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Examining The Organisational Competencies in Managing Health Lifestyle Campaigns on Social Media for Society's Wellbeing

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ABSTRACT

The increase in unhealthy lifestyles such as smoking, obesity, and lack of exercise has been identified as the main cause of the surge in health issues among the population of Malaysia. The government has aggressively promoted a healthy lifestyle through various nationwide programs and campaigns to transform Malaysia into a sporting nation. To promote a healthier society, the government has initiated a health-related campaign to address the growing cost of healthcare. With a large portion of the Malaysian population spending significant time on social media, the campaign uses these platforms to spread information. The ministry and agencies created social media accounts on popular platforms like Facebook to engage with online citizens. This study investigated the competencies required for implementing a health-related campaign and promotion on social media to engage the target audience. This study employed qualitative methodology to investigate the competencies of the policymakers from the Ministry of Youths and Sports Malaysia (MOYS) through in-depth interviews and qualitative content analysis (QCA). The content created by the team was also examined. The study's primary objective was to comprehensively grasp the contextual significance and motivation of the officials engaged in formulating the social media campaign. The processes involved in creating the campaign were analysed to gain further insights. The findings indicated that while the ministry acknowledged the significance of social media presence, it requires further strengthening to achieve a concentrated impact if the campaign should be intensified for maximum exposure.

Keywords: *Healthy lifestyle, campaign, social media, communication, government.*

INTRODUCTION

The Internet and, by extension, social media have become inevitable forces for disseminating information and powerful tools to influence people's behaviour. Social media effectively mirrors changes in the social environment (Zhong, Morphet & Yoshida, 2023; Eysenbach, 2009). Statista (2024) highlighted the adoption of social media among people worldwide, with 4.89 billion users, with an estimated forecast increment of six billion by 2027. Malaysia is ranked number eight for active social network penetration as of January 2024, with 83.1%. Social media has become a mechanism that could shift individuals' opinions and ideals, shaping their perspectives (Luo, Maafs-Rodríguez, & Hatfield, 2024). In the digital era, social media has emerged as a new platform for facilitating health communication (Morris, 2011). The extensive impact of social media on modern society has transformed the landscape of

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health communication by introducing novel techniques, strategies, and best practices (Thapliyal et al., 2024). From a communication perspective, social media usage for health communication entails individuals' engagement in accessing, sharing, discussing, and generating health-related content on social media to achieve health purposes (Chen & Wang, 2021; Moorhead et al., 2013).

Considering social media's influence and unlimited reach on the population, the prevalence of health messages using these platforms will surely ensure sustainable awareness and potentially yield positive results in educating the public. Zhu, Guan & Donovan (2020) also stated that in the past few years, the search patterns on health information shifted to online platforms, and this propelled social media as a vital source of information. Meanwhile, a study by Lynn-Sze & Kamaruddin (2021) indicated that the Internet has contributed to the growing availability of online medical information, which increased traffic among audiences searching for health-related information online.

This development allowed health communication to become a leverage for the well-being of the community. With it, it also piqued interest among health professionals in using social media platforms to combat misinformation and cyber-quackery while simultaneously creating awareness that could reach out to the public en-masse. Wearesocial (2024), in its report on the global overview of digital usage, stated that over 34.7% of global users used the internet to research health issues and healthcare products, and over 24.1% visited websites and apps related to health and fitness globally. A study by Eckler, Kalyango, & Paasch (2017) stated that the ecological model of health behaviour suggests that factors at multiple levels, including intrapersonal, interpersonal, environmental, organisational, and policy factors, influence health behaviours.

To this end, it is crucial for the organisation and individuals alike to effectively ensure the consistency and accuracy of the health messages across the social media realm. In recent times, the evolution of information technologies has been coupled with the dynamic nature of Web 2.0, making social media platforms an essential tool for both individuals and organisations. The strong advocacy by governments worldwide has further bolstered the significance of social media as a powerful tool to create and access information. In fact, with the rise of the digital workspace, the use of digital technologies among individuals and their ability to apply new knowledge gained from the digital environment have become a crucial driving force behind business activities and therefore, digital competencies have now become a cornerstone of any organisational strategy (Gavronskaya et al., 2024). A study by Nachmias & Hubschmid-Vierheilig (2021) also reveals that digital professionals who understand instrumental knowledge and can communicate and collaborate effectively using social media are in high demand in the age of the Internet.

