



**SEA-PHN Webinar Series 1/2022:** 

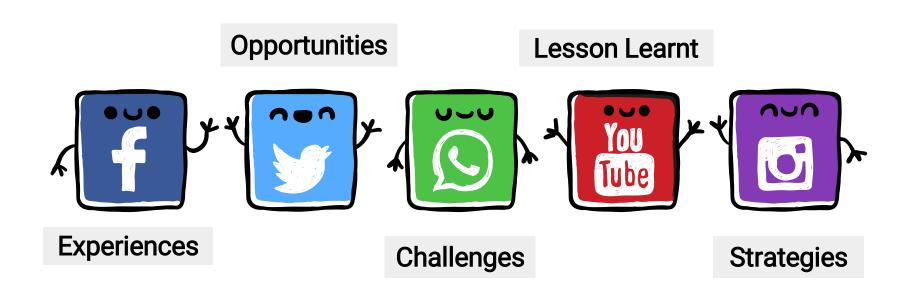
# Use of Social Media in Nutrition & Physical Activity Promotion

**Experience in** 



Ms. Gui Shir Ley, Nutritionist State Health Department of WP Labuan Ministry of Health Malaysia

#### **Content**





# Malaysia has 28 million social media users as of January 2021, says Comms Ministry sec-gen



KUALA LUMPUR (Bernama): There are approximately 28 million users of social media in Malaysia as of January 2021, says Datuk Seri Mohammad Mentek.

The Communications and Multimedia Ministry secretary-general said the figures showed that Malaysians were among the most active in social media.

In fact, he said the number had increased by two million, or 7%, in just a year from 2020, believed due to the current pandemic situation which caused people to stay home most of the time following the implementation of the movement control order.

"The use of the internet has been on the rise since we faced the MCO and the country's social media users made up 86% of the total population in January 2021," he said in the "Bicara Eksklusif: Kuasa Media Sosial Perangkap Atau Pemangkin" event streamed live on the Ministry's Facebook page Wednesday (Sept 22).



#### Social media users as a percentage of the total population Malaysia 2021

Published by Joschka Müller, Apr 7, 2021

As of January 2021, about 86 percent of the Malaysian population were active social media users. This was an increase of 24 percent compared to 2016, in which the social media users amounted to approximately 62 percent of the total population in Malaysia. Among all social media platforms available there, Facebook was the leading social media platform.

#### Facebook's popularity in Malaysia

The most popular social media platforms among users in Malaysia in 2020 were Facebook, Instagram, Facebook Messenger, and LinkedIn. Since its launch in 2004, Facebook has become the most widely used social media platform among social media users in Malaysia. It was projected that <a href="Facebook's penetration rate">Facebook's penetration rate in Malaysia</a> would reach up to 70 to 71 percent in the coming years. In addition, considering the continual growth of interest in Facebook among social media users, it is estimated that <a href="the number of Facebook users in Malaysia">the number of Facebook users in Malaysia</a> would be at approximately 24 million in 2023.

#### Social media addiction

Social media addiction is a behavioral addiction relating to individual's attachment to social media. The symptoms of this type of addiction includes mood swings caused by what the individual is experiencing on social media. Regardless of the platform used, most Malaysians felt that social media contributed to the state of their happiness and thought that it was difficult for them to quit using social media.

Hide





Outlook Web App

New Tab











Best PDF to Word C...

Known for its beaches, diving, rainforest, and mix of Malay, Chinese, and Indian cultural influences, Malaysia is rapidly developing its digital and mobile connectivity. This insight article focuses on the key facts about social media penetration and usage in Malaysia that are essential for brands to understand when trying to market to the audience in Malaysia.

75% of Malaysians use the internet regularly to read news and keep up to date with current events and 72% use it to keep in touch with friends via social media. Malaysia, too, is a mobile-first country, with 96.4% of Malaysia's internet users accessing the internet with a smartphone. A brand will only succeed with a strong understanding of the market and its audiences' online consumption behavior.

