HELLO!

I am Suffian, H.A

These are my co-authors:

- Prof. Dr. Azizul Halim Yahya
- Dr. Nurzihan Hassim
- Dr. Mohammed Rezal Hamzah
- Dr. Massila Hamzah
- Mohd. Zamri Abu Bakar
This paper discussed characteristics of the health-related campaign implemented by MOYS in spearheading the promotion of healthy living among Malaysian youths after joining the social media bandwagon, with consideration of the time spent online by this targeted community.

Through in-depth interviews with policy makers and implementers at MOYS, it was discovered that the characteristics of campaign management were not in line with social media characteristics and this has resulted in the superficial understandings of the success rate of promoting FIT Malaysia in Facebook and Twitter.

Health promotion in FIT Malaysia was investigated from two aspects; the characteristics of campaign and how it could be synthesised with social media characteristics to reach out to youth and their healthy lifestyle in Malaysia through social media.

The study highlighted the needs for the stakeholders to possess a holistic knowledge on social media realm as well as appropriate tools and sufficient budget to implement health related campaign in social media.
FIT Malaysia

• Initiated by the MOYS to increase awareness on the importance of healthy lifestyle amongst all Malaysians which could potentially pave way for the country to become a true sporting nation.
• Through a community-centric approach, FIT Malaysia strives at educating the public that fitness-related activities can be done at the convenience of the people and does not involve any cost at all.
• FIT Malaysia focuses on four main activities to ensure public participation, particularly youth; running, cycling, martial arts and fitness programmes.
• Apart from having its own website and mobile apps, FIT Malaysia uses social media to promote healthy living and programmes planned for the initiative.
1. Social media characteristics and social marketing theory
Five definitive of social media characteristics into; 1) participation, 2) openness, 3) connectedness, 4) community, and 5) conversation. In addition, the participation in social media blurs the line between media and audiences as it allows for simultaneous contributions and feedback from any interested party; whether actively or passively.

Mayfield (2007)
Eight important elements served as a checklist to ensure an effective public relations (PR) planning and promotions; situation analysis, objective, strategy, tactics, audience, timeline, budget, and evaluation.

Alaniz (2012)
There is distinct classification that social advertising is synonymous with campaigns and its relationships with programmes.

While campaigns have a fixed termination point; programmes may last decades and contain several campaigns within them.

Healthy lifestyle campaign at MOYS, has a similar long run social marketing program to establish a sporting nation, within which they have annual campaigns, such as each year's FIT Malaysia and Hari Sukan Negara.

An important strength of social marketing is that it takes a programmatic rather than campaign view of its mission and interestingly, social marketing is widely used to influence social behaviour.
The ultimate aim is to create enough environment for **social intervention** to take place.
• Primarily uses three social media to promote its programme; namely Facebook, Twitter, and Instagram.
• The social media bandwagon = outlet for people to explore and express themselves.
• It becomes a learning environment for them to increase existing knowledge and fulfils cognitive needs of the youths.
• This study sought to examine the extent of social media characteristics use in creating awareness on healthy lifestyle by MOYS through FIT Malaysia and how it could potentially impact the targeted community of youths.
2. Methodology
• Qualitative content analysis (QCA) - in-depth interviews with officials from MOYS that are responsible for the promotion of FIT Malaysia in social media.
• QCA was used to examine the characteristics and discourse involving the officials and efforts invested on highlighting FIT Malaysia to targeted youth communities in Malaysia.
• Purposive sampling was used in determining the participants with provisions that these participants must be a policy makers or officers in charge of FIT Malaysia.
• Based on these criteria: Department of Youth and Sports (DYS) – 2 participants, and Corporate Communication Unit (CCU) – 3 participants ranging from decision makers to social media administrator.
• Deductive approach in analysing the data were framed by pre-determined themes based on social media characteristics as posited by Mayfield (2007) to guide the discussion.
• The themes coded into eight elements of effective campaign planning; situation analysis, objectives, audience, strategy, tactics, timeline, budget, and evaluation. From the eight elements, the research were then allow for emerging sub-code that provide interpretation to the outlined themes.
• The study utilised Computer Assisted Qualitative Data Analysis Software (CADQAS), Atlas.ti version 8 to organise the data collected and to facilitate the analysis.
MESSAGE

SOCIAL MEDIA CHARACTERISTICS
- Participation
- Openness
- Conversation
- Community
- Connectedness

CAMPAIGN PLANNING
- Situation Analysis
- Objectives
- Audience
- Strategy
- Tactics
- Calendar/Timetable
- Budget
- Evaluation
3. Findings
3 themes emerged as the most frequent across the 5 interview transcripts; conversation (37 quotations), conversation/connectedness (30 quotations), and participation (28 quotations).

