Role of Social Net-Working In Health Care Brand Building Exercises

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INTRODUCTION

In the prevailed situation of lockdown due to the COVID-19 outbreak globally, the Social Networking has gained tremendous momentum in terms of its use and follow-up for any brand building exercises – at an individual and in organization level.

A **social-network** is a social structure consists of a set of social actors -such as individuals and organizations and a set of the dyadic[1]ties between these actors. The social network concept includes a set of methods for analyzing the structure of whole

Level of Network Analysis

Generally, social networks are self-organizing, emergent, and complex, such that a globally coherent pattern appears from the local interaction of the elements that make up the system.

social entities as well as a variety of theories [2] explaining the patterns observed in these structures. Social networks and the analysis of them is an inherently interdisciplinary academic field which derived from social psychology, sociology, statistics, and graph theory[3]. A social network is a theoretical construct useful in the social sciences to study relationships between individuals, groups, organizations, or even entire societies. One common criticism of social network theory is that individual agency [4] is often ignored.

Although levels of analysis are not necessarily mutually exclusive, there are three general levels into which networks may fall: micro-level, meso-level, and macro-level
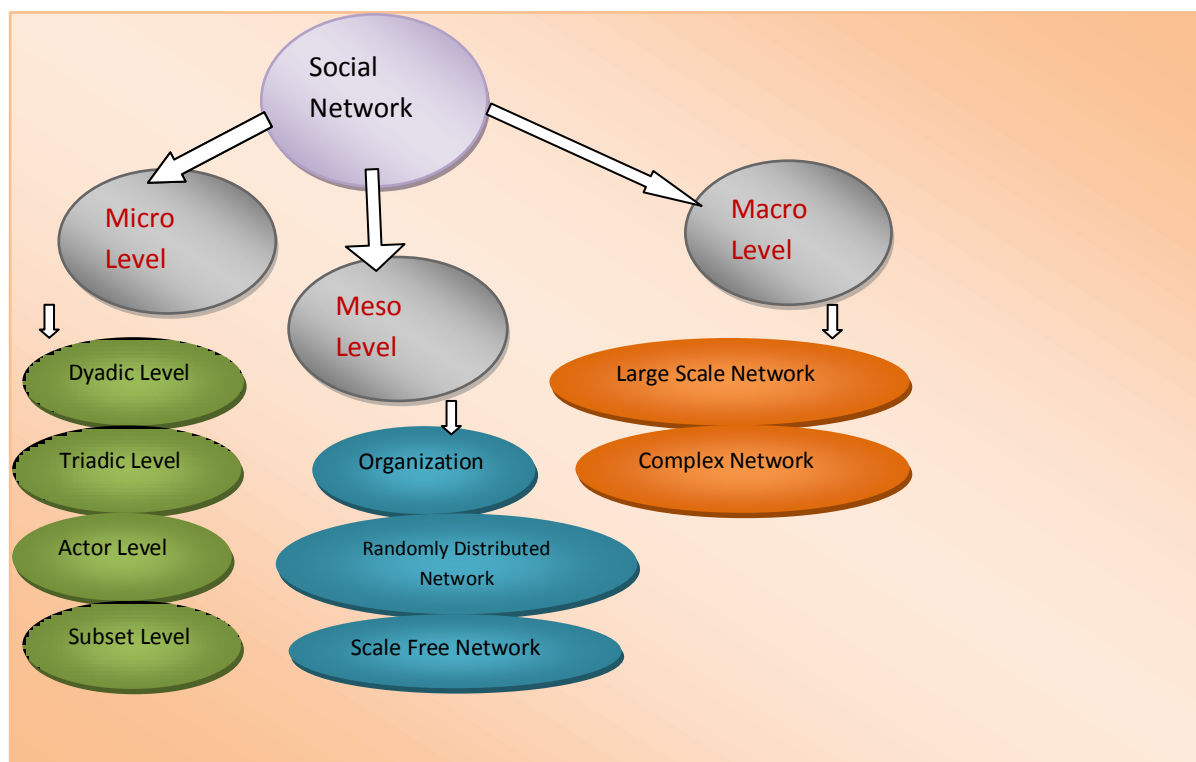

FIGURE 1: SOCIAL NETWORKING LEVEL

Health Care Marketing

Health Care Marketing is a new approach to public health that applies traditional marketing principles and theories alongside science-based strategies to prevention, health promotion and health protection. Health marketing is one of the ways through which advancements in medicine and in health-protecting services like insurance are made widely   known

Advantages of Health Care Marketing

- Establish patient connections.
- Reach to the targeted audience and grow relationships
- Speak to individuals with common healthcare interests and issues(Market Research)
- Assess, manage and extend professional reputation and/or promote the brand

- Promote a healthy lifestyle, compliance and personal health management
- Reach reporters, journalists and bloggers
- Facilitates emergency/crisis/disaster communications

- Demonstrate advocacy, thought leadership and professional opinions
- Facilitate service and not selling
- Solicit ideas and exchange timely information
- Showcase community activities and professional achievements
- Provide awareness and education about specialty and experience
- Attract, recruit, retain and train professional colleagues
- Fundraising information, as appropriate, for non-profit and foundation purposes
- Leverage and extend your online presence for greater involvement and visibility
- Use success stories to illustrate capabilities

Different promotional tools of Health Care Marketing [5]

FIGURE 2: DIFFERENT PROMOTIONAL TOOLS IN HEALTH CARE MARKETING

REVIEW OF LITERATURE:

Who knew ten years ago that tweeting could save lives and Face book posts would boost business? Who expected a social networking site like LinkedIn to be a treasure box to recruiters in health care sector?
Now a day the idea of e consultation between doctor and patient has increased due to the advancement of technology.

