



You are what you read?

Consuming health-related (dis)information on Social Media

SEA Public Health Nutrition Network
Webinar Series 23 Aug 2022

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Agenda today

10 Aspects of Health

Health-related (dis)information

Information or Infodemic on Social media

Ideas for Social media posts

Q&A/Discussion

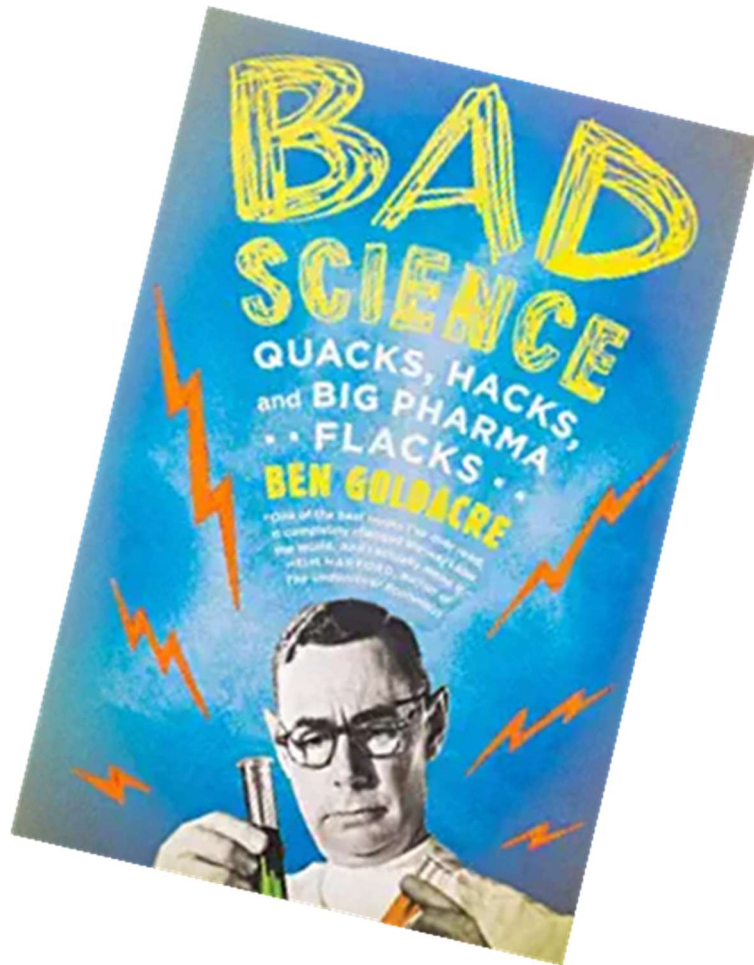
Health VS Nutritionand more

Nutritionist
vs
Health Communication Expert

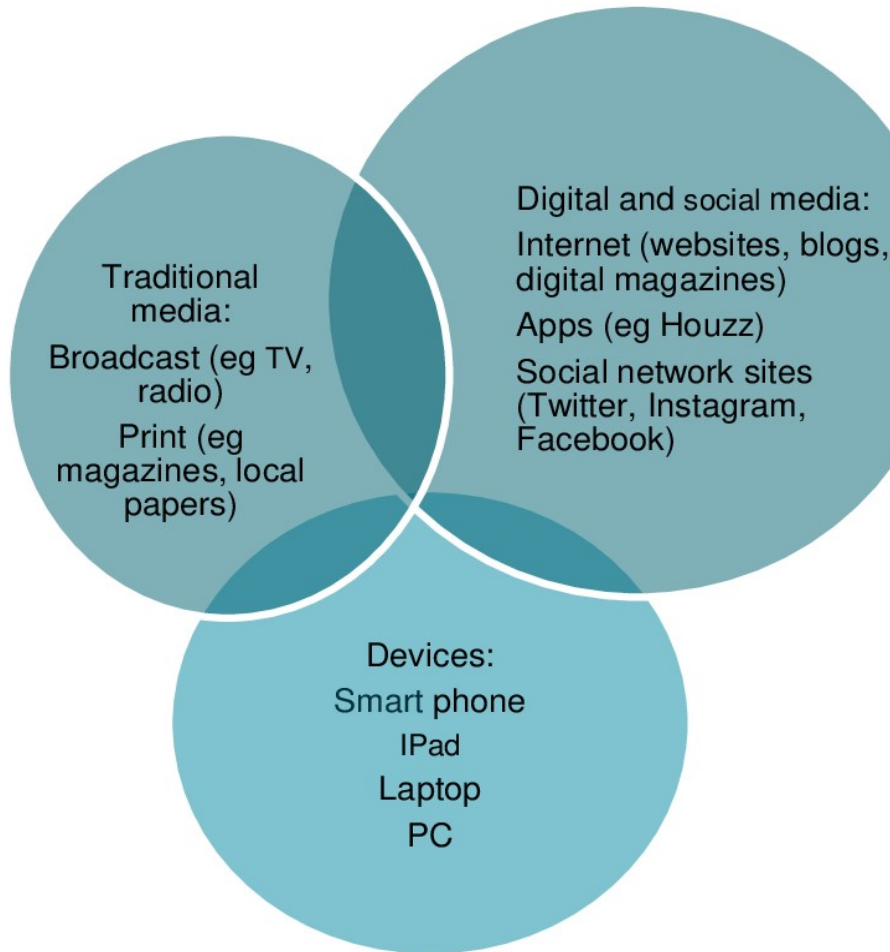


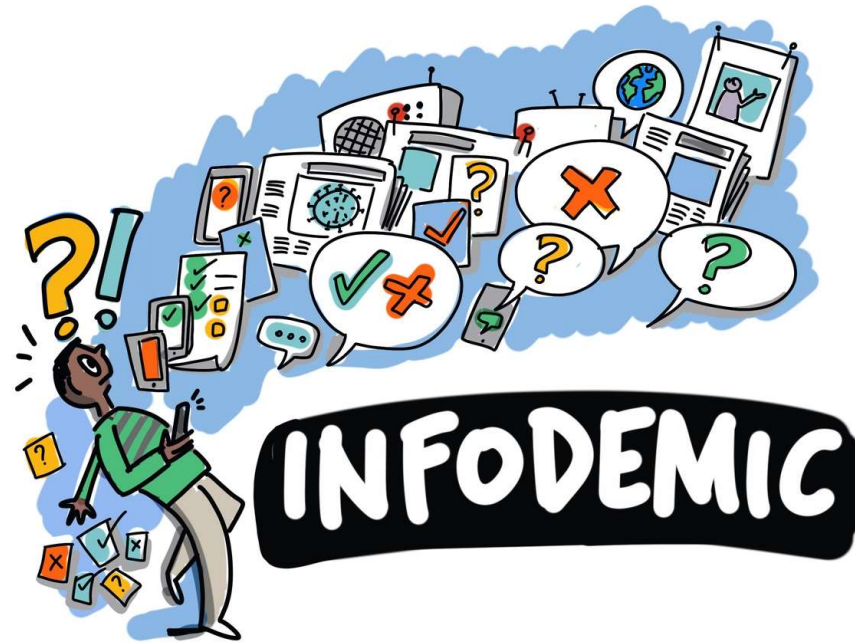
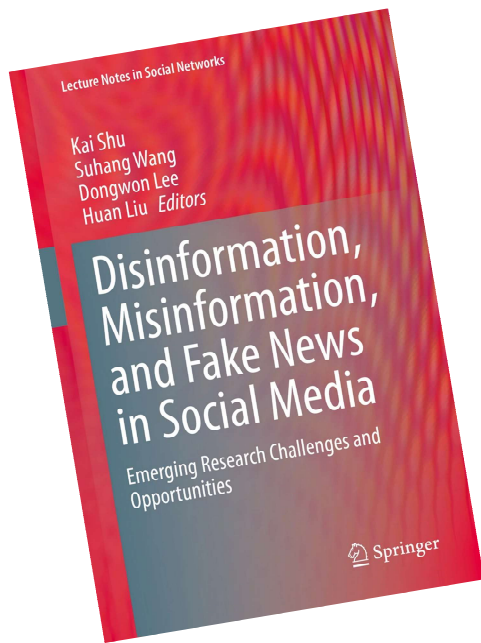
- <https://kitchyliving.com/2020/07/31/the-10-aspects-of-health/>

Believe it...or not!