Examining across the 8 elements of campaign planning, 7 elements acquired highest coding; situation analysis (14 quotations), objectives (19 quotations), strategy (15 quotations), tactics (13 quotations), timeline (14 quotations), budget (8 quotations), and evaluation (8 quotations).

These data were later sub-coded into keywords for discussion; manpower, contents, skills, expenditure, process, report, tools, and recognition.

*It highlighted the frequency which demonstrate the level of extensiveness in all 3 themes and further assisted in summarising the context and discourse.

These sub-coded matrix were later tabulated in terms of its frequency to illustrate the most common to the least common quoted genres; content (19 quotations), manpower (17 quotations), skills (9 quotations), social media (7 quotations), process and expenditure are both tied with 6 quotations, tools (4 quotations), while report and recognition only resulted with 3 quotations.
Abstraction Process of Thematic Analysis

<table>
<thead>
<tr>
<th>Themes</th>
<th>Code</th>
<th>Sub-code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conversation</td>
<td>Conversation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Objectives</td>
<td>Content</td>
</tr>
<tr>
<td></td>
<td>Situation Analysis</td>
<td>Manpower</td>
</tr>
<tr>
<td></td>
<td>Strategy</td>
<td>Skills</td>
</tr>
<tr>
<td></td>
<td>Tactics</td>
<td>Social Media</td>
</tr>
<tr>
<td></td>
<td>Timeline</td>
<td>Process</td>
</tr>
<tr>
<td></td>
<td>Budget</td>
<td>Expenditure</td>
</tr>
<tr>
<td></td>
<td>Evaluation</td>
<td>Tools</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Report</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Recognition</td>
</tr>
<tr>
<td>Conversation and</td>
<td>Conversation</td>
<td></td>
</tr>
<tr>
<td>Connectedness</td>
<td>and Connectedness</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Participation</td>
<td></td>
</tr>
</tbody>
</table>
• Three main attributes (content, manpower, skills) are crucial to running an effective social media campaign.
• Although the remaining attributes remain realistically low in the perception of the officials from MOYS, it does not mean that it is less important.
• For example, the perceived ideas that report is less important for healthy lifestyle campaign in social media is cautiously risky as report from previous studies could provide an essential know-how on the demographics, contents, and skills needed to run a social media campaign.

“...social media... because what I meant by wave is by hashtag... with our apps... so... you can’t but not hear about our event. No matter how lazy you are to sport... everyone is talking about it, no matter how lazy you are. And you will be hearing that at least one month before the event, leading up to the event... – Participant 1

• For conversation and its importance in promoting healthy lifestyle through social media, the discussion pertaining to content mainly revolved around how does the postings able to create conversation and participation among social media users across various platform such as FB and Twitter. To maximize effectiveness, communicators may want to have a source that is both attractive and credible, but sometimes that combination is not possible (Wilson, 2007).
Conversation and connectedness showed similar sentiments as far as the content is concerned.

It was mentioned that as a result to the effectiveness of the content creation, the feedback either from the ministry or its followers could serve as a strategy to ensure the conversation stay alive.

This is significant as the conversation arises from the given feedback benefit not only those involve, but the general public too could gain more information as it was discussed in a public domain and readily available on the updated timeline.

...there are several channel how our customer and our external they do can send their complaints to us. So, firstly, they can use our internal website. Secondly, they can use Facebook, Twitter by DM us. And thirdly, they can send directly email to us. So, any complaints as I mentioned before, we will try to answer within 3 working days. Maximum 7 working days... – Participant 2
• The reasons for joining the social media for any programme is to achieve the objective of disseminating the information online and to achieve favourable image of that particular product; in this case, FIT Malaysia.
• The online perception is important as it will contribute to the decision process of whether to take part in the actual event or not.

“...in terms of Fit Malaysia ... aaa... branding is considered a new brand when it is memorable and they aaa... know people want to be fit... so they go direct to aaa... what was the person’s objective and goals when we say fit in people’s minds it about losing weight and all but when it comes to a fit Malaysia we are not aware that being fit also can lose weight... – Participant 3

PARTICIPATION
A testament to early stage of the modification of behaviour; from cognitive awareness to modification of behaviour.

Paramount with the assistance of effective social media promotion that provide the much needed social intervention to youth.

