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| **Title of Research Presentation** Why Social Media and SGD Should Go Hand In Hand In Promoting Healthy Lifestyle |
| **Maximum 2500 characters (including spaces but excluding title)**  **Background/Objectives**  Social media extensively recognized as a new communication channel for health organizations due to its ability to remove geographical and physical access barriers to health promotion and education, disseminating health messages faster and reach a wider audience. This study aims to determine the type of health information, type of post and time of post conveyed on the Ministry of Health (MOH) Malaysia’s Facebook (FB) Page and to determine the association between the type of health information, type of post and time of post on good engagement rate among netizens.  **Methods**  Two thousand one hundred twenty-three FB posts randomly selected in the cross-sectional study design. Data gathered from Facebook Insight of MOH’s FB Page from November 2016 to October 2017. The logistic regression model was applied to identify factors associated with good engagement rate.  **Results**  The highest types of health information were organizational promoted (n=766) while the majority of posts were posted between midnight till early morning (n=870) and the most prevalent types of the post was the photo (n=1366). This study found that good engagement rate significantly associated with health education post (AOR 3.80, 95% CI 3.02, 4.78), risk communication post (AOR 1.77, 95% CI 1.39, 2.26), post in the afternoon (AOR 1.76, 95% CI 1.34, 2.31), or in the evening (AOR: 1.48, 95% CI 1.20, 1.82) and video post (AOR: 3.74, 95% CI 1.44, 9.71).  **Discussion**  Understanding the engagement factors among netizens on social media can support the aim of SDG to improve health literacy and equity in a population. An appropriate thematic post with video and timely dissemination of the message can change the public perception and encourage behavioral actions.  **Keywords**  Social Media, Health Promotion, Engagement, Health Information |