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Social Media Content Creation Workshop for Health Promotion at Achmad Darwis Regional Hospital, Limapuluh Kota Regency

Rahmat Eka Putra*, Alhapen Ruslin Chandra, Sepri Neswardi, Nurhayati, Imelda M. Nur

Department of Business Administration, Politeknik Negeri Padang, Padang, 25164. Indonesia

*Corresponding author: rahmatekaputra@pnp.ac.id

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ABSTRACT

The social media content creation workshop for health promotion involves non-commercial partners of Achmad Darwis Hospital, Limapuluh Kota Regency, West Sumatra. Along with the development of information technology and digitalization, partners are increasingly aware of the need to optimize social media management as a key element in building the image of the hospital and improving the quality of services to the community. However, existing human resources do not yet have specific expertise in creating effective content for social media. Therefore, it is necessary to hold a social media content creation workshop in order to improve the skills of the Achmad Darwis Hospital health promotion (Promkes) team. A total of 20 participants were involved in this activity. The activity was carried out in stages, starting with lectures, practice, and finally discussions. Quantitatively, an evaluation was carried out by conducting a written test on the material that had been given. The results showed that there was an increase in participants' knowledge in making videos by comparing the test results before and after training. The results obtained from this activity contribute to improving the ability of the Achmad Darwis Hospital Health Promotion team to create content for social media that can improve the image of the hospital and optimize services for the community. It is hoped that this activity can improve the knowledge, skills, and abilities (KSA) of the Achmad Darwis Hospital health promotion team in developing content for social media. It is recommended for health promotion teams to continue to hone their skills in creating health content in order to optimize hospital services and performance.

Keywords: health promotion, hospital, social media, workshop

INTRODUCTION

A fundamental trait of humans is the capacity and inclination to engage in social interactions. For ages, mankind has flourished inside social networks where individuals exchange information, ideas, and experiences, bolstered by a feeling of belonging. With technological advancement, social media (SM), characterized as "a collection of Internet-based applications enabling users to create and exchange content," has become integral to global lifestyles and influences practically every business (Kaplan & Haenlein, 2010). Leaders in most of organization have to possess digital mindset to deal with this environment, creating innovation, and rise competitive advantage (Putra et al., 2023, 2024). The notion of social media is always evolving (Ventola, 2014). The Merriam-Webster dictionary describes it as "any form of electronic communication through which users create web-based communities to share information, personal messages, ideas, and

other content such as photos and videos” (Merriam-Webster). Social media is regarded as one of the most potent communication instruments of the 21st century. In recent years, there has been an increase in social media platforms, facilitating new chances for communication, connection, creation, and knowledge sharing via content (Lafferty & Manca, 2015).

Specifically, social media is progressively emerging as a supplementary instrument in healthcare, enabling users to acquire and disseminate knowledge, engage with peers in the field, and interact with colleagues, patients, or the public on health issues. Furthermore, SM enhances patient empowerment by augmenting patients' knowledge and enabling them to manage their own healthcare requirements (Denecke et al., 2015). This subject is pertinent in the present context, as the use of social media and networking platforms is increasing globally, particularly within the healthcare sector. This activity significantly impacts healthcare workers, educators, and researchers.

Social media use is one of the most prevalent online activities, with an anticipated 5 billion users globally by 2024, a figure projected to escalate to 6 billion by 2028 (Statista, 2024). Consequently, digital networks have seen significant expansion, and social communities have become boundless. Numerous individuals globally use contemporary platforms such as Facebook, Twitter, Instagram, WhatsApp, and Google on a regular basis. Social media platforms are among the most frequently used means for acquiring and transmitting information (González-Padilla & Tortolero-Blanco, 2020; Levac & O'sullivan, 2010). Young people use them not just for sociability, information acquisition, and enjoyment, but also for significant political events (Ventola, 2014).

As the world increasingly adopts digital technologies, the healthcare sector recognizes social media as a vital medium for health promotion, recruitment of new customers or patients, marketing for healthcare professionals, and establishing a compelling brand identity. Healthcare professionals have recognized that social media is not only a venue for sharing vacation images and engaging with followers. Social media significantly influences health promotion, research, marketing and branding for people and practices, as well as recruiting within the healthcare sector. Research indicates that internet-based material may be sent to offline settings, including schools and conference rooms. Moreover, MS has unequivocally transformed the patient-practitioner interaction as people possess a greater comprehension of health information and assume a more proactive role in healthcare (Antheunis et al., 2013).

