

Systematic Literature Review (SLR): Utilization of Social Media as a Health Promotion Tool

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Abstract: Social media is one of the digital media that is widely used by people almost all over the world. In maximizing social media as a health promotion tool, it is expected that health information can be easily obtained and understood by the community. This study aims to see how the utilization of social media as a health promotion tool. The research method used was the Systematic Literature Review (SLR) by conducting a literature review on journals related to social media and health promotion. The results of the literature review showed that social media is effectively used as a health promotion tool because it can increase public knowledge and awareness about health. However, the utilization of social media must be accompanied by the delivery of valid information and come from health workers according to their fields of expertise.

Keywords: Social Media, Tools, Health Promotion

INTRODUCTION

In today's digital era, social media has developed into a very popular communication platform in the last decade (Asongu et.al, 2019). As the use of social media increases, health promotion strategies are also changing to adapt to this revolution. Social media offers great opportunities in health promotion, enabling communication from one to many people and from many people to many people simultaneously, as well as reaching audiences in real-time and anywhere (Asongu and Odhiambo, 2020). Social media sites such as Facebook, YouTube, and Twitter have emerged as common media for sharing information, connecting with peers, and exchanging ideas in various fields, with more than 3.8 billion users worldwide (Auxier et.al, 2022).

According to data obtained from the We Are Social report, social media users in Indonesia in 2023 will reach 167 million people, or 60.4% of the total population. This number has increased from 2022 which reached 160 million people, or 58.3% of the total population (Rizaty, 2023). Social media acts as a collaborative platform that disseminates information, reaches and influences target audiences with health messages (Stellefson et.al, 2020). With an efficient, accessible and user-friendly approach, social media is able to attract the attention of many people and increase the level of engagement with health information (Jane et.al, 2018). In addition, interventions via social media can encourage early diagnosis of disease and support behavior change, including providing social support and highlighting the impact of existing health issues (Plackett et.al, 2020). In this context, it is necessary to pay attention to how

social media can help the wider community to obtain health information. Not only does it send messages, but it also allows people and health information providers to interact with each other (Smailhodzic, 2016). Social media serves as a communication tool that allows for more dynamic discussions online, where questions can be asked, questions can be asked, responses can be given, and discussions can be formed. It is important to remember that the success of health promotion through social media depends on the information content conveyed and the quality of the content delivered (Leonita, 2018). Content that is interesting, informative and easy to understand has great potential to attract public attention. Therefore, it is very important to involve health workers, graphic designers, content experts, and influencers in creating content for health on social media. Social media can be used as a new health promotion media because of its effectiveness in disseminating information. (Obregon dan Waisbord, 2012; Wright, Sparks dan O'Hair, 2012; Househ, 2014; Wymer, 2015; Ahmed dan Bates, 2016; Marinescu dan Mitu, 2016). There is also a shift in health marketing as health and wellness organizations also implement social media marketing (Radu et al., 2017). Health promotion using social media is more effective in increasing knowledge compared to health promotion using official government sites among teenagers. Health promotion for teenagers using social media is more effective because the millennial generation uses social media more than accessing government sites online. Health promotion through social media among teenagers can increase knowledge by 95% and have an impact on health behavior by 77%7.8. Based on a survey conducted by the World Institute of We are Social & Hoot Suite in 2021, it is known that the use of social media among teenagers in Indonesia in 2021 is 93% YouTube, 87.7% WhatsApp, 86.6% Instagram, 85, 5% Facebook and 63 Twitter, 3%.

However, the use of social media in health communication also raises new challenges and problems. One of the main challenges is the reliability and credibility of health information in digital media (Chou, W. Y. S., Hunt, Y. M., Beckjord, E. B., Moser, R. P., & Hesse 2013). Although social media can increase people's access to health information, the quality of that data often varies, and in some cases, inaccurate or misleading information can spread quickly (Chou, W. Y. S., Oh, A., & Klein 2018).

Another challenge is digital literacy. To utilize social media effectively in health communication, people must have the skills to search for, evaluate and use health information found on social media (Norman, C. D., & Skinner Skinner 2016). However, digital digital literacy is not evenly distributed across the population, which can limit the benefits of digital media in health communication (Van Deursen, A. J., & Van Dijk 2019).