According to Emily Kneipp**[6]**The most popular and widely used social media networks are Face book, Twitter, LinkedIn, and YouTube. Most of the healthcare professionals use a Smartphone and have access to those sites at their fingertips. The phenomenon that started out as a way for people to reconnect and stay in touch for personal pleasure has now become a necessity for businesses to utilize their capabilities of providing and obtaining information. Health care organizations should thoughtfully engage with social media.

Social Media also helps to determine roles and responsibilities of any hospital marketing service. The journal of ECRI Institute **[7]** stated that Hospitals and other healthcare organizations have begun to use social media in ways that attempt to meet consumer

demand. In doing so, they must create and enforce social media plans that define how engaged the organization will be, who its audience will be, and who will be responsible for managing social media

outlets, as well as establish policies and procedures for managing risks related to privacy, reputation management, and employment issues.

THE EVOLUTION OF SOCIAL MEDIA:

Day by day the craze of social media is increasing in the world. Earlier days providing information and sharing views was very time consuming procedure and there was little chance to know about each and every product and services until and unless the user check and observe it physically. In case of health care marketing promotion of a hospital with the social media is very modern approach.

From the literature of Danial Adam [8] a table can be formed showing the evolution of social media.

Basically it can be divided into three phage.

- Phage 1- year 1792 -1891
- Phage 2 – year 1966 -1999
- Phage 3 – year 2000 – 2013 and it is going on with mobile social networking like Whatsapp, We Chat, and Line etc.

Year	Types of Network	Remark
1792	Telegraph[9]	**The telegraph is a device for transmitting and receiving messages over long distances.**
1865	Pneumatic Post[10]	**The increasing number of express messages between businesses, financial and legal offices and banks in growing cities, as well as busy street traffic, necessitated new methods of telegram and letter transportation.**
1890	Telephone	**Probably no means of communication has revolutionized the daily lives of ordinary people more than the telephone, a technology that simply allowed people to talk to one another over long distances.**
1891	Radio	**It is the wireless transmission of data**
1966	e-mail	**Email (electronic mail) is a method of** exchanging digital messages from computer to computer**, between one or more recipients and usually through a network.**
1969	Compu Serve[11]	**CompuServe was the first to offer** online services**, though they were available during**

Year	Types of Network	Remark
		nighttime hours only. It was very expensive. CompuServe was the first company to incorporate a chat program into their service.
1969	ARPANET[12]	**ARPANET is regarded as a** grandfather to the Internet**. It was created by the Advanced Research and Projects Agency (ARPA) so that defense contractors and scientists could share research more efficiently.**
1978	Bulletin Board System	**It was a computerized system used to exchange public messages or files. It was the first type of website that allowed users to log on and interact with one another.**
1979	Usenet[13]	**Usenet was an early online bulletin board where users could post articles or posts (as "news") to newsgroups.**
1985	The Whole Earth 'Lectronic Link (WELL)[14]	**It was a** social-networking website **that started in the form of generalized online communities.**
1986	LISTSERV [15]	**LISTSERV is an** automatic mailing-list server **developed by**

		Eric Thomas. When email is addressed to a LISTSERV mailing list, it is automatically sent to everyone on the list.
1988	Internet Relay Chat (IRC)	**It is the** father of instant messaging
1994	Palace [16]	**The Palace is a software program used to access graphical chat rooms (servers) called "palaces."**
1997	Six Degrees [17]	**Six Degrees was the** first modern social network**. This website was the first to bring together certain** defining features **of social-networking services, such as user profiles, friend's lists, and private messages.**
1998	Move On [18]	**Move On is an American non-profit, progressive, public-policy advocacy group and political-action committee.**
1999	Live Journal [19]	**Live Journal took a new approach to social networking. It was a social network built around constantly updating personal blogs, and it encouraged its users to follow one another's writing, to create groups and to otherwise interact.**
1999	Blogger	**It has been credited for helping to popularize the format. Initially, Blogger was entirely free and there was no income model.**
2000	Lunar Storm [20]	**Lunar Storm is an** advertisement-financed, Swedish social-networking website for teenagers.
2001	Wikipedia	**Wikipedia is an** encyclopedia of multilingual, web-based, free content. **This project is based on an openly editable model. Wikipedia works as an information bank and provides links to guide users to related pages that offer supplementary information.**
2002	Friendster [21]	**Friendster was the** first modern, general social-networking website**; it was a new kind of dating website whose objective was to provide a place for meeting new people that was safer than places used in daily life, as well as faster.**
2003	Photobucket	**It was the** first major photo-sharing website **that also allowed image hosting, video hosting and slideshow creation.**
2003	LinkedIn	**LinkedIn was a** business-oriented social-networking website**. Users fill in a profile that is basically a resume and interact through private messaging.**
2004	Facebook	**Facebook is a** social-networking service and website **that is operated and privately owned by Facebook Inc. Users create personal profiles, add other users as friends, exchange messages and post photos and videos. Additionally, users may join common-interest user groups or networks organized by workplace, school, or college or other characteristics.**