The impact of behavioral and social determinants on health outcomes has markedly progressed in recent decades (Edington et al., 2016). Healthcare professionals are persistently pursuing innovative and more effective strategies to engage more groups, particularly those who are unreachable via conventional approaches. They must use all available resources to engage their target consumers. Consequently, healthcare professionals and organizations must use the potential presented by social media and revitalize their strategies to engage communities and demographics at comparatively cheap expenses (Chan et al., 2018). In short, SM introduces a new dimension to healthcare, altering the nature and velocity of health-related interactions between people and health institutions. For instance, the use of photographs and videos with text constitutes a facet of the mobile revolution, with messaging applications increasingly recognized as a legitimate platform for knowledge dissemination and clinical case discussions (Kamel Boulos et al., 2016). The use of social media may serve as a pivotal technique in addressing the obstacles and constraints often encountered by healthcare professionals in conventional health communication, facilitating expedited and cost-effective distribution, enhanced accessibility, improved engagement, and augmented patient empowerment.

The generation and distribution of information have been essential in human history. In recent years, an increasing number of public health organizations, medical institutions,

and healthcare professionals have used social media techniques to convey visually engaging public health messages to the general populace. The primary objective is to provide reliable, evidence-based, and current health information that informs and impacts millions of social media users, while also dispelling prevalent myths and countering the fast spread of false content. Instances of how social media can enhance the accessibility of healthcare information to vast audiences globally encompass succinct educational tweets on Twitter, pediatric dentistry forums on Facebook where specialists exchange anonymous case discussions and ideas, images of rescue missions to underserved community dentists on Instagram, and dissemination of clinical study results through WhatsApp. These exemplify how social media may enhance accessibility more rapidly and perhaps at a lower cost than other methods.

Evidence indicates that social media enhances access to health information. When formulating social media campaigns and interventions to spread health information, it is crucial to create messages that are more likely to be embraced and elicited a response from people (Ventola, 2014). Messages customized for certain demographic groups are more effective than generic messages, since they cater to the distinct requirements of the audience (Stellefson et al., 2020). Moreover, interactive (two-way) communication is superior than linear (one-way) communication (Levac & O'sullivan, 2010). Significantly, social media should enhance rather than replace conventional health promotion.

A key indicator of a health professional's success is their capacity to recruit and retain patients. This will not only optimize income but also elevate the repute. Social media has significantly influenced the enhancement of a practice or practitioner's search engine ranking, surpassing the impact of academic credentials and experience (Dorfman et al., 2019). A robust online presence is essential for recruiting patients, since search engines mostly generate patient traffic.

Social media content creation workshops for health promotion involve non-commercial partners of Dr. Achmad Darwis Hospital, Limapuluh Kota Regency, West Sumatra. Dr. Achmad Darwis Hospital, which is located on Tan Malaka Street in the Suliki District of Limapuluh Kota Regency, has been operational since 1986. Dr. Achmad Darwis Regional General Hospital has become a type C hospital based on the Decree of the Ministry of Health Number HK03.05/I/2233/12 dated October 29, 2012. Dr. Achmad Darwis Regional General Hospital is one of the Lima Puluh Kota Regency Regional Government Organizations that has a moral responsibility or accountability to the wider community; thus, the hospital is obliged to serve all levels of society. Along with the development of information technology and digitalization, partners are increasingly aware of the need to optimize social media management as a key element in building the image of the hospital and improving the quality of services to the community. However, existing human resources do not yet have specific expertise in creating effective content for social media. Therefore, it is necessary to hold a social media content creation workshop in order to improve the skills of the Health Promotion Team of Achmad Darwis Hospital. The results obtained from this activity will contribute to improving the ability of the Achmad Darwis Hospital Health Promotion team to create content for social media that can improve the image of the hospital and optimize services for the community. It is hoped that this activity can improve the knowledge, skills, & abilities (KSA) of the health promotion team in the context of content creation for social media.

Improving the quality of hospital services can be optimized along with world progress in terms of Internet-based technology that enables the creation and exchange of information. Currently, the use of information technology is an important part of people's lives around the world and affects almost every industry, including the health industry. We also observed this development and believes that the use of digital technology is currently important for the health industry, one of which is for health promotion. This is also in line

with what was conveyed by the director of RSUD Achmad Darwis, Miss Drg. Yenni Irmandriani, in her speech, which said the importance of increasing the role of the health promotion team in building the image of the hospital. Therefore, we collaborated to hold a social media content creation workshop for health promotion.