#### Social Media User Penetration in Malaysia

- As of January 2022, 89% of the people in Malaysia use social media. It was a rise of 43% from 2016, when social nedia users accounted for only 62% of Malaysia's entire population.
- We saw an increase of 8% in social media users from 2021 to 2022.
- WhatsApp sees the highest number of users with a penetration rate of 93.2%, followed by Facebook at 88.7% and Instagram at 79.3% (Kepios, 2022).
- Similarly, Singapore and Indonesia both see the top 3 platforms to be WhatsApp, Facebook, and Instagram.
- · Malaysia is the leading video-consuming country in Southeast Asia, with an average of 7.2 hours a week spent watching online videos.
- Malaysians spend about an average of 3 hours a day on social media (Statista, 2021).
- There is an average of 8.2 social media platforms used per person each month.

#### Recent Posts

Winning Organic Strategy on TikTok: The 4S July 27, 2022

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- ② Social Media Penetration in Thailand [Research] July 27, 2022
- ② Social Media Penetration in Vietnam [Research] July 27, 2022
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LinkedIn Marketing Insights in Southeast Asia: 2022

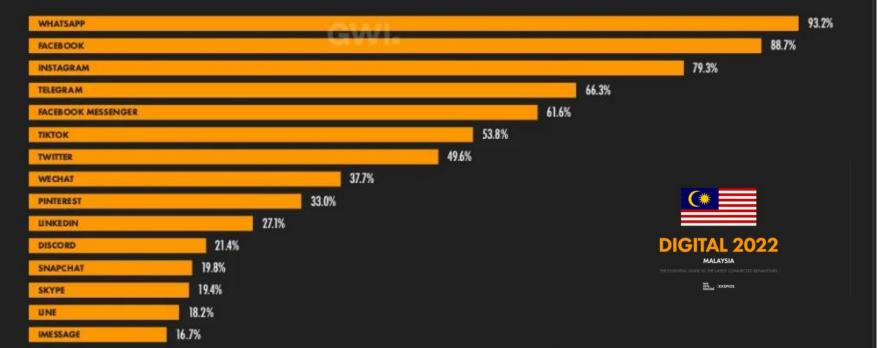
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#### FEB 2022

#### **MOST-USED SOCIAL MEDIA PLATFORMS**

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH.





SOURCE: DWI (0.2.2011) INQUIES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET VISES AGED 16 TO 64. SEE GWI COM FOR FULL DESIALS. NOTE: YOUTURE IS NOT OFFICED AS AN ANSWER OPTION FOR THE QUESTION IN GRAFT SURVEY. COMPARABILITY IN A VESSION OF THIS CHART THAT APPEARED IN OUR PREPORTS WAS ASSESTED AN A FEMILIOUS QUESTION IN GWYS SURVEY. THAT INCLUDES YOUTURE AS AN ANSWER OPTION, GWYS CURRENT SURVEY RETURNS A REVISED VISES OF THIS QUESTION THAT DOES NOT INCLUDE YOUTURE AS AN ANSWER OPTION, WHILE CHER CHARGES TO THE QUESTION S WOODING MAY MEAN THAT THE WALLS AND KANK ORDER SHOWN HERE ARE NOT DRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

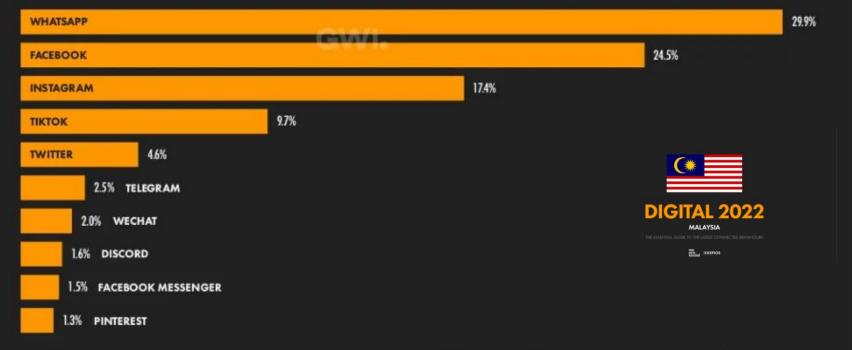


FEB 2022

#### **FAVOURITE SOCIAL MEDIA PLATFORMS**

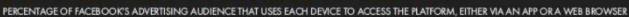
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM







#### **DEVICES USED TO ACCESS FACEBOOK**





USE ANY KIND OF MOBILE PHONE



99.4%

ONLY USE LAPTOP OR DESKTOP COMPUTER



0.6%

USE BOTH COMPUTERS AND MOBILE PHONES



15.8%

ONLY USE MOBILE PHONES (ANY TYPE)



83.6%







#### Coverage

1

Unlimited participants

#### **Lower Resources**

2

Everything is online.

#### No boundaries

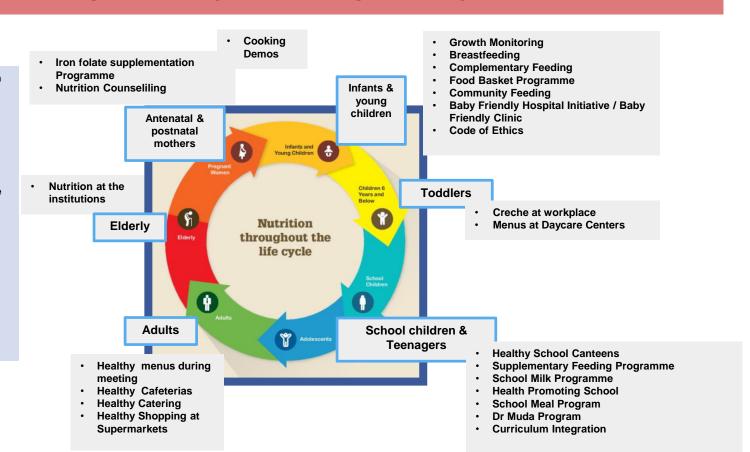
3

Speakers/ Participants can be everywhere.



#### NUTRITION SERVICES IN MOH TO TACKLE DOUBLE-BURDEN OF MALNUTRITION

- Universal Salt Iodization (USI) Programme
- · Nutrition through media
- Dialoque with food industries
- (FOP, HCL MP)
   Supportive
   environmental policies
   (e.g ban sale of
   unhealthy foods outside
   school parameters)
- Weight Management Programe
- Stunting prevention
- Your Healthy Lifestyle Program (C-HAT)





Q)





