

The background of the slide is a dark blue world map. Overlaid on the map are several white virus-like icons, each with a central circle and radiating lines. Additionally, there are several sets of concentric red and orange circles, resembling heatmaps or signal ranges, positioned over various continents including North America, Europe, and Asia. The title 'Social Media and Community Engagement' is written in a large, white, sans-serif font on the right side of the map.

Social Media and Community Engagement

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Content:



Covid-19 and Digital technology

Community Support Groups

Social Media Platforms

Advantages/Disadvantages

Real-life examples

Future perspectives

As Introduction....

PANDEMIC

COVID-19 had generated a global health crisis that demanded population-restrictive measures such as quarantine and physical distancing to control the spread of disease (Vargo et al., 2021).



Human behaviour's transition from offline to online has triggered people's adoption of emerging digital technologies (Vargo et al., 2021).

The predominant software technologies used in Covid-19

Technology type	Healthcare (143)	Education (44)	Work (38)	Daily life (35)
Software	Video-based communication platform (51)	Video-based communication platform (12)	Tele-work technology (39)	Social media (14)
			• Dataset technology	• Twitter
	• Zoom	• Zoom	• Email	• Instagram
	• Facetime	• WebEx	• Online survey	• Facebook
	• WhatsApp	• Google hangouts	• Google sheets	• YouTube
	• Facebook messenger	Online lectures (9)	• SPSS	Tele-communication Tools (3)
	Computer or mobile applications (44)	• GitHub	Video-based communication platform (29)	• WhatsApp
	• Google apps	• Blackboard		• Email
	• Online survey	• Coursera	• Zoom	Tracking and control software (9)
	• NHS attend anywhere	• VoiceThread	• Facebook messenger	
	• Thoracic VCAR software	• Cloud classrooms	• WhatsApp	• Google trends
	• In touch health	• Google cardboard	• LINE	• Geographic information systems
	Information and dataset (23)			
	• Information system			• SPSS
	• Dataset technology			• CRISPR
	• Electronic health records			• Trace together
	Social Media (17)			
	• YouTube			
	• Twitter			
	• Facebook			
	Email (14)			



COVID-19

and

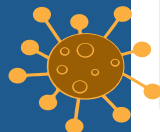
Digital

Technologies



(Vargo et al., 2021)

COVID-19 and Digital Technologies



Activities with technologies

Healthcare (132)	Education (25)	Daily use (95)	Telework (10)
• Providing health services (38) • Communicating (28) • Monitoring patients (23) • Diagnosing virus (16) • Consulting (12) • Imaging (12) • Assessing patients (11) • Detecting virus (11) • Screening (8)	• Transitioning from face-to-face to online learning (9) • Communicating (8) • Delivering instruction (6) • Learning (6) • Teaching (7) • Achieving educational goals (2) • Evaluating outcomes (2) • Training (2)	• Tracking/Tracing (38) • Analyzing data (34) • Diagnosing virus (13) • Predicting/Forecasting (11) • Reporting cases (9) • Identifying COVID-19 characteristics (8) • Communicating (6) • Mapping virus (5) • Classifying findings (4) • Interacting socially (4) • Simulating (3)	• Communicating (8) • Utilizing digital information (4) • Exchanging virtual services (3)



Various users' groups

User type	Healthcare (147)	Education (53)	Work (46)	Others (24)
Providers	Medical professionals (55)	Education (17)	Researchers (36)	Government officials (18)
	• Radiologists	• College faculty members	Scientists (14)	Public health authorities (3)
	• Surgeons	• Trainees	Employees (14)	Policy makers (4)
	• Nurses	• Teaching assistants	Information experts (2)	
	• Psychologists	• Obstetrics and gynecology		
	• Urologists	• Health professions educators		
	• Residents	• Tourism scholars		
	• Healthcare workers			
	• Emergency providers			
	• X-ray technicians			
	• Hospital managers			
	• Caregivers			
	• Physical therapists			
	• Medical librarians			
	• Otolaryngologists			
	• Ophthalmologists			
	• Head and neck surgeons			
	• Rheumatologists			
Receivers	Patients (102)	Students (36)	General public (14)	
	• Urological patients	• Medical schools students	• East Asians	
	• Infected individuals	• College students	• Public transportation users	
	• ICU patients	• Dental education students	• Rural areas residents	
	• Cancer patients	• Anatomy students	• YouTube consumers	
	• Orthopaedic patients	Adult learners (1)	• United States citizens	
	• Total joint Arthroplasty patients		• Travelers	
	• Elderly patients		• Europeans	
	• Multiple sclerosis patients		• Smartphone users	
	• Musculoskeletal patients		Susceptible populations (4)	
	• Mental health patients			
	• Diabetes patients			
	• Critically III patients			
	• Adults with Alzheimer's			
	• Patients with oral diseases			
	• Cirrhosis patients			
	• Geriatric patients			
	• Low-risk patients			