METHOD

The technical implementation was carried out at the Achamad Darwis Hospital, Limapuluh Kota Regency, West Sumatra, with a team of lecturers from various fields of science. This activity also involves students for understanding how to carry out health promotion, from the production process to publication on social media. The method of implementing the activity is as follows:

1. Intervention method for resources with training, practice, production and discussion methods.
2. Mentoring and consultation methods.
3. Community development approach method, which makes partners and beneficiaries the subjects and objects with direct involvement in the activity.
4. Normative approach method, namely ensuring that each activity is in accordance with applicable norms, regulations and laws so that it meets the legal aspects of law.

The workshop activity is implemented in three steps. First, the lecture method is to provide material information about the importance of managing social media, good social media content, and the use of video editing skills using applications. Second, the practical method is to train participants to gain direct experience in creating good content and learning how to take good video footage, as well as simple video editing using applications on smartphones. Third, the question-and-answer and discussion method: to answer questions from training participants and measure the extent of participants' understanding after the lecture method and during the practical method carried out by the service team, as well as jointly conducting dialogue regarding the creation of good content and how to use the application.

1. Partner participation

Partners facilitate activities by providing a room for the implementation of the workshop, presentation equipment, and audio-visual equipment. Coordinating all participants who will participate in the activity. This facilitates the implementation of the activity. The partners agreed to implement this activity for one day (eight hours of lessons) at the initial stage.

2. Evaluation of implementation and sustainability of activities in the future

We used a survey method for the activity evaluation. We provided several survey statement items to participants, detailing the activity's implementation from the preparation stage to its execution. We used the survey results as evaluation material for the future activity. To obtain comprehensive evaluation results, we also asked participants to provide written input and suggestions.

RESULTS AND DISCUSSION

According to the Theory of Planned Behavior (TPB) (Ajzen, 1991), an individual is more inclined to adopt a behavior if they possess a favorable attitude towards it, receive endorsement from significant others, and believe in their capability to execute the behavior effectively. Three determinants affect intention: attitude, subjective norms, and behavioral control.

Through a social media content creation workshop, which aims to improve the knowledge and expertise of the Achmad Darwis Hospital Health Promotion team in creating health promotion content, it is expected to influence positive attitudes towards the use of social media as a health promotion medium. The workshop aims to stimulate curiosity in utilizing social media, thereby molding the practice of using it for health promotion. Through the use of social media and effective content creation, it is expected to optimize the services of the Achmad Darwis Hospital and increase efficiency in health promotion costs. The results obtained from this study contribute to improving the ability of the Achmad Darwis Hospital Health Promotion team to create content for social media that can improve the image of the hospital and optimize services for the community.

We carried out the activities in several stages, which included preparation, implementation, and evaluation. In the initial stage, we conducted socialization at Achmad Darwis Hospital. Before socializing with all participants, we coordinated with the director of the hospital. This coordination discussed the importance of social media as well as the design and implementation plan for the training. During the coordination activity, we provided an explanation of the training program to implement at the next meeting. This activity aims to provide understanding and participation among partner members in the training program. In addition, at this stage, all training equipment, room facilities, presentation equipment, and other equipment are also prepared.



Figure 1. Activity in the initial stage

The second stage is the implementation of activities. The stage divides into three activities: delivering materials, practicing, and evaluating results. The stage involves delivering materials that emphasize the importance of managing social media, creating quality social media content, and implementing graphic design practices in various health promotion activities. The target training participants are the Achmad Darwis Hospital health promotion team. By empowering the health promotion team and management, it is hoped that they will be able to improve their skills in the field of social media management and to improve the quality of hospital services. The program involves both practice and assignment stages. At this stage, participants are assisted to practice directly creating social media content for taking and editing videos. This assisted practice fosters a deeper understanding and expertise that the participants truly possess. The final step involves the evaluation of the assignment results. The health promotion team displays all the results of their work at this stage. Then the resource person directly comments on the results of the health promotion video work. This ensures that participants receive direct feedback for future improvement and refinement.



Figure 2. Activities at the implementation stage

The third stage is the closing and evaluation of the activity. We carry out the evaluation by distributing activity evaluation questionnaires to participants. At the same time, participants are asked for their suggestions and opinions on this activity. This is being done to gather input and suggestions for enhancing future activities. We provide several survey statement items to participants, which pertain to the implementation of activities from the preparation stage to their execution. We use the survey results as an evaluation of activity. To obtain comprehensive evaluation results, we also request partners to provide written input and suggestions. The results base on the graphic showed that there was an increase in participants' knowledge in making videos by comparing the test results before and after training.