The unique characteristics of social media platforms have made it a potent medium for sharing information, ideas, and opinions. With social media, individuals and organisations can easily connect with their target audience and create a community of followers. These advantageous technologies can be leveraged to promote products, services, and causes to engage in meaningful conversations. Furthermore, social media platforms have made accessing information easier for individuals and organisations. With the vast amount of information available on social media, users can quickly get up-to-date news on current events, trends, and important issues. To this, it is evident that health communication campaigners have the ability to use their communication skills and knowledge to positively

influence the health behaviour of individuals, families, and communities on social media platforms (Wiyane & Mansur, 2021).

This ease of access has transformed how people consume and interact with information, making social media an indispensable tool for personal and professional use. Wiyane & Mansur (2021) added that social media platforms provide information on disease prevention, health promotion, and health policies to increase awareness of health issues, risks, and solutions for individuals to benefit society and the nation. Digital competencies are now the mainstay of any organisational strategy (Nachmias & Hubschmid-Vierheilig, 2021). This means that social media provides the much-needed expansion and signals the significance of digital competencies in organisational strategies, reflecting viewpoints commonly explored in business and professional spheres.

Nonetheless, for health communication to be deemed truly academic and contribute to societal well-being, it would typically necessitate references to authoritative resources, incorporation of know-how and technical skills, and formal training adhering to specific conventions when engaging with digital citizens, both natives and immigrants. Organisations, including the government, should not treat social media platforms as secondary tools to disseminate information by simply creating an account and assigning random staff to manage it. This is because any digitally literate professional will be able to understand instrumental knowledge and communicate and collaborate (via social media) (Nachmias & Hubschmid-Vierheilig, 2021).

This further illustrates the reliance of authorities towards the Internet to communicate with their target audience effectively. In organisations such as the health industry, the role of social media in disseminating information is just as crucial as that of any other media outlet in educating the public about the current situation and early prevention. This study conducted an in-depth examination of the motivation and resources within the Malaysian government, focusing on policymakers and key officials. The research centered on the government's initiatives to harness the power of diverse social media platforms to promote and advocate for a healthy lifestyle among the Malaysian population. In addition to the main focus of the study, it also thoroughly examined the collaborative initiatives spearheaded by the MOYS. These initiatives aimed to not only educate the public on relevant matters but also to provide support to the Malaysian government in areas such as promotion and financial assistance. The study sought to explore the specific programs and strategies employed by MOYS in fulfilling these dual objectives and to analyse their impact on the targeted audiences and government initiatives.

LITERATURE REVIEW

Social Media Influence

The dynamic functions and reach of social media have incredible benefits for humanity. Britannica (2024) defines social media as a form of mass media communication on the Internet, and this includes websites for social networking and microblogging through which users share information, ideas, personal messages, and other content. Due to its ease of use and user-generated content, social media is highly engaging and allows users to share stories, images, and opinions (Hyland-Wood et al., 2021; Dobson et al., 2018). Not only do individuals find its usefulness and functions highly useful, but organisations take note of its multifaceted advantages. As pointed out by Mayfield (2008), organisations such as the government or private sectors should consider social media usage, allowing for more agile use of information

to support their operation. Priyanka (2015) added that social media has become an essential tool in society today, enabling users to collaborate, create networks, share information, and generate knowledge with great value.

Social media platforms wield a considerable impact on populations, serving as a powerful tool for engaging with a wide range of demographics. These platforms offer a unique opportunity to effectively disseminate health-related information and advocate for societal change. Social media platforms significantly influence people (youth) and can be utilised to engage with diverse demographics, spread health information, and promote change (Malloy et al., 2024). By harnessing the vast reach and interactive nature of social media, organisations and individuals can initiate conversations, share insights, and foster a community-oriented approach towards improving public health and encouraging positive transformations within society.

Evidently, social media has tremendously changed how people communicate, search for information and make decisions. This would then serve as a catalyst for organisations to embed social in their campaigns as one of the ways to influence and modify people's behaviour. MacKinnon (2019) adds that social media allows people from different parts of the world to connect and interact with each other over access to millions of user profiles worldwide, which, in turn, is beneficial for public relations campaigns and entities to create a positive brand image. Meanwhile, in health communication, social media has also become a prominent tool for engaging with the population and facilitating the dissemination of health-related information.

