Facebook as a Digital Marketing Tool:
Facebook's Engagement Strategy for Maternal and Child Health Page

by

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Abstract

Facebook has been utilized as a digital marketing tool as it is a highly popular medium. It provides extensive reach at a low cost. Health communication practitioners and marketers for healthcare or lifestyle business can enjoy the benefit of using Facebook as a media vehicle to reach both mass and niche market. This article examines the engagement strategies employed by the Facebook Pages in the field of maternal and child health information. Content analysis is applied on ten Facebook Pages, all posts were coded for the period of one hundred days. Findings reveal that frequency of message posting is not relevant to the popularity of the Page and strong visual content resulted in higher number of likes and shares. Therefore, it is recommended that using photos, being helpful, and being emotional are the strategies to boost up users engagement on this social media platform.

Keywords: health communication, maternal and child health communication, social media, Facebook, digital marketing

1. Introduction

Facebook is undeniably the most popular medium on social media as it recently announced the total number of 1 billion worldwide subscribers. In 2016, the numbers of users from Thailand accounted for 19 million and it is estimated that the number of subscribers will be increased to 24.1 million by 2020 (Statistica.com, 2017). Facebook allows users to create their own profiles and interact directly with each other on the profile wall, participate in a group discussion, follow and surf information of public figures or organizations on Facebook Page. Owing to such versatility, Facebook is unquestionably the most popular social media platform and is highly preferred by Thai people. The Digital Advertising Association Thailand (DAAT) revealed that the number of social media users in Thailand is 41 million and the number of users accounts for 92.1 per cent of Thai population while the second most popular social media sites in Thailand, Line, accounts for 81.1 per cent.

According to the DAAT's survey in 2016, it can be summarized that the amount of time Thai people spend on social media is surprisingly high. DAAT classified the amount of time spent on social media in terms of generation z, generation y, generation x, and baby boomer and found that the average numbers of hours per week was 41.4, 52.4, 47.1, and 41.4 respectively. When examine the amount of time per day, it showed that the average numbers of hours spent online was 5.9, 7.5, 6.7, and 5.9 hours respectively. This survey rebuts the traditional belief that social media is for younger generations, but as a matter of fact, the adults do spend more time using social media than the children do.

Subsequently, it is evident that Facebook has become the primary channel of information as the users across generation spend on average of at least 6 hours a day. The shifts in media platform preference resulted in both private and public sectors' migration from traditional media to the digital platform and utilization of it as a communication channel to reach both mass and narrowcasting audiences. Currently, there are many Facebook Pages created with the focus to disseminate health information in particular. Some Facebook Pages have played vital role as influencers in the health communication arena. With more than one million "likes", the page can influence, intercept, and change online users' attitude and shape opinions in orchestrated ways. One of the most popular Facebook Pages in the health domain is known as "Mhor Lab Panda". The Page has attracted 1,483, 963 likes (as of August 11, 2017). Additionally, there are other health category that garner a high level of interest by people such as food and nutritional content; for example, a Page like "Jones Salad" with 838,269 "likes" (as of August 11, 2017) indicates there are a large number of people interested in health information and they are seeking information.

Therefore, this research aims to explain the engagement strategies employed by Facebook Pages that provide maternal and child health information. The paper breaks down and compares the engagement strategies utilized by both organizational and individual Pages and discusses the efficiency of each strategies. Additionally, the paper will assess digital marketing implications for both social marketing organizations seeking to utilize Facebook as a digital marketing tool and the private sector who wish to expand the results into healthcare products and services.

2. Literature Review

Social media is a website or application that users can create and share content and are connected within the online network or online community. Tech Target (2015) defines social media as an online communication channel that users are intertwiningly connected on online community via interaction on cyberspace such as information sharing. Examples of popular social network sites in Thailand are Facebook, Twitter, and Instagram.