Following

Q Search



Sarawak

@kenyalangnutriinfo - + 5.5 reviews - Health &



**Nutritionist Perak** 

15K followers - 59 following



**WP Labuan** 

@pmplabuan · Health/Beauty



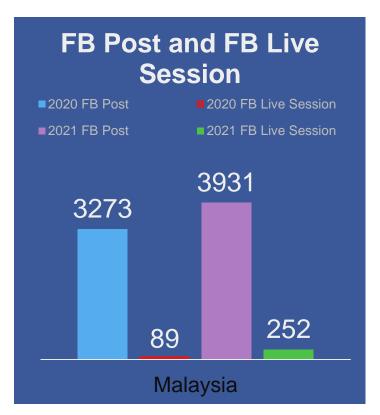


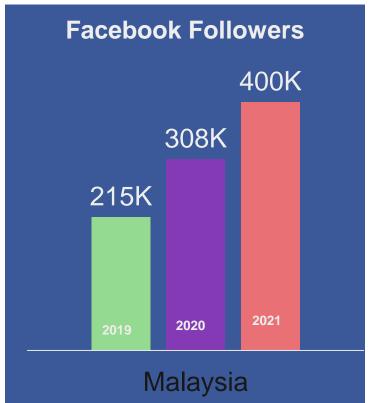
Edit Send Message



**Send Message**

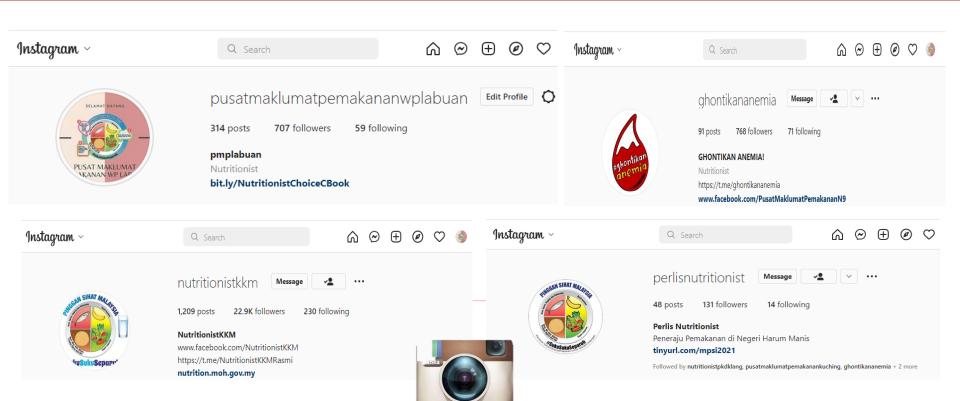






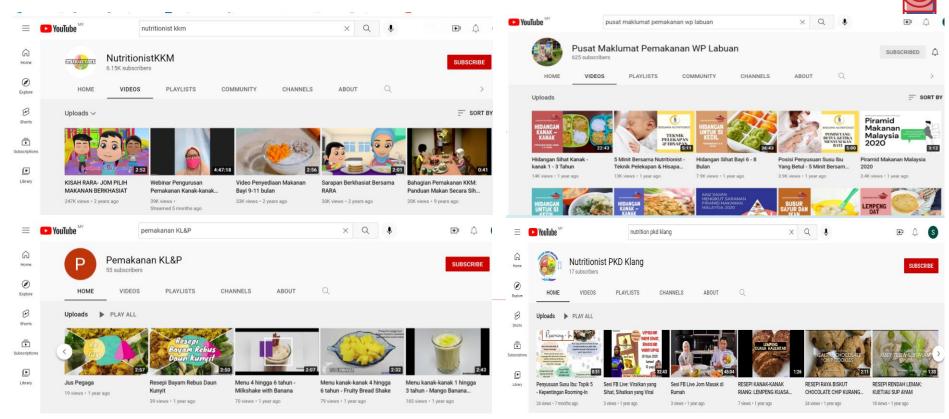








#### YouTube



# The #Breastfeeding series







**PUSAT MAKLUMAT PEMAKANAN NEGERI PERLIS** 









Penyusuan Susu Ibu:







# The # GWG & Complementary Food Series









Ibu berisiko

mengalami









KESAN BERLEBIHAN

**PENINGKATAN BERAT BADAN** 

**SEMASA HAMIL** 

(excessive GWG, eGWG)

Risiko

komplikasi



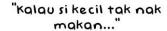








# The #Picky Eater series





"kalau si kecil tak nak makan..."

Cuba gunakan pekakas makanan yang menarik.



f pusatmaklumatpemakananjohor

"Kalau si kecil tak nak makan..."

🌺 🤈 Hidang makanan dengan bentuk dan warna menarik.

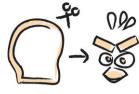


pusatmaklumatpemakananjohor

"Kalau si kecil tak nak makan..."

👺 🤦 Potong makanan kepada saiz yang lebih kecil.





f pusatmaklumatpemakananjohor

"Kalau si kecil tak nak makan..."



#4 Ajak si kecil sediakan #10 makanannya bersama.



"Kalau si kecil tak nak makan bugh/ sayur/ susu..."



Campurkan buah / sayur (yang sesuai) bersama susu / yogurt menjadi smoothies.



pusatmaklumatpemakananjohor

"Kalau si kecil tak nak makan ayam/ikan/daging..."



🖖 🔼 Ubahsuai sumber protein ini ke bentuk seperti "homemade" nuget atau bebola ikan /daging.