In 2024, statistics show that 28.68 million people in Malaysia, which is 83.1% of the population, are active on social media. Over the past year, an additional 4.8 million users have created social media accounts, marking a 20% increase from the previous year. Quarterly growth indicates that 1.9 million new accounts have been added, resulting in a 7.1% increase in the digital population (Howe, 2024). These statistics offer a comprehensive view of the digital landscape in Malaysia, shedding light on the profound influence that digital trends and behaviours have on the lives of Malaysians. By examining these trends, we understand how digital technology shapes daily activities, communication, and overall lifestyle in Malaysia. This insight is crucial for developing strategies that leverage digital advancements to enhance the quality of life and ensure that Malaysians are well-equipped to navigate the digital age.

Healthy Lifestyle Campaign on Social Media

Health communication is using communication skills and knowledge to positively influence the health behaviour of individuals, families, and communities. It involves providing information on disease prevention, health promotion, and health maintenance policies and raising awareness about health issues, health risks, and potential solutions. A study by Randolph, Whitaker, & Arellano (2012) finds that health communication campaigns are an effort to provide a healthy behavioural impact among the current population in a country. To foster healthy behaviour among a country's population, these initiatives are designed to inform and influence individuals and communities to adopt practices that can improve health outcomes.

Through various media and communication strategies, healthy lifestyle campaigns on social media seek to address public health issues by raising awareness, changing health-related behaviours, and promoting access to health services. Promoting these campaigns

plays a critical role in public health education and prevention efforts, targeting a wide range of issues from chronic disease prevention to infectious disease control. Social media brings a new dimension to health care as it offers a medium to be used by the public, patients, and health professionals to communicate about health issues with the possibility of potentially improving health outcomes (Moorhead et al., 2013). It is also interesting to find that both social media users and medical professionals have acknowledged that social media is an ideal medium for communicating health information and promoting healthcare (Brony et al., 2024; Jha et al., 2016; Thackeray et al., 2012).

Healthcare professionals and organisations have recently demonstrated a growing interest in leveraging social media platforms for health communication. This, in turn, highlights the importance of health literacy among its social media administrators and campaign managers. With proper knowledge and know-how, only a meaningful, healthy lifestyle campaign could be designed and implemented for society. Sorensen et al. (2012) stated that health literacy encompasses actively searching for, comprehensively understanding, critically evaluating, and effectively applying health-related information. This also means that in today's context, where information is abundant and easily accessible through social media platforms, the significance of literacy cannot be overstated.

In retrospect, social media provides significant benefits to content providers as it enables them to gain exclusive access to users' most personal information, such as hobbies, frequency of clicks and likes, and interests. This data can be processed into big data for health-related campaigns to target their brand and image effectively, catering to specific demographics based on the available data. Wakefield, Loken, and Hornik (2010) study found that media and communication campaigns have strategically influenced public health behaviours over the past decade.

Organisational Competencies in the Implementation of Digital Campaigns

A healthy lifestyle campaign on social media can benefit everyone in multiple ways. By utilising social media platforms, people can effectively communicate and disseminate important messages about healthy living to a wide audience. This is particularly advantageous given that people tend to spend a significant amount of time online, as evidenced by data showing increased online engagement. Therefore, leveraging social media for a healthy lifestyle campaign can lead to increased awareness and positive behaviour change. Chou et al. (2009) added that there is a pressing need to measure and evaluate the usage of social media to understand how it can be leveraged to inform health promotion efforts. The government has the responsibility of planning, regulating, implementing, and supervising health initiatives that are equally distributed in every community (Wiyane & Mansur, 2021).

Understanding the dynamic interplay between the public's information-seeking behaviour and its impact on the implementation of health-related promotion is crucial for organisations. By comprehending how individuals seek information about health topics, the government can better tailor their promotional strategies to effectively reach and engage their target audience. This understanding can lead to the development of more relevant and impactful health promotion campaigns that resonate with the public and drive positive health outcomes. Communication campaigns are an organised communication activity directed at a particular population for a particular period of time to achieve a particular goal (Snyder, 2007; Snyder, 2003; Rogers & Storey, 1987). With appropriate campaign management that encompasses effective health-related information, the public can become aware of the

importance of keeping healthy and ensuring appropriate action to better care for themselves.