Social media is a new wave in communication technology. Bughin, Chui, and Miller (2009) studied the utilization of website 2.0 on the efficiency of business performance, their studies discovered that 1,700 executives from large firms around the globe confirmed that their organizations benefited from website as they were able to increase profit on the average of 69 per cent. In addition, the website 2.0 also increased marketing efficiency. One of the most powerful marketing communication strategies is word-of-mouth marketing which was built upon the basis of audience involvement. It can effectively influence and persuade the communication audiences.

Nowadays, social media has changed the communication ecology. In the classic two-steps flow theory, mass communication depends on opinion leader to disseminate information and persuade the mass audiences' opinion toward particular political issues. The opinion leaders usually possess these qualities; credibility, attractiveness, power (Belch and Belch, 2001). However, the online and social media communication has brought a new dimension to opinion leaders. The social media influencers nowadays possess different qualities. For example, one of the most popular Pages was created by an anonymous individual and plays great roles in influencing the society, "E Jiab Lieb Duan", is one of the most popular Pages from Thailand with 2,198,202 likes (as of 30 March, 2017). This page is fully commercialized with content marketing strategies. This example shows how audiences in this era are persuaded and influenced by a public personality that they 'like' regardless of other sources qualities.

Subsequently, both traditional opinion leaders and social media influencers are important mechanism for the dissemination of messages. Constantinides and Fountain (2008) demonstrated that the two-steps flow has migrated from traditional media to social media platform and it has been employed by firms as a public relations communication tools to communicate effectively with the customers and the public in order to create awareness to the public by getting support from online influencers. The results of their studies are consistent with Bughin, Chui and Miller (2009) with the website 2.0. Therefore, both websites and social media can help the firm to reduce marketing communication cost and to build a positive relationship with the customers and public.

Moreover, social media has the benefit of reaching greater numbers of audience during a small period of time. Keelan (2010) reported via Ontario's Ministry of Public Health showing the total years it take to reach 50 million people. The report showed that while television takes 13 years to reach 50 million people, the Internet and Facebook takes 4 and 0.25 years to reach the same amount of people respectively. Apart from speed of communication, social media also allow organizations to communicate with narrowcasting audiences. With the increasing popularity of Facebook, augmented with more functions available to the user to interact with it. The research focused on Engagement has been

overly drawn an attention from health communication research on Facebook and social media based message delivery strategy in the past few years (Salzer, 2015; Platt et al 2016; Owen et al, 2014; Kite et al, 2016; and Rus and Cameron, 2016).

Facebook messages can reach and engage mass or specific population at relatively low cost (Platt et al, 2013). It has an advantage in reaching the vulnerable and hard to reach group (Plat et al, 2016). It is very common for Internet users to obtain a wide variety of information to make their life better from a hotel deal to health information from the web-based sources as it is convenient and usually low cost. Facebook has been used to promote and successfully helped both profit and non-profit organizations to raise fund, raise awareness, and provides a public platform. For example, the campaign to raise an awareness toward the learning space by OKMD went viral and reached more than 2 million viewers within a week. It is also suggested that with large and complex content, it is easier to share information than to summarize and to re-phase it. Hence, engagement like 'share' is quite common in the field of health communication.

Zhang (2013) revealed that users of social network sites seek social-emotional needs rather than information needs, hence users are brought together by common interests. Health care providers can use social network sites to circulate health information as users usually share health information to their loved ones. Zhang's studies discovered during his interview with college students about the usage of health information and it showed that youth are not keen on health information online. However, this assumption does not hold true for the mother groups. As the survey from The Asian Digital Mum Report 2015 conducted by TheAsianParent.com shows that 82 per cent of Thai mothers with toddlers seek information from social media and the most popular social media vehicle is Facebook.

