Exploring the use of Social Networking Platforms as a Tool for Disseminating Information on World Health Day 2023

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Abstract:-

➢ *Background:*

Social media has emerged as a powerful tool for disseminating health information, offering cost-effective opportunities for information access and engagement. With the increasing need to raise awareness about health issues and promote healthy lifestyles, leveraging social media platforms has become crucial. This study focuses on the utilization of social networking platforms for disseminating information on World Health Day 2023, aiming to explore its potential benefits and drawbacks.

➢ *Methods:*

The study employed a qualitative research design and included social networking platforms such as Facebook, Twitter, Instagram, YouTube, and TikTok. Data collection was conducted by considering social media posts from 01/04/2023 to 14/04/2023. Inclusion criteria encompassed platforms commonly used for health-related information dissemination, public accounts promoting health-related information, and platforms used for disseminating World Health Day-related content. Exclusion criteria excluded private accounts and platforms not commonly used for health-related information dissemination.

➢ *Results:*

The study conducted a content analysis to categorize the content based on themes, topics, and types of messaging. Quantitative analysis methods, including descriptive statistics and regression analysis, were used to explore relationships between content types and indicators of engagement. Qualitative analysis provided a deeper understanding of the messages and themes conveyed through different media forms. The study found that images were the most widely shared content type, followed by videos, links, tweets, and gifts. The World Health Organization (WHO) had the highest number of subscribers across Twitter, Instagram, and Facebook, followed by UNICEF and the United Nations. Facebook had the largest number of subscribers among the organizations. Twitter was the most utilized platform for sharing information, followed by Facebook. Instagram exhibited the highest level of engagement.

➢ *Conclusion:*

This study sheds light on the utilization of social networking platforms for disseminating health-related information on World Health Day 2023. The findings suggest the effectiveness of images in capturing audience attention and the significant online presence of organizations like WHO and the United Nations. The study also highlights the growing influence of newer platforms like Instagram. The insights gained from this research provide recommendations for improving the use of social media in future health promotion efforts, emphasizing the importance of collaboration among influencers and policy development to enhance global healthcare awareness.

Keywords:- World Health Day; Social Media; Social Networking.

I. INTRODUCTION

Social media, connecting more than 2.1 billion people everyday on an average, offers cost effective opportunities to provide information access regarding health through many-to-many communication. The content brings the advantage of being available 24 hours of a day and 7 days of a week [1]. Social media can be classified as collaborative projects (eg, Wikipedia), content communities (eg, YouTube), social networking sites (eg, Facebook), and virtual game and social worlds (eg, World of Warcraft, Second Life). It can potentially increase the number of interactions and widen access to those who may not easily access health information via traditional methods [2]. As the world faces unprecedented health challenges, there is a

growing need to use innovative methods to raise awareness about health issues and promote healthy lifestyles.

The World Health Organization observed its 75th anniversary on 7 April 2023 as World Health Day. WHO was founded in 1948 so everyone, everywhere can attain the highest level of health and well-being. WHO's 75th anniversary year provided an opportunity to motivate action to tackle the health challenges of the present and the future. The hashtags promoted by WHO are #HealthForAll and #WHO75 [3].

According to a study by the Pew Research Center, approximately 72% of US adults use some form of social media, making it a prime platform for disseminating health information [4]. However, the effectiveness of social media as a tool for promoting health and wellness is still a matter of debate.

This paper aims to explore the use of social networking platforms as a tool for disseminating information on World Health Day 2023. In this study, we delve into the potential benefits and drawbacks of leveraging social media to promote health-related information and encourage individuals to adopt healthier lifestyles. Our study will encompass an analysis of the various social media platforms employed for disseminating information about World Health Day 2023, exploring the types of content being shared. Additionally, we will investigate the regional, national, and demographic variations in the use of social media platforms for distributing information on World Health Day 2023. Our objective is to not only identify the advantages but also mitigate the risks associated with utilizing social media for health information dissemination, ensuring the accuracy, trustworthiness, and relevance of the shared content for the target audience.