U.S. Department of Health and Human Services, Public Health Service (2000) stated that the health information sought by consumers is the most common and influential function of interactivity in health communication. Engaging with stakeholders in a meaningful way can enhance the effectiveness of containment measures (Renn, 2008; Renn and Walker, 2008) and where the public would be able to make conscious decisions about their health as well as greater cooperation when joining any (health-related) programmes (Head, 2011, 2007).

Additionally, it is essential for the government to actively involve its ministries and agencies in health promotion initiatives to ensure that these efforts effectively reach the community. Ministry of Health Malaysia (MoH), Ministry of Education, Ministry of Information, MOYS, and Malaysia Communication and Multimedia Commission (MCMC) are some of the important government arms that could help in reaching out to the public through effective coordination of healthy lifestyle campaigns. With MOYS, this can be achieved specifically by implementing a wide range of campaigns and programs that encourage both active and passive public participation. It is crucial to utilise diverse communication channels, including social media platforms, to maximise the outreach and impact of these initiatives. Clark et al. (2024) mentioned that improving public health requires promoting health and implementing interventions to enhance individual and community well-being.

METHODOLOGY

This study endeavours to elucidate the strategies employed by policymakers and social media administrators at the MOYS in the planning, designing, and executing of the FIT Malaysia campaign across social media platforms, specifically Facebook and Twitter. Given its alignment with the study's objective, the qualitative methodology emerges as the most appropriate approach for this investigation in answering two research questions underpinning the study: the characteristics of a healthy lifestyle campaign and the motivation behind creating this healthy lifestyle campaign's posts on social media.

In-depth interviews and QCA were conducted to answer the research questions for this study. This is significant as QCA can examine the characteristics and discourse surrounding social media's healthy lifestyle campaigns to fully understand their impact on people's well-being. Hassim (2017) highlighted that scholars have challenged the limitations of QCA and its potential beyond traditional media, where it has progressed beyond the analysis of printed text.

This methodological choice is grounded in the need to comprehend these individuals' nuanced perceptions and strategies in a digital context. All data was systematically collected and empirically analysed using Atlas.ti version 23 software. The software's ability to generate consistent and accurate themes based on the prescribed code system facilitated the study. This allowed for the establishment of a basis for an emerging model that contributes to the existing theoretical framework.

The study was conducted through in-depth interviews with five policymakers from MOYS and QCA on its official Facebook (FB) and SpaceX accounts. The study used purposive sampling to select officers who are policymakers or in charge of healthy lifestyle campaigns on social media. Non-probability sampling was chosen to meet the study objectives. Two departments were identified: the Department of Youth and Sports (DYS) and the Corporate Communication Unit (CCU) from MOYS. In-depth interviews were conducted with officers

from both departments. Creswell (2002) stated that for in-depth interviews on the case study, the accepted number of participants should be between three to five to achieve the saturation point during the sample size.

Additionally, these policymakers at MOYS, who are key officials responsible for monitoring the implementation of the healthy lifestyle campaign on social media, have provided valuable insights that benefited the study's objective; to examine the motivation of the officials at MOYS and the available resources needed when implementing the healthy lifestyle campaign on social media. Guest, Bunce, and Johnson (2006) stated that data saturation could only be achieved when there are no more new information or themes appeared in the analysis and the data had been exhaustively observed.

As the case study is focused on an exploratory analysis of a healthy lifestyle campaign on social media, the QCA enabled a comprehensive examination of the content and the underlying motivation behind any posts on the chosen social media platforms. Meanwhile, in-depth interviews were conducted with five policymakers from MOYS to analyse and interpret the experiences of officials involved in administering healthy lifestyle campaigns.

To enhance the reliability of the in-depth interviews and QCA, the study concentrated on abstraction and interpretation during the analytic process. This implies that the qualitative content analysis used could be both descriptive and interpretive and was used to enrich the data with thorough interpretation of the hidden content, thus uncovering the depth and meaning of the informants' remarks. Lindgren, Lundman and Graneheim (2020) stated that the process of abstraction in qualitative studies enables researchers to interpret data through the selection, condensation, and coding of meaning units, leading to the emergence of various categories and themes during analysis.