"Kalau si kecil tak nak makan sayur...'



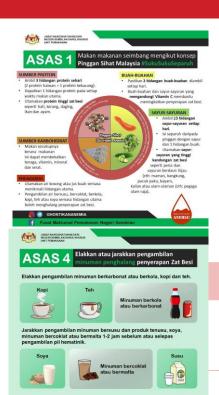
Jadikan sayur ke bentuk seperti je jari atau tempura.



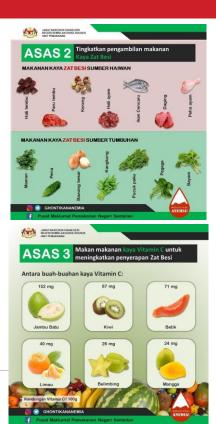
pusatmaklumatpemakananjohor

#### The #Anemia series









#### The #Anemia series



Q



Kenali golongan bayi dan Kanak - Kanak yang berisiko untuk mendapat anemia













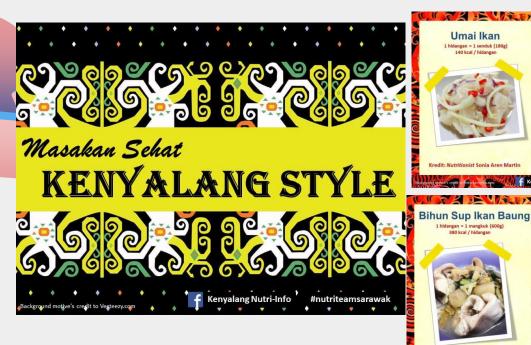


# The #recipes series



# The #recipes series







1 hidangan = 1 mangkuk (600g)

380 kcal / hidangan

Kredit: Nutritionist Jacqueline Joana

Bahan-bahan:

1 ulas bawang merah ~

 2 sudu makan air asam jawa . 1.5 liter air

3 ulas bawang putih

1 cawan sayur sawi

 Sedikit lada sulah Cara penyediaan:

sehingga ikan masak. 3. Masukkan air asam jawa dan cendawan butang

dengan sedikit lada sulah. Sediakan mangkuk yang berisi 1 cawan bihun

Sedia untuk dihidang

Riarkan seketika

· 2cm halia ¼ cawan sayur masir

1 ekor ikan Baung saiz sederhana

5 biji cendawan butang (dipotong)

 2½ cawan bihun besar (direbus hingga (ambut)

telah dihiris (kecuali sayur masin).

Rebuskan air dan masukkan semua bahan yang

Akhir sekali, masukkan sayur sawi dan perasaka

2. Tunggu sehingga air mendidih. Masukkan ikan

baung dan sayur masin. Biarkan mendidih









Kredit: Nutritionist Nur Amalina Bt Abu Bakar Kenyalang Nutri-Info #nutriteamsarawak

· 2 ulas bawang merah 1 sudu makan pusuk (dikopek)

. 2 sudu makan minyak masak Sedikit garam

#### Cara penyediaan:

1. Panaskan kuali dan tuangkan minyak. 2. Tumis bawang bersama pusuk

sehingga naik bau. 3. Kemudian, masukkan sayur sundal dan perasakan dengan

Goreng sekejap dan angkat.

5. Sedia untuk dihidang.

besar dan masukkan sup ikan yang telah masak Kredit: Nutritionist Sonia Aren Martin #nutriteamsarawak Kenyalang Nutri-Info Rutriteamsarawak

# The #recipes series

















CAWANGAN PEMAKANAN JABATAN KESIHATAN NEGERI SELANGOR

CAWANGAN PEMAKANAN JABATAN KESIHATAN NEGERI SELANGOR

CAWANGAN PEMAKANAN JABATAN KESIHATAN NEGERI SELANGOR CAWANGAN PEMAKANAN JABATAN KESIHATAN NEGERI SELANGO

#### The #FV series

























#### The #local series











# The #Myth series





#### The #Covid series









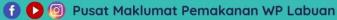












# The #Food Pyramid series



Pusat Maklumat Pemakanan WP Labuan Posted a ...

