia.com (2020), the health campaign is disseminating information on health and preventing the spread of harmful health risks to the public and to promote this health campaign it requires a bunch of communication strategies and activities that involved specialists to disseminate health information that are relevant and reassuring to a group of people who need that information to help them lead a healthy lives. Usually, these health campaigns are created to raise awareness about health to the community and aim to share knowledge regarding health issues. Health campaigns have used mass media such as television, radio and the internet to make sure their message reaches a large audience. Different media uses have different effects and the purpose of using different media is because it wants to make sure the message about health reaches the targeted audience.

Health campaigns have used mass media such as television, radio and the internet to make sure their message reaches a large audience. Different media uses have different effects and the purpose of using different media is because it wants to make sure the message about health reaches the targeted audience. The widespread use of social media has made social media a useful medium for spreading information and promoting health care. According to Norman (2012), social media has a great deal to offer to individuals and organizations to connect and share appropriate ways to convey their messages and learning choices. Therefore, using social media as a tool to promote health care is very helpful and useful to the community.

## RESEARCH METHODOLOGY

This review involves studies on the topic published between 2010 and 2020 in the internet such as Google Scholar searched with the keywords inclusive health campaign, health awareness and social media as well as different key words used to get the articles that are related to the particular topic. The key words were entered in English and Malay. Only journal contributions were included.

In a first step, records identified through the database search were selected if their titles matched the topic of interest. In a second step, the references of selected records, as well as of meta-analyses and reviews on the topic were searched for further records. The third step consisted of screening the abstracts of the selected records and excluding them if they did not meet the selection criteria (Ridzuan, Ridzuan and Ridzuan, 2018). Finally, the full-text articles were assessed for eligibility. The articles were included in the review only if they corresponded to the following selection criteria:

- a) To find out what factors that influence the use of social media as a spreading health campaign.
- b) All articles are related to the awareness, understanding of health campaigns and factor use of social media.
- c) The study had an experimental, a statistics and research finding.
- d) The study was published in a peer-reviewed journal.

Around 36 journals have been found and fit with the title. However, only 11 articles meet all the requirements. Factor use of social media is a key aspect of these findings. These social media factors have been divided into three findings: 1) Types of social media, 2) Largest audience and lastly, 3) Low cost and save time. This were some of journals that have been choose Giustini et al. (2018), Jane et al. (2018), Freeman et al. (2015) and Hagg et al. (2018).

Authors (Year)	Journal	Method	Factors	Past Year Findings
Giustini et al. (2018)	Online Journal of Public Health Informatics (Effective uses of social media in public health and medicine: a systematic review of systematic reviews)	Conduct a systematic review	Types of social media	Result reveal that Facebook and Twitter are frequently used by users to meet and exchange information on health issues and are repeatedly used to access information and expertise.
Smailhodzic et al. (2016)	BMC Health Services Research (Social media use in healthcare: A systematic review of effects on patients and on their relationship with healthcare professionals)	Conducted a systematic literature review regarding the effects of social media use by patients for health related reasons.	Types of social media	Facebook is often used to improve patients' knowledge of the disease.
Jane et al. (2018)	BMC Health media for health promotion and weight	Review using a systematic approach	Largest audience	Social media is accessible to those who are often hard to reach via traditional health promotion such as the

	management: a critical debate.)				younger people, socioeconomic and ethnic minorities.
Siti Nur Izyandiyana (2017)	Al Qimah Al Mudhafah The Journal of Management and Science (Pengaruh pencarian maklumat kesihatan melalui Internet terhadap perubahan tingkah laku kesihatan)	Al	Conducted a survey which included question about factors search for health information through the Internet	Low cost and save time.	Findings show that professional healthcare used social media as a medium of promoting health programs because it can disseminate information fast and low cost.
Baruah (2012)	International Journal of Scientific Research Publications (Effectiveness of Social Media as a tool of communication and its potential for technology enabled connections: A micro-level study)		Conducted a qualitative and quatitative analysis of the role and importance of social media as a tool of effective communication	Low cost and save time.	Social media is mostly free and easy to use for personal or business use while print media needs to be paid to convey information.

<p>Adewuyi &amp; Adefemi (2016)</p>	<p>The International Journal of Communication and Health (Behavior Change Communication Using Social Media: A Review)</p>	<p>Conducted review using online databases of PubMed, ScienceDirect, Google Scholars, E-book library, and Willeyonline library.</p>	<p>Largest audience</p>	<p>Social media is able to target and reach diverse audiences due to the lack of space, time or geography. Also, broad and targeted audience reach, offered by social media is far greater than is possible with conventional media</p>
<p>Freeman et al. (2015)</p>	<p>Publichealth Research &amp; Practice (Social media campaigns that make a difference: what can public health learn from the corporate sector and other social change marketers?)</p>	<p>Review using case studies</p>	<p>Low cost and save time.</p>	<p>Digital advertising is increasingly used on social media as it is a cost-saving tool compared to traditional mass media. For example, the digital arm of the campaign Smokefree South West UK was extremely cost-effective compared with other media in achieving responses from smokers interested in quitting.</p>
<p>Panahi et al (2016)</p>	<p>Health Informatics Journal (Social Media and Physicians: Exploring the benefits and</p>	<p>Conducted a qualitative survey</p>	<p>Largest audience</p>	<p>The most noticeable benefit of social media is the ability to reach a wider audience and network with friends around the world. In addition, social media also has overcome</p>

	challenges)			traditional media barriers.
Hagg et al. (2018)	International Journal of Medical Informatics (The emerging use of social media for health-related purpose in low and middle-income country: A scoping review.	Conducted a systematic scoping review	a Types of social media	Changes in social media user trends are expected to increase and change. Decision makers need to consider choosing the appropriate social media platform because each social media has its own advantages and challenges.
Edney et al (2018)	Journal of Medical Research (Creating engaging health promotion campaigns on social media: observations and lessons from fitbit and garmin)	Conduct a cross-disciplinary study	Types of social media	Results found that Instagram attracted rates of engagement that were from 30 to almost 200 times higher compared to Facebook and Twitter even though Facebook is the largest platform with more than two billion active users.
Coelho et al. (2016)	Online Information Review (Does Social Media Matter For Post Typology? Impact of Post	Conduct multiple regression analysis.	Types of social media	Post types events and promotion led to a greater involvement of followers in Instagram while Facebook was only significant in the like's interaction.