2004	Orkut	**Orkut is a** social-networking website **that is owned and operated by Google Inc. The service is designed to help users meet new friends and maintain existing relationships. Although Orkut is less popular in the United States than its competitors (Facebook and MySpace), it is one of the** most visited websites in India and Brazil.
2005	You Tube	**YouTube was the** first major video-hosting and sharing website**. Users can upload videos (each up to 10 minutes long) and share them through YouTube or by embedding them on other websites (social networks, blogs, forums etc).**
2006	Twitter	**Twitter is a** micro-blogging service **owned and operated by Twitter Inc. Users send and read messages called "tweets," which are**

		text-based posts displayed on a user's profile page
2010	Google Buzz	**Google Buzz is a** social-networking and messaging tool **that is integrated into Google's Web–based email program, Gmail.**
2011	**Google Plus**	**Google+, a social network operated by Google, Inc., launched on June 28th, 2011 with integrations across a number of Google products, including Buzz and Profiles.**

THE GROWTH OF SOCIAL MEDIA:

According to Nielsen Company, United States [22], use of social media is exploding in the United States and around the world. June 2010 report estimated that social media use accounted for nearly a quarter of all Internet time
logged in the United States (Nielsen Company). Individual services boast staggering numbers of users; Facebook, for instance, announced in mid 2011 that it had passed the 750 million user mark—nearly half of all Internet users worldwide (Facebook). Twitter, which does not regularly release information about its user base, reportedly had more than 190 million users by mid 2010 (Schonfeld) [23]. YouTube, the video sharing site, boasts about 2 billion views per week.

Hospital Social Media Use

Media	Number of Hospitals Using Medium
YouTube channel	548
Face book page	1,018
Twitter profile	788
LinkedIn page	458
Blog	137
Foursquare	913

Total 3,952 Social Media Sites
Source: Bennett E. Hospital social network list [online]. 2011 Jun 8 [cited 2011 Jun 15]. Available from Internet: http://ebennett.org/hsnl.

FUNCTIONS OF SOCIAL MEDIA:

An Internet software development and consulting company[22] states the following from which we can get idea about the functions of social media in any hospital.

1. Monitor
One of the most basic functions of social media is to help businesses monitor their name, brand, and products as they're discussed in the online world. This is a crucial point that many businesses overlook. Tools like Twitter and Google Alerts can be so valuable in this function.

2. Connect
One of the most valuable functions of social media is the ability to connect with people. Social media, in any shape or form, creates a public persona for a business that allows it to connect with consumers. Facebook is a perfect example of how businesses can connect with consumers.

3. Interact
Once you've monitored what people are saying and you've connected with them on some level, the next step is to interact with them. This is the ultimate goal of social media because its possibilities are limitless for your business. Once you start interacting regularly with consumers, you can learn more about them, what they think, what they do and how they act.

DIFFERENT TYPES OF SOCIAL MEDIA
Social media is a form of mass media, and it can be used for **interactive, informational, educational or promotional purposes**. It can take many forms, including Internet forums, blogs (including micro blogging), wikis, podcasts, photograph or picture sharing, video rating and social bookmarking.[23]'[24]

Blogging[25]
Blogs are a common feature of the Internet. Users create their own blog domains and display self-made content. Bloggers write about their personal lives or specialize in topical areas like music, food, religion, health, travel, product news and reviews and so on. There is no need to be a professional or have any kind of expertise, but deep knowledge of the subject matter will lead to success.

Event Updates[26]
Some websites cater to specific audiences (professionals, creative people, bands, social event planners etc.) and share pertinent event dates and current happenings. Users can buy tickets or participate in events online. There are online calendars for those who actively attend events locally, nationally and internationally.

Social Networking [27]
Users with profiles on social-networking websites put up pictures and videos and interact with friends and family at times and places that are convenient to them. On social-networking websites like Twitter, Facebook and MySpace, users connect to friends, join groups, learn about events to attend, buy tickets, play games, chat and more. It seems like every second person has a profile on one of these websites, and everyone else is fast catching up.

Emailing and Chatting
MSN, Yahoo, AOL[28], Gmail and so on enable users to send reasonably private messages to one another from almost anywhere at any time. It is an instantaneous way of keeping in touch with dear ones who are away, or it can be used for business interactions. Email accounts are easy to use and don't require in-depth knowledge of Internet inner workings. Web conferencing and online chat rooms are a similar and popular part of social media as well.

