Adoption and Use of Social Media amongst Public Health Professionals and its potential role in successful public health initiatives

Stefan Buttigieg – University of Malta
Overview

• Introduction
• Methodology
• Insights
• Qualitative Analysis
• Future Plans
INTRODUCTION
Public Health Professional

“a Public Health Professional is defined as being a Full-Member or Specialist Member within the Malta Association of Public Health Medicine. Full Members of said association also need to have been registered as Specialist on the Specialist Register of the Malta Medical Council”
METHODOLOGY
Exploratory Methods Analysis
Exploratory Methods Analysis

• Quantitative and Qualitative Analysis
• Web-Based Survey sent out to all MAPHM Full and Specialist Trainee Members
• 32 answered & 15 accepted to undergo a semi-structured interview
PUBLIC HEALTH SPECIALIST POPULATION

INSIGHTS
Distribution of What is your age?

Observed Sample

- 20-29: 12.5%
- 30-39: 25%
- 40-49: 6.2%
- 50-59: 56.2%

Estimated Population

- 20-29: ± 11.5%
- 30-39: ± 14.4%
- 40-49: ± 9.2%
- 50-59: ± 16.3%

Uncertain
Distribution of What is your gender?

**Observed Sample**
- Female: 68.8%
- Male: 28.1%
- I prefer not to reply: 3.1%

**Estimated Population**
- Female
- Male: ± 14.9%
- I prefer not to reply: ± 7.6%
- Uncertain
Distribution of How long have you worked in the field of Public Health Medicine?

Estimated mean = $15.935 \pm 3.98$
Distribution of What kind of Smartphone do you mainly use?

Observed Sample

- Android: 53.1%
- iPhone: 37.5%
- Windows Phone: 9.4%

Estimated Population

- Android
- iPhone: ± 15.9%
- Windows Phone: ± 10.5%
- Uncertain

All Participants answered that they have a smartphone
Distribution of Social Media has value for Public Health

Estimated mean = 5.25 ± 0.365
How often do you use social media tools to keep up to date, or to obtain information about Public Health?

30 out of 32 people answered this question

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>13 / 43%</td>
</tr>
<tr>
<td>Once a week</td>
<td>6 / 20%</td>
</tr>
<tr>
<td>More than 3 months</td>
<td>3 / 10%</td>
</tr>
<tr>
<td>More than Twice a Month</td>
<td>2 / 7%</td>
</tr>
<tr>
<td>More than twice a week</td>
<td>2 / 7%</td>
</tr>
<tr>
<td>Show more (2)</td>
<td>2 / 7%</td>
</tr>
</tbody>
</table>
What are your barriers to using Social Media for work purposes?

32 out of 32 people answered this question

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Count / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I don't have the technical skills</td>
<td>14 / 44%</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>10 / 31%</td>
</tr>
<tr>
<td>3</td>
<td>I don't have time to learn how to use Social Media</td>
<td>6 / 19%</td>
</tr>
<tr>
<td>4</td>
<td>I'm not sure how Social Media can help me in my work</td>
<td>4 / 13%</td>
</tr>
<tr>
<td>5</td>
<td>The people that I work with are unfamiliar with Social Media</td>
<td>4 / 13%</td>
</tr>
<tr>
<td></td>
<td>Show more (2)</td>
<td></td>
</tr>
</tbody>
</table>
Which of the following do you think are legitimate concerns about using social media for work purposes?

32 out of 32 people answered this question

<table>
<thead>
<tr>
<th>Rank</th>
<th>Issue</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regulatory or Compliance Issues (such as Stand)</td>
<td>21</td>
<td>66%</td>
</tr>
<tr>
<td>2</td>
<td>Potential Privacy Breach</td>
<td>20</td>
<td>63%</td>
</tr>
<tr>
<td>3</td>
<td>Technology or Security Issues</td>
<td>18</td>
<td>56%</td>
</tr>
<tr>
<td>4</td>
<td>Time Constraints</td>
<td>16</td>
<td>50%</td>
</tr>
<tr>
<td>5</td>
<td>Work or Home Office Restrictions on use</td>
<td>13</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td>Show more (2)</td>
<td>3</td>
<td>9%</td>
</tr>
</tbody>
</table>
Preliminary Stages

QUALITATIVE ANALYSIS
Crucial Questions and Themes

• What does Social Media mean to you?
• Assess Interviewee’s Knowledge about current Digital Marketing Initiatives
• Rationale for Training of Public Health Professionals
• Strategic Thinking
Emerging Themes

• Digital Health Literacy
• Time Constraints
• Technical Limitations
• Public Health Professionals need to focus on the message
Future Plans

• Future **Social Media Research**
• Analysis into the full spectrum of Public Health Professionals (Malta & Europe)
• Hashtag Analysis & Social Media Audits
Healthcare Hashtag Project

Healthcare Hashtag Project, a free open platform for patients, caregivers, advocates, doctors and other providers that connects them to relevant conversations and communities.

The Community by the Numbers

- 1,500,000,000+
- 14,976
- 14,310
- 5,154

#PHSymposium17
Future Plans

• Future Social Media Research
• Analysis into the full spectrum of Public Health Professionals (Malta & Europe)
• Hashtag Analysis & Social Media Audits
• Specific Training on Social Media and Digital Marketing catered for Public Health Professionals
• Collaboration with Public Health Entities
Thank You!
info@stefanbuttigieg.com

@stefanbuttigieg