

# Capacity Building for Digital Health Monitoring and Care Systems in Asia (DigiHealth-Asia)



DigiHealth-Asia

## D4.3 – Social media account setup and maintenance

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## Executive Summary

D4.3 “Social media account setup and maintenance” is a deliverable of the work package 4 “Dissemination and exploitation”. The main objective of the deliverable is to show that various social media accounts have been setup on Facebook, LinkedIn, YouTube, and Twitter and how they will be maintained. These social media forums will be used for disseminating the project activities including



meetings, progress on the pilot cases, status of project-oriented courses that will be launched at the Higher Education Institutes in the partner countries, publications, etc. These social media forums will be updated regularly and maintained. A dedicated Dissemination and Publication Team (DPT) has been formed in the project which comprises of one representative from each partner. The job of the DPT is to disseminate the project activities and results at national and international levels. The DPT team will use the DigiHealth-Asia social media forums and they will work on increasing the project visibility by disseminating the project results to on various project mailing lists, IEEE mailing lists, personal connections, etc.

## 1. Introduction

To disseminate the project activities, several social media accounts have been set up including Facebook, Linked In, Twitter, and YouTube. These social media accounts will be continuously updated with the project activities such as meetings, workshops, the progress of pilot cases, status of starting project-oriented courses at the Higher Education Institutes (HEIs) of the partner countries. These social media forums will be used to get in touch with academic and industry people working in the same domain. Within the project, a dedicated Dissemination and Publication Team (DPT) has been formed and it comprises of one representative from all the partners. The DPT team will use the DigiHealth-Asia social media forums and they will work on increasing the project visibility by

disseminating the project results on various project mailing lists, IEEE mailing lists, personal connections, etc.

### 1.1. Facebook page

The DigiHealth-Asia Facebook page is accessible at: <https://www.facebook.com/digihealthasia> and is shown in Figure 1. We plan to send the Facebook page to different forums including related projects mailing lists, IEEE mailing lists, etc. This will enhance the visibility of the project and will help in disseminating the project activities to a larger audience. We also plan to create newsletters that will capture the project activities at different time instances. These newsletters will be posted on the LinkedIn page, the Facebook page, the Twitter account, and the project website.

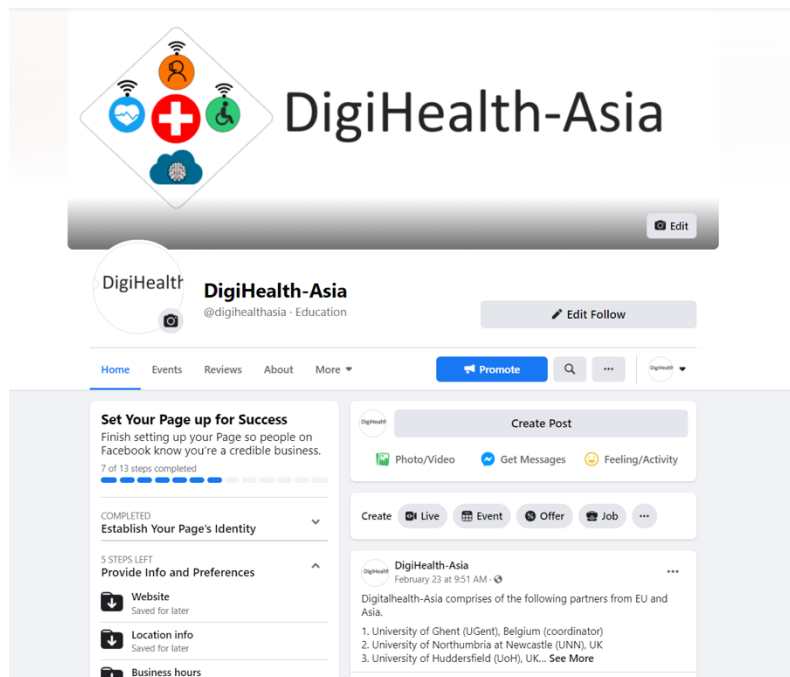
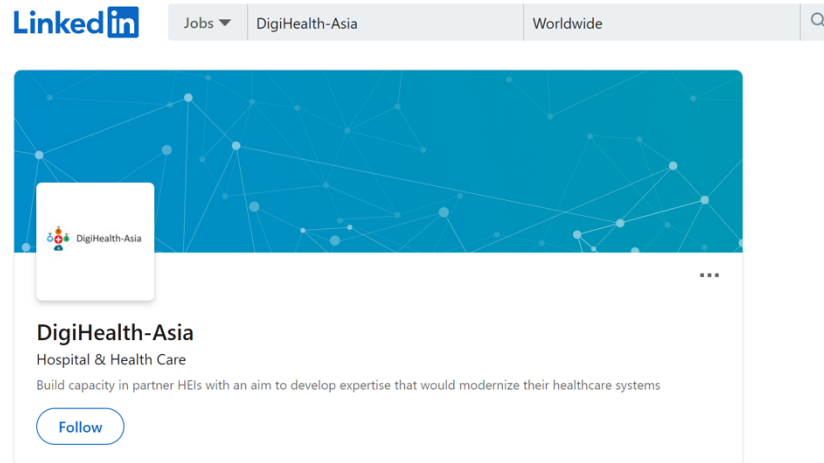


Figure 1: DigiHealth-Asia Facebook page.