News
News providers (television networks, newspapers, etc.) typically have official websites that run their latest stories. CNN and BBC, for example, not only showcase news and live footage but provide platforms on which users can voice opinions or start discussions.

Photo and Video Sharing
Photographs taken with digital cameras and cell phones can be uploaded by users to websites that can be accessed by friends and family. Videos, too, can be uploaded and viewed through search engines that recognize video "tags" and produce results based on what one has typed in the search field. Such websites often record statistics to show their users how many hits a photo or video has received.

Music and Radio
Popular songs can be listened to online on music websites. Users can access genre-categorized music collections and downloads available either for free or for purchase. Bands and artists have official websites as well to promote albums, sell their stuff and even provide concert tickets to fans. What makes it social, though, is that users can share with others and discuss their particular interests.

Gaming
Gamers can now access the latest as well as old-school video games online, and many online games are interactive; players can play with and against other players in virtual environments. Many websites also provide downloads and information.

Shopping

Social media also allows users to indulge in Internet shopping and buy anything from books to cars by ordering or bidding. See eBay or Amazon.com for examples.

Distance Education

Some colleges interact with students online and give courses and certification, even from across international borders.

WHY SOCIAL MEDIA IN HEALTH CARE SECTOR?

With the increased accessibility of social media globally, it is now being used as a tool to foster serious discussion on healthcare issues. Apart from being an always-on support platform for patients in need of advice and treatment, social media also offers significant advantages to healthcare service providers.

Benefits for provider organizations

According to Mark Britnell, [29] Chairman, KPMG's Global Healthcare Practice, benefits include -

• **Reduced costs** – Social networking platforms offer huge cost benefits to healthcare providers, as the two-way online communication helps minimize the costs associated with paper, telephone calls and other overhead components. The Department of Veterans Affairs (VA), a US-based military veteran benefit system, implemented VistA,[30] an online healthcare system that enables doctors to interact with each other on a regular basis. According to a 2010 report by Healthcare Performance Management (HPM) Institute, a US-based research and education organization, the online communication system helped VA reduce its per-patient healthcare costs by 30 percent. [31]

• **Improved physician**–physician collaboration – Social media provides an ideal platform for healthcare professionals to share ideas, experiences and medical journal articles with each other. Websites such as Sermo and Ozmosis enable doctors to collaborate and share their favorite articles and research using social bookmarking functions, postings and voting tools. This helps ensure better patient outcomes, as doctors can conveniently build their knowledge in real time and facilitate faster adoption of best clinical practices.[32]

• **Wider reach with no geographic boundaries** – Social media has the capability to reach a large audience within a few seconds. In case of critical emergencies such as natural disasters and disease outbreaks, social media has proved to be an effective tool. During the devastating earthquake and tsunami that hit Japan in March 2011, Twitter acted as a lifesaver, as doctors could update chronically ill patients about various treatment locations. Also, during the 2009 H1N1 flu outbreak, the Centers for Disease Control and Prevention (CDC) used social media platforms to update users about the disease and its possible preventions. Its Facebook page was followed by over 50,000 users, and H1N1 videos on YouTube were viewed over 2.6 million times.[33]

• **Launch of new services** – Certain healthcare providers prefer using social media tools such as blogs to introduce new services. This helps the provider achieve better publicity than it can through a regular press release or other media channels. Users can easily comment and share their feedback on the new service. The Holy Cross Hospital in Florida has been regularly using social media to pass information on new therapeutic methods on its different therapeutic-specific blogs.[34]

• **Talent search** – As the healthcare industry requires specialized skills and expert knowledge, healthcare providers are moving beyond the traditional methods to search for workers with the required skill sets. Healthcare providers such as the Mayo Clinic and HCA[35] Group both use Twitter to advertise new openings in their hospitals. Healthcare professionals are visiting social media platforms and professional portals such as LinkedIn to look for new opportunities. In 2010, AMN Healthcare conducted a study of more than 1,200 healthcare professionals, including doctors, pharmacists, nurses and allied professionals across multiple disciplines. The study revealed that around 20 percent of the respondents have used at least one social media website for their job search. As information can be disseminated rapidly through social media, healthcare providers are likely to leverage this further in their talent search programs.[36]

BENEFITS FOR ONLINE PATIENTS:

• **Reduced costs** – Social media initiatives help patients get timely solutions to their problems at lower costs. Instead of paying huge amounts of money to visit a doctor, a patient can easily register with a healthcare portal and get on-demand healthcare services at a fraction of the cost of a physical visit. A regular online visit to a doctor in the US is estimated to cost around US$30 per visit, much less than the US$75–100 fee for an in-office visit.27 According to a US-based online healthcare service provider Teladoc, it provides 62 percent cost savings on visits to a regular primary care physician (PCP), 68 percent on visits to a specialist, 75 percent on

visits to an urgent care unit and 95 percent on visits to an emergency room.[37]

