

Social Media as a Tool of Discourse – Divulging Women’s Well-being

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Abstract

A well-known adage that dates back centuries is “health is wealth”. Health ought to be the top concern for any individual. In actuality, one of the objectives of sustainable development goals is health. The state of one’s health is paramount for a comprehensive human development. While everyone’s health matters, women’s health needs to be prioritized above all else. For the benefit of the society, women’s health is particularly important. A strong woman can lead to a strong family, which in turn strengthens the society. Women experience greater health challenges than men do. Health issues for women primarily arise during adolescence, pregnancy and maturation. A number of issues affect women including irregular periods, infertility, stress both inside and outside the home, mental health issues, various cancers like breast cancer, cervical cancer, menopause, osteoporosis and many more. Even in the modern world, women’s aesthetic care is highly valued. Skin care is regarded as an essential component of their health that cannot be disregarded.

In the globalised and modernised world, technology and social media are ruling the human world. There are numerous forums dedicated to discuss women’s health. In order to bring awareness among women, numerous social media platforms discuss women’s health in an open manner, addressing serious health issues as well as uncomfortable topics that women typically avoid discussing in public. A few of these platforms also provide solutions for issues that women encounter. This paper attempts to shed light on the several social media platforms that discuss women’s health, the issues they encounter, and most likely the solutions.

Key words: Women, Social Media, You Tube, Facebook, Instagram, Women’s Health, Channel, Health issues, Solutions

Women are viewed as the backbone of the family, just as farmers are viewed as the backbone of the nation. The family will be content if the woman is content. The family will be knowledgeable and educated if the woman is educated. In the end, the family will be healthy if the woman is well. A healthy woman can improve the health of the family and eventually the next generation. Above all, everyone should prioritize woman's health, but regrettably the family and the woman herself have neglected it over the years. But, as the times change and awareness spreads through a variety of channels, the landscape is shifting.

In comparison to men, women experience many more health challenges. Within and beyond the family, women experience immense hardships. Adolescence, pregnancy, and old age are the three stages in which a woman's health is taken into consideration. Adolescent girls encounter early pregnancy, child marriages, and maternal deaths, all of which have a lasting negative impact on their health. Anaemia is a serious health problem that young girls confront. Girls are now experiencing the effects of PCOD, or polycystic ovarian problems. In the case of women, a recent survey found that nearly 2,87,000 have lost their lives as a result of complications in pregnancy and childbirth. Obstetrical diseases such as preterm labour, preterm rupture of membranes, pre-eclampsia, and foetal death also have an impact on women's health. Miscarriages, abortions, and unwanted pregnancies, severely harm women's health. Diabetes, cancers (breast cancer, cervical cancer), chronic respiratory conditions (asthma, chronic obstructive pulmonary disease), and cardiovascular diseases (heart attacks, strokes) are among the Non-Communicable Diseases (NCDs) that older women face. Recent surveys show that NCDs cause up to 19 million deaths annually, or two out of every three deaths among women. Women who age, experience physical and cognitive impairments such as dementia, arthritis, hearing loss, poor vision, and depression.

Women encounter a range of abuses at the hands of men in addition to different illnesses. Along with sexual violence, they also endure psychological and mental abuse. It causes depression and ultimately drives them to take their own lives. In addition to those already mentioned, women also deal with other issues. Numerous factors are harming women's health, which is a foundational aspect of the family. Any topic can be a topic of discussion in today's literary trends. Social media is a new forum for talking about different problems. One such subject that is frequently discussed on social media sites is women's health.

Instead of reading newspapers for any information, today's generation turns to social media. Social media platforms disseminate information about current events, entertainment,

societal issues, and other problems. Social media is now used to discuss anything in public, including issues related to women's health, solutions and much more. With almost everyone owning a smartphone these days, the information is more accessible. The most popular social media sites are Facebook, YouTube, Instagram. These platforms, offer entertainment as well as information on numerous productive societal topics, such as women's health.

“Facebook” is a global social media platform that was established by Mark Zuckerberg in 2004 and serves millions of users. Anyone can create a profile on Facebook and share pictures and other personal information about themselves. There are numerous pages in Facebook discussing women's fitness and health.

In 2015, three administrators created the Facebook page titled, “Women's Health India”. With the motto "Women's Health First," the page is now leading high and has over 20,000 followers nationwide. Despite being called Women's Health India, anyone from anywhere in the world can join the page and learn and contribute information about women. Women can discuss any issue pertaining to their health, mental health, pregnancy, sex, menstruation, family, relationships, and many other topics on this page. Additionally, this page hosts a number of activities for women, including weight loss challenge programs and online health workshops. This is an excellent forum that allows women to both inspire and be inspired by other women.

A multi-administrator page named "Trying to Conceive, Infertility and Pregnancy Support Group" features captivating images of a mother holding her newborn, the bond between the child and parents, and the suffering of those without children. The page is made more beautiful and lively by the adorable pictures of the new lives. They offer advice on how to conceive, raise babies, deal with irregular periods, and address other related health issues simultaneously.

