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SOCIAL MEDIA AS A PLATFORM FOR PROPAGATING PUBLIC HEALTH MESSAGES IN INDIA

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ABSTRACT

Healthcare marketing is preclusion of disease, promotion of different health care related issues and different measures to be adopted to protect health, as opposed to traditional marketing that aims only to increase the value of a company or its merchandise. Therefore, social media marketing has revolutionized in health care industry, like as social networking has evolved to suit into a person's basic everyday activities. The aim of this research was to understand the conception of social media and its relevancy in propagating health messages in India. The present paper tries to grasp totally different aspects of the social media prevalent and appropriate for propagating public health messages in India. This will enable us to know that if social media strength can be used in communicating health messages and will also provide insights to see which social media platform can be used effectively in communicating health messages. To enhance their professional networks, and advance understanding of individual and contextual factors that influences public health and provide benefits to patients health professionals have begun using social media. Due to various reasons **social media has opened opportunities for Healthcare industry**. As every site is suitable in different areas but compared with other social media, for the purpose of propagating health messages, facebook is the most suitable media in India.

Keywords: *Social media marketing; Health messages; Propagating; Traditional marketing; social networking sites; Health promotion.*

I.   INTRODUCTION

Health communication is utmost important variable in public health and this has received awareness over the years but creating health communication campaigns can be a complex process (Crawford and Okigbo, 2014). As the health communication surroundings isn't stagnant therefore considerable modifications have been made over time.(Office of Disease Prevention and Health Promotion, 2010).

Bloom and Canning, (2008) stated that a healthy population is an important element in economic development since a country needs its society people to stay healthy and to contribute effectively to economic growth. Therefore, a pressing need for public health institutions is to determine how to impart health information across to its target audience. One such important strategic decision is the choice of media used to share health information. This is relevant because health information rides on the wheels of information media (Wellings and Macdowall, 2000). If the communication media employed to disseminate health information fails to deliver the right information to the targeted population at the right time, there is a probability of increasing morbidity and premature mortality rates.
Hesse, O'Connell, Augustson, Chou, Shaikh and Rutten (2011) stated that the evolution of Internet from the fixed Web "publishing" data-driven and to the extremely participative, innovations of web 2.0 is influencing the knowledge of health care.

Reis, Visser and Frankel (2013) declared that there's an abundance of knowledge concerning healthcare and communication technologies that rework however suppliers and patients conceive and affect digitally equipped health care information. The conversion has a bearing upon the clinical encounters, rendering the standard face-to-face patient encounters as multiple choices, and often not the standard one. Social media helps in facilitating fast information sharing and patients seem to be method previous health care professionals once victimization digital technology to access health information.

Van De Belt, Engelen, Berben and Schoonhoven (2010) stated that health 2.0/medicine 2.0 have been developing ideas with no unity of their definition. In 2010, a scientific review revealed that 46 distinctive definitions of Health 2.0 and medication 2.0 with seven repeated topics on Web 2.0/technology, patients, professionals, social networking, health information/content, collaboration, and alter of health care. Adams (2010) in his analysis declared that the participative and collective social media platforms ease information in forming, sharing and regeneration, making new bridges for reaching patients or different health care customers.

Smith (2011), the unorganized language of patients has been explored through many dimensions such as linguistic, socio-cultural, and medical information services, however findings suggest that patients do not directly contributed to health information systems; whereas physicians and data systems function mediators do provide the information.

Finch, Mort, May, Mair, Telecare (2005) & Kelly, Jenkinson, Ziebland, (2013) articulated that the conception of patient's rights and responsibilities has been dynamical as increase use of technologies to deliver health care to an extent, from a standard passive role to at least one of assign labels such "informed," "expert," "self-managing," "having responsibilities," "feeling supported," "relationships with others," "experiencing health services," or "affecting behavior," affecting the management of patient–health skilled relationships.

Ziebland, and Wyke, (2012) acknowledged that patients' involvement in the creation of health content, through blogging and social networking, has affected their experiences, their thinking upon health care management and retrieving and sharing of health information.