Media Ecology





FALSENESS

INTENT TO HARM

MISINFORMATION

Unintentional mistakes such as inaccurate photo captions, dates, statistics, translations, or when satire is taken seriously. Spreading false information that you think is true.

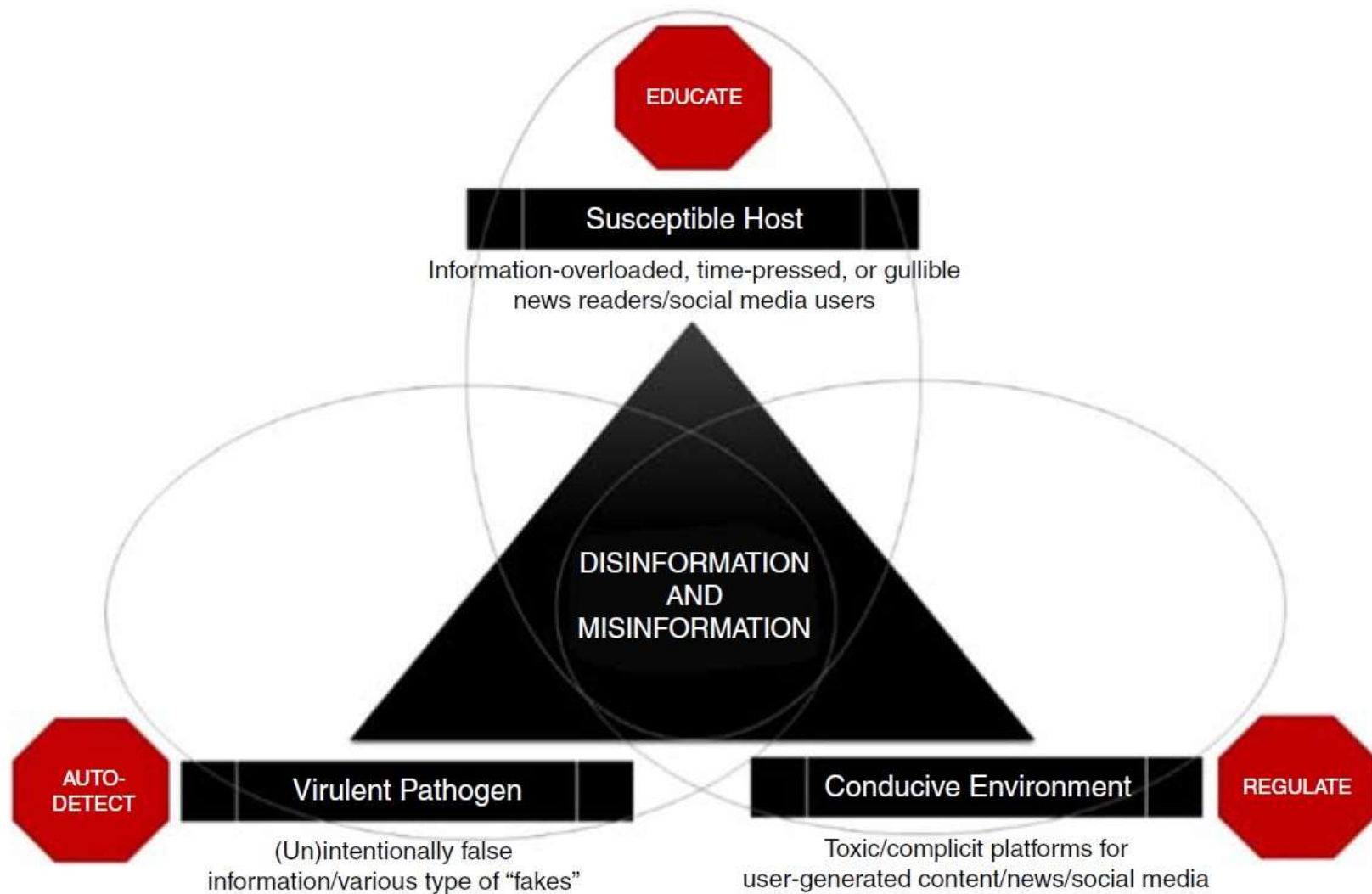
DISINFORMATION

Fabricated or deliberately manipulated audio/visual content. Intentionally created conspiracy theories or rumors.

