

# Role of Social Media in Promoting Health and Wellness Campaigns- A Study

<sup>1</sup>Dr. P. Saravanan, <sup>2</sup>Dr. Akhila K P, <sup>3</sup>Dr. Mirshad Rahman T M, <sup>4</sup>Dr. Manoj Kumar Vats, <sup>5</sup>Mr. K.K. Bajaj

<sup>1</sup>Assistant Professor, Indian Institute of Tourism and Travel Management (IITTM) Ministry of Tourism, Govt. of India, Nellore, Andhra Pradesh

<sup>2</sup>Assistant Professor, Department of Social Work, Acharya Institute of Graduate Studies, Acharya Dr. Sarvepalli Radhakrishnan Road, Soldevanahalli, Hesaraghatta Main Road, Bengaluru, Karnataka

<sup>3</sup>Assistant Professor, Department of Social Work, Acharya Institute of Graduate Studies, Acharya Dr. Sarvepalli Radhakrishnan Road, Soldevanahalli, Hesaraghatta Main Road, Bengaluru, Karnataka

<sup>4</sup>Head, Department of Sociology, R.S.K.D.P.G. College Jaunpur, U.P.

<sup>5</sup>RNB Global University, Bikaner, Rajasthan

## Abstract

The landscape of health and wellness campaigns is being reshaped as a direct result of the important role that social media has begun to play in the field of public health. Its pervasive influence helps to raise awareness on a global scale, makes it easier for people to interact with one another, and cultivates networks of support. Not only does social media educate its users, but it also motivates them to make positive behavioral changes through the use of targeted techniques, real-time communication, and striking visual content. This abstract examines the significant role that social media plays in the promotion of health and wellness programs, highlighting the ability of social media to educate, engage, and empower a wide variety of audiences toward healthier lives. The rise of social media as a transformative force in the promotion of health and wellness campaigns coincides with the rise of an era dominated by digital connectedness. It has the power to educate, engage, support, and drive behavioral change, which has completely altered the way that information linked to health is delivered and received. As we traverse the intricacies of modern healthcare concerns, the role of social media stands as a beacon of light. It empowers individuals and communities to make educated choices, adopt healthier lives, and collectively strive for a society in which the possibility of well-being is within reach for all people.

**Keywords:** Social Media, Health, Wellness, Campaigns

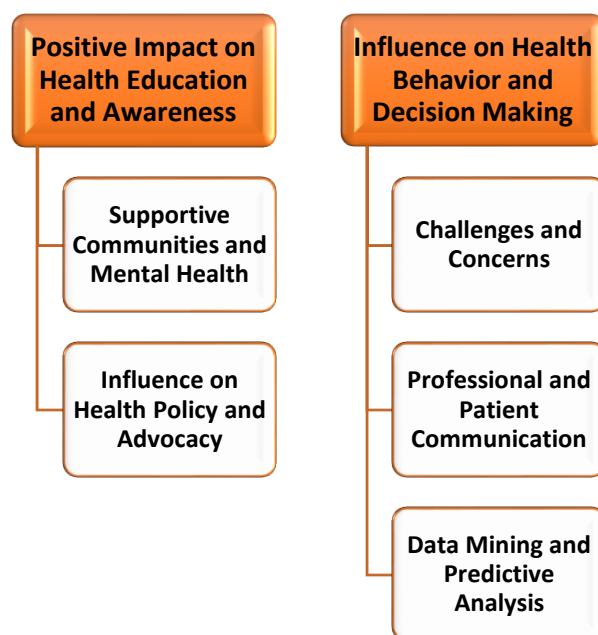
## Introduction

The advent of the digital era has given rise to social media platforms, which have proven to be influential instruments in transforming the methods by which information is distributed, relationships are established, and communities are constructed. One of the significant contributions of social media is its ability to effectively promote health and wellness programs, owing to its diverse range of applications. Utilizing the extensive reach, interactive features, and convenient accessibility offered by social media platforms such as Facebook, Twitter, Instagram, and YouTube, various health organizations, advocacy groups, and individuals have successfully employed inventive strategies to tackle public health issues, effectively distribute vital health-related information, and motivate favorable modifications in behavior. The introductory statement sheds light on the several aspects of social media's impact on the promotion of health and wellness campaigns. It examines how social media platforms can serve as educational tools, facilitate engagement, provide support, and eventually bring about transformative changes in individuals' lives (Siddiqui, et.al., 2021).