Culture-centered approach is a communication approach that include and involved the community members. Ems and Gonzales (2016), in their research on a social media strategy for young men who have sex with young men and affected with HIV and defined subculture-centered approach as inclusion of members of the subculture interact and carried messages across. The research showed that social media allowed members to participate freely without the pressure from the mass and the norms. Resulted in higher persuasive power. In addition, the communication was more effective because users can easily understand the complex health information using informal languages among the group of users.

Interestingly, the preliminary survey revealed that the number of likes by Individual Pages is significantly higher than that of the organization's. One of the most popular Page in Thailand is created by a laboratory technician Mr. Pakpoom Dechhassadin who created online identity as a panda lab doctor wearing white medical coat. His page has attracted 1,257,026 likes (as of March 27, 2017). While the Page created by Thai health foundation, which is a governmental body that is active in health promotion received a few hundred millions likes. Even Ministry of Public Health admitted that they are still behind in terms of using Social media as part of their health communication strategy. It is interesting to find an answer to this discrepancy of interest and these organizations are vital unit in promoting and communicating health information to the public.

3. Research Methodology

3.1 Samples and Data Collection

Ten most popular Facebook Pages providing content in maternal and child health were observed. Purposive sampling is used in order to selected Pages that fit with the selection criteria; *firstly*, The content must be written by Thai language; *secondly*, the Pages must contain health content specifically maternal and child health; *thirdly*, the Pages must have at least 100,000 number of likes. We started to tally the popularity of the Pages on May 29, 2017. There was a total of ten Pages that matched our selection criteria, seven Pages were created by individuals and three Pages were created by organizations. The posts were followed for 100 days backward beginning from June 1, 2017. Subsequently, the total of 2003 posts from the 10 Pages were coded from the period of 21 February 2017 until June 1, 2017.

3.2 Determination of Types of Post

This research defines five different types of post features that were available on Facebook; namely, text, photo, video, external link, and live and also combine those features to introduce thirteen different types of post. The communication strategies are categorized based on types of post and communication techniques. Types of post are divided into thirteen different sub-categories while communication techniques are classified in terms of the message appeals used in each post, which are rational, emotional, humor, and others.

3.3 Determination of Types of Engagement

Facebook has three primary types of engagement which are *likes*, *shares*, and *comments*. Users can click the '*like*' button as an easy way to voice out how they feel toward the post. In this function, users have six options to express their emotion by clicking on the emoticons that represent six different types of feeling toward to the post which are, like, love, laughing, wow, sad, and angry. The second type of engagement is *'share'* in which users can share the post to their friends, on their own wall, or to a group. The last type is *'comment',* users can post a text, photo, or video comments as a reaction toward to the post. These three forms of engagement are the important elements that this research. The coding of the post reveals the overall results of engagement by both types of page.

3.4 Determination of Types of Message Appeal

Message appeals are the types of the approach each post employs to influence the audience's perception, attitude, and behavior. Since some posts are not relevant to health communication, this study focuses and analyses only messages that contain health communication feature (a total of 1,433 Posts). Message appeals are sorted into rational appeal, emotional appeal (fear, grief, sadness, and negative emotion), humor appeal (positive emotion), and other (non-specific).

3.5 Statistical Analysis

Descriptive Statistic is used to explain the frequency and the nature of the types of post, types of engagement, and types of message appeal. Chi-square analysis is used to analyze the relationship between two qualitative variables (organizations and individuals) and quantitative variables (frequency of the types of post). The probability value less than 0.05 ($p < 0.05$) indicates a significant difference.

4. Results

4.1 Pages created by individuals

From the preliminary screening, seven Pages created by individuals were chosen and were ranked in terms of popularity. Total numbers of 1,135 posts post were recorded and analyzed based on percentage of total post and average posts per day. The chosen pages created by individuals in terms of popularity are summarized in table 1 (as of May 29, 2017).

Table 1 – Seven most popular selected Pages created by individuals.

