

MODULE 8: PROMOTING WATER AWARENESS ON SOCIAL MEDIA

*Badariah Saibeh, Jalihah Md Shah, Dzurizah Ibrahim, Intan Soliha Ibrahim,
Mohd Lutfi Hafifi Japili and Nik Mohd Noor Faizul Md. Saad*

INTRODUCTION

Water is fundamental to our lives, our societies, and our economies, but paradoxically, it is often forgotten (UNESCO, 2003; Landrigan et al., 2018). UNESCO (2003) explained that people's health and livelihood depend on access to clean water. However, each year, contaminated water causes millions of deaths and additional ailments (Landrigan et al., 2018). Meanwhile, UNESCO (2021) and Tirgar et al. (2020) highlighted that water is essential for human survival and that paying attention to water pollution is crucial. Hence, a public awareness campaign is essential to raise awareness of the value of rivers in our daily lives and to foster a desire to protect and cherish rivers (UNESCO, 2021; Selamat, 2004).

Neo et al. (2016) emphasized the need to mention the social-psychological aspects to categorize the degree of public knowledge and behaviour. As a result, they learn that the Government initiatives to support many environmental awareness programmes are essential to determining the current state of environmental awareness and behaviour. They suggest that high environmental knowledge only sometimes translates into higher environmental behaviour. In other words, only some are conscious of and sensitive to environmental challenges (Neo et al., 2016; Dam et al., 2019). Therefore, all parties are responsible for playing their respective roles regarding the awareness of the importance of water in human life.

In this context, how can they play their roles? How can we communicate the importance and disseminate awareness of water issues in society easily and effectively? The influence of the Internet and social media in imparting knowledge and information cannot be denied. People of all ages use the Internet. Therefore it forms one of the major mediums of communication and is used to replace TV, magazine, and newspaper due to their limitation on coverage and the need for more standardization. The information posted on social media can be spread to many people over a short time (Menczer & Hills, 2020).

Thus, the same method can be used in this project. The participants can become social media users to promote water awareness. Social networking websites are the most effective social media tool. Most

people are familiar with Facebook, Twitter, Tumblr, Blogger, Instagram, and TikTok. People from all over the world can access and connect on these social networking platforms.

Since social media has become a popular communication tool, it can influence people in many ways, such as through awareness campaigns/content on any issue (Young, 2017). Social media users are important as they inform netizens or their followers of new products, developments, and even breaking news (Quintana, 2019). Unlike advertisements designed to inform, the information from individual social media users is organic and trusted.

TikTok, for example, is the digital equivalent of word-of-mouth marketing (Young, 2017; Byrne et al., 2017). Thus, TikTok has the potential to be one of the effective approaches to changing users' perceptions and behaviours on the importance of water. Therefore, in this context, this module will employ TikTok to spread awareness of the importance of water and TikToker needs to create a niche in water awareness issues.

OBJECTIVES

This module is designed and developed to achieve the following objectives:

1. To explain the importance of social media as tools to promote water awareness.
2. To demonstrate the process of the TikTok content on water awareness.

LEARNING OUTCOMES

At the end of this module, participants should be able to:

1. Identify various types of social media.
2. Construct TikTok content on water awareness.

DURATION OF ACTIVITIES

The duration of activities is shown in Table 8.1.

Table 8.1: Duration of activities

No.	Activity	Duration
1.	Post-It Notes	10 minutes
2.	Story Board	20 minutes
3.	Design: Online - using device for TikTok, or Offline - using manila card for poster	30 minutes
4.	Presentation	20 minutes

Note:

- *Participants' level – Introductory (e.g., public, primary, or secondary school students, tertiary level students).*
- *The activity chosen must suit their level of understanding and availability to grasp the concept or knowledge delivered in the module.*

MODULE ACTIVITIES AND PROCEDURES

ACTIVITY 1:
POST-IT NOTES
Duration: 10 minutes

INTRODUCTION

Social media is essential nowadays as it enables us to connect, grow, and interact with our target audience. It becomes a tool to influence people. To develop water awareness, participants must create content. These activities (refer to Table 8.1) will be performed in groups.

Materials:

- Manila card
- Marker Pen
- Sticky notes
- Cello tape

Procedures:

Moderator asks participants about their knowledge of social media and their experience using it. Moderator writes the questions on the manila card.