(Vargo et al., 2021)

COVID-19 and Digital Technologies



COVID-19

and Digital Technologies



Effects of technologies use

Healthcare (129)	Education (23)	Daily use (105)	Telework (12)
• Improved patient outcomes (31)	• Continued education in context with safe distancing	• Decreased impact of outbreak (31)	• Altered personal and occupational lives (5)
• Delivered care at a distance (25)	• Delivered (a)synchronous online instruction (6)	• Improved COVID-19 data quality (14)	• Ensured employees safety (4)
• Reduced spread of virus (23)	• Created virtual teaching and learning environment (5)	• Influenced policies (10)	• Delayed rise in COVID-19 (3)
• Updated healthcare infrastructure (16)	• Offered pedagogically innovative approaches to facilitate learning (5)	• Created snapshot of current state of COVID-19 (9)	• Created cybersecurity concerns (2)
• Supported healthcare systems during outbreak (15)	• Transformed medical education (4)	• Influenced privacy principles (9)	• Increased efficiency (2)
• Distinguished COVID-19 from other diseases (14)	• Engaged and supported struggling students (4)	• Accelerated digitalization of economy and communities (8)	• Influenced housing and transportation risks (2)
• Protected medical providers/ patients (14)		• Created highly efficient quarantining methods (8)	• Reduced some impact on economy (2)
• Produced datasets for analysis (9)		• Predicted outbreak (8)	
• Lowered healthcare cost (6)		• Managed public perceptions (6)	
• Increased productivity (6)		• Maintained social connections (5)	
• Conserved PPE (5)			
• Provided efficient documentation (5)			



(Vargo et al., 2021)

Community Support Groups



✓ 'solidarity not charity'

✓ 'sense of unity to the civic spirit'

✓ 'acting in neighbourly way'

(Bender et al., p. 286-287, 2021)

Community support groups are existing groups mobilised in crisis times that operate as stand-alone embedded connections and provide direct help to those in need via their local neighbourhoods (Cocking et al., 2023).

(Bender et al., 2021)

Type of tool	Number of media pieces that mention tool (N = 44)	% of media pieces reviewed mentioned	Coordinating people & resources	Fundraising	Education and best practices	Emotional connection & relational experiences
Social Media (Facebook, Twitter, Instagram, Tik Tok)	18	40.91	x	x	x	x
Google Suite (Docs, Form, Sheet, Hangout, Voice)	17	38.64	x		x	x
Open-source/database (Wiki, message board, spreadsheet, hotline, emergency alert, telehealth clinic, databases, online guides, open-source designs, digital flyer)	13	29.55	x		x	
Websites (Nonprofit-based: First Book, Family Promise, SMART Recovery, Recovery Dharma, Invisible Hands; other websites)	11	25.00	x	x	x	x
Video Meeting (Zoom, Skype, webinar, FaceTime)	10	22.73	x			x
Crowdfunding (Kickstarter, GoFundMe, Donors Choose, Fundly)	10	22.73		x		
Task Management Software (Prontopia, Peanut, Airtable, Loomio, Slack)	8	18.18	x			
SMS (WhatsApp, including group messages)	7	15.91	x	x	x	x
Web-based Payment (Venmo, Paypal)	6	13.64		x		
E-Mail (includes gmail and otherwise)	3	6.82	x			
Grocery and restaurant delivery services (Grubhub, Instacart, Open Table)	3	6.82	x			x
Transportation apps (GoGoGrandparent, Uber)	2	4.55	x			x