This research also reflects the principle of "capacity building" in health promotion (World Health Organization 1998), which emphasizes the importance of strengthening the ability of individuals and communities to improve their health. In this context, digital literacy education and training can improve people's ability to access, understand and use health information through social media. Health promotion

experts continue to search for new, effective methods to reach various age groups. The use of the latest technology, especially social media, can be a key strategy in overcoming the challenges faced in health promotion. Interventions that utilize social media channels have great potential to improve health promotion and overcome some of the limitations seen in traditional health communication strategies, by increasing interaction, engagement, customization, and community participation (Levac and Sullivan, 2010).

This research aims to explain and understand the use of social media as a health promotion tool, with the hope of creating a positive impact on behavior change through providing effective health education.

METHOD

The method used in this research is a systematic literature review (SLR). This method is used to identify, review, evaluate, and interpret all available research on the phenomenon to be discussed, with certain relevant research questions. By using the SLR method, a systematic review and identification of journals can be carried out, with each process following predetermined steps or protocols. A literature review was conducted to identify studies and documents relevant to the scope of the research. In this literature research, analysis was carried out on 4 international and national journals indexed by Scopus.

Literature Review Results

No.	Article/Journal Title	Objective	Method	Research Result
1.	Social media for health promotion: A visual analysis of "TB proof" South Africa's Facebook page	To explore the use of social media (TB Proof South Africa Facebook page) in creating awareness about tuberculosis (TB)	The approach used in this research is qualitative which allows for in-depth analysis of a case in a real life context.	This study shows that social media platforms have the potential to create meaningful health awareness. This is because findings from the TB Proof South Africa Facebook page show that health promotion through social media creates TB awareness in South Africa. This is essentially because the themes that emerged from the visual analysis of the TB Proof South Africa Facebook page were primarily focused on creating TB awareness. Therefore, social media (Facebook) is an

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2.	Social media usage and health promoting lifestyle in profile related socio-demographic factors in Turkey	The aim of this study is to analyze health promotion by lifestyle in relation to socio-demographic conditions and Facebook use and describe the complex relationship between these variables using non-linear canonical correlation analysis	The type of research used was descriptive cross-sectional with 423 Facebook users living in Ankara, Türkiye. Nonlinear canonical correlation analysis (OVERALS) was used to describe the complex relationships between health behaviors, social media use, and demographic characteristics.	appropriate health promotion platform. This reflects the idea which is presented in literature that promotion health through the media social can create health awareness. In this study, a two-dimensional solution with an actual goodness-of-fit measure of 0.958 was found, and this solution accounted for approximately 48% of the explained variance. The results of these two dimensions show the relationships and differences between the sub-dimensions of healthy lifestyle, social media use, and several demographic characteristics. Using OVERALS, evidence was found to support the relationship between social media use, healthy lifestyles, and socio-demographic factors. Next, the complex correlations among these variables are interpreted.
3.	Social media in health communication: A literature review of information quality	To find out how social media is used as communication in health.	The method used in this research is a systematic literature review. By using Meta-Analysis and forward chaining strategies used in document search. Data was obtained based on inclusion criteria from five academic databases, namely Scopus, Web of	The results of this research show that of the 93 journals that were published between 2000 and 2019, they used social media in health communication or health promotion on related topics such as DM, cancer and dental and oral diseases on platforms such as YouTube.

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4.	Media potential social media in health promotion beyond awareness creation: an integrative review	To find out the application social media in health promotion campaigns with a particular focus on the methodology used in assessing the outcomes of programs for behavior change. This fills in the gaps in compiling evidence for expand health promotion campaigns to produce sustainable behavior change.	Science, Library and PubMed. The reviewed articles were identified through several scientific databases. A systematic electronic search was conducted for retrieved reviews and original papers published between January 2010 and April 2022. Article titles and abstracts were screened according to inclusion and exclusion criteria. All authors independently read the full text and discussed it to reach a consensus on theme. Concept mapping was used to present the results of the analysis of the included articles.	The results showed that 10 studies (55.5%) adopted quantitative methods and five studies (27.7%) used mixed methods and three studies (16.6%) used qualitative methods. Facebook and YouTube is being used more for intervention purposes to change health behavior. Twitter and Instagram are more widely used to observe changing trends in health behavior. Six studies (33.3%) adopted Social Cognitive Theory and one study (5.5%) applied the Transtheoretical Model as a framework to evaluate the results. Overall, the results suggest that although social media has the potential to drive behavioral change, estimating these long-term changes is beyond the scope of social media health campaigns.