Content on  
Facebook and  
Instagram  
Metrics.)

## CONCLUSION

According to Martin (2018), over 2.4 billions of internet users make social media a prime source for online news and almost 64.5 percent of the news was obtained through Facebook, Twitter, Youtube and Instagram compared to traditional media. There is no denying the use of social media in business or in communicating information is increasingly in demand. Through this study, we will find out whether social media is effective as a tool for spreading awareness of health campaigns.

Health campaigns through social media are also seen as gaining ground among doctors. In fact, the doctors themselves have created a health account to interact with the community. According to Angelin Yeoh (2019), MedTweetMy's official account originally started from its chairman Dr Khairul Hafidz Alkhair Khairul Amin personally aware of so much of the false information about health spreading on social media and the dissemination of unverified or recommended health tips. He then took the initiative to create the hashtag #MedTweetMY to get more doctors involved in combating medical myths and the coalition has also sparked the idea of eliminating health myths and hashtag #PerangMelawanMitos has been used.



## REFERENCES

- Ab Hadi, S. N. I., Bolong, J., Hassan, M., & Osman, N. (2017). Pengaruh pencarian maklumat kesihatan melalui Internet terhadap perubahan tingkah laku kesihatan. In *Forum Komunikasi* (Vol. 12, No. 1, pp. 53-69). Faculty of Communication and Media Studies (FCMS), Universiti Teknologi MARA.
- Adewuyi, E. O., & Adefemi, K. (2016). Behavior change communication using social media: a review. *International Journal of communication and health*, 9, 109-16.
- Angelin Yeoh (2019) Malaysian doctors band together to bust medical myths on social media. *The Star Online*. Retrieved from <https://www.thestar.com.my/tech/tech-news/2019/01/17/tweeting-the-truth>.
- Baruah, T. D. (2012). Effectiveness of Social Media as a tool of communication and its potential for technology enabled connections: A micro-level study. *International Journal of Scientific and Research Publications*, 2(5), 1-10.
- Coelho, R. L. F., de Oliveira, D. S., & de Almeida, M. I. S. (2016). Does social media matter for post typology? Impact of post content on Facebook and Instagram metrics. *Online Information Review*.
- Edney, S., Bogomolova, S., Ryan, J., Olds, T., Sanders, I., & Maher, C. (2018). Creating engaging health promotion campaigns on social media: observations and lessons from Fitbit and Garmin. *Journal of medical Internet research*, 20(12), e10911.
- Encyclopedia.com (2020). *Public Health Campaigns*. Retrieved from <https://www.encyclopedia.com/media/encyclopedias-almanacs-transcripts-and-maps/public-health-campaigns>
- Freeman, B., Potente, S., Rock, V., & McIver, J. (2015). Social media campaigns that make a difference: what can public health learn from the corporate sector and other social change marketers. *Public Health Res Pract*, 25(2), e2521517.
- Giustini, D.M., Ali, S.M., Fraser, M., & Boulos, M.N.K. (2018). Effective uses of social media in public health and medicine: a systematic review of systematic reviews. *Online Journal of Public Health Informatics*, 10(2).

Hagg, E., Dahinten, V. S., & Currie, L. M. (2018). The emerging use of social media for health-related purposes in low and middle-income countries: A scoping review. *International journal of medical informatics*, 115, 92-105.

Jane, M., Hagger, M.S., Foster, J.K., Ho, S.S., & Pal, S. (2018). Social media for health promotion and weight management: a critical debate. *BMC Public Health*, 18.

Martin, N. (2018). *How social media has changed how we consume news*. Retrieved from <https://www.forbes.com/sites/nicolemartin1/2018/11/30/how-social-media-has-changed-how-we-consume-news/#6c011303c3ca>

Moorhead, S.A., Hazlett, D.E., Harrison, L., Carroll, J.K., Irwan, A., & Hoving, C. (2013). A new dimension of health care: systematic review of the uses, benefits, and limitations of social media for health communication. *Journal of medical Internet research*, 15(4), e85.

Norman, C. D. (2012). Social media and health promotion. *Global Health Promotion*, 19(4), 3–6.

Panahi, S., Watson, J., & Partridge, H. (2016). Social media and physicians: exploring the benefits and challenges. *Health informatics journal*, 22(2), 99-112.

Ridzuan, A.R., Ridzuan, A.R. and Ridzuan, M. (2018). Research Methods in Communication Research. E - Journal of Media and Society. 1, 1-10.  
<https://ir.uitm.edu.my/id/eprint/29247/1/29247.pdf>

Smailhodzic, E., Hooijsma, W., Boonstra, A., & Langley, D.J (2016). Social media use in healthcare: A systematic review of effects on patients and on their relationship with healthcare professionals. *BMC health services research*, 16(1), 442.

World Health Organization (n.d.). *Frequently asked questions*. Retrieved from <https://www.who.int/about/who-we-are/frequently-asked-questions>