Knight, Werstine, Rasmussen-Pennington, Fitzsimmons and Petrella, (2015) stated that all patients are not seemingly to bear the adoption of web 2.0 platforms in deliverying their healthcare information. Health promotion programs that involve social media, patients may hesitate to interact as they were not sure of its price.

Hamm, Shulhan, Williams, Milne, Scott, and Hartling, (2014) explicit that a review on the utilization of social media in kid health shows proof of import , however additional analysis shows no vital effect.

Purpose of Paper
The aim of this research was to understand the conception of social media and its relevancy in propagating health messages in India. Firstly, the proof was synthesized supported by different network characteristics and the way social media is useful in context of propagating health information. Secondly, the relationship between social networks and health message was examined.

Objective
The study explores the realm of public health messages where social media will enhance the serviceability. The present paper tries to grasp totally different aspects of the social media prevalent and appropriate for propagating public health messages in India. This will enable us to know that if social media strength can be used in communicating health messages and will also provide insights to see which social media platform can be used effectively in communicating health messages. It endeavors to lay path for further research in this direction.

II.   RESEARCH METHODOLOGY

The paper explores the topic with an aim to grasp the construct of social media and its applicability in propagating health messages in India. This preliminary study analyses the secondary information and varied literatures accessible in domain and in allied modern applied science connected researches and focuses on varied aspects of social media and pertinency in propagating health messages. With the assistance of secondary information and literatures, content analysis and information development analysis techniques are used to further analyze the applications of social media which may be utilised in propagating health messages. The validity of the build and applications beneath thought were conjointly taken care. As indicated by (Jary and Jary, 1995: 714), for the examination like this, the validity is the degree to which a measure or technique for data accumulation has the character of being sound or

valid to the extent may be judged. As such, the validity of information is its importance and fitness to the exploration question and therefore the quality of its relationship with the ideas beneath investigation. Validity of the investigation for understanding distinctive components of the social media predominant and applicable for friendliness connected exercises were secure by talking concerning the idea with academicians, institution proprietors, specialists, experts, media organizers, and other partners. Reliability is, truly, the degree to that we will depend upon the wellspring of the information and, on these lines, the data itself. Reliable data is taken into consideration and true, dependable, unfailing, on the far side any doubt, bona fide, honest to goodness, respectable. Consistency is that the main part of reliableness. So, in literary accounts, the infamy of the supply is basic. Reliability of the data can incorporate neighborhood to event, likely the information collected for this study is unbiasedness, and shows its reliability and accuracy for the study. the precise inquiries investigated with regards to the present data were created specifically work and analyzing on the information and its potential and real difficulties to marking in their institutions. Underscore that the namelessness needed by respondents makes arrange attribution of statements hard. In any case, varied associated cites were attributed by work part making an attempt to deal with this issue in any event not entirely.

III.   DISCUSSION AND FINDINGS

Social media is one among the unexceeded mediums to keep individuals up so far concerning latest developments and numerous programmes. Recent technological updation and current trends and progression of social media as a prevailing suggests that of communication and service delivery, the utilization of social media proactively helps in reaching intent on the individuals to tell, have interaction and serve them.

Healthcare marketing is well thought-out to be a multidisciplinary area of public health medicine. Health care marketing is a combination of ancient marketing theories and principles with science which is primarily based on ways that needs an ever-innovative approach. The goal of healthcare marketing is disease obviation, health care promotion and health protection, as against ancient marketing that aims solely to extend the worth of a corporation or its merchandise.

Therefore, it's safe to mention, that social media marketing has evolved to suit into health care, even as social networking has evolved to suit into a person's basic everyday activities. Social network users in India in 2018 are 226.06 million. In 2019, it's calculable that there'll be around 258.27 million social network users in India, up from about to 168 million in 2016 (**Sources:** Statista; Statista DMO).