No.	Page Name	Popularity		Total No. of Post	Percentage of Total Post	Average No. of Posts/Day
		Likes	Followers			
1	Lieng Look Nok Ban	415,007	416,939	85	7.49	0.85
2	Dr. Saowapa Positive Parenting	311,457	314,731	65	5.73	0.65
3	Ken Dek Kuen Pookao	271,394	271,957	204	17.97	2.04
4	Sutheera Euapairojkit	267,278	266,207	256	22.56	2.56
5	Dr. Prasert Palidponkarnpim	154,482	158,083	320	28.19	3.20
6	Fun Nam Nom	115,779	116,135	48	4.23	0.48
7	Dad mom and kids	103,979	105,336	157	13.83	1.57
	Total			**1135**	**100**	

Lieng Look Nok Ban is the most popular Pages in maternal and child health category. The contents of the Page mostly focus on establishing important pathways to children development via traveling, exploring the world, and positive parenting. The Page is created by a child and adolescent psychiatrist who is also a mother of a young daughter. Interestingly, it was observed that the Page name, Dr. Prasert Palidponkarnpim, whose contents focus primarily on children mental health, created by another child and adolescent psychiatrist, showed the highest percentage of total post with an average of 3.20 posts/day. Hence, for the Pages created by individual, popularity of the Page is not associated with the frequency of post. The results show that the Page with the highest and the second popularity has the average of 0.85 and 0.65 per day respectively which is less than the frequency of other Pages.

4.2 Pages created by Organizations

Three Pages created by organizations were selected and ranked in terms of popularity. The total numbers of 868 posts were recorded and analyzed based on and percentage of total post and average posts per day.

Table 2 summarizes the chosen pages created by organizations in terms of popularity (as of May 29, 2017), total numbers of posts, the percentage of total post, and average posts per day.

Table 2 – Three most popular selected Pages created by organizations.

No.	Page Name	Popularity Likes	Followers	Total No. of Posts	Percentage of Total Posts	Average No. of Posts/Day
1	Thai Health	468,385	464,095	446	51.38	4.46
2	Basic Skill for kids	311,457	314,731	324	37.33	3.24
3	Thai Breastfeeding	59,260	59,067	98	11.29	0.98
	Total			**868**	**100**	

The Thai Health Page, reveals the highest percentage of posts with an average of 4.46 posts per day or the total of 446 posts, which accounts for 51.38 of the total post. It is also the most popular Page in the health category. Interestingly, for the Pages created by organisations, frequency of post is associated with the popularity of the Pages. It was shown that the second and third most popular (Basic Skills for Kids and Thai Breastfeeding) have average of 3.24 and 0.98 posts per day respectively.

4.3 Frequency of Types of Engagement

When a tally is assessed for the frequency of total engagement of all post, descriptive statistics is applied to give a comprehensive picture of the total engagement frequency.

Table 3 – Frequency of Types of Engagement

Types of Engagement	Mean	S.D.	Min	Max	Ratio
Likes	901.27	1612.85	0	23000	Like: share 4.33: 1
Shares	208.93	611.21	0	11792	Share: comment 5.47:1
Comments	38.14	96.56	0	2102	Like: Comment 23.63:1

Table 3 provides the general perspective that people prefer to engage in terms of *like*, as this is the most convenient form and takes less effort. The statistics show the mean value of likes is 901.27. The second most popular is *share*, as shown on the table that each post on an average received an average of 208.93 shares, and the least popular types of engagement is *comment* which received an average of 38.14 comments. Interestingly, the minimum engagement was zero, which was the post by Basic Skill (the Page is created by

an organization). When investigated the content of the particular post in detail, it showed that the post was about book selling. Additionally, it was observed that post which received zero *like* were also from Fun Nam Nom which was the post that shared the celebration of receiving 1 million *likes* of other pages.

4.4 Types of Posts

We have classified the types of post based on the feature available from Facebook and combine individual feature to create thirteen different categories (vide table 4). However, due to lower than expected count in some categories, four categories were eliminated, which were Facebook live streaming, External Video, External Link, and other. The observed number of categories were drawn to nine. Table 4 summarizes the relationship between types of post and page creators.

