

Social Media as a Tool in Dental Public Health

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Abstract

Facebook, WhatsApp, Instagram like social media are becoming an emerging instrument in the twenty-first century to reach every person. Dentists can use any of the social media to give oral care to people. The daily users of the SM are more than one billion per day. If the dentist can make a beautiful blog regarding oral care millions of people will get its benefits. Cost regarding uses of social media in recent days is approximately very less and affordable by maximum people. It will be beneficial to all age group people from small children to elderly people. Various Social networks in recent year providing important message like how we are coordinating each other in developing society and promote our dental health with this media. When SM is used in a proper way it has a lot of beneficiary effect on people regarding dental and general health. The first growth in dental science and its link with recent advance web technology bring the dental science to a top-level.

Keyword: Social media, dental health, web 2.0.

Introduction-

Since the last twenty years due to evolution in technology the one way and two-way communication changes out of our imaginary expect. It is due to the easy availability of networks, cell phones, portable devices in every corner of our country. Mainly internet is available everywhere irrespective of geographic location. The rapid evolutionary growth of all aspects like skill to develop knowledge in people, availability of 4g, 5g network, tempo in communication, developing awareness among the community regarding better health has a key role in oral health promotion.^{1,2}

In the twenty-first century it became a great challenge for every health educator, that how fast

suitably they are representing the health information. Before the twenty-first century, health-related facts are available through television, newspaper some times in audio communication through radio but now due to evolution in technology it is out of the orbit of old media. Health and oral health important information is rapidly available in new advanced social networking sites on Instagram, Facebook, tweeter, google etc. Anyone now can easily assess to any of the following sites and collect important information as they want. Anyone can assess any health website regarding their different gender, socio-economic classes. Nowadays small children around nine to ten-year-old are using I-phone with face time, android phone with google duo and grandparents interchanging photograph via internet.^{3,4}

Various Social networks in recent year providing important message like how we are coordinating each other in developing society and promote our dental health with this media.⁽⁵⁾, Recently available community media are FB, Instagram, Twitter, Google, snap chat, tumbler, etc which are accessed by millions of peoples daily throughout the world. The use of social media now became very cost-effective and available in different android phones at less price with large numbers of users.⁶

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Social network is a perfect platform from which the goal of the Ottawa chapter can spread to a large population. So nowadays it is very much essential to use social network sites for the publicize of health and oral health tips to maintain excellent quality of dental health. There is a special bond between social network and health in recent days.^{7,8}

Different social networks are excellent in spreading news with a thousand base and billions of members. Social network is defined as “a set of network-platform which constructs with Web 2.0 advanced technology, which permits members to make and interchange their text¹⁰. Social networks are highly popular because of interlinked with their huge friend circle, family members along long distances throughout the whole globe.¹¹

Various Social networks like FB, Instagram, Twitter, Whatsapp are widely used by various departments for communicating throughout the globe. Social network in its initial days used for interacting with people among the various community but in recent days it is used in various teaching aids.⁹When the first internet was introduced it has very few members for blog generator named web 1.0 but its modified version in recent days is web 2.0 and it has a huge number for blog creation. FB, youtube, Whatsapp, tweeter, Wikipedia, Snapchat are coming under web tech.¹⁰

Social educational platform are twitter, FB, Wikipedia, yahoo, second life, youtube from which we can give the health education to a huge number of population.¹¹

Social network and its link to dental health:

Use of social medial in dental health education:

1. Voice messages of every dentist about oral education spread through FB, Whatsapp, Instagram, Twitter, Snapchat, youtube which can educate people in the latest way to maintain excellent oral health.
2. Financial, mental support in every steps any dental disease till recover
3. Users can ask any doubt regarding their dental problems and solve them easily.
4. Social media make people aware that what is the importance of dental professional in the matter of oral-facial health.
5. Various slogan regarded oral health considered as a pillar of oral health, aware people about the inter-

link of dental disease to general systemic disease.

6. Various dental surveys are conducted through FB,Whatsapp, Instagram, zoomapp, google meet etc.
7. In social media, we can create well designed tailored product which can easily fit for immune-suppressed person, pregnant women, hospitalized patients, old aged patients.
8. Beautiful children oral care programs are launching in the 21st century through FB, Instagram, Twitter, etc.