Published 7 months ago

SAIZ SAJIAN MENGIKUT SARANAN

Disediakan oleh Pusat

Maklumat Pemakanan WP Labuan

PIRAMID MAKANAN MALAYSIA 2020



Comments 2





#### The #Festive series



# The #Continuous series















Nutritionist Richard Mental Health And Diet



Nutritionist Ling
Weight Loss Stuck?
Should I Give Up?



Nutritionist Christine Tips Pemakanan Waraa Emas

F LIVE Pusat Maklumat Pemakanan Keningau 25 Februari 2022 (Jumaat) | 1 2.30 Petang CPD A8 : 3 points | 1 E-Sijil disediakan

# Strategies For Improvement





- Preparation work: Before and after
- Know your audience
- Selection of topics
- Ways to attract crowds
- Measurement of Effectiveness
- P-D-C-A cycle

Q)

# The Catchy Titles







# The #Nutrition Counselling





Saya Pegawai Pemakanan Di Klinik ABC. Ini ibu kepada Rais ka.

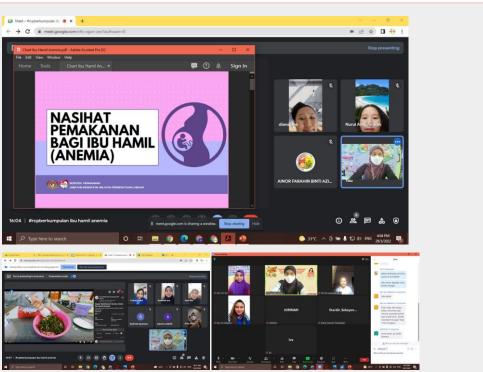
Boleh ka puan bacakan HB yang ada di m/s xx?

Bila kita pergi bertimbang di klinik, apa berat anak? Ada naik ka?



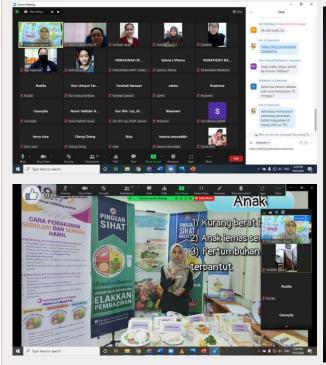
## The #ZOOM Series







#### The #ZOOM Series







# The #Hybrid Weight Management















## The #Hybrid Weight Management

TERBUKA KEPADA SEMUA PESERTA 60 DAYS SLIM FIT CHALLENGE

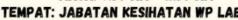
Route to Kurus & Sihat Station Games



Pelbagai Aktiviti & Hadiah Menarik Menanti Andal

TARIKH: 13 NOVEMBER 2021 (SABTU) MASA: 7.30 AM - 11.30 AM

TEMPAT: JABATAN KESIHATAN WP LABUAN









PUSAT MAKLUMAT PEMAKANAN WP LABUAN











## The #Hybrid Weight Management































https://bit.lu/kuizbulananchatv2





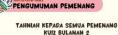


#### TAHNIAH KEPADA SEMUA PEMENANG KUIZ BULANAN 1

ZULKEPLI BIN KAMIS@TALIB NOR ATIKAH BINTI ABD KASSIM ZAINON BINTI JUSOH NOR FADILLAH BINTI NORDIN SITI RADZIAH BINTI RAHMAN NIK ROZANI BINTI AZAHARI NOR SHAZANA BINTI YAMAN KAMARUL BIN KARDJO







SITI SALMAH BATA
SARINI BINTI HASSAN
BRIAN GOH LAW WEN
ERNIE JULIANA JAMALUDDIN
NATALIE MAH LI YEN
NOR ATIKAH BINTI ABD KASSIM
SAMSINA BINTI ZANUDIN
AZRUL NIZAM BIN ZZHAM
AIMIE PEACE SIGANUL
MOHAMAD HISHAM BIN BUJANG