Table 4 – Frequency by Types of Post

Types of Post	Organisation		Individual	
	Count	%	Count	%
1. Text-only	2	0.20	81	7.60
2. Single photo	8	1.00	2	0.20
3. Photo stories	10	1.20	0	0.00
4. Text + Single Photo	494	**59.90**	725	**67.90**
5. Text + Photo stories	48	5.80	26	2.40
6. Text + FB native video	32	3.90	14	1.30
7. Text + external video	15	1.80	20	1.90
8. Text + external link	72	8.70	130	**12.20**
9. Text + external link + Photo	144	**17.50**	69	6.50

Findings show that text and single photos are highly preferred choices for both Pages created by organizations and individuals while the percentage for organization was 59.90 and individual was 67.90, respectively. Interestingly, the second preferred choice for organizations was text+external link+photo which accounts for 17.50 per cent of the total posts by organisation pages. However, the second preferred choice by individual Pages was text and external links which accounts for 12.20 per cent of the total post. The least preferred types of post by organizations is text only, where the observed number was only 2 posts or equivalent to 0.20 per cent of the total post. In addition, the least preferred types of post by individual is photo stories where the observed number was zero.

Chi-Square analyses is conducted to test whether there are differences in the types of post preference by the organizations and individuals and it was shown that Pearson Chi-square equals to 161.618 and Asymptotic Significance (2 sided) was about 0.000; The probability value less than 0.05 ($p < 0.05$) indicates a significant difference. Subsequently, it can be concluded that there is a relationship between types of post and creators of the Page.

4.5 Relationships between Types of Post and the Engagement

To understand the relationship among types of post and the types of engagement, descriptive statistic is applied to find the average engagement each types of post have brought up. Table 5 summarizes findings and breaks them down into three categories based on three types of engagement *(comment, like, share).*

Table 5 – Types of Post and the Average Engagement (*comments, likes, shares*)

Types of post	$\bar{x}$ Comments			$\bar{x}$ Likes			$\bar{x}$ Shares		
	Org	Ind	Total	Org	Ind	total	Org	Idv	Total
1. Text-only	3.00	80.09	78.23	31.50	604.00	590.20	1.00	98.72	96.36
2. Single photo	0.38	51.50	10.60	40.88	1061.50	245.00	3.00	63.50	15.10
3. Photo stories	0.70	-	0.70	47.80	-	47.80	22.70	-	22.70
4. Fb live streaming	7.00	45.00	19.67	46.25	1044.00	378.83	8.25	211.00	75.83
5. External video	-	**231.00**	**231.00**	-	328.00	328.00	-	0.00	0.00
6. External link	**32.50**	47.50	36.25	259.83	1119.00	474.63	31.83	0.00	23.88
7. Text + Single Photo	13.40	61.03	41.77	**470.19**	1288.93	957.93	**165.54**	300.91	246.19
8. Text + Photo stories	1.67	98.31	35.62	60.50	1147.85	442.54	17.19	495.23	185.15
9. Text + FB native video	5.53	47.14	18.20	193.16	1230.57	508.89	4.19	319.93	100.28
10. Text + external video	4.20	42.95	26.34	158.13	1028.15	655.29	18.93	97.00	63.54
11. Text + external link	3.62	17.60	12.75	95.43	594.58	421.51	16.43	12.37	13.78
12. Text + external link + Photo	1.45	110.78	36.87	113.90	**4848.78**	**1647.74**	21.72	**958.91**	**325.31**
13. Other	-	3.00	3.00	-	163.33	163.33	-	1.33	1.33

The highest average comment for organization is for external link ($\bar{x}$ = 32.50) while the highest average comment for individual is external video ($\bar{x}$ = 231.00). Interestingly, the highest average like for organization is text and single photo ($\bar{x}$ = 470.19) while the highest average like for individual is text + external link + photo which received an average of 4848.78 ($\bar{x}$ = 4848.78). In terms of shares, the highest average of share by organization is text and single photo ($\bar{x}$ = 165.54) and the highest number of shares by individual is text + external link + photo ($\bar{x}$ = 958.91)

4.6 Relationships between Types of Message Appeal and the Engagement

When examine the frequency of the types of message appeal employed by the Page, findings allow us to rank the message appeal in terms of popularity which are rational, emotional, other, and humor with the frequency of 991, 435, 5, and 3, respectively.