• **Improved self-monitoring**– Social media websites and healthcare portals such as WebMD[38] provide a range of healthcare tools and applications that help the users to better understand their healthcare needs. WebMD tools like Fit-O-Meter, [39] Food and Fitness Planner and Personal Diet Evaluator help the users conveniently monitor their daily healthcare and exercise requirements

• **Interaction with other patients to make informed choices** – Healthcare portals[40] such as PatientsLikeMe[41]and iMedix[42] help patients with similar medical conditions to connect with each other, discuss their conditions and make informed choices regarding doctors and medical treatments. According to a June 2010 survey of 1,323 PatientsLikeMe members, 12 percent of patients changed their physicians as a result of interaction with other patients. The survey also highlighted that 22 percent of mood disorder patients[43] required less in-patient care, subsequent to the regular interactions they had on the website. [44]

• **Readily available healthcare provider information** – Several social media websites and healthcare portals help patients looking for a hospital or a healthcare facility in a particular locality. Websites such as ZocDoc[45] and WebMD allow users to select doctors as per their specifications, and also help in booking appointments[46] [47]. At the same time, there are several other portals such as Rate MyMD and Doctor Scorecard that allow users to rate their doctors, based upon their experiences. [48], [49]

DIFFERENT TYPES OF SOCIAL MEDIA USED IN INDIAN HOSPITAL[50]
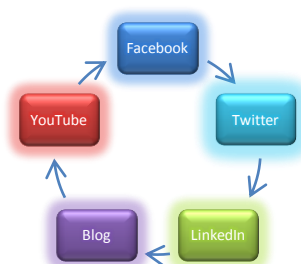
CHARACTERISTICS OF SOCIAL MEDIA
Social media is relatively economical and accessible for individuals who wish to publish or access digital content. The main characteristic of social media is the ability to reach audiences of all sizes, but it also boasts other traits:

- It's **approachable**; social media technologies are capable of reaching a global audience. By their very nature they are decentralized, and they are distinguished by multiple features that facilitate productivity and utility.
- It's **accessible**; the means of production are publically owned; social media tools are generally available to the public at low or no cost.
- It's **usable**; most social media production does not require specialized skills or training. Anyone with access can operate these tools.
- It's **timely**; the lag between communications produced by social media is negligible. It is capable of virtually instantaneous response time (usually, only the participants are responsible for delays).
- It's **eternal**, **yet changing**; the social media landscape can be altered almost instantaneously by comments or editing.

ROLE OF SOCIAL MEDIA IN HOSPITAL MARKETING AND BRAND BUILDING:

According to the Health Care Association New York State-[51]many health care marketing professionals have decided to open up accounts and "wing it." While this experimental approach can yield the occasional victory, it is much easier to obtain executive support if you can show that your efforts will align with your facility's core business objectives.

Howard Luks, [52] an orthopedic surgeon in Westchester County, New York, has used social media to grow business and create more efficient visits with patients. "15% to 17% of patients are there because they have 'seen me online,'" says Dr. Luks. "They see my videos and they get comfortable with me. We can just sit down and start talking. Patients can be awkward and quite fearful in initial meetings, and that causes them to forget what they were going to ask or not focus on the reason they are there. Social media allows you to humanize your organization."

"Why would you spend money on anything unless you knew what outcome? you wanted to get out of it?" says John Luginbill,[53]CEO of The Heavyweights marketing firm. "Why would you put the effort into any piece of marketing unless you knew what you wanted to have happen? If you don't know what you're getting out of social media, but you have this random idea that you ought to put wellness information out, quit wasting your time and money and focus on doing what you understand. There are a dizzying number of social networks available, and even within "the big four" of Facebook, Twitter, YouTube and LinkedIn, there are

demographic hot spots you will want to understand and monitor, to make sure you are using resources efficiently. Looking to reach seniors? Twitter may not be the right place. Want to ease patient fears about certain procedures? YouTube videos might do the trick. 'Rather than shoot for the moon, and say 'let us use any social media that we want at Albany Medical Center….' says Nicole Pitaniello,[54]Assistant Vice President for Communications, "we did an analysis of what social media would be most advantageous and the one that we could manage. For us, that was Facebook."

Health care social media have evolved to the point where mistakes can be avoided by looking at the successes and failures of others. Many facilities, systems, and national organizations are using creative strategies with limited resources to strengthen their ties with their key communities and/or produce positive business outcomes.

SOCIAL MEDIA AND BRANDING OF HOSPITAL SERVICE:

Social Media can repute the individual facet of any hospital worldwide. According to Stacy Carter[55] following three functions promote any hospital service

- Write a blog post related to your community hospital. The topics could range from an explanation of a common procedure to a description of the new hospital wing—anything goes! Your patients will feel more connected to your hospital by having the inside scoop.
- Create a LinkedIn group to bring unity and act as a resource. Employees will be professionally linked to one another, making it easy for patients to skim their profiles and view their qualifications.
- Post on Twitter or Facebook about hospital events and happenings or related medical topics. Encourage interaction from the fellow hospital employees as well as patients.