Table 8.2: Questions example

No.	Questions	Post your answer using sticky notes
a.	What types of social media do you know?	
b.	What types of social media do you use?	

A participant writes their answer on sticky notes and posts it on the manila card. Please refer to Figure 8.1 as an example. The moderator will then lead a discussion on the participants' answers posted on the manila card.

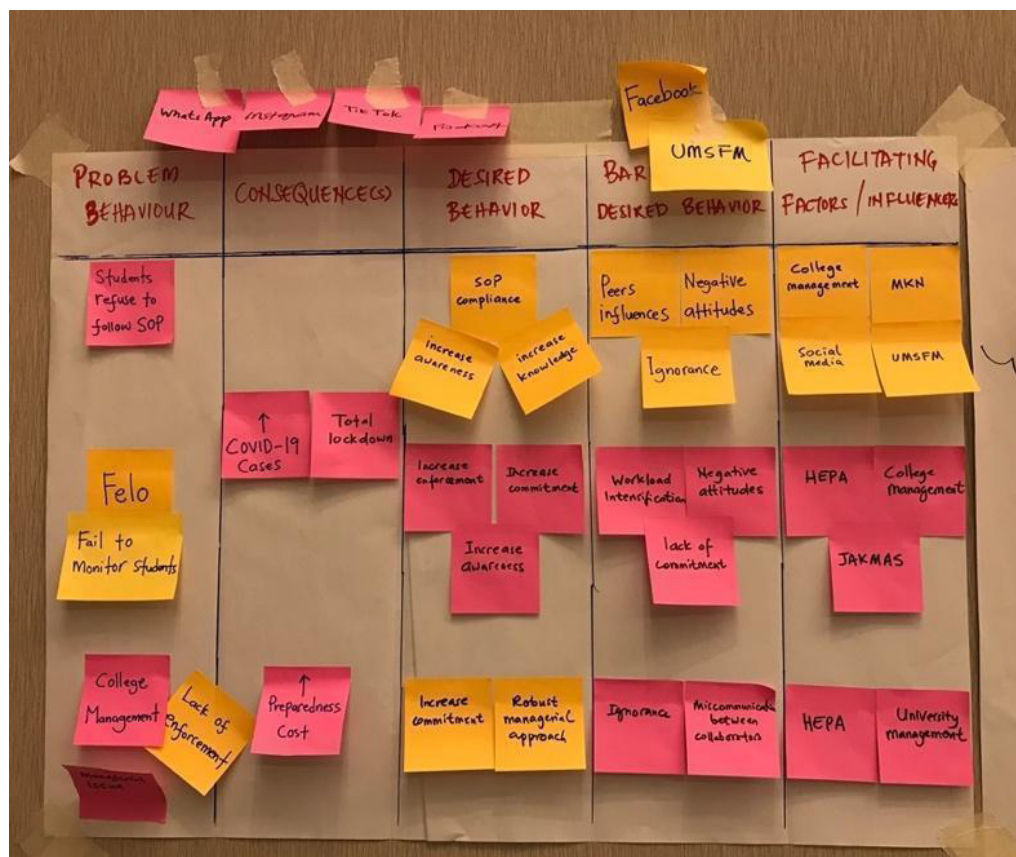


Figure 8. 1: Post-It Notes Activity

ACTIVITY 2:
STORYBOARD
Duration: 30 minutes

Introduction

Select one of the water issues you want to post on TikTok. This activity can be performed either online or offline.

Materials:

- Manila card
- Marker Pen
- Sticky notes
- Cello tape

Procedures:

Moderator shares information on the content following the process below.

(a) Create narration

- Participants will be given the task of compiling content to be used on TikTok.
- Write the **information** about water awareness using manila card based on **3 stages** below:
 - (1) Identify the issue;
 - (2) Implications of the issue; and
 - (3) Who will be affected?

(1) Issue

(2) Implications

(3) Who are affected?

- Once completed, use the information for the next process.

ACTIVITY 3:
DESIGN
Duration: 30 minutes

Introduction

Choose either online, or offline.

Online activity

Prerequisite: Internet connection and sign up for the TikTok application.

Material:

- Device: Smartphone/tablet/laptop

Procedures:

Moderator shares information on the content following the process below.