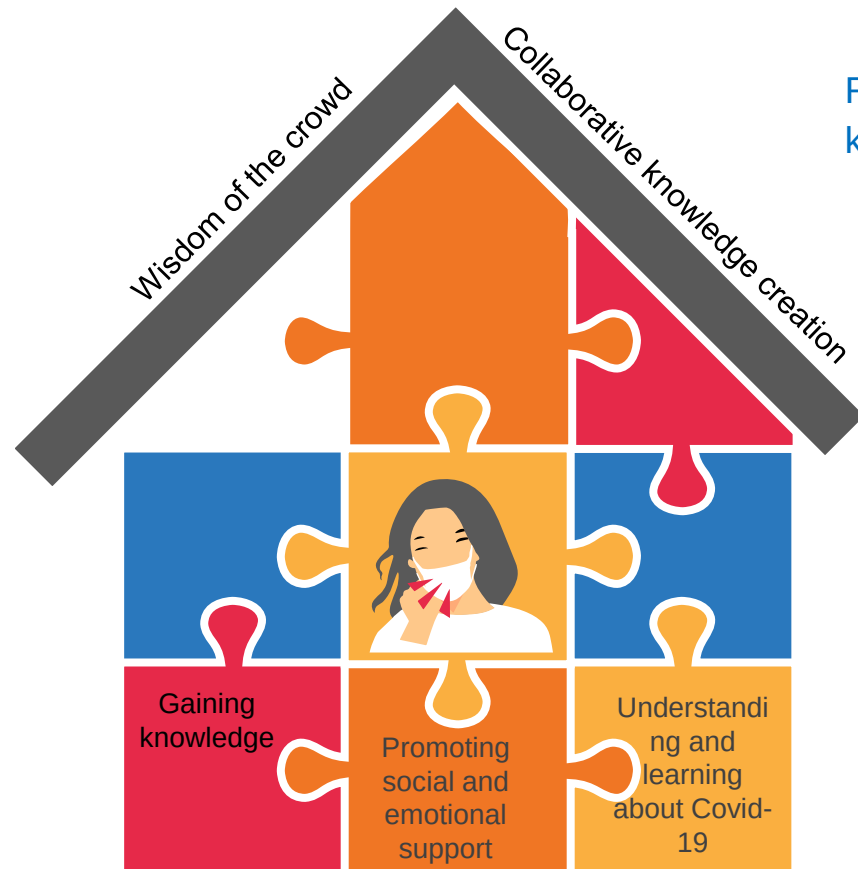
Community and Social Media

COVID-19

Social media contributes to the development of crowdsourced communities.

(Al-Omoush, Orero-Blat and Ribeiro-Soriano, 2020)

Resilience in communities is the force to withstand disruption, adapt to change and acquire knowledge to prosper in shifting surroundings. (den Broeder et al., 2021)



(Al-Omoush, Orero-Blat and Ribeiro-Soriano, 2020)

Community Engagement

Sense of direction



Meaning in life

(den Broeder et al., 2021)

Social media – the “bottom-up” voice. (Xie, Pinto and Zhong, 2022)

Social Media Engagement	Operationalization
Community Information Support	Taking actions to help others in the community by sharing and posting helpful Covid-related information on social media.
Social Support Seeking	Seeking emotional and social support from others in the community to deal with stresses posed by Covid on social media.
Information Seeking	Seeking and acquiring critical health information about Covid.
Information Avoidance	Avoiding Covid-related information on social media.