The interview questions were adopted from the pre-determined themes-based Health Communication Strategies Module developed by Unite for Sight (2015), which addresses the effective health-related information campaign for maximum engagement. To better understand how to effectively promote a healthy lifestyle among young people through social media, this study adopted the approach outlined in the Health Communication Strategies Module developed by Unite for Sight (2015). The module offers guidelines for designing compelling and impactful health-related campaigns. It is critical to aid the study in assessing the competency of MOYS in running campaigns on social media platforms.

Founded in 2000 by Jennifer Staple-Clark, Unite for Sight is a non-profit organisation dedicated to improving healthcare delivery to underserved communities globally. The organisation focuses on providing comprehensive and general healthcare services through partnerships with local healthcare providers and organisations. Unite for Sight also engages in capacity-building efforts and supports public health education to promote long-term, sustainable change. This study analysed the communication elements and motivation behind the MOYS health campaign, considering finance, skills, and manpower as the prime motives. A list of nine characteristics in the module then served as the predetermined theme for this study; accuracy, availability, balance, consistency, cultural competence, evidence-based, reach, reliability, and repetition.

To maintain consistency and ensure comprehensive analysis, both inductive and deductive reasoning methods were utilised in this study. These approaches were integrated throughout the analysis of in-depth interviews and QCA to achieve a thorough understanding of the data. The data collection in this study followed an inductive approach, focusing on relevant topics to meet the study's objectives. Patterns in the data were analysed using

validated questionnaires intentionally designed to cover all aspects of the study until saturation points were reached. Meanwhile, a deductive approach was used as a complement to the inductive approach in the analysis to aid in the discovery of themes, strengthening the predetermined themes.

FINDINGS

The study exhaustively analysed each of these characteristics, and the data that was most saturated was immersed in four themes based on Unite for Sight's nine characteristics; accuracy (25 co-occurrences – 17 quotations from in-depth interviews and eight quotations from QCA), evidence-based (20 quotations – 12 quotations from in-depth interviews and 8 quotations from QCA), reachability (18 co-occurrences – 13 quotations from in-depth interviews and 6 quotations from QCA), and consistency (17 co-occurrences – 12 quotations from in-depth interviews and five quotations from QCA). The remaining five, although at the lower end of the analysis, also contributed to the emergence of similar sub-themes. Table 1 below illustrates the abstraction process from the analysis that identifies the key characteristics of a healthy lifestyle campaign on social media.

Table 1: Abstraction process for thematic analysis on the characteristics of FIT Malaysia Campaign

	Accuracy	**Availability**	**Balance**	**Consistency**	**Cultural Competence**	**Evidence-Based**	**Reach**	**Reliability**	**Repetition**	**Totals**
Officer 1	5	4	2	4	1	2	5	1	10	34
Officer 2	3	0	1	2	0	2	1	1	0	10
Officer 3	3	2	0	1	0	5	2	3	0	16
Officer 4	2	0	0	5	0	2	3	6	1	19
Officer 5	4	2	0	0	0	1	2	1	1	11
FB poster 1	1	0	0	2	0	0	0	0	0	3
FB poster 2	0	0	0	1	0	0	0	0	0	1
FB poster 3	1	0	0	1	0	1	0	0	0	3
FB image 1	1	0	0	0	2	1	1	0	0	5
FB information graphics 1	1	1	0	0	0	1	0	1	0	4
X cover	1	0	0	0	0	1	0	1	1	4
X last image posted	0	0	0	0	1	1	1	0	0	3
X last message posted	1	0	0	0	0	2	1	0	0	4
X last poster posted	2	0	0	1	0	1	1	0	1	6
TOTALS	25	9	3	17	4	20	17	14	14	123

Theme 1: Accuracy

To ensure that a social media campaign is effective, administrators must possess the necessary skills to design the message and content strategically. This would help prevent wastage of resources and time. Policymakers must invest in the training and upskilling of their officers to become proficient in content creation and strategies. The healthy lifestyle campaign aims to gain the trust and build the reputation of the online citizen in order to gradually modify their behaviour in the long run. Establishing a strong content strategy is

important to ensure long-lasting social media campaign messages. In other words, effective audience outreach depends on building strong relationships to withstand social interventions targeted toward the public. This also means that having access to accurate information, whether it is positive or negative, can assist people in building proper expectations (Hyland-Wood et al., 2021).