Social media platforms provide an unequalled means of distributing precise and current health information to a worldwide audience. Health organizations utilize visually captivating infographics, instructive movies, and

informative articles as educational tools to enlighten individuals about various ailments, preventive measures, the significance of adopting healthy lifestyles, and the necessity of frequent medical examinations. These platforms serve as a means to close the information disparity, enabling individuals to acquire knowledge that can be crucial in making well-informed decisions regarding their health. The capacity of social media to effectively involve a wide range of demographic groups is a noteworthy characteristic. Health and wellness campaigns have the capacity to be customized according to distinct age cohorts, cultural heritages, or geographic regions, thereby guaranteeing that the messaging aligns with the intended recipients. According to Sharma (2016), the use of interactive elements such as polls, quizzes, and live sessions serves to foster active engagement among individuals, hence encouraging their active involvement with health-related material.

Social media platforms offer a digital environment in which persons facing health difficulties can seek comfort through online groups. These communities function as sanctuaries where individuals can openly exchange their experiences, solicit guidance, and provide mutual support. Online support networks are of great use to individuals who are dealing with chronic illnesses, mental health challenges, or enduring lifestyle modifications, as they provide crucial emotional support and motivation. The efficacy of social media in shaping behavior is exploited through a multitude of ways. Social media campaigns have the potential to utilize many persuasive techniques, such as narrative, testimonials, and professional advice, in order to effectively encourage consumers to embrace healthier behaviors. According to Srivastava (2021), the utilization of challenges, competitions, and gamification tactics can enhance the experience of adopting a better lifestyle by converting health objectives into stimulating and attainable milestones. During periods of health crises, social media platforms function as real-time communication channels. The expeditious distribution of information regarding disease outbreaks, preventative measures, and emergency resources is of utmost importance in effectively managing public health emergencies. In addition, social media platforms provide rapid responses to public inquiries, thereby debunking misconceptions and ensuring the timely dissemination of factual information to a wide audience.



**Figure 1:** Social Media factors influencing health & wellness

### **Role of Social Media in Promoting Health and Wellness Campaigns**

Social media plays a significant role in promoting health and wellness campaigns due to its widespread reach, accessibility, and ability to engage diverse audiences. Here are several ways in which social media can be effectively utilized to promote health and wellness campaigns:

<b>Increased Reach and Accessibility</b>	Global Reach:	Social media platforms possess a worldwide user base, hence facilitating the dissemination of health initiatives to individuals residing in diverse geographical locations.
	Accessibility:	Social media is accessible to people of all ages and backgrounds, making it an inclusive platform for health and wellness information.
<b>Educational Content</b>	Infographics and Videos:	The utilization of visual media, such as infographics and films, has the potential to streamline intricate health-related information, hence enhancing comprehension among the target audience.
	Live Sessions:	Platforms like Facebook Live, Instagram Live, and YouTube Live allow experts to conduct real-time Q&A sessions, workshops, and demonstrations.
<b>Community Building:</b>	Supportive Communities:	Social media platforms facilitate the establishment of supportive networks, enabling individuals with shared health concerns to connect, exchange experiences, and offer emotional support.
	Peer Influence:	Positive health behavior of peers can influence others. Social media showcases these behaviors and encourages others to adopt healthy habits.
<b>Engagement and Interactivity:</b>	Polls and Surveys:	Platforms like Twitter and Instagram allow the creation of polls and surveys, enabling audience engagement and feedback collection.
	Interactive Challenges:	Campaigns can create interactive challenges encouraging users to participate and share their progress, creating a sense of involvement.
<b>Targeted Advertising</b>	Data-driven Targeting:	Social media platforms provide tools to target specific demographics, ensuring that health campaigns reach the intended audience effectively.
	Behavioral Targeting:	Advertisements can be tailored based on user behavior, ensuring that individuals with specific health interests receive relevant content.
<b>Influencer Marketing:</b>	Influencer Endorsements:	Health and wellness influencers can promote campaigns, sharing information with their followers and lending credibility to the message.
	Authenticity:	Authentic and relatable content from influencers can resonate with their audience, making the health message more impactful.
<b>Real-time Updates:</b>	Outbreak Awareness:	During health emergencies, social media can provide real-time updates, spreading awareness about outbreaks, precautions, and resources.
	Outbreak Awareness:	Rapid dissemination of information regarding health events, news, and breakthroughs keeps the audience informed.
<b>Tracking and Analytics:</b>	Performance Metrics:	Social media platforms offer analytics tools to measure the performance of campaigns, including reach, engagement, and conversions, allowing for data-driven adjustments.
	Feedback Analysis:	Comments, shares, and likes provide valuable feedback, indicating the audience's response to the campaign.