II. MATERIALS AND METHODS

➢ *Objectives*
Primary: The primary objectives of this study were focused on examining the utilization of various social media platforms and types of content in disseminating information about World Health Day 2023. Firstly, we aimed to assess the effectiveness and impact of different social media platforms in reaching the target audience with health-related information. This involved analyzing the usage patterns, engagement levels, and reach of platforms such as Facebook, Twitter, Instagram, YouTube, and TikTok. Secondly, we sought to compare the information shared on these platforms based on geographical factors, including region, country, and demographic group. By conducting this comparative analysis, we aimed to identify variations in content dissemination strategies and their effectiveness across different contexts. Lastly, our study aimed to identify the most effective social networking platforms and strategies for disseminating health information on World Health Day 2023, providing valuable insights for future health campaigns and initiatives.

Secondary: In addition to the primary objectives, this study also aimed to achieve secondary objectives. Firstly, we sought to gain a comprehensive understanding of the current landscape of social media use in the dissemination of health information. This involved examining the prevalence of health-related content, the involvement of various stakeholders such as individuals, organizations, and health professionals, and the overall trends and patterns observed in the dissemination process. Secondly, we aimed to determine the level of awareness and engagement of the public with World Health Day and health-related content on social media platforms. By assessing the public's knowledge, perception, and interaction with such content, we aimed to gauge the effectiveness of social media as a tool for health communication. Additionally, we aimed to identify the challenges and opportunities associated with using social media as a platform for disseminating health information on World Health Day 2023. This included exploring potential obstacles, risks, and limitations, as well as uncovering innovative approaches and opportunities for improvement. Finally, we aimed to provide practical recommendations for health organizations and policymakers on how to effectively utilize social media as a tool for disseminating health information not only on World Health Day 2023 but also in the future. These recommendations encompassed strategies for content creation, platform selection, engagement techniques, and quality assurance to ensure the accurate and impactful dissemination of health information.

➢ *Study Type and Population*
The study utilized a qualitative research design to delve deeply into the utilization of various social networking platforms, such as Facebook, Twitter, Instagram, YouTube, and TikTok, as a means of disseminating information pertaining to World Health Day 2023.

➢ *Inclusion Criteria*
To gather relevant data, the following inclusion criteria were established. Firstly, social media posts from the period of 01/04/2023 to 14/04/2023 were considered. Secondly, social media platforms commonly utilized for health-related information dissemination were included. These platforms encompassed Facebook, Twitter, Instagram, YouTube, and TikTok. Furthermore, public social media accounts of individuals, organizations, and health professionals that promoted health-related information were considered. Additionally, social media accounts of influencers or content creators who had shared health-related information on their platforms were included. Lastly, social media platforms that had been used to disseminate health-related information related to World Health Day were taken into account.

➢ *Exclusion Criteria*
To ensure data relevance and quality, the following exclusion criteria were implemented. Private social media accounts that were inaccessible to the public were excluded. Similarly, social media platforms that were not commonly used for health-related information dissemination were also excluded. Additionally, social media accounts that had not

been utilized for promoting health-related information were not considered. Finally, social media platforms that had not been used to disseminate health-related information related to World Health Day were excluded.

➤ *Sampling*

A sample of three social media platforms, namely Twitter, Facebook, and Instagram, was selected for data collection. Relevant hashtags, keywords, and accounts associated with World Health Day 2023 were identified for data collection purposes. The relevant hashtags included #HealthForAll, #WHO75, #WorldHealthDay, and #WHD2023. Moreover, a set of relevant keywords such as World Health Day, global health, health promotion, health education, health communication, public health, health awareness, health equity, healthy lifestyle, health impact, healthcare access, healthcare quality, and healthcare innovation were considered. Furthermore, specific social media accounts associated with World Health Day 2023 were included, such as the World Health Organization (@WHO), United Nations (@UN), UNICEF (@UNICEF), Centers for Disease Control and Prevention (@CDCgov), National Institutes of Health (@NIH), Global Health Council (@GlobalHealthOrg), World Medical Association (@medwma), Doctors Without Borders (@MSF_USA), Global Health Strategies (@GHStrategies), and Health Affairs (@Health_Affairs).

➤ *Data Collection*

The data from the selected social media platforms was collected through manual collection methods. Data spanning one week before and one week after the 75th World Health Day 2023 (01/04-14/04/2023) was collected to capture a comprehensive snapshot of the information disseminated during that period.