Officer 1 emphasised the importance of having dedicated staff to manage social media platforms to ensure the accuracy of messages and their content. Additionally, these staff members must possess proficient social media skills, effectively utilising all social media functions. For instance, on Facebook, the functions of like, share, and comment can be used to generate conversation and gain insights into the online behaviour of people. The staff can effectively engage with their audience by sharing appropriate posts and information. Officer 1 viewed accuracy as recycling previously posted information and noted that the content would not be repeated. They created new event posters rather than reusing old ones to keep audiences engaged and information updated of the event.

> …Aaa… but the good thing about it is we also have aaa… I mean, basically, my office is generally yea. Aaa… but of course, that has to be done over the years, lah. Aaa… multiple disciplinarian comm people, so you may be able to do aaa… media at the same time you could events, at the same time you could do social media, at the same time yeah…. Aaa… so… so… that's how they are train over here… (3:3014 [3:3406]) - D 1: 1 – Officer 1

> …he's a comms trained person (ok) aaa… young guy. So a… and he's personally very active on social media. Aaa… so, aaa… for KBS, it's so interesting that uhmm… I think KBS is the only ministry aaa… in the country where we have officers not from Jabatan Penerangan. Because in most of the other ministries, except for the head of comms… (4:641 [4:983]) - D 1: 1 – Officer 1

Theme 2: Evidence-Based

Officer 1 explicitly related the effectiveness of the healthy lifestyle campaign that FIT Malaysia was aiming for with evidence-based strategies and tactics employed by the secretariat. The officer also highlighted the number of reaches on Facebook and X platforms that were able to gain from the postings and online engagement. Officer 1, Head of the Corporate Communication Unit at the ministry, emphasised the importance of having a large number of followers for content development. Additionally, inasmuch evidence-based is concerned, Individuals perceive messages as relevant when messages they receive significantly influence their lives and necessitate minimal cognitive effort for processing (Wilson & Sperber, 2002).

Officer 2, Deputy Director General for Youth and Sports Division at the ministry, shared a similar view to Officer 1. Additionally, Officer 2 mentioned the implementation of healthy lifestyle campaigns such as FIT Malaysia, Rakan Muda, Hari Sukan Negara, and sports development programmes that were promoted actively through an online or offline approach. The Institute for Youth Research Malaysia (IYRES) under MOYS supported the evidence-based approach to a healthy lifestyle campaign. The institute studied various aspects of the development and trends of the population, which are essential for Malaysia's national, regional, and international growth. They analysed official scientific research and measurement data to gain insights.

> …They consult the strategy with me before they execute it aaa… so we might be reposting from there yea. At the end of the day aaa… say for example I have hundred thousand followers, and they have ten thousand, you cannot say 'oh your ten thousand followers are following me' (correct)… (8:3413 [8:3703]) - D 1: 1 – Officer 1

> …Here at the Ministry of Youth and Sports, we have institute…Institute of Youth Development (R: So, the data were obtained from there) … yes, they assisted us on the data collection, even the FIT Malaysia research is also conducted by them, and that include Hari Sukan Negara. From there, we will see… for example, the where did the youth obtain the information (on FIT Malaysia) … we will be able to know more… (8:1183 [8:1593]) - D 2: 2 – Officer 2

Theme 3: Consistency

According to Officer 1, it is important to maintain consistency in the content and posts shared on different social media platforms to ensure that young people receive the same information and ideas regarding FIT Malaysia. This will also help prevent the spread of misinformation on social media, often due to information overload. Officer 2 also echoed the same, saying that consistency of information dissemination through any media carrying the ministry's name was a priority for the ministry's management. Meanwhile, Officer 4 suggested discussing the Ministry's statement from the perspective of standard operating procedures that dictate how officials' statements should be treated.

If executed correctly and, most importantly, consistently, a promotional campaign can have a profound psychological impact on people. This is achieved by consistently repeating the messaging and design elements, creating a strong recollection of the information when the event approaches. Breuklander (2017) also highlighted that consistency also concerns the ability to increase visibility on social media through postings of the information as frequently as possible with more posts and impressions generated through interaction resulting from the postings.