Table 6 presents the relationships between the types of message appeal and the engagement.

Table 6 – Types of Message Appeal and the Average Engagement

Message Appeals	$\bar{x}$ Comment			$\bar{x}$ Like			$\bar{x}$ Shares		
	Org	Ind	Total	Org	Ind	total	Org	Idv	Total
1. Rational	10.34	61.37	37.92	383.65	1214.99	832.91	136.91	279.92	214.19
2. Emotional	8.60	**80.09**	44.35	316.32	**2324.51**	**1401.58**	101.33	**532.00**	**334.07**
3. Humor	**20.00**	13.00	16.50	349.00	251.00	300.00	0.00	0.00	0.00
4. Other	14.50	73.67	**50.00**	**458.00**	1152.67	874.80	**228.50**	118.00	162.20

Interestingly, when scrutinising the average engagement in respect to the types of message appeals, it shows that humor appeal is effective in bringing up the number of comments, as it shows that the average comment that the Page created by organisation received is at 20.00. In contrast, Pages created by individual receive more comments when the post utilizes emotional appeal, the results show that Pages created by individual receive on an average of 80.09 comments when adopted emotional appeal.

For *like*, findings illustrate that the average number of like is flourish when Pages created by individual adopt emotional appeal as evident by an average of 2,324.51 likes. Additionally, emotional appeal also holds true for message sharing, the results show that Pages created by individuals received on average of 532.00 comments.

5. Discussion

It is important for health communication practitioners and digital marketers who wish to utilize Facebook as a digital marketing strategy to understand the reciprocal of relationship between users' engagement and how to induce it.

Findings suggest that; firstly, frequency of post is not relevant to the popularity of the page, since the demographic of users who seek maternal and child health information are female in their 30s who have young children. They are busy when daily chores, housekeeping, or working. They are mostly not in prompt demand for frequently updated information. It is recommended that insightful and helpful contents are more important than timing and frequency. When posts are kept as archived, it is more than convenient for the users to discover them and if they are construed as beneficial then the ultimate engagement like sharing will occur. Therefore, the first recommended engagement strategy is to tailor the content to the meet to needs of the mothers.

Secondly, text + single photos are the most popular types of post as they are easy to create. Just adding one photo accompanied by health content, the creator can create a good and eye-catching post. When scrutinizing each post that adopts this type of post, it seems that the majority of posts did not create the original photos but post the photos that already exist

online cited with photo credits, the role of photos are used to amplify the content. Interestingly, we did not come across any live function as it was only introduced for a year. Even though, live is highly successful in other page category but it was not used at all for the category of maternal and child health. It will be interesting to investigate why or wait and see if it will be adopted in the later year. In addition, text + single photo works well for Pages created by organizations as it brings about the highest average numbers of *likes* and *shares*. This is supported by the study of Rus and Cameron (2016), they also found that a message with an image is a strong predictor for liking and sharing. However, this type of post does not seem to work well for pages created by individuals as it seem that when adding external link to text + photo, the Pages created by individuals received more *likes* and *shares*. Therefore, in contrast to the recommended engagement strategies by digital marketers (Casteler, 2016; Jackson, 2016; and Socialmediatoday, 2017), the second recommended engagement strategy is to use a strong visual content in combination with external links when posting maternal and child health content.