Number of social network users in India from 2015 to 2022 (in millions)
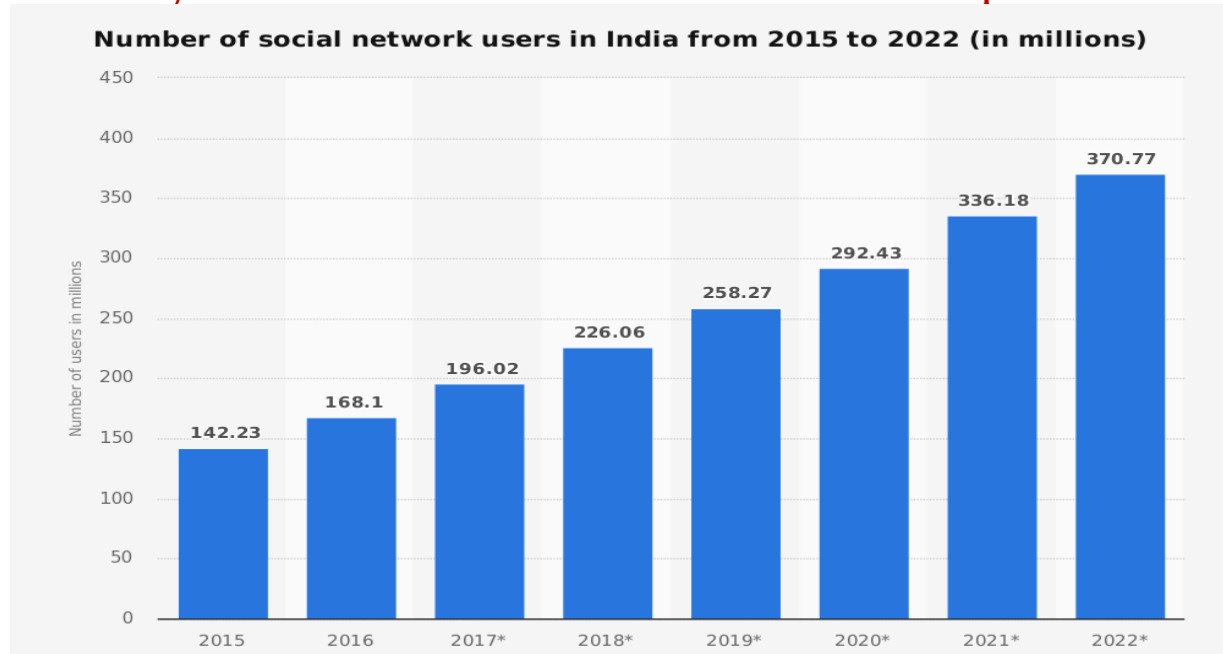
Health messages propagation a study that observes of human activity involved in promoting health information, through different sources like publically health campaigns, health education. The aim of communicating health information is to influence personal health selections by improving health literacy. Because effective health communication should be tailored for the audience and therefore the scenario, research into health communication seeks to refine communication methods to tell individuals about ways that to boost health or to avoid specific health risks. Academically, health communication could be a discipline at intervals communication studies.