➤ *Content Analysis*

The analysis of the data in this research paper encompassed multiple approaches. Firstly, a content analysis was conducted, whereby the content was systematically categorized according to themes, topics, and types of messaging, including informational, promotional, and personal stories. Additionally, a quantitative analysis was performed utilizing various methods such as descriptive statistics, regression analysis, and social network analysis. This analysis aimed to explore the relationships between the different types of content shared on the social media platforms and indicators of engagement, such as the number of views, likes, shares, and other relevant metrics on each platform. Furthermore, a qualitative analysis was undertaken to delve deeper into the messages and themes conveyed through the posts, tweets, images, and videos. This qualitative analysis aimed to provide a comprehensive understanding of the communicated content and its underlying implications.

III. RESULTS AND DISCUSSION

Our knowledge of health and how behavioural, social, and system-level variables affect health outcomes has greatly advanced over the past few decades. This transition has been greatly influenced by technological developments, notably the increased use of mobile devices that are connected to the Internet. Different sociodemographic groups and geographical areas have seen this technological transition. Social media is a tool that has become more popular; 2.82 billion people use it globally. Online communities' use of social media to exchange information, expertise, and ideas through interactive media is referred to as social media. There are already a large number of social media platforms in the field of health promotion that are focused on promoting health and wellbeing and serving the general population [5].

➤ *Types of Content being Shared on Each Social Media Platform*

At the end of this study, we concluded that the most amount of content being disseminated by accounts wanting to deliver health related information was through images (56.16%), followed by videos, links, tweets and gifts, as illustrated in Table 1 and Figure 1.

Table 1 Type of Content Shared by Organizations on Twitter, Instagram, and Facebook

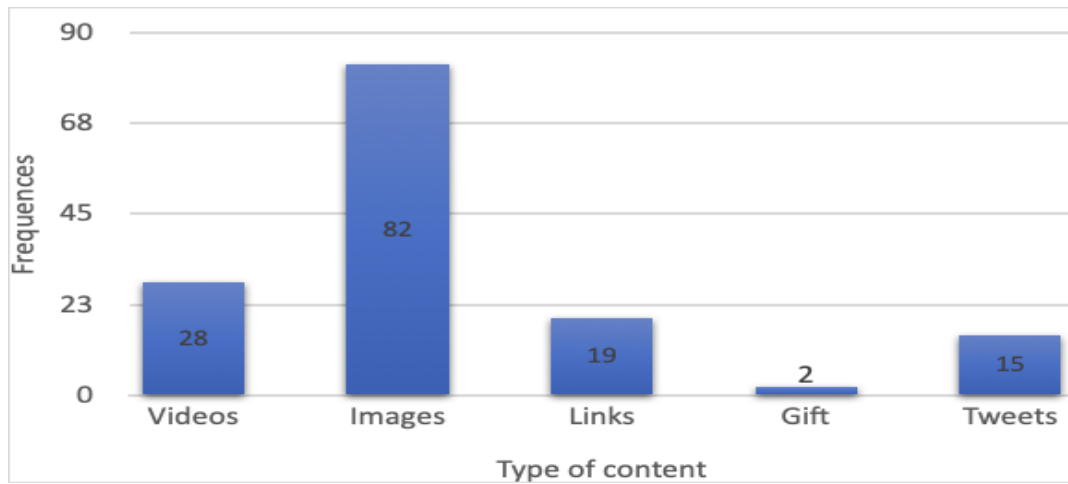| Type of contents	Frequencies	Percentage
VIDEOS	28	19.18%
Images	82	56.16%
Links	19	13.01%
Gift	2	1.37%
Tweets	15	10.27%
Total	146	**100.00%**

Fig 1 Type of Content used by Organizations on Social Networks

This illustrates that the accessibility and feasibility of disseminating information through images is higher than other media forms. This would stem from the quick, eye-catching ability of images to capture the attention of the audience versus a video, which would require more time and a superior internet network (to download and watch the media).

➢ *The Effectiveness of Different Types of Messaging*
The World Health Organization (WHO) is the organization with the highest total number of subscribers across Twitter, Instagram, and Facebook combined, followed by UNICEF and the United Nations, with respective subscriber counts of 62,300,000, 50,700,000, and 24,000,000 (Table 2)

Facebook has the largest number of subscribers among the organizations, with nearly 72,836,300 subscribers (Table 1)

This constitutes a very significant online presence that can be leveraged to disseminate important information worldwide in a very short span of time.