TAHNIAH KEPADA SEMUA PEMENANG

KUIZ BULANAN 3

PENGUMUMAN PEMENANG





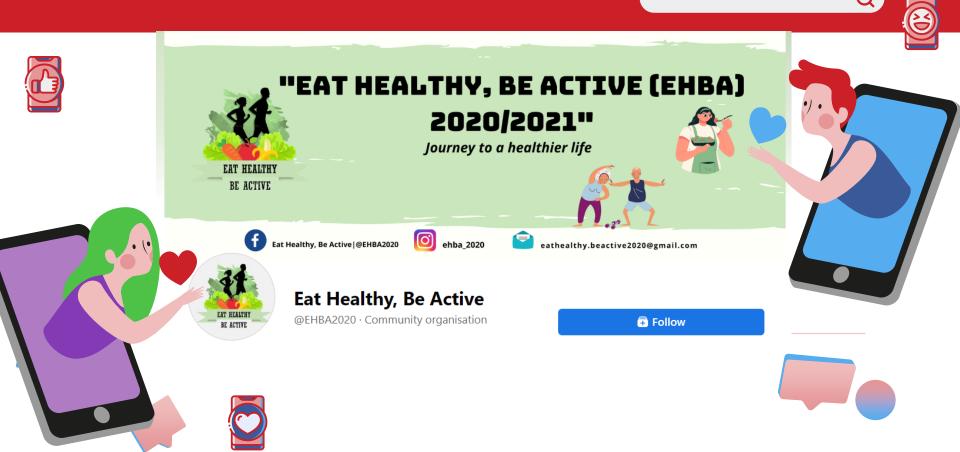






## The #Online Training series













🚮 facebook.com/UniPutraMalaysia 💟 @uputramalaysia 📵 instagram.com/uniputramalaysia 🧧 youlube.com/usen/bppupm















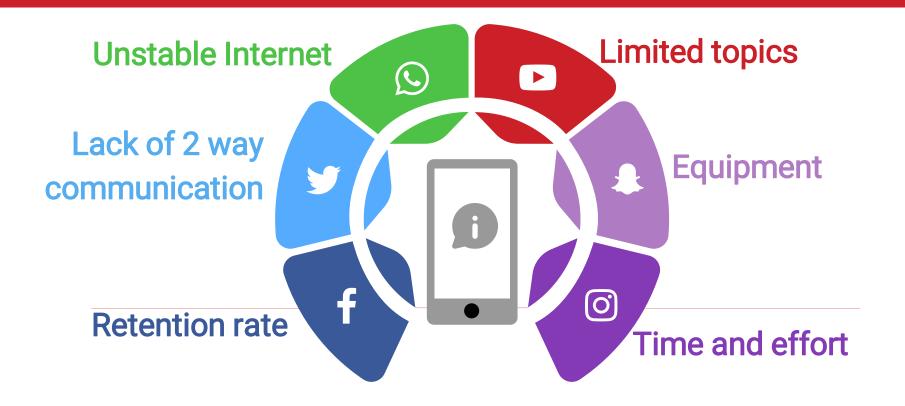










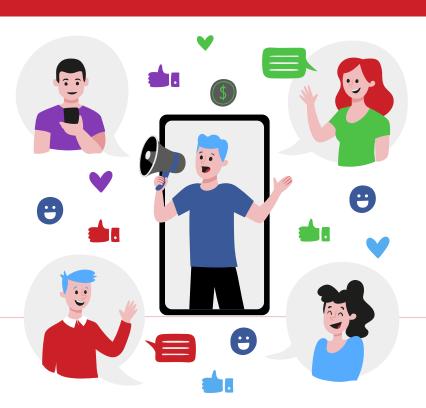


01

Creativity

02

Numbers



03

Topic and Panel

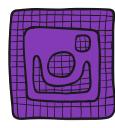
04

**Hybrid Method** 

# Thank You





















2. Universiti Putra Malaysia

Credits to:

3. Universiti Kebangsaan Malaysia