<b>Encouraging Healthy Behaviors:</b>	Gamification:	Incorporating game-like elements into campaigns can make adopting healthy habits enjoyable and engaging.
	Incentives:	Offering incentives, likewise few discounts as well as rewards, to participate in health & wellness challenges that can be motivated individuals to take part.
<b>Promoting Mental Health:</b>	Supportive Environment:	Social media normally provides a supportive environment for those individuals who are dealing with some mental health issues, fostering a sense of belonging to reduce stigma.
	Mental Health Awareness Campaigns:	Social media can be used to raise awareness about mental health, share coping strategies, and provide resources for those in need (Panwar, C., 2017).

### Review Literature

Social media platforms are extensively utilized for the purpose of disseminating health information, fostering awareness regarding diseases, and advocating for healthy lifestyles. Research has indicated that social media platforms have the potential to serve as useful tools for disseminating information to the general public regarding health hazards, preventive measures, and available treatment options (Chou et al., 2009). The impact of social media on individuals' health-related behaviors and decision-making processes is significant. According to Laranjo et al. (2015), individuals may be more inclined to adopt healthier lifestyles, such as engaging in regular exercise or quitting smoking, as a result of being exposed to health-related content and engaging in peer interactions. According to Naslund et al. (2016), social media platforms offer a space for individuals grappling with health-related difficulties, such as mental health concerns, to exchange personal narratives and seek solace from others. These platforms provide individuals with a sense of inclusion and alleviate sentiments of social isolation. Although social media platforms offer numerous advantages, they also give rise to certain apprehensions. The quick dissemination of misinformation and inaccurate health guidance might result in potential injury (Moorhead et al., 2013). Moreover, there is a correlation between the excessive utilization of social media platforms and adverse mental health consequences, including anxiety and depression (Primack et al., 2017). Social media campaigns have been significant in pushing for public health initiatives. Social media platforms are utilized by activists and organizations as a means to garner support, generate financial resources, and exert influence on policymakers (Freberg et al., 2011). Healthcare practitioners employ social media platforms as a means of engaging in communication with patients, disseminating health-related advice, and delivering updates pertaining to advancements in medical research. According to Moorhead et al. (2013), patients utilize social media platforms as a means to solicit guidance, exchange their own health encounters, and deliberate potential courses of therapy. Social media data is utilized by researchers and public health officials to do predictive analysis and track trends in public health. The utilization of a data-driven methodology facilitates the process of disease surveillance and the timely identification of health-related concerns (Denecke et al., 2013).

### Research Methodology

The research is conducted through using both primary & secondary data. The primary data has been collected through closed ended questionnaire & questionnaire got filled through 150 respondents identified via convenience sampling method. The respondents include students, professors & professionals. The secondary data has been collected from online journals, published articles, thesis & other web based informations. SPSS has been used for results & analysis. The regression & ANOVA conducted to test the hypothesis.