> …We often share it fresh everywhere. So, it's a fresh video on YouTube, fresh video on Facebook, fresh video on Instagram, fresh video on Twitter… (10:1383 [10:1531]) – D 1: 1 – Officer 1

> …Under the Department of Youth and Sports, we have 3 divisions, and there are officers in charge of corresponding with social media enquiries… any inquiries, questions, or whatever… and correcting misinformation… all of these require us to be cautious when answering such questions, comments, or event complaints… (7:434 [7:743]) - D 2: 2 – Officer 2

> …All the material is provided by them. So, I could say there is no inconsistency because it would be consistent. The team will alert us once they provide every material, including the e-posters. They will communicate with us when their timeline to upload in the social media… (4:3158 [4:3466]) - D 4: 4 – Officer 4

Theme 4: Reach

Officer 1 explained that it is important for the secretariat to work within its budget and financial allocation when discussing the importance of reach. The repetition and consistency of message design increase engagement online. The consistent repetition and strategic design of content establish a cohesive brand identity and significantly enhance shared content's visibility. Officer 3 also had a similar sentiment regarding the commitment to ensure higher reach for the Malaysian public in joining MOYS's healthy lifestyle campaign. This increased visibility is particularly effective in boosting engagement and possibly creating a stronger connection with diverse demographics, encouraging more active participation and interaction with the healthy lifestyle campaign online platforms. Patel (2016) added that for any social media campaign to succeed, it must provide a user-friendly value proposition where the disseminated information should offer the youth online better services or activities than they can find elsewhere.

> …we also do fresh postings sometimes … depending of the importance of the… (message)… no, not the yea… there are times where we actually do fresh postings… (7:1448 [7:1626]) - D 1: 1 – Officer 1

> … If the account generates a lot of shareable content, which in the case of our minister or social media administrators, we would frequently ensure the postings were shared, so we will have a higher percentage (oh). Because that's how we ensure a very good chance for aaa… to reach a lot… a large number of audiences… (7:2513 [7:2807]) - D 1: 1 – Officer 1

> … When we change the programme tentative, we need to inform the participants… aaa… through social media as well as at the state level… aaa… it has to be informed to the wide audiences… (9:4 [9:141]) - D 3: 3 – Officer 3

The pertinent four main themes (accuracy, consistency, evidence-based, reach) and the remaining five (availability, balance, cultural competence, reliability, repetition) satisfactorily highlighted the need for organisational competencies when paving the way to run a health-related campaign on social media. The competency capabilities strive beyond the passion of manning the social media account because it requires specific investment on the organisation side, mainly in manpower and skills.

Over the years, the field of health promotion has witnessed significant evolution and expansion. This growth has necessitated a workforce equipped with particular skills and competencies to effectively design, implement, and evaluate health promotion interventions. As health promotion strategies become increasingly complex and integral to public health initiatives, the demand for professionals who can navigate the multifaceted landscape of health behaviours, policy planning, and community engagement continues to rise. A study by Jana et al. (2018) states that the field of health promotion has evolved and expanded over time, requiring individuals with specific competencies to effectively implement interventions. These individuals play a critical role in promoting healthier lifestyles, advocating for policies that support health, and working towards the overall improvement of population health outcomes.

Additional organisation's capabilities, chiefly the financial resources, affect these two important attributes. The diagram below summarises the research findings and provides a clear illustration to aid the government, private sector or non-profit organisations to conductively determine its direction when deciding to implement a health-related campaign on social media.