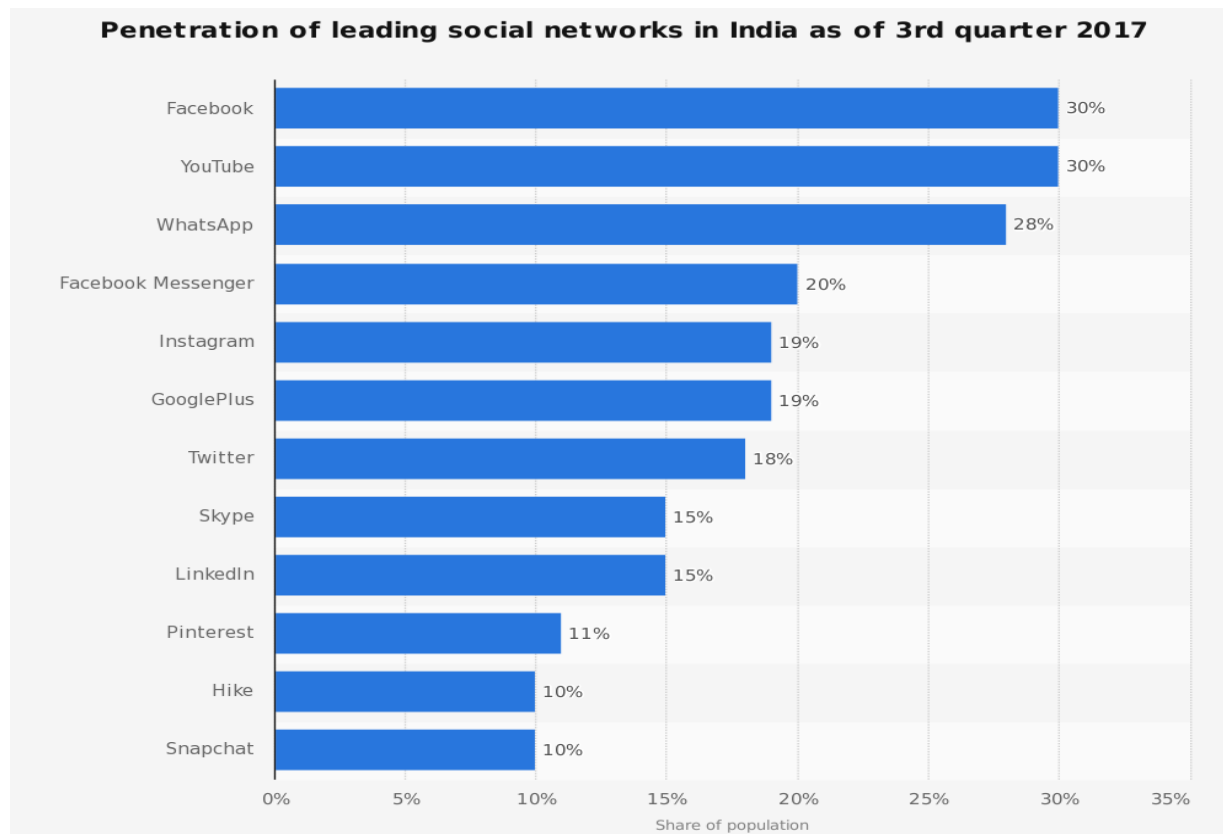Health communication could multifariously get to:

- increase audience awareness and provide useful information related to health issue
- influence behaviors and attitudes of public towards health issues
- demonstrate health care practices
- demonstrate the advantages of public health messages outcome on behavior changes of public
- advocate an edge on a health issue or policy
- increase in demand or support for health services
- arguments and defense against misconceptions regarding health

Social Media opens opportunities for health care trade because of varied reasons. Being a dynamic medium it permits economical way to address quality problems which might otherwise take days and months. One will offer updates and acquire nearly fast interactions from the general public.

Social media sites offer a spread of options that serve individual with totally different purpose. It include social networks, blogs, media sharing sites (i.e video- and photo-sharing), wikipedia, or a numerous of different media, which might be classified by purpose, such as:

- Social networking (Facebook, MySpace, Google and, Twitter)
- Skilled networking (LinkedIn)
- Media sharing (YouTube, Flickr)
- Content production (blogs [Tumblr, Blogger] and microblogs [Twitter])
- Knowledge/information aggregation (Wikipedia)
- Computer game and diversion environments (Second Life)

The most widespread social networks in India were YouTube and Facebook, followed by social app i.e. whatsapp. Facebook is projected to reach close to 319 million users in India by 2021. The foremost common social network, as of the third quarter of 2017 were youtube and facebook with an 30 percent penetration rate every. WhatsApp was stratified third with 28 percent. India ranks second among countries with the foremost Facebook users, accounting for 11 percent in april 2017 among the world Facebook audiences. January 2017 data puts the active social networking penetration in India at solely 14 percent of the population - one in every of the lowest rates worldwide. (**Sources:** Statista; Statista DMO).