Social marketing theory: receiver (MOYS) must be able to craft an effective message, not only to create awareness but most importantly allow for the recipient (youth) to understand, learn, but more importantly engage with the source through various available platform.

The linkage that manpower has with content signifies the determinant in the success of healthy lifestyle campaign in social media targeting youth segmentation to create the conversation elements that fit in the social media characteristics.

Across the three themes, there were 17 quotations that exhaustingly marked the importance of manpower threading in all 7 coded items (Public Relations campaign planning) as well.

The team are also tasked to ensuring all the cyber-quackery are dealt with as stated by the participant 4 at DYS, MOYS.

“...there is in the department of sports, also in CCU, we use what is readily available. (R: in DYS, your department has one too?). Under the national youth and sports department also we have 3 sections, an officer in charge to entertain social media parts, any inquiries, and to ensure providing of accurate answers and facts we would need to look into it, and we have to answer questions, comments or complaints...
– Participant 4
hired consultant to design and produce collaterals ensure the whole concept and ideas responsible in the posting and corresponding activities... the consultant suggests from that aspect, such as designs, wordings, and the whole lot is determined by them (R: from the minister’s side) the minister’s side like us administrate and manage... — Participant 3
The importance of manpower is apparent when planning for human resources and job responsibilities. Ensure consistency and effectiveness of tasks and avoid redundancy; 2 departments handling FIT Malaysia campaign. Ensure effective conversation and two-way communication; tasks are divided to and among several departments; corporate communication, youth and sports division, state level department, and the minister's office. Collaborate in manpower planning, content development, design and assigning correspondence with its public.

“...both parties (R: oh, ok), at one side is from us the Ministry of Youth and Sports, where we have the development of youth and sports department, so, under the sports development we have a dedicated FIT Malaysia secretariat, which is headed by our fitness division that cater to all fitness related programmes. Then, (erm...) it goes to state level...”
– Participant 4
Empower the healthy lifestyle campaign that embed the importance of sender in its users’ minds.

Difficult to predict the responses or intended perception towards the activity when the participation of users is not reflecting in patterns on social media, nor it is timed.

Echoed by the administrator of the MOYS social media page for FIT Malaysia; reasons to participate in any social media is enhanced by the availability of manpower to monitor it, of which as admitted by the administrator, they are currently lack of.

― Participant 5
I also have officers who are not communication trained at all... one of my officers is sports science graduate... who is also youth and sports officer taking care of Rakan Muda. But, the reason why I took a certain person in because I believe up to certain level, communication can be trained. Communication function, communication knowledge, communication skill... can be trained. Some is in you naturally, you just have to grow and nurture them...

– Participant 1
...I once unintentionally ‘liked’ (okay) on Twitter, when we use the search function, mistakenly ‘liked’ on Twitter, haa... that I experienced (oh) because a person (used) used handphone (MOYS official handphone?) because at the time I was looking for issues if MOYS had any (right, right), then someone advised me against it (it unintentional right, then I ‘unliked’ it) unliked it (that’s it right?) no problem (okay from the aspect of...) if posting, never did, I never was posted an error...
– Participant 5

CONVERSATION / CONNECTEDNESS

- Conversation/connectedness too illustrate the relationship when weighing the manpower and skill sets and the Corporate Communication Officer at CCU highlighted that skills and experiences made up the valuable tactics when communicating with youth online.
- A fine example would be when postings or announcement that have been mistakenly posted, likes, commented will be immediately rectified; either by the officer or through the superior's that keeps a second eyes in monitoring the postings.
- The participation of more than one administrators in handling the FB and Twitter account for FIT Malaysia will ensure that while the presence remains active, the passive administrator acts as feeder to correct the misinformation posted by another team online.
- A crossover between conversation/connectedness allow user for better interpretation concerning healthy lifestyle information.
3. Discussions / Conclusion
There is a need for health communication campaigns to utilise organised mixed media methods to generate change and adapt behaviour towards specific outcomes in targeted individuals (Atkin & Salmon, 2010; Weiss & Tschirhart, 1994).

While the responses are encouraging from audiences, there is no certain measurement or tool that is dedicated to benchmark the audience participation with the campaign. This further strengthened by the fact that sufficient manpower is needed for FIT Malaysia to reach out to more than 21 million youth in Malaysia, especially in maintaining its online presence.

There should be stringent monitoring and archiving of data in which in the future, the departments are able to predict and formulate forms of engagement with the existing and growing youth audience.

Without such monitoring, the campaign initiatives would weaken and the social media will not be as effective channel to reach the youth cohort due to lack of engagement.
THANKS!