DISCUSSION

Based on the results of a literature review in journals related to social media and health promotion, it shows that the use of social media as a means of health communication and health promotion has been carried out in various health fields in the countries mentioned above. Social media such as YouTube, Facebook, Instagram, Twitter are social media applications that are widely used in carrying out health promotion efforts.

In one of the journals reviewed with the title "Social media for health promotion: A visual analysis of "TB evidence" South Africa's Facebook page" shows that social media is effectively used as a health promotion tool in raising awareness of TB in South Africa. This shows that social media has proven effective in reaching various segments of the population regardless of education level, racial/ethnic

background, or access to health care. Through online platforms, social media has great potential for running health promotion campaigns and other health interventions (Chou and Hunt, 2009). Rapid advances in information technology enable the rapid dissemination of knowledge, beyond geographic and cultural boundaries, especially in the health sector.

To maximize health promotion efforts using social media, a good strategy is needed. Developing a social media marketing strategy that is right on target is one effective way. This plan includes clear goals, target audience, and actions that will be taken to achieve them. Apart from that, it is also important to choose the right social media platform. Each platform has different characteristics and audiences. For example, Instagram is better suited for visual content, while Twitter is better suited for sharing short information. By choosing a platform that suits the target audience, health promotion messages can be conveyed more effectively. Content in health promotion efforts through social media includes:

1. Infographics

Infographics are an effective method for conveying health information in an attractive and easy-to-understand way, using graphs, diagrams, timelines and other visual elements. Posters posted on social media platforms about health behavior are examples of the application of infographics in health promotion. Infographic content is more often found on platforms such as Instagram, WhatsApp, and Facebook.

2. Video Tutorials

Video tutorials are social media content that is very popular. This content can be utilized in health promotion to provide guidance on exercise, healthy eating, or other health issues. This way, social media users can see and follow the steps directly. Examples of this type of health promotion include videos about healthy exercise, how to wash your hands, and other health education videos, which are more frequently uploaded on platforms such as TikTok and YouTube.

To make the content more interesting, it is necessary to involve several experts, such as health professionals, graphic designers, content experts and influencers. Influencers, or individuals who have a large influence on social media, can be strategic partners in health promotion. They can help spread health promotion messages to target audiences in a more personalized and trustworthy way. So in utilizing social media as a health promotion tool, several things that must be improved and improved based on the journal review are:

3. Quality of information

Poor quality information poses a dangerous challenge to health promotion efforts. Information that is inaccurate, unverified or not supported by scientific evidence can cause people to have the wrong understanding of health and make inappropriate decisions. One of the dangers of poor quality information is the spread of false information or hoaxes. Inaccurate or unverified information can easily spread

through social media and online platforms, and can influence people's perceptions and actions regarding health.

To improve the quality of information, in optimizing social media as a health promotion tool, there needs to be a role for health workers as subjects who provide information about health so that the information received by the public is valid. Incorrect information can make the goals of health promotion less than optimal.

4. Privacy and security breaches

When someone shares health information on social media, privacy and security become very important aspects. Although social media provides unlimited access to information, it is important to understand several privacy and security policies while using it.

CONCLUSION

Based on the results of a literature review from several journals, data was obtained that social media can be used as a health promotion tool which has proven to be effective in increasing public knowledge and awareness in health aspects. However, to maximize the health information provided, the correct source of information is needed, such as health workers according to their field of expertise.

Conflict of Interest

The author(s) declare that they have no conflict of interest.

Acknowledgment

A thank you to the agencies and parties who supported this research

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