Table 2 Number of followers of the Various Organizations on Twitter, Instagram, and Facebook

Organization Names	No of followers (Twitter)	No of followers (Instagram)	No of Followers (Facebook)	TOTAL
WHO	12200000	12100000	38000000	**62300000**
United Nations	16300000	7700000	NA	**24000000**
UNICEF	9300000	11400000	30000000	**50700000**
CDC	5500000	2600000	4200000	**12300000**
NIH	1600000	246000	570000	**2416000**
GHC	48500	6019	63000	**117519**
WMA	15800	NA	NA	**15800**
DWB	884100	802000	NA	**1686100**
GHS	98300	3095	3300	**104695**
Health Affairs	165300	NA	NA	**165300**
Total	**46112000**	**34857114**	**72836300**	

- *WHO and UNITED Nations are also the Two Organizations that follow the Most Accounts on all their Social Networks (Table 3).*

Table 3 Number of follows from Different Organizations on Twitter, Instagram, and Facebook

Organisations Name	No of Following Twitter	No of Following Instagram	No of likes (Facebook)	Total
WHO	1774	113	14000000	**14001887**
United Nations	1215	256	6100000	**6101471**
UNICEF	816	273	NA	**1089**
CDC	253	70	NA	**323**
NIH	324	48	NA	**372**
GHC	1379	298	59000	**60677**
WMA	3070	NA	NA	**3070**
DWB	1597	384	11000000	**11001981**
GHS	3052	337	3200	**6589**
Health Affairs	4027	NA	NA	**4027**
Total	**17507**	**1779**	**31162200**	

➤ *How Social Media was used to Disseminate Information About World Health Day 2023*

Twitter was the most utilized social media platform for sharing information, with approximately 77 publications of various types, followed by Facebook with around 37 publications (Table 4 and Table 5).

Table 4 Type of Content Shared on Different Social Networks

Social Networks	Type Of Content	Frequency For all Organizations	Mean	Std. Deviation	Minimum	Maximum
Instagram						
	Videos	10	1	1.764	0	5
	Images	32	3.2	6.529	0	19
	Total	**42**				24
Facebook						
	Images	34	3.4	10.058	0	32
	Videos	1	0.1	0.316	0	1
	Links	2	0.2	0.422	0	1
	Total	**37**				34
Twitter						
	Images	26	2.6	4.351	0	14
	Videos	17	1.7	3.683	0	12
	Links	17	1.7	2.71	0	7
	Tweets	15	1.5	3.808	0	12
	Gifts	2	0.2	0.422	0	1
	Total	**77**				

Table 5 Number of Posts Shared on Instagram, Facebook, and Twitter

Social Networks	Mean	Std. Deviation	Minimum	Maximum
Instagram	4.2	7.786	0	21
Facebook	3.6	10.002	0	32
Twitter	7.7	13.491	0	45

Instagram exhibited the highest level of engagement, with 382,041 likes and 5,818 comments, followed by Facebook with 59,551 likes, 17,104 comments, and 13,515 shares (Table 6).

This points to the growing influence and engagement of newer platforms such as Instagram even in the context of dissemination of health-related information.

Table 6 The Level of Engagement on the Various Social Networks

Social Networks	Type of Content	Frequency for all organizations	Mean	Std. Deviation	Minimum	Maximum
Instagram						
	Likes	382041	38204.1	104979.411	0	333856
	Comments	5818	581.8	1249.521	0	3415
	Total engagement	**387859**				
Facebook						
	Likes	59551	5955.1	18611.456	0	58922
	Comments	17104	1710.4	5375.113	0	17008
	Shares	13515	1351.5	4217.9	0	13355
	Total engagement	**90170**				
Twitter						
	Likes	17593	1954.778	4286.951	0	12937
	Comments	4735	526.111	1218.855	0	3706
	Retweets	8363	929.222	2019.381	0	6059
	Total engagement	**9665709**				

➤ *Recommendations For Improving The Use Of Social Media For Health Promotion In The Future*

World Health Day, a significant day for raising healthcare awareness on a global scale, has a profound impact and reaches a wide audience. However, there is a need for additional efforts to encourage collaboration among influencers and enhance awareness even more. The insights gained from these findings should be utilized in the future policy development of similar awareness events to promote public health on a global scale.

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