Social media management during crisis and how to raise concern people about health behaviours

Thailand’s experience

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Contents:

• How MoPH used social media with the ongoing COVID-19 pandemic
• Risk comm using social media to actually change health seeking behaviour
• Impact of infodemic and how to mitigate negative influence of misinformation via social media
Conclusion: COVID-19 situation effects to people perception, their concentration on media and health behavior change.
COVID-19 Epidemic 
• Cases – deaths 
• Mortality – mobility 
• Well-being affected 
• Socio – Economic affected 
• Pandemic vs Herd immunity? 

COVID-19 Infodemic 
• Fake – Fact 
• Untrust – Trust 
• Resist – Follow 
• Ill – Healthy 
• Panic vs Accountability

Response must concern both hazard (COVID-19) and outrage (society reaction to information) 
For fake and rumour news MOPH work closely with ministry of digital
How MoPH used social media with the ongoing COVID-19 pandemic
Thai Roo Soo COVID
Thailand’s know how to fight COVID-19

Policy:
• Single citation
• 6 social platform in one name
• Same message in different format to different platform (consistent)
• Same admin (1-2 admin each)
• Update regularly, 06:00 a.m., 11:30 a.m. and due to situation.
How MoPH used social media with the ongoing COVID-19 pandemic

การเข้าถึงโซเชียลแพลตฟอร์มไทยรัฐวิทยา ระหว่างวันที่ 4 มีนาคม 2563 - 20 ตุลาคม 2564

TRSC engagements during 4 Mar 2020 - 20 Oct 2021

7.383 billions view
(mean 10.2 m/d)
Public communication and social media via: Facebook

- **CCSA**: The Centre for Covid-19 Situation Administration
- **MOPH**: Ministry of Public Health
- **THPF**: Thai Health Promotion Foundation
- **DDC**: Department of Disease Control
- **TRSC**: Thai Roo Soo COVID
  Thai’s know how to fight COVID
- **KDRR**: Kod Doo Roo Rok
  Press to know how to fight diseases
Public communication and social media via : Facebook

Friend-Like_Facebook หน่วยงานที่เผยแพร่ข้อมูลเชิงสาระโรคโควิด - 19

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<thead>
<tr>
<th>Date</th>
<th>THPF ( Soros )</th>
<th>MOPH (姗身 สุข )</th>
<th>KDRR ( ดร. วัชระ )</th>
<th>DDC ( กรมควบคุมโรค )</th>
<th>TRSC ( ศูนย์การสื่อสาร )</th>
<th>CCSA ( ศูนย์ข้อมูล COVID19 )</th>
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ข้อมูล ณ วันที่ 20 ตุลาคม 2564
20 October 2021
Risk comm using social media to actually change health seeking behaviour
Risk comm using social media to actually change health seeking behaviour

If you have a fever, cough, sneezing and runny nose, will you wear a mask?

If you do not have fever, cough, sneezing, and runny nose, will you wear a mask?
Risk comm using social media to actually change health seeking behaviour

คำถามการฉีดวัคซีนป้องกันโรคโควิด-19 เพื่ออะไร Why do you want to get a COVID-19 vaccine?
Risk comm using social media to actually change health seeking behaviour

ท่านี้คิดวัคซีนป้องกันโรคโคโรนา-19 หรือยัง Did you get COVID-19 vaccine?
• COVID-19 is endemic in Thailand and global
• Case and epidemic can occur
• Zero case impossible

Same picture

Public in different sources

Different in result
COVID-19 is endemic in Thailand and global.

Case and epidemic can occur.

Zero case impossible.

Same picture/source

Public in different format

Different in result
Impact of infodemic and how to mitigate negative influence of misinformation via social media
Impact of infodemic and how to mitigate negative influence of misinformation via social media

Information and people perception monitoring and response
Impact of infodemic and how to mitigate negative influence of misinformation via social media

Information and people perception monitoring and response
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Ration of like/follower regarding official Facebooks

Trust building
Regarding SMCR – communication theory

S - Sender
Spokesperson
Assignation

M - Message
Message designation regarding 8Cs
Clear: Concise: Concrete:
Correct: Coherent:
Complete: Courteous:
Cultural approach:

C - Channel

R - Receiver
5 target audiences
• Policy maker
• Colleagues
• population
• Journalist
• International

Public communication via main media, social media, HCWs, HCVs, etc. by concerning differentiation of the audiences.
Suggestions:

• **Single citation** for building public trust is the most important.
• **Bombard** in all channels, traditional and social media regarding situation.
• **Formal sources** need to established, however, **semi-formal** need more and **two-way communication need the most**.
• **Update regularly**, changing need to inform before schedule.
• **Information; situation both global and in country, measurements, knowledge, etc.**
• **Information sources** which people can reach when they’re need helps, hotline, mobile application, social medias.
• Etc.
For RCCE and infodemic management, officers need to know everything, but do/speak just in duty and responsibility only.

Dr Pahurat K.T., 14 Nov 2018

Thank you so much