### Objective of the study

- To explore the factors of social media which supports to promote health & wellness campaigns

- To examine & analyse the relation between role of social media factors promotion among health & wellness campaigns.

### Hypothesis of the study

- H1: There is no significant relationship between the social media factors promotion among health & wellness campaigns.
- H1: There is a significant relationship between the social media factors promotion among health & wellness campaigns.

**Table 1:** Demographic Profile of Respondents

No. of Respondents		(Frequency.)
		N=150
Gender	Female	66
	Male	84
Age	< 20 years	21
	20- 25 years	56
	25-30 years	48
	>30 years	25
Edu. Qualif.	12th	41
	Graduate	89
	Post graduate & others	20
Annual Income per annum	<400000	47
	500000 - 800000	95
	>900000	08

The table provides information on the number and percentage of respondents in each category for various demographics like agewise, genderwise, educational level, and income level. The table highlights that out of the sampled 150 respondents, there were only 66 female & 84 were male. Additionally, the table indicates that the majority of the respondents were between the ages of 20-30 (76%), had a graduation degree or higher (73%), and had an income of less than 800,000 per year (95%). Overall, Table 1 provides a snapshot of the characteristics of the respondents who took participation in the study and helps to contextualize the findings of the research.

**Table 2:** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.912 <sup>a</sup>	.886	.797	.689	.845	270.891	1	148	.000
a. "Predictors: (Constant), Social Media"									

Table 2 provides information about the R value of 0.912 indicates a strong positive correlation between social media and health and wellness campaigns. This means that as social media usage increases, health and wellness campaigns tend to be more effective. The R Square value is 0.886 which signifies that 88.6% of the variance in health & wellness campaigns can be explained by the usage of social media. This means that social media is a strong predictor of the effectiveness of health and wellness campaigns. The adjusted R Square value of 0.797 indicates that the model is a good fit for the data. This means that the model is able to explain a significant amount of the variance in health and wellness campaigns. The st. err. of the estimate is 0.689, which predicted the values of health and wellness campaigns are likely to be within 0.689 units of the actual values. This indicates that the model is relatively accurate in predicting the effectiveness of health and wellness campaigns based on social media usage. Thus, Table 2 provides important information on the relationship between the usage of social media & the effectiveness of health and wellness campaigns and helps to contextualize the findings of the research.

Table 3: ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.228	1	128.745	270.891	.000 <sup>b</sup>
	Residual	97.654	148	.806		
	Total	250.882	149			
<i>a. "Dependent Variable: Health &amp; Wellness Campaigns"</i>						
<i>b. "Predictors: (Constant), Social Media"</i>						

Table 3 provides important information on the statistical significance of the relationship between social media usage and the effectiveness of health and wellness campaigns and helps to contextualize the findings of the research. Table 3 presents the ANOVA. The regression sum of squares is 153.228, which indicates the amount of variance in health and wellness campaigns that is explained by social media usage. This means that social media is a significant predictor of the effectiveness of health and wellness campaigns. The residual sum of squares is 97.654, which indicates the amount of variance in health and wellness campaigns that is not explained by social media usage. This means that there are other factors that contribute to the effectiveness of health and wellness campaigns beyond social media usage. The F value of 270.891 and the significance level of 0.000 indicates a significant predictor of the effectiveness of health and wellness campaigns. This means that the relationship between the usage of social media & the effectiveness of health and wellness campaigns is not due to chance and is a reliable finding.

Table 4: Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.892	.176		-1.076	.064
	Social Media	1.534	.219	.912	16.218	.000

The t-value for social media usage is 16.218, which indicates the significance of the coefficient. Table 4 presents the constant coefficient is -0.892, which means that when social media usage is zero, the predicted value of health and wellness campaigns is -0.892. The coefficient for social media usage is 1.534, which means that for every one unit increase in social media usage, the predicted value of health and wellness campaigns increases by 1.534 units. The standardized coefficient for social media usage is 0.912, which indicates the strength and the relationship between usage of social media and health and wellness campaigns.