According to Paul Richlovsky [56]the reasons hospitals use Twitter, Facebook, YouTube and LinkedIn include (via FierceHealthIT): [57]

• **Build greater brand recognition (70%)**
• **Promote wellness and health behaviors (60%)**
• **Conduct marketing services, workforce recruitment and reputation management (50%)**

According to Andrew McDonald [58] - Brands' initial attraction to social media networks was largely fueled by sheer volume and marketers were quickly wowed by the viral factor. With the right formula, good instincts and a little creativity, you could strike oil just about anywhere simply because there were so many people on the internet. Everyone felt like a marketer, and marketing felt organic.

The general idea was one of equality. On social media, everyone had a relatively balanced voice. Small businesses tied their brands to their Facebook Pages and responded to customer feedback publicly and in real time. It seemed to level the playing field. If you made a good product, the word would get out naturally. Customer service required little more than monitoring, and public engagement of customers doubled as good PR.

PRESENT SCENARIO:

Though social networking is expanding globally still there are certain criticisms are present against it. Now a day's still it is not clear that who are the actual beneficial users of social networking, whether it is equally acceptable or not to all ages of people, to all types of profession or to all areas of the country. So a statistical analysis can be done through which we can get idea about the accessibility of the information about the hospital service through social networking.

OBJECTIVES:

- This study will help to know that how hospital creates brand awareness among the end users
- This study will help to know that what makes customers to become more interactive and educated.
- To know how social network creates impact over the stakeholders.
- To know that how social networking expand any service globally.
- To know that what level of social networking is used for health promotion.
- To know that how graph theory is used in health care networking
- To know how social networking works as a mean of communication and increase the number of patients.

METHODOLOGY:

This article is the collection of primary and secondary source. The data has been collected from general tech user popopulation from the age of 15 to 50 through online and in hand questionnaire.
These are as follow:

DATA ANALYSIS AND FINDINGS:
- TOTAL POPULATIONS =400

- AGE LIMITS = 10- 60 yrs.
- EACH CATEGORY CONTAINS 40 PERSONS

1. Do you think social media is essential in health care?

Yes   B)No C)Partially correct   D)No idea.

**p< 0.01 when yes compared with all others
(Dunnett Multiple comparison t Test)

2. Do you think social media encourages the participants to be more interactive?

Yes   B)No C)Partially correct   D)No idea

AGE LIMIT	TOTAL (400)	OPTIONS			
		YES	NO	PARTIALLY CORRECT	NO IDEA
15-18 YEARS	40	11	08	03	18
19-22 YEARS	40	17	08	13	02
23-26 YEARS	40	20	03	11	06
27-30 YEARS	40	22	06	09	03
31-34 YEARS	40	20	02	15	03
35-38 YEARS	40	13	08	13	06
39-42 YEARS	40	15	05	14	06
43-46 YEARS	40	14	07	17	02
47-50 YEARS	40	09	03	21	07
50YEARS AND ABOVE	40	03	0	20	17
Mean		14.4	5**	13.6	7**
SEM		1.82	0.90	1.66	1.84

**p< 0.01 when yes compared with all others (Dunnett Multiple comparison t Test)

3. Do you think social media increases the brand awareness among the customers?

A)Yes   B)No C)Partially correct   D)No idea

**p< 0.01 when yes compared with all others (Dunnett Multiple comparison t Test)

	TOTAL (40)	OPTIONS			
		YES	NO	PARTIALLY CORRECT	NO IDEA
15-18 YEARS	40	20	0	15	5
19-22 YEARS	40	25	02	10	03
23-26 YEARS	40	30	03	05	02
27-30 YEARS	40	22	0	14	04
31-34 YEARS	40	15	08	14	03
35-38 YEARS	40	21	03	14	02
39-42 YEARS	40	17	08	07	08
43-46 YEARS	40	19	04	05	12
47-50 YEARS	40	14	06	16	04
50YEARS AND ABOVE	40	09	04	12	15
Mean		5.92	3.8**	11.2**	5.8**
SEM		1.87	0.90	1.32	1.41

AGE LIMIT	TOTAL (400)	OPTIONS			
		YES	NO	PARTIALLY CORRECT	NO IDEA
15-18 YEARS	40	13	03	14	10
19-22 YEARS	40	18	03	16	03
23-26 YEARS	40	21	04	14	01
27-30 YEARS	40	27	03	10	0
31-34 YEARS	40	12	10	18	0
35-38 YEARS	40	18	0	19	03
39-42 YEARS	40	17	0	20	03
43-46 YEARS	40	06	05	19	10
47-50 YEARS	40	07	04	18	11
50YEARS AND ABOVE	40	05	06	13	16
Mean		14.4	3.8**	16.1	5.7**

4. Do you think that social networking is becoming a cost effective tool for providing information?
A)Yes   B)No C)Partially correct   D)No idea