(a) Take a video/photo

- (i) Understand how to use the camera in your device correctly.
(Refer Appendix Module 8)
- (ii) Best shot and compositions for shooting using your device.
(Refer Appendix Module 8)
- (iii) How to edit video/photo using your device.
(Refer Appendix Module 8)

(b) Tag component

- Tagging is a process that involves using labels to make content easier to find or link to. Tags can appear inside the text of a post or at the end of a post in a series of tags.
- Hash tags can be used in your posts, replies, and comments. Popular hash tags will populate in a dropdown on TikTok, Twitter, Instagram etc.
- Tag examples, #ValueWater, #SaveEnvironment, #Unesco.

Offline activity

If the project area does not have internet, offline activity can be held.

Materials:

- Manila card
- Marker Pen
- Sticky notes

- Cello tape/glue
- Pictures from magazine/newspaper/drawing
- Colouring tools
- Stationery

Procedures:

Moderator shares information on the content following the process below.

(a) Create poster

- Use the information in (Activity 2) to produce the poster using manila card.
- Choose picture/drawing related to the content.
- **Insert picture/drawing** of the water issue in the box given using manila card:

**Issue
Implications
Who are affected?**

- Write a good caption.
- Create a creative, catchy, and engaging caption.
- The poster can be posted in public area such as community hall and school (with permission from the authority)

**ACTIVITY 4:
PRESENTATION
Duration: 30 minutes**

Materials:

- Laptop, LCD, screen projector and internet connection (to online activity), or
- Poster (to offline activity)

Procedures:

Moderator leads the session.

- Participants work in a group and present their content for not more than five minutes.
- The other groups will comment on the result presented.
- The best presentation will be announced based on message delivery and creativity by the modular.

REFERENCES

- Byrne, E., Kearney, J. & MacEvilly, C. (2017). The Role of Influencer Marketing and Social Influencers in Public Health. *Proceedings of the Nutrition Society*. Vol. 76(3). Access online at <https://doi.org/10.1017/S0029665117001768>
- Dam, Lammertjan, Tommy Lundgren, and Bert Scholtens, 'Environmental Responsibility: Theoretical Perspective', in Abigail McWilliams and others (eds), *The Oxford Handbook of Corporate Social Responsibility: Psychological and Organizational Perspectives*, Oxford Handbooks (2019; online edn, Oxford Academic, 6 Nov. 2019), <https://doi.org/10.1093/oxfordhb/9780198802280.013.10>, accessed 8 Aug. 202
- Hung, C., Huang, Y., Hsu, J., & Wu, D.K. (2008). Tag-Based User Profiling for Social Media Recommendation.
- Landrigan PJ, Fuller R. Environmental pollution: An enormous and invisible burden on health systems in low- and middle-income countries. *World Hosp Health Serv*. 2014;50(4):35-40.
- Scientific American (n.d.). Information Overload Helps Fake News Spread, and Social Media Knows It. *Media Well*. Retrieved August 15, 2022, from <https://mediawell.ssrc.org/citations/information-overload-helps-fake-news-spread-and-social-media-knows-it/>
- Neo, S. M., Choong, W. W., & Ahamad, R. (2016). Public Environmental Awareness and Behaviour in Malaysia. *Procedia - Social and Behavioral Sciences* 222 (2016) 668 – 675. <https://doi.org/10.1016/j.sbspro.2016.05.223> Access online 21 August 2022.
- Selamat, K. (2004). Public Awareness Program “Love our River” Campaign. Organized by NARBO Benchmarking Workshop. Indonesia. 29-30 November.
- Tirgar, A., Aghalari, Z., & Sillanpää, M. (2020). A glance at one decade of water pollution research. *Iranian Journal of Health and Environment* Vol.7(2). Access online at <https://doi.org/10.1186/s40550-020-00080-9>
- UNESCO (2003). Water for people, water for life: the United Nations world water development report; a joint report by the twenty-three UN agencies concerned with freshwater. Retrieved from <https://unesdoc.unesco.org/ark:/48223/pf0000129726>
- UNESCO (2021). The United Nations world water development report 2021: valuing water. Retrieved from <https://unesdoc.unesco.org/ark:/48223/pf0000375724>
- Quintana, R. (2019). How Social Media Influences People – Infographic. Retrieved from <https://www.socialmagnets.net/how-social-media-influences-people/>
- Young, K. (2017). The Biggest Social Media Trends Shaping 2018. Retrieved from <https://blog.gwi.com/trends/social-media-trends/>