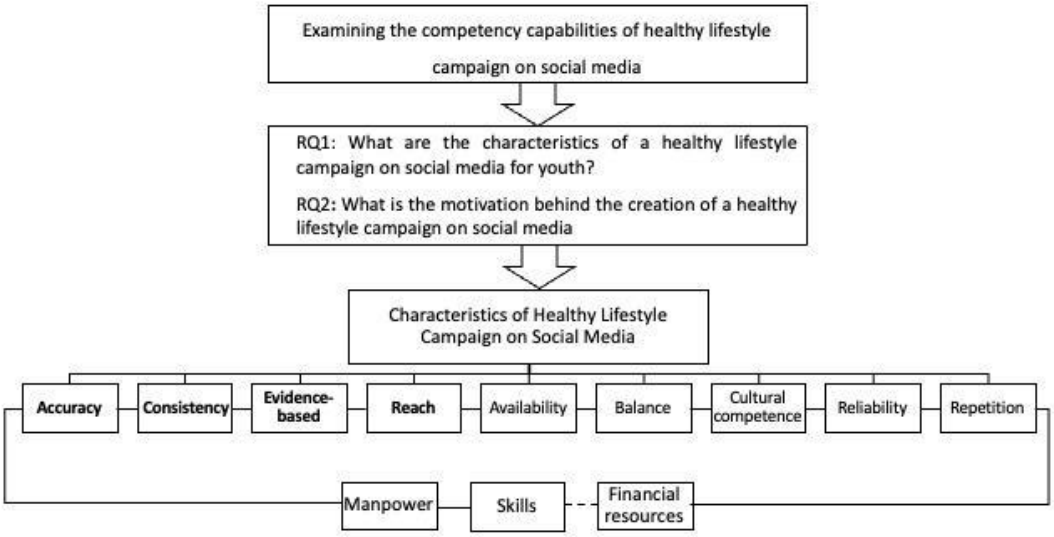


Figure 1: Competency capabilities diagram for healthy lifestyle campaign on social media

DISCUSSIONS AND CONCLUSIONS

For any social media campaign to be effective, the MOYS and its social media administrators must possess the skills to design its messages and content strategically. This is crucial to avoid unnecessary wastage of time, resources, and, most importantly, the money invested in these efforts. The competency in crafting engaging and impactful social media content ensures the message reaches the intended audience and maximises the return on investment by fostering meaningful engagement and promoting positive behavioural changes among the youth. This strategic approach to message design and content creation is essential for the success of health lifestyle campaigns aiming to influence people's lifestyle choices towards healthier options.

Building relationships is essential for reaching the audience before social intervention takes place. The strategy for effectively engaging with the audience hinges on the foundational principle of establishing meaningful connections. This approach enhances the ability to resonate with any demographic group and ensures that the message is received and retained more effectively. For that to be effective, campaigns may utilise various communication strategies to influence target populations' behaviour (Snyder, 2007). Such a focus on relationship-building becomes particularly crucial when considering the implementation of social interventions. By prioritising genuine engagement over superficial outreach, the impact of these interventions can be significantly amplified, ensuring that the intended message reaches its target audience and fosters a constructive and lasting influence.

A successful social media campaign should have a clear objective and success criteria. It should also be guided by a comprehensive understanding of the characteristics of social media, which will help the campaigner develop strategies and tactics that work within the

scope of these characteristics. In order to successfully administer and manage the social media campaign, it is important for the stakeholders involved to have a strong understanding of social media characteristics. This knowledge will help them to effectively achieve the organisation's objectives and positively impact the social lifestyle of the audiences they intend to reach. An effective communication strategy involves a two-way process wherein clear messages are conveyed through appropriate platforms, considering the diversity of audiences.

When designing for social change and campaigns, social marketing theory fits into a category where its framework could be used by organisations or individuals to plan, design, implement, and evaluate the outcomes of social campaigns, with information sharing serving as the central objective. Additionally, to fully comprehend the factors behind society's resistance to change, social marketing theory is an ideal framework to investigate and employ the necessary tools to bring about change. By combining traditional marketing methods with thorough consumer research, social marketing theory strategically focuses on direct social intervention as its primary objective (Bajracharya, 2018). Therefore, with social marketing theory in tow, the sender and the message design would be systematically deconstructed to understand the motivation and perceived impact from the perspective of policymakers and social media administrators.

Organisations must take a holistic approach to earn the trust of individuals who play a crucial role in sharing messages. This is where reputation, credentials and skills honed by the staff manning the social media account create fluid engagements that gain mutual respect and trust among online users. It is obvious that long-term success is directly proportional to developing and maintaining public trust. In this regard, government policymakers can foster widespread public support and participation through increased and ongoing community engagement (Hyland-Wood et al., 2021). Additionally, health promotion plays a critical role in alleviating the strain on the health system by significantly reducing the burden of disease (Handebo et al., 2024). By emphasising preventive measures, educational programs, and community engagement, health promotion initiatives can effectively decrease the incidence of chronic diseases, improve overall public health, and consequently lessen the demand for healthcare resources. This approach not only contributes to a healthier population but also promotes a more sustainable and efficient healthcare system.

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