### 1.2. LinkedIn page

The LinkedIn page of DigiHealth-Asia is accessible at (<https://www.linkedin.com/company/digihealth-asia>) and is shown in Figure 2. Similar to the Facebook page, for disseminating the project activities, we plan to send the LinkedIn page to various forums including related project mailing lists, IEEE mailing lists, etc.



#### About us

DigiHealth-Asia aims to build capacity in Higher Education Institutes (HEIs) of the partner countries (Pakistan, Thailand and Mongolia) to develop project-based courses in digital health and that would begin a new transformation in the operation of Asian healthcare systems. The main objective of the project is to harness the power of ICT in healthcare through the introduction of the digital healthcare specialised courses that would train and assist the healthcare professional in remote monitoring patients. A part of this project involves research and development of a new autonomous framework for pervasive monitoring of medical vital signs of patients using multiple types of affordable sensors connected through a secure and efficient network. The system would integrate a combination of ICT technologies including machine learning algorithm based on multi-view metric learning to learn to the relative importance of different types of sensors dependent on the location of the user, networking and user-friendly application development for collection and analysis of the collected medical data. This project aims at designing and implementing the framework, as well as demonstrating the feasibility of an autonomous in-home monitoring system at partner health-care facilities through pilot use cases.

Figure 2: DigiHealth-Asia LinkedIn page.

### 1.3. Digihealth-Asia Twitter account

The DigiHealth-Asia twitter page is accessible at (<https://twitter.com/AsiaDigihealth>) and is shown in Figure 3. The latest information about the project activities including meetings, updates on the pilot cases, status on project-oriented courses, workshops, publications, etc. will be tweeted frequently on the Twitter account.



Figure 3: DigiHealth-Asia Twitter account.

#### 1.4. YouTube channel

The DigiHealth-Asia YouTube channel is accessible at (<https://www.youtube.com/channel/UCl3tjWkuZZ4h3BdyDtZLsww>) and is shown in Figure 4. Promotional videos of the pilot cases and recording of presentations and workshops will be made available on the channel.

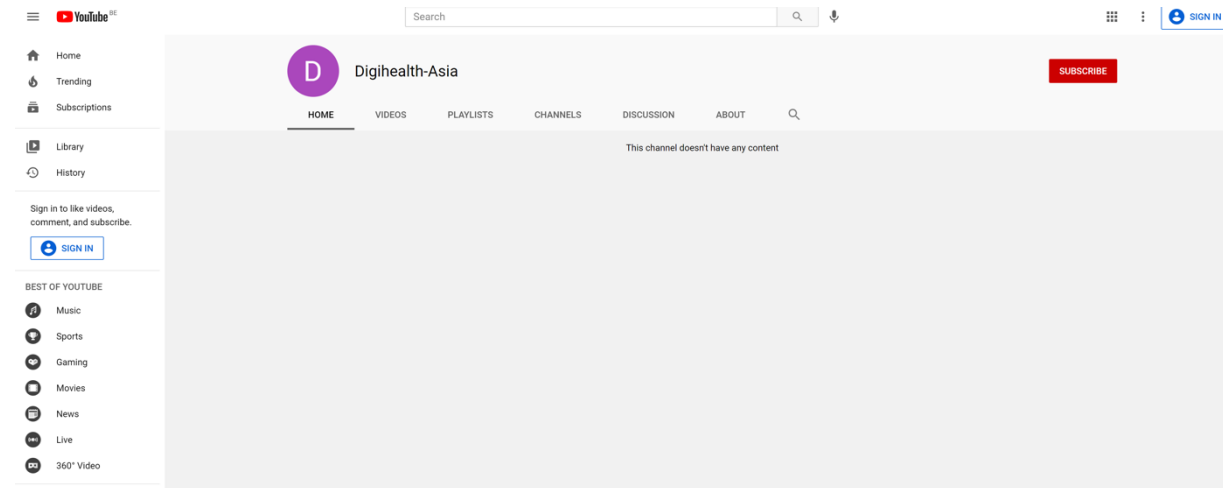


Figure 4: DigiHealth-Asia YouTube channel.