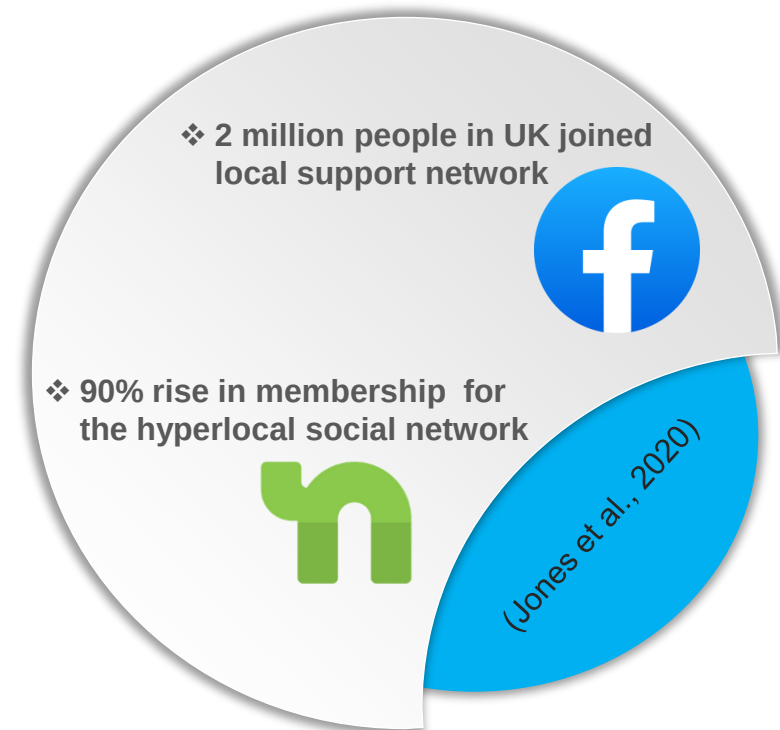
(Xie, Pinto and Zhong, 2022)

Characteristics	High IMD n (%)	Low IMD n (%)
Routes of neighbour contact		
Talking at a safe distance	173 (38.2)	280 (61.8)
Paper leaflets, newsletters or messages	69 (35.4)	126 (64.6)
Facebook	93 (40.3)	138 (59.7)
WhatsApp	139 (40.5)	204 (59.5)
Nextdoor	44 (35.2)	81 (64.8)
Email	42 (35.9)	75 (64.1)
Zoom/ FaceTime/ Skype	54 (35.5)	98 (64.5)
Text messages	104 (39.5)	159 (60.5)
Telephone calls	90 (39.0)	141 (61.0)
None of the above	0 (0.0)	1 (100)
Other	14 (45.7)	19 (54.3)
Types of neighbour support offered		
Collecting medical prescriptions for people isolating/ vulnerable	88 (36.8)	151 (63.2)
Doing food shopping for people isolating/ vulnerable	142 (35.9)	254 (64.1)
Sharing information and advice about coronavirus	110 (37.2)	186 (62.8)
Sharing information about food availability	126 (37.3)	212 (62.7)
Sharing tips for looking after children	53 (37.6)	88 (62.4)
Sharing humour/ lifting the mood	135 (36.7)	233 (63.3)
Sharing inspirational ideas	58 (37.9)	95 (62.1)
Walking dogs for other people	31 (35.6)	56 (64.4)
Window art, like rainbow pictures	100 (35.8)	179 (64.2)
Requests/ offers to give or lend items	112 (35.9)	200 (64.1)
Front garden tidy-ups/ beautifying	24 (46.2)	28 (53.8)
Identifying local helpers	72 (38.5)	115 (61.5)
Other	38 (36.5)	66 (63.5)
Actions taken to reach out to neighbours who might need help		
Putting leaflets through neighbour's door	105 (37.5)	175 (62.5)
Contacting neighbours whose details you already have	101 (35.7)	182 (64.3)
Displaying messages on windows/ your property	33 (42.3)	45 (57.7)
Displaying messages on local noticeboards or in shops	13 (30.2)	30 (69.8)
Knocking on doors	20 (35.1)	37 (64.9)
Area of neighbourhood support		
Close neighbours, such as people next door	39 (44.8)	48 (55.2)
Neighbours in all or part of the street	69 (35.6)	125 (64.4)
Neighbours on the street and surrounding streets	63 (37.3)	106 (62.7)
Other: Larger area (Estate, district, ward etc.)	35 (39.3)	54 (60.7)

(Jones et al., 2020)