AGE LIMIT	TOTAL (400)	OPTIONS			
		YES	NO	PARTIALLY CORRECT	NO IDEA
15-18 YEARS	40	15	0	10	15
19-22 YEARS	40	21	03	13	03
23-26 YEARS	40	24	05	09	02
27-30 YEARS	40	23	04	11	02
31-34 YEARS	40	22	03	14	01
35-38 YEARS	40	20	03	15	02
39-42 YEARS	40	19	02	17	02
43-46 YEARS	40	13	02	15	10
47-50 YEARS	40	10	02	14	14
50YEARS AND ABOVE	40	02	03	15	20
Mean		16.9	2.7**	13.3	7.10**
SEM		2.19	0.42	0.80	2.21

**p< 0.01 when yes compared with all others (Dunnett Multiple comparison t Test)

5. Do you think social networking is the mean for expansion of health care service globally?
A)Yes   B)No C)Partially correct   D)No idea

AGE LIMIT	TOTAL (400)	OPTIONS			
		YES	NO	PARTIALLY CORRECT	NO IDEA
15-18 YEARS	40	15	01	10	14
19-22 YEARS	40	19	07	12	02
23-26 YEARS	40	22	02	16	0
27-30 YEARS	40	12	05	21	02
31-34 YEARS	40	14	05	18	03
35-38 YEARS	40	12	06	17	05
39-42 YEARS	40	13	01	16	10
43-46 YEARS	40	08	04	18	10
47-50 YEARS	40	08	02	16	14
50YEARS AND ABOVE	40	02	06	12	20
Mean		12.2	3.9**	15.6	8
SEM		1.80	0.70	1.05	2.09

**p< 0.01 when yes compared with all others (Dunnett Multiple comparison t Test)

6.Do you think social media boosts the competency and efficiency of staff in healthcare industry?
A)Yes   B)No C)Partially correct   D)No idea

AGE LIMIT	TOTAL (400)	OPTIONS			
		YES	NO	PARTIALLY CORRECT	NO IDEA
15-18 YEARS	40	15	0	10	15
19-22 YEARS	40	21	03	12	04
23-26 YEARS	40	24	0	12	04
27-30 YEARS	40	22	04	13	01
31-34 YEARS	40	18	02	18	02
35-38 YEARS	40	14	05	18	03
39-42 YEARS	40	13	05	21	01
43-46 YEARS	40	12	03	20	05
47-50 YEARS	40	06	02	21	11
50YEARS AND ABOVE	40	08	01	16	15
Mean		15.3	2.5**	16.1	6.1**
SEM		1.88	0.58	1.29	1.73

**p< 0.01 when yes compared with all others (Dunnett Multiple comparison t Test)

7.Do you think that social networking can change perception of the stake holder?
A)Yes   B)No C)Partially correct   D)No idea

AGE LIMIT	TOTAL (400)	OPTIONS			
		YES	NO	PARTIALLY CORRECT	NO IDEA
15-18 YEARS	40	05	05	10	20
19-22 YEARS	40	10	0	18	12
23-26 YEARS	40	15	03	18	04
27-30 YEARS	40	18	04	16	02
31-34 YEARS	40	14	04	12	10
35-38 YEARS	40	13	07	18	02
39-42 YEARS	40	12	04	19	05
43-46 YEARS	40	10	15	13	02
47-50 YEARS	40	05	05	15	15
50YEARS AND ABOVE	40	03	12	07	18
Mean		10.5	5.9^{ns}	14.6^{ns}	9^{ns}
SEM		1.50	1.40	1.26	2.20

ns = not significantwhen yes compared with all others (Dunnett Multiple comparsin t Test)

8. **Do you think only social networking is enough to find out the bottle neck of any hospital?**

A)Yes   B)No C)Partially correct   D)No idea

AGE LIMIT	TOTAL (400)	OPTIONS			
		YES	NO	PARTIALLY CORRECT	NO IDEA
15-18 YEARS	40	10	0	15	15
19-22 YEARS	40	12	0	16	12
23-26 YEARS	40	10	15	13	02
27-30 YEARS	40	08	18	12	02
31-34 YEARS	40	05	17	13	05
35-38 YEARS	40	05	19	14	02
39-42 YEARS	40	07	13	17	03
43-46 YEARS	40	03	18	07	12
47-50 YEARS	40	10	12	11	07
50YEARS AND ABOVE	40	10	10	08	12
Mean		8	12.2^{ns}	12.6^{ns}	7.2^{ns}
SEM		0.91	2.23	1.02	1.61

ns = not significant when yes compared with all others (Dunnett Multiple comparsin t Test)

