



An-Najah National University

Faculty of Medicine and Health Sciences

Department of Pharmacy

# The emerging use of social media for health-related purposes in West Bank Facebook as a case study

Prepared By :

**SajaLubbadeh**

**Ola Dannoun ,**

**Ruba Jaber,**

**Hind Arafat**

**Maysam Ahmad**

Submitted To :

**Prof. Waleed Sweileh.**

2018/2019

## Abstract

**Background :** Social media platforms have experienced worldwide growth in the past few years. Social networks form a platform for people to share and discuss their views and opinions, and many share their health-related information both in general-purpose social media (such as Twitter, Facebook or Instagram) and in health-related social networks.

**Objective:** We use a scoping review of the presentation of research through the past . The purpose of this study was to describe the extent to which community pharmacists use facebook for professional communication with patients and health care professionals ,also our goal was to determination lessons for us as a pharmacists to learned from these review

**Methods :** We have studied pharmacies during period from 20/6/2017 to 20/6/2018, that is we searched for pharmacies pages over social media sites, and then counted posts number and divided these posts into two main categorize (personal, scientific). Then we divided the scientific posts into sub-categorize to know the specific issue or idea behind using social media by these pharmacies. We had specified our research and analysis about disease posts.

**Results :** 37.8 % of pharmacy have facebook pages , and 62.1 % don't have any facebook pages , we found most of pharmacies which have page on FB focus on cosmetics posts or nonscientific posts

**Conclusions :** Less than half of pharmacy have facebook pages, that they use in personal purpose as primary attention , however , we want use social media for scientific use as writing about special drugs or diseases . When used wisely and prudently social media sites are useful and helpful to promote individual and public health as a lot of pharmacists and experts of medicine do ; however when use carelessly and for personal interest the result will be catastrophic and the only one to pay the price is the uneducated patient .