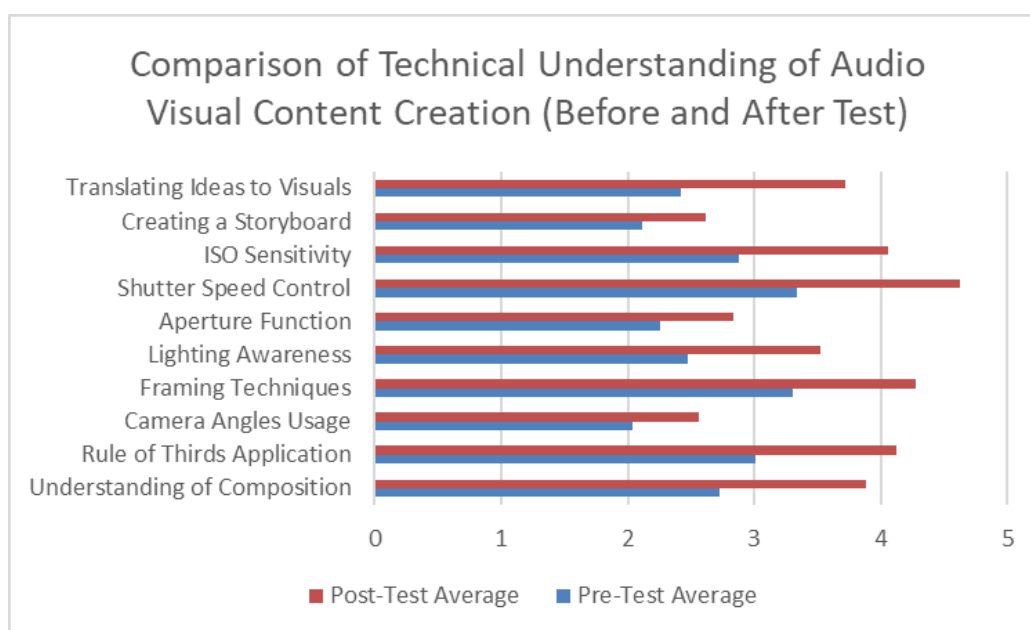


Figure 3. Technical understanding of audio-visual content creation

Some survey questions given to participants consist of 4 topics, namely: Composition, framing, exposure triangle, and storyboard. Some examples of questions include: 1) understanding of composition, 2) rule of thirds application 3) camera angles usage? 4) framing techniques 5) lighting awareness. 6). Aperture function 7) shutter speed control 8) ISO sensitivity 9) creating a storyboard 10) translating ideas to visuals. All statement measure using five-point Likert scale.

In general, based on figure 3, the results obtained from this activity contribute to improving the ability of the Health Promotion team to create content for social media, which is expected to improve the image of the hospital and optimize services for the community in the future. Overall, the participants gained a deeper understanding of creating high-quality videos based on the provided theory. In addition, to measure skill improvement, participants were evaluated by being tasked with creating video content based on the theory that had been given. We displayed the video assignment and then provided comments on the results.

CONCLUSION

The advancement of information technology and digitalization underscores the need to maximize social media management as a crucial component in enhancing the hospital's image and boosting service quality for the community. The utilization of technology, particularly social media, as a medium for health promotion is progressively emerging as an auxiliary resource in health services, enabling users to acquire and disseminate information, engage with peers in the field, and interact with colleagues, patients, or the community regarding health issues. Moreover, social media increases patient empowerment by enhancing patient awareness and enabling them to manage their own healthcare requirements. Social media serves as a pertinent promotional tool in the contemporary context due to the escalating global utilization of social networking platforms, particularly within the healthcare sector. In recent years, social media has facilitated new avenues for communication, connection, creation, and the effortless sharing of knowledge via content. This activity significantly impacts healthcare workers, educators, and researchers. The use of social media, a prevalent online activity, has seen significant expansion, resulting in the formation of countless social networks. As the world increasingly digitizes, several healthcare companies are using social media as an essential medium for healthcare promotion. Healthcare professionals have acknowledged that social media transcends mere vacation picture sharing and follower interaction; it significantly influences the healthcare sector regarding health promotion, research, marketing, personal and practice branding, and recruiting. Social media has unequivocally altered the patient-practitioner dynamic, as people possess an enhanced comprehension of health information and assume a more proactive role in their healthcare.

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