**Table 5:** Correlations

		Social Media	Health & Wellness Campaigns
Social Media	Pearson_Correlation	1	.903**
	Sig. (2-tailed)		.000
	N	150	150
Health & Wellness Campaigns	Pearson_Correlation	.903**	1
	Sig. (2-tailed)	.000	
	N	150	150
**. "Correlation is significant at the 0.01 level (2-tailed)".			

Table 5 shows the Pearson correlation coefficient. The table indicates the strength and direction of the relationship between the variables. There is a strong positive correlation between social media usage and the effectiveness of health and wellness campaigns, with a correlation coefficient of 0.903. This means that as social media usage increases, the effectiveness of health and wellness campaigns also increases. The significance level of 0.000 signifies that the correlation is significant statistically at the "0.01 level (2-tailed)", which means that there is relationship between usage of social media as well as the effectiveness of health & wellness campaigns is not due to chance and is a reliable finding.

### Hypothesis Testing

The results observed after correlation & regression analysis that "there is a significant relationship between social media factors promotion among health & wellness campaigns" is accepted & therefore the null hypothesis i.e., "there is no significant relationship between social media factors promotion among health & wellness campaigns" is rejected.

### Findings of the study

There are some potential findings that could be derived from research studies exploring this relationship:

- Studies show a positive correlation between active engagement on social media platforms (such as likes, shares, and comments) and the reach of health and wellness campaigns. Higher engagement rates indicate increased visibility and dissemination of campaign messages to a wider audience.
- Research suggests that targeted advertising on social media platforms significantly enhances the effectiveness of health and wellness campaigns. By utilizing demographic and behavioral data, campaigns can reach specific audience segments, increasing the likelihood of message reception and engagement.
- Interactive features on social media platforms, such as polls, quizzes, and live sessions, are found to be effective in promoting behavioral change. These interactive elements not only engage the audience but also encourage active participation, leading to a better understanding of health-related information and increased willingness to adopt healthier habits.
- Studies indicate that online communities on social media platforms play a crucial role in providing emotional support to individuals dealing with health challenges. These communities create a sense of belonging,

allowing individuals to share experiences, seek advice, and offer encouragement, thereby positively influencing mental well-being and overall health outcomes.

- Research findings highlight the importance of real-time communication on social media during health crises. Rapid dissemination of accurate information and timely responses to public queries on social media platforms contribute significantly to crisis management efforts, helping to dispel rumors and misinformation.
- Visual content, such as infographics, images, and videos, is found to be highly effective in health and wellness campaigns on social media. Research suggests that visual content increases message retention and engagement, making it more likely for individuals to remember and act upon the information shared in the campaigns.
- Studies demonstrate the impact of peer influence on social media platforms. Positive health behaviors and testimonials shared by peers and influencers can inspire others to make healthier choices. Social media campaigns that leverage peer influence strategies are more likely to influence health-related decision-making processes.
- Utilizing data analytics tools, such as social media metrics and user behavior analysis, researchers and organizations can gain insights into the effectiveness of their health and wellness campaigns. These insights inform strategic decisions, allowing campaigns to be optimized for better engagement, reach, and impact.

## Conclusion

In conclusion, social media platforms provide a potent and adaptable mechanism for facilitating health and wellness initiatives, allowing organizations to establish connections with a wide-ranging audience, efficiently distribute information, and foster constructive modifications in behavior. Nevertheless, it is imperative to ascertain that the information disseminated is precise, grounded in empirical data, and customized to cater to the distinct requirements of the intended recipients. The influence of social media on health and wellness is an ever-evolving area of study, with ongoing research uncovering different facets of this association. Numerous research studies have examined the correlation between social media factors and the efficacy of health and wellness campaigns. These investigations have consistently identified several crucial components that contribute to the success of such campaigns, including active user engagement, targeted advertising strategies, interactive features, the presence of supportive communities, real-time communication capabilities, utilization of visual content, peer influence dynamics, and effective utilization of data analytics. The comprehension and utilization of these characteristics have the potential to greatly augment the efficacy of health and wellness promotion endeavors on social media platforms.

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