The engagement in Social Media





The engagement in Social Media



Offered Social Support

<i>Offered practical support</i>	Food shopping & collecting prescriptions
	Food donations & support for food banks
	Support with pets
	Provision of transport
	Offers of items (sanitary items, household items, items for babies)
<i>Offered informational support</i>	Making masks and visors
	Support with translations and languages
	Provision of information (on deliveries and availability of products)
	Signposting to groups and support services
	Creating leaflets
<i>Offered emotional support</i>	Sharing mental health resources
	Phone calls
	Leisure activities
	Mental health activities & sessions

Requested Social Support

<i>Requested practical support</i>	Food shopping & collecting prescriptions & medical items
	Support with food parcels & food banks
	Support with transport
	Requests for volunteering
	Donations to charities
	Household items
<i>Requested informational support</i>	Language support
	Requests for advice (on deliveries, collecting prescriptions, signposting to professionals or volunteers, accommodation)
	Advice on medical issues and governmental guidance
	Linking to other groups
<i>Requested emotional support</i>	Phone calls



Advantages and Disadvantages

COVID-19

- Intra community **social support** was noteworthy for the phenomenal deeds of compassion between neighbours who were strangers to one another. (Long et al., 2021)
- 'Social networks show a tendency towards homophily' (p.128). (Long et al., 2021)
- The online platforms can alter the **social and interactional norms** in the absence of direct emotional indications – foster verbal abuse under the cover of anonymity. (Long et al., 2021)

Social media platforms have mediated the informational exchange vital for the community activism. (Jones et al., 2020)

The online group members' dissemination of medical or official guidance information has the potential to put others in danger. (Ntontis et al., 2022)





Advantages and Disadvantages

COVID-19



People with intellectual disabilities use Internet for social inclusion. (Caton et al., 2022)

The older people used social media as a valuable coping mechanism. (Broke and Clark, 2020)

Social media's dualistic role: SOURCE OF SOCIAL SUPPORT – 'social cushion' (p. 3)- and ANXIETY. (Cho et al., 2023)

Higher exposure to social media usage is correlated with higher scores of anxiety and depression. (Neill et al., 2021)

Excessive social media use can lead to higher emotional distress (75.8%) and worse life quality (75.6%). (Geirdal et al., 2021)

Social Media Use during COVID-19 and its Impact on Psychological Outcomes

Pros of social media use

- Increased social support and reduced loneliness
- Improved subjective happiness
- Improved self-related mental and physical health
- Reduced feelings of fatalism and stress

Cons of social media use

- Heightened feelings of COVID-19-related panic
- Increased anxiety
- Enhanced psychological burden of COVID-19
- Increased depressive symptoms

(Cho et al., 2023)



Real-life examples

Social connections – 52% of participants

“Keeping in touch with my friends. It has given me comfort seeing them know that they’re ok.”

(Broke and Clack, p. 4397, 2020)



Hilda: “I have created a Facebook page, a local community group for COVID-19, which is mainly for anybody who was willing to volunteer, so I have been very busy dealing with people who have offered to volunteer I keep an interesting Facebook page going for those who are self-isolating”.

(Caton et al, p. 13, 2022)

The successful contribute during pandemic is ‘small acts of kindness and social bonding e.g. chats, assistance, friendly acts’

(Jones et al, p. 10, 2020)



“Hi, I’m offering free daily mindfulness sessions everyday at 7 pm via FB live.” (p.10)

“Hi there, I live in [location] have a car, and now suddenly find myself with a lot more free time than before Would be happy to help in any way I can.” (p.8)

(Ntontis et al., 2022)



In the end...

Future perspectives



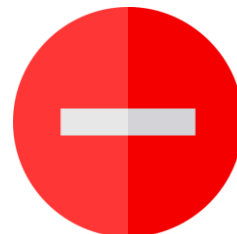
The community's social involvement proved to be productive only during pandemic; the desire for continuity after Covid-19 did not have a solid basis to be fulfilled, the return to normality been the main reason (Cocking et al., 2023).

The addiction to technology generated by the need for security and comfort in one's own life has both advantages and disadvantages.

(Anderson, Rainie and Vogels, 2021)



- raising standards of living
- switching to "smart systems"
- changing societal perspectives



- reduced human contact and interaction
- uncontrolled flow of information
- increased job insecurity

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