9. Do you think social network provides accurate information to the patient?

A) Yes   B)No C)Partially correct   D)No idea

AGE LIMIT	TOTAL (400)	OPTIONS			
		YES	NO	PARTIALLY CORRECT	NO IDEA
15-18 YEARS	40	16	06	06	12
19-22 YEARS	40	10	12	15	03
23-26 YEARS	40	13	07	18	02
27-30 YEARS	40	12	13	12	03
31-34 YEARS	40	10	11	16	03
35-38 YEARS	40	07	12	17	04
39-42 YEARS	40	15	08	16	01
43-46 YEARS	40	05	16	12	07
47-50 YEARS	40	03	10	16	11
50YEARS AND ABOVE	40	05	13	17	05
Mean		9.6	10.8	14.5*	5.1*
SEM		1.41	0.97	1.13	1.18

*p< 0.05 when yes compared with all others (Dunnett Multiple comparsin t Test)

10. Do you think social network communicate at the time of crisis?
A)Yes   B)No C)Partially correct   D)No idea

AGE LIMIT	TOTAL (400)	OPTIONS			
		YES	NO	PARTIALLY CORRECT	NO IDEA
15-18 YEARS	40	11	08	08	13
19-22 YEARS	40	13	04	18	05
23-26 YEARS	40	09	08	20	03
27-30 YEARS	40	10	07	19	04
31-34 YEARS	40	08	14	16	02
35-38 YEARS	40	05	15	14	06
39-42 YEARS	40	06	17	17	0
43-46 YEARS	40	05	12	20	03
47-50 YEARS	40	03	12	13	12
50YEARS AND ABOVE	40	02	09	21	08
Mean		7.2	10.6	16.6**	5.6
SEM		1.13	1.28	1.26	1.36

**p< 0.01 when yes compared with all others (Dunnett Multiple comparsin t Test)

RESULT OF ANALYSIS

From the above questionnaires and its survey the result can be analysed as **highly significant** in maximum cases as the option **"Yes**" is taken as **control group** so the other values are varying from the control one. Only exception has been seen here on **table number 7 and 8** where the values are **not significant** with the control group which means the values are not varying with each other or they are likely to be same or nearly same.

This analysis also represents that though social networking is becoming acceptable to all still the group of aged people (especially above 50 years') are lag behind with this technology. The reasons might be demographic condition, profession, pattern of leading lifestyle, culture, accessibility of social networking, internet etc.

So the importance of social networking in health care sector is varying or different to the different aged population.

6. NEW ARRIVAL AT SOCIAL MEDIA IN INDIA

1. PINTEREST

- It has been launched on March, 2010
- It is generally a digital bulletin board where businesses can pin their content. It has announced that in 2015 it has 100 million users.
- Target audiences are mostly women and according to Kaiser Family Foundation as women in maximum cases take decision regarding family health. So they are the primary source of delivering information
- Pinterest posts information about anything like healthy diet, nutrition, treatment processes etc.
- It simplifies the complex messages and also a platform for health education.

2. INSTAGRAM

- It has been launched on 6th October. It has 400 million users. It has been owned by Facebook
- It is used to post information regarding travel, food, fashion, art etc.
- It helps to promote different health related event. It is an educational procedure as well as a fund raising effort.
- It promotes new facilities, equipments, products and services.
- Target customers are young people and professionals.

3. SNAPCHAT

- Officially released in September, 2011.
- Average 100 million daily active usersas of May 2015.

4. WHATSAPP

- It is used for smart Phone and tablet mainly
- It is launched on January 2010. Facebook has owened it in 2014.
- This app relies in the internet, to send images, text, documents, audio and video messages.
- It provides Scale, code stability, security, authentic identity, pricing information, spam free interaction etc in health care industry.

7. The Global Usage of Social Media Platforms with MAUs:

Here are the 21 most popular global social sites with usage statistics-

Platform	MAUs
Face Book:	2.23 billion MAUs
YouTube	1.9 billion MAUS
WhatsApp	1.5 billoin MAUs
Messenger	1.3 billoin MAUs
WeChat	1.06 billoin MAUs
Instagram	1 billion MAUs
QQ	861 million MAUs
Tumblr	642 million MAUs
QZone	632 million MAUs
TikTok	500Million MAUs
Twitter	335 million MAUs
Reddit	330million MAUs
Baidu Tieba	300 million MAUs
LinkedIn	294 million MAUs
Viber	260 million MAUs
Snapchat	255 million MAUs
Pinterest	250 million MAUs
Line	203 million MAUs
Telegram	200 million MAUs
Medium	60 million MAUs

MAUs= Monthly Active Users (Avg.) .Ref. Buffer Library- The Online media house.

In India, we are gradually approaching towards maximum usage of all the available social sites globally for the brand building exercises at individual and commercial levels. Due to the lockdown and practice of social distancing because of The COVID-19 pandemicity, the scope of social media as a tool of branding building and marketing exercises has been intensified thousands folds.

8. DISCUSSION

Social Networking is the mean that reaches faster to the user. It is the fastest promotional method to promote any hospital. Though it has been accepted by the maximum people as a cost effective information provision tool still there are certain people who have not accepted social networking as an important elements for health care industry yet due to some reasons which may affect adversely in new specific age group of customer attraction. So it should not be specific and user defined. Lastly branding of any hospital service depends on its accessibility to the key customers.

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