There is limited social site regarding dental education likeoral cancer site and another for oro systemic health care. There is no proper Indian web page regarding oral health is available till date. Some tips regarding oral health are there in the IDA site but these tips are not much more helpful to people. But in the private sector, there are lots of sites for dental education all of them are business purposes. Private dental educational tips video are available through FB,Whatsapp, Instagram, Snapchat, personal private web pages etc.¹²

Facebook

FB in recent periodsbecame the highest using social interacting medium web around the whole globe except China. Total users of FB are around one billion. Per day millions of people interchange pictures and comments among themselves. When FB introduced to the market, Initially it was only for school students but latter it opens to all. FB provides a personal private operating option to every user. Individual users can make their post private to some users or the public.¹User can send their request of friendship to any user and who got the request later accept the proposal and can view his/her FB profile. Every FB user profile has details about their Name, DOB, marital status, educational status, location, and many more. All users can update any video, picture massage in their respected profile and can attach those documents to any of their friends who are using FB. Friends can give comments on that status. Personal mail can be sent by FB. Various groups can be created in FB for medical educational purposes.¹³

Twitter: Twitter introduce to the market in the year two thousand six. It permitted its user to put tweets as small messagesless within hundred forty words. Every user of twitter can send small blogs on any topicslike recent breaking news, daily life events, etc. Today twitter is introduced into different fields like medical, engineering, MBA, MCA, Research field, etc. It allows

strong interaction between teachers and students. A Professor named Cole W. from Pennsylvania State University uses 2 display boards one for himself another for training. By this, the trainee can pass their comment, question, doubts and solve it easily.

George et al stated that interaction of twitter became more successful in interaction with writing syllabus for medicos and meaning full strategy for next-generation doctors. Future doctors can interact easily with their patient and among themselves.¹⁴

Vlogs: vlogs, or video blogs are tape recorders made by one person and its period is very short. Video blog has some drawbacks because of less validity. Video lectures and Vlogs are not the same things. Blogs should always contain important information and encouragement. The main motive of this blog is to provide important educational tips and easy learning for each mate in the groups.¹⁵

YouTube: In the year nineteen ninety-seven YouTube introduced to the market. It is the generation of web two point zero Technology.

Anybody can create their channel and post video. Here we can find videos like educational video, street play video, medical lecture, etc. Professor can upload educational video. Any student can share the video. A dental institute of new york university has its youtube channel, students of these universities share dentistry videos in this channel. Most of the universities in the world have their channel. In recent days medical theory lectures are given by youtube. Some surgical procedures of endodontics, prosthodontics, periodontics, and oral surgery are provided in you-tube. Statistical studies of public health also available in youtube.¹⁶

Simple Syndication Feeds: Simple Syndication feeds are a suitable site to get recent informative data. RSS does not get information from different web it creat its blogs. Simple Syndication Feeds has its web as knowyourteeth.com for dental disease knowledge.¹⁷

The first motto and aim of social media in promoting oral health should contain true, beneficial perfect health-related data from different reputed profession with much more expertise. Various networking site provide their address including their treatment procedure. Online registration for dental treatment online tobacco counseling, online Consultancy are available in recent days. After significant interpretation of various network

site providing different test target is to achieve a better quality of health and excellent oral hygiene.

Disadvantage of social media: Poor quality information- some times the data about health available on social sites is not sufficient or not proper. Many information regarded health present in social media is without authors. Professional image may disrupt- it occurred occasionally when some surgeon post pic of surgery with intact instrument it could harm the patient as well as doctors image. During giving suggestions patients privacy can hamper. Breaking in the patient-doctor bonding. Some time patients send request in SM like FB that interrupted the HCP-patient bond.¹⁸

When well organized SM crusade some important beautiful message regarding health or oral health in Instagram or WhatsApp, or FB it became viral with some true evidence. SM is the best way to campaign and make the public aware of their health nowadays. Various health sectors are now linked to SM and campaign through SM for better public health and on the other hand it became beneficial for the public because every day lakhs of people are newly connecting to SM. Recently SM became a suitable tool for spreading awareness regarding health and dental health among people. Some time SM is affected by politics. There is maximum benefit to improve oral health by SM because now every age group people are attached to SM the dentist can make a blog, video about the harmful effect of the use of smokeless and smoke tobacco. When people see this type of video they aware themselves and stay away from this products.^{17,18}

Limitation of SM: Each second is important for every HCP (health care professional) so it is not possible to post every aspect of health-related posts on SM. Because posting a message video is time taking. Secondly payback from the expenditure on SM. Illiterate people can not get benefit from SM. Below the poverty line, people get rid of these facilities. In India language is another limitation.^{19,20}

Conclusion

When SM is used in a proper way it has a lot of beneficiary effect on people regarding dental and general health. But mishandling the power of SM has put a negative impact on people as well as on HCP. There is a proper guideline for the dentist to use social media on oral health to get more effective results. The first growth in dental science and its link with recent advance web

technology bring the dental science to a top-level. But in India dentofacial health care facility through SM is at the beginning. Some limitations are there in its acceptability like financial, quality of the data, hampering the privacy of people.^{31,32}

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