In terms of comment, external video is more successful in bringing up the higher average numbers of comment, but external video is absent from Pages created by organizations. Pages created by organizations receive the highest numbers of comment when utilizing external links. The use of video post to create engagement is different from the results by Kite et al. (2016) in which that they found out that Video post is the most powerful types of post to engage users in particular, *sharing*. In Thailand, this could be because of the Internet speed and the preference as well as time limitation of the female users.

In maternal and child health, the primary information are females (the mother) raising their children, working, they need a lot of emotional support to confirm that they are doing the right thing. In addition they have the love that they have for their children with fear that if they are not doing the right thing, they will miss the critical period for their children's development. It is important to understand the sentiment of users as well as the message appeal which results in engagement. An example observed from the study shows that a children book recommended by a doctor is sold out over a week after recommendation.

Thirdly, *sharing* is the best types of engagement for the Page creators because it is one of the mechanism to spread virility. However, a prerequisite to sharing is the perceived usefulness of information, since people perceived that the information is beneficial to themselves and to their love ones, they decided to share; therefore, text + external link+ photo seems to be a good way of providing information to the public via social media and can be used as a sharing predictor. However, there is a limited number of study with respect to sharing. Hence, this provides a grounded theory for future verification of Facebook strategy in order to engage users in terms of 'share' for other types of contents.

Lastly, the message appeal strategies that are appropriate for Pages under this category is Emotional appeals. The negative feelings stir up the feminist in female users; hence, resulted in highest number of all types of engagements. Emotional appeals have been highly recognised as a powerful message strategy in the field of health communication and social marketing (Brennan and Binney, 2010). For example, an anti-smoking advertisement with the highest number of views on YouTube utilises emotional appeal (Pakdeeronachit et al., 2018). Therefore, the business implication for digital marketers who also target the customers that fit in this same demographic profile of this study can benefit

from this insight and can apply emotional appeal in digital marketing communication activity.

6. Conclusion

When it comes to health related issues, emotional appeals tend to work best in terms of creating engagement; therefore, healthcare providers can use emotional appeal as a message strategy to attract attention from the patient. At the same time, pharmaceutical, insurance, lifestyle and healthcare business can also employ this emotional message strategy in advertising and marketing communication messages and activities. As health related topics seem to touch people's emotion rather than humour or rational appeal. Therefore, this research provides insightful information for digital marketers who wish to utilise Facebook as a digital marketing tools, as emotional message strategy appears to work best to create engagement among the selected audience.

In terms of engagement strategy, this research identified that mothers seek contents that are beneficial to them. Therefore, the recommended strategy is to tailor an insightful and helpful content rather than to focus on time of the day or frequency of post. Lastly, adding photos to text alone is not effective in bringing up the engagement in the field of maternal health communication. Therefore, the recommended strategy to boost up engagement is to use strong visual in combination with external link.

7. Implication for Business

7.1 For individuals who wish to increase engagement on Facebook Page

It is recommended that the Page creators do not have to worry about the timing or frequency of post. Therefore, this could save time and effort for individual who may be busy from the full-time job. However, one should focus on creating resourceful contents that are helpful to the mothers and use strong visual content as a strategy to engage active users.

7.2 For organisations or businesses related to maternal and child health

It is recommended that Page creators adopt the similar strategy to that of the individuals'. However, the admin of the Page should consider using less formality and engaging in a more colloquial dialogue to appear to be in a human-like conversation. In addition, emotional message appeal should be utilised to communicate informative messages in an emotional ways in order to increase engagement.

8. Limitations and Future Research

The scope of study of this research is only limited to Facebook as a single platform. Although, Facebook is currently the most popular platform of the social media site. However, Twitter and Instagram are both increasingly popular and increasing in the

number of users. Therefore, it would be beneficial for the future study to explore the engagement strategies on the aforementioned platforms as it can provide insightful information for digital marketers to elaborate on the engagement strategies on those platforms as well.

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