MALINFORMATION

Deliberate abuse of private information with the intent to harm or intimidate. For example, sharing someone's personal emails online—while this is not false information, it is distributed with malign intent.

<https://verified.ed-era.com/manipulation/part-a>



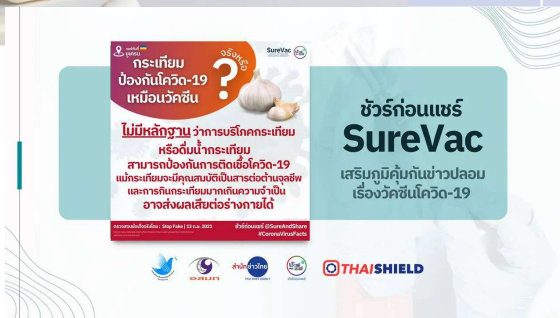
<https://www.emerald.com/insight/content/doi/10.1108/JD-12-2018-0209/full/html>

Cases from Thailand



Disinformation

Fake news about COVID-19 in Thailand



News Coverage

Coverage of Covid-19 from 2020-2021

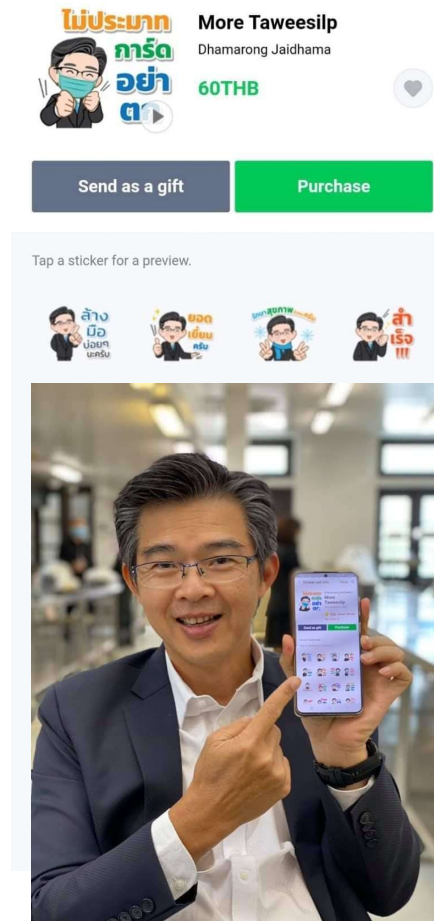


Infotainment

Line stickers during COVID-19



Variations of Health/Well Being



LESSONS

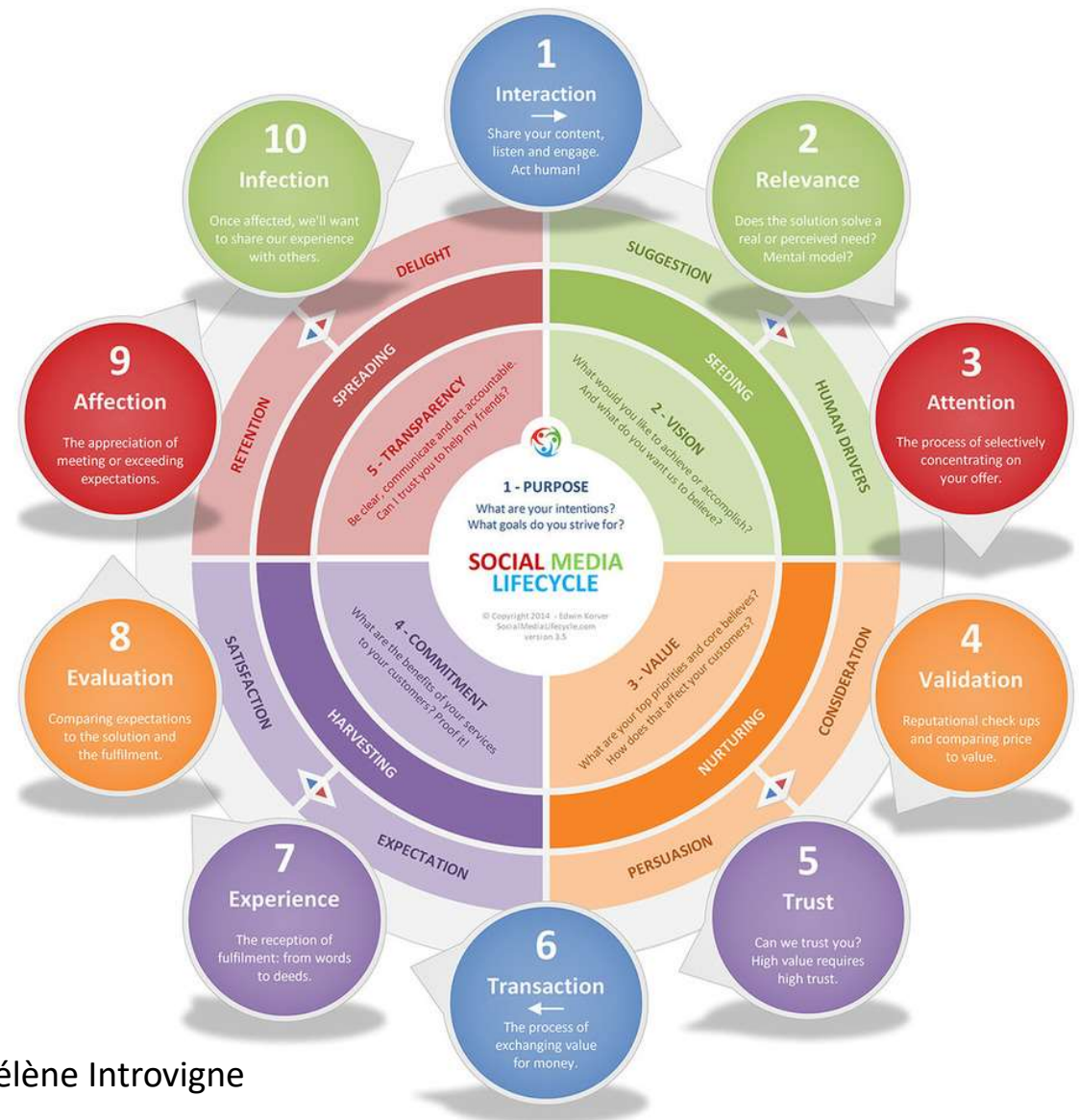
LEARNED





https://www.who.int/docs/default-source/coronaviruse/risk-comms-updates/im-posters/poster-namibia.pdf?sfvrsn=ba00229e_6

Social media for health-related promotion



- Via Frédéric DEBAILLEUL, Sandrine Josso, Hélène Introvigne

Ideas for social media posts



10 Types of Social Media Posts for Nutrition Marketing

<https://www.afpafitness.com/blog/10-types-of-social-media-posts-to-build-your-nutrition-brand>
<https://99social.co.uk/social-media-post-ideas-for-nutritionists/>

References

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- <https://verified.ed-era.com/manipulation/part-a>
- <https://www.emerald.com/insight/content/doi/10.1108/JD-12-2018-0209/full/html>
- https://www.who.int/docs/default-source/coronaviruse/risk-comms-updates/im-posters/poster-namibia.pdf?sfvrsn=ba00229e_6
- <https://www.scoop.it/topic/social-marketing-health-promotion/?tag=social+media>
- <http://socialmediacenter.nl/socialmedialifecycle/>
- <https://99social.co.uk/social-media-post-ideas-for-nutritionists/>
- <https://www.afpafitness.com/blog/10-types-of-social-media-posts-to-build-your-nutrition-brand>