APPENDIX MODUL 8

Camera and Photography

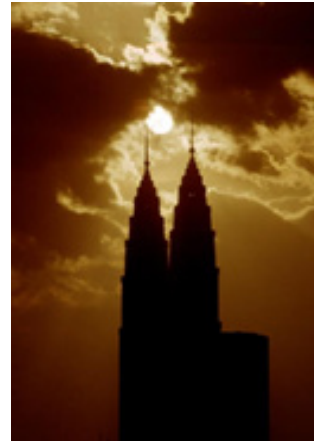
Understand how to use the camera in your device correctly.

Format frame photo/video.

Horizontal

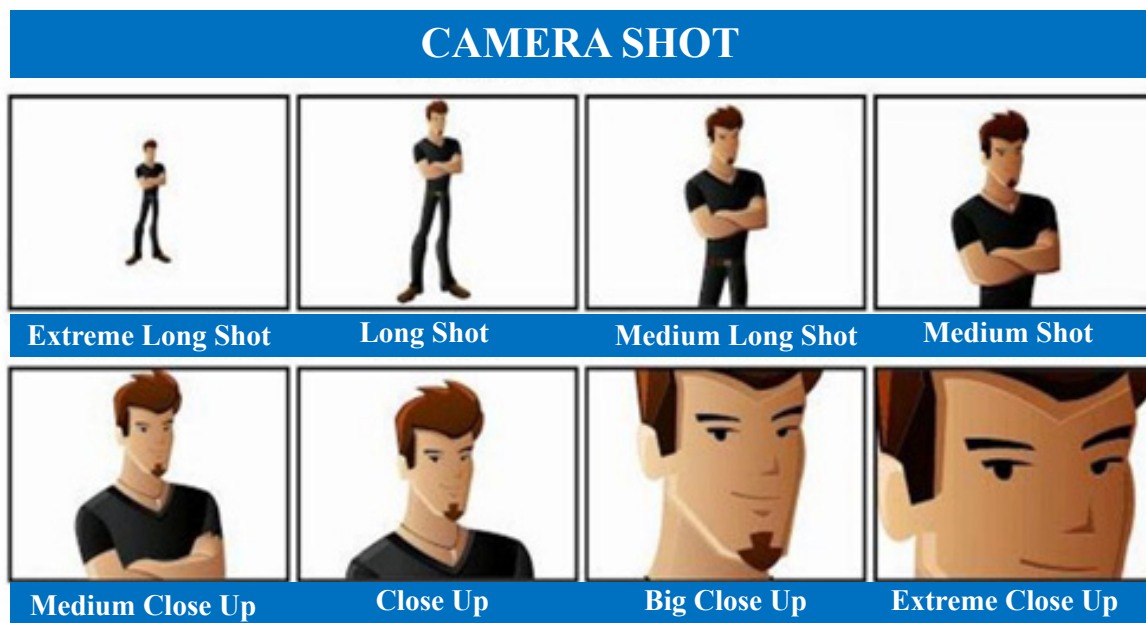


Vertical

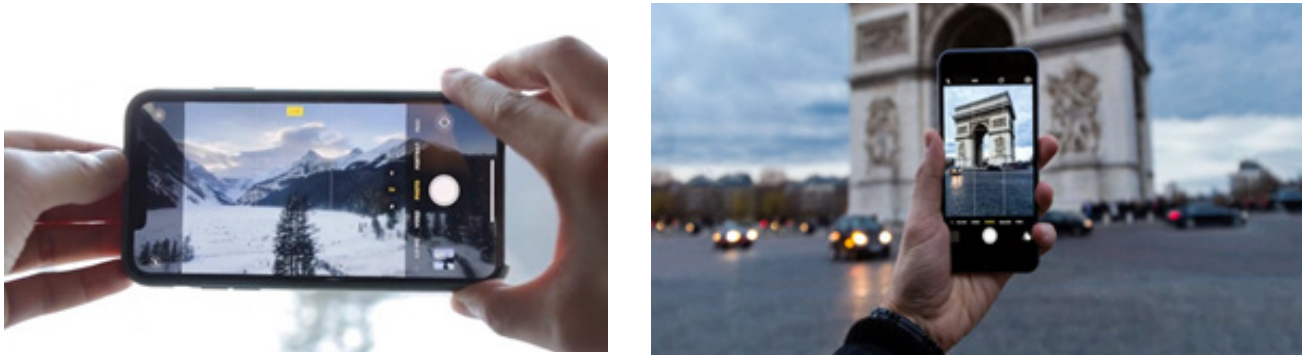


Best shot and compositions for shooting using your device.

(a) Types of camera shot.



(b) Composition in photo and video.



Composition is arranging the subject in the camera frame to get a neater and high-impact image. Basically, the composition consists of foreground, subject and background.

Composition plays an important role in whether the captured image succeeds or fails to attract the attention of a viewer.

(c) Rules of thirds




Source : phlearn.com