Penetration of leading social networks in India as of 3rd quarter 2017

Network	Share
Facebook	30%
YouTube	30%
WhatsApp	28%
Facebook Messenger	20%
Instagram	19%
GooglePlus	19%
Twitter	18%
Skype	15%
LinkedIn	15%
Pinterest	11%
Hike	10%
Snapchat	10%

Share of population

Facebook is one of the largest social media platforms in the world. For the purpose of propagating health messages through posting on facebook will help to gain exposure to potential society. By posting links to Health website, can help increase online visits. Facebook advertising allows targeting very specific demographics, based on location, age, gender and interests. Audience of Facebook 'likes' can be a great starting point to gather society attention towards the Health messages. Can use competitions and giveaways to gather email address to build public list. Facebook could be two-way communication between medical service provider and the patients and their customers. Can use the messaging service to deal directly with the public. Reviews and comments can be a great way to gather public feedback and find areas for improvement. Use data from your page's 'Facebook Insights' to understand what content works best and plan for the future.Facebook is helping out in transforming science and public health.

LinkedIn is totally different from the rest of the social media retailers as a result of it's specifically designed for business and professionals. Users primarily attend LinkedIn to showcase their job expertise and professional thoughts, creating it one among the additional vital platforms to use for those in B2B.

Twitter one among the supply of small blogging, it generates over 175 million tweets daily and permits you to share quick pieces of information and photos in an endeavor to drive individuals back to your website or landing pages.

you merely get a small quantity of characters, thus create them count it is vital to make sure you are additionally building relationships with followers. Twitter is as helpful for driving traffic as it is for client service.

Media-sharing sites, like YouTube, are optimized for viewing, sharing, and embedding digital media content on the net. YouTube is that the leading video-sharing platform within the world. On your channel, your brand will share and edit its own videos, produce playlists, and prompt discussions.

The web log writing is that the oldest and most well-known sort of social media, since 2004 web log writing is employed in medication field. Blogs will reach wide audiences, particularly to the one who are interested in reading and writing blogs, if one writes content that's of great interest. Posts that acquire enough interest may be shared and viewed again and again by readers.

However, social media additionally present potential risks to patients and HCPs relating to the distribution of poor-quality data, damage to professional image, breaches of patient privacy, violation of personal–professional boundaries, and licensing or legal problems. Many health care institutions and skilled organizations have issued guidelines to forestall these risks.

If we compare varied social media sites , each website is appropriate in several areas but for the purpose of propagating health messages ,can find out that facebook is the most fitted media in India. As every year the amount of facebook user are increasing. In 2020, the amount of Facebook users in India is predicted to reach 262 million, up from 194.11 million in 2017.In May 2016 there were about 195 million Facebook users in India, against U.S (user i.e. about 191 million) and 90 million in Brazil. India is placed as the country with the largest Facebook user base in the world. Therefore in India, facebook is the best social media network for propagating health messages.

IV.   CONCLUSION

Medical professionals and trainees are using social media since the last few years. Attentive presences of patients on these platforms suggest that these technologies will perpetually serve as the background for the upcoming modern medicine. Health messages propagation is the study and practice of communicating health information, like publicly introducing health campaigns, providing health related education. The purpose of propagating health information through social media is to reach mass of people and influence their decision for health care by improving health literacy. To provide benefit to patients, enhance professional networks, and advance understanding of individual and contextual factors that influences public health, health professionals have begun using social media as a platform. Due to various reasons and begin a dynamic medium as it allows efficient way of addressing quality issues which use to take days and months in traditional method therefore **social Media has opened opportunities for healthcare industry**. With this social media is one can provide with the latest updates and get almost immediate interactions from the public. Social media and its other sources also help to acquire health information, as well as it also connect with others affected by similar conditions, and play a vigorous role in taking healthcare decisions. Therefore social media is not only playing role in shaping peoples' personal lives it is also influencing health and professional environments.

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