The rule of thirds is the most basic type of composition and must be understood. This technique divides 9 squares of equal size and places the point of interest on a line or point on a box that is divided into 3. Participants can apply this technique using their device such as smartphone/tablet/ laptop.

Steps to use TikTok

- (a) Install the TikTok application in your device from Play Store for android user and App Store for Apple user.
- (b) Sign up for a TikTok account.

1. How to post a video/photo in TikTok.

Step 1: Click  in your TikTok account.

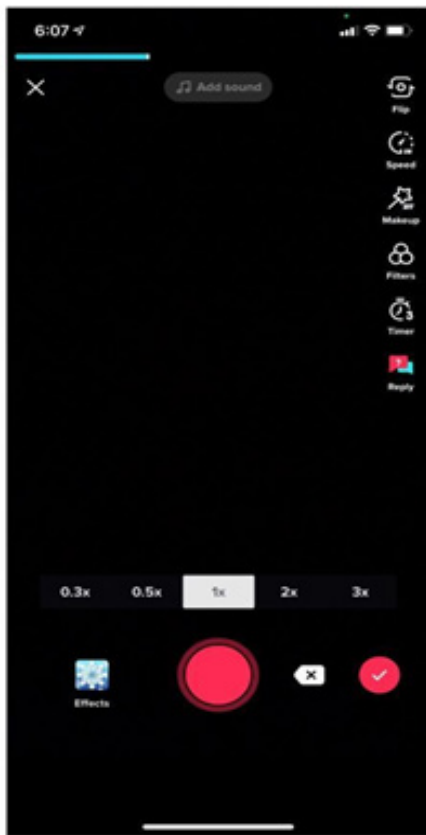
Step 2: Upload video/photo from your gallery or Live.

Step 3: Add effect, text or audio accordingly to your desired content.

Step 4: Click **next**.

Step 5: Describe your post, add hashtag (such as #WaterAwareness), add a link (if necessary).

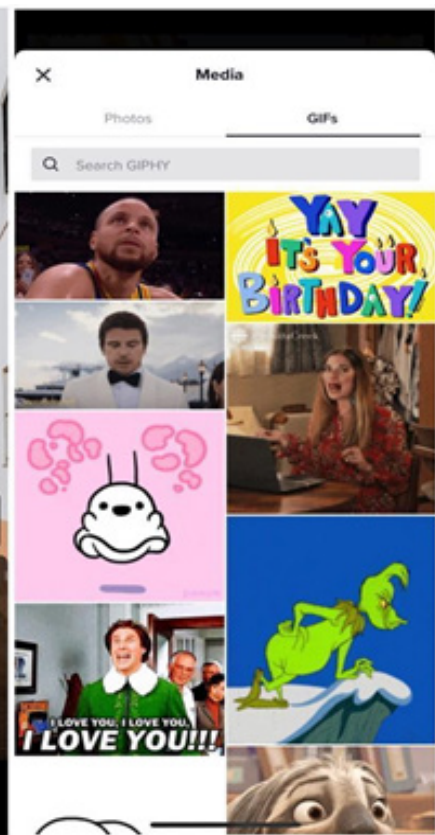
Step 6: Post the content to everyone by clicking the icon **post**.



Step 1



Step 2



Step 3