The page "women's health" is actually a magazine page. This page is maintained by Hearst Corp., one of the biggest media and services companies in the country. It has several administrators. This page features articles on well-known female celebrities. For example, this magazine recently featured statements made by American actress and singer Ashley Park as to how she overcame a difficult phase relating to physical and mental health, how she rebuilds her fitness and focused on self-care. This page discussed the uncommon neurological condition known as stiff-person syndrome, which affected Canadian singer Celine Dion. It was shared by her sister, Claudette. The lifestyle issues, joys, and sorrows of numerous female celebrities have also been shared on this Facebook magazine.

Facebook has a plethora of additional pages that are private. Online expert consultations are another service offered by Facebook. Websites such as Ladies Health and Problems, World Congress of Obstetrics & Gynaecology Forum, and Free Gynaecologist Consultation offer advice on a range of issues and provide remedies while attempting to maintain the utmost confidentiality in the conversation.

Among social media platforms, "YouTube" is the most utilized. You Tube was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, YouTube videos have the potential to benefit even the most ignorant individuals. Everyone has the ability to create videos on YouTube, share them, and make anything publicly visible. Numerous YouTube channels discuss the health of women. An obstetrician, gynaecologist, trained laparoscopic surgeon, and specialist in infertility from Visakhapatnam runs the "@dr. silpa88" channel on social media. She uses examples from her own patients to illustrate her discussions of pregnancy-related issues and offer solutions. She dispels all pregnancy-related misconceptions and presents the truth. She also produced period-related videos for girls. She answered the questions posed in the comments in a video that she created and shared, which prove to be very helpful.

Suman TV is an official channel that broadcasts live news, popular culture, and much more. "Suman TV Women" is a separate YouTube channel devoted solely for women, featuring the caption, 'True definition of a woman and best words to describe a woman.' Many well-known people, including Ananthalakshmi, Priya Chowdary, Vanaja Ramishetty, Sahiti, and Ramaa Raavi, discuss issues related to women's health and offer solutions for a variety of issues that affect women, such as stress, infertility, issues with their sexual lives, menopause, aging, and more. Additionally, they produce efficacious videos for women on diet plans, beauty care, and fitness.

"Fit Tuber," run by Vivek Mittal, is another YouTube channel that discusses numerous topics pertaining to women's health. Though not exclusively focused on women, he discusses a wide range of topics that most women are embarrassed to bring up. Videos such as don't do this during periods, ladies! stop using these, vaginal discharge - types, 10 sanitary pads in India ranked from worst to best, period struggles are some of the ones he has posted. He provides an incredibly helpful explanation of the problem along with a solution.

Another You Tube channel called "Ashtrixx" is managed by TV actress Ashmita. She posts various videos about women's health, such as the Ultimate UNDERWEAR guide, Bra secrets that every girl should know, Menstrual cup: pros and cons, Underarm pigmentation, Periods: what a man should know, and other topics including the advantages and advice for women regarding different beauty care products. Her topics of discussion greatly benefit the world of women.

The goal of the YouTube channel "Uncondition yourself with Namita Thapar" is to raise public awareness of women's health issues. It's the first of its kind, a talk show about women's health. This channel discusses a range of women's health issues with medical professionals and raises awareness on the issues while also offering solutions. The channel has produced 36

episodes so far, covering a wide range of topics including osteoporosis, COPD (Chronic Obstructive Pulmonary Disease), Alzheimer's, prostate incontinence, heart attacks, strokes, insomnia, epilepsy, breastfeeding, hysterectomy and fibroids, skin health and cosmetics, thyroid disorders, infertility, high risk of pregnancy, body shaming, and many more. Talk shows of this nature are very helpful to the female population because they provide information on a range of health-related concerns and treatments, as well as direct answers from the experts.

An additional fascinating YouTube channel named “Frustrated Woman, Sunaina The original”, was channelled by well-known film artist Sunaina. She discusses about an array of disciplines that actually affect women on a daily basis. She speaks candidly and voices out the frustrations on a wide range of issues which bother women. Her videos include various issues women face in and out of the family, various kinds of problematic husbands, high expectations imposed on women regarding marriage, husband, in-laws, parenting styles, even by the parents and many more. Sunaina expresses her frustration on the subjects at hand in a very natural and humorous way, but the subjects she chose are pressing issues that affect all women in today's society. Women are not able to communicate their extreme stress to others. Sunaina reassures the women through her conversations that they are not the only ones experiencing this issue and that there are many others as well. Frequently, she offers an approach to get past the difficulties.

TEDx is a global community that hosts events and inspires people all over the world. The TEDx community has a much sought after "TEDx talks" You Tube channel. Any well-known individuals, intellectuals, or idea generators are welcome to give the talk. In TEDx talks, they cover a wide range of topics related to motivation; one such topic is women. Popular figures have expressed a variety of opinions on topics including "It's Time to Talk About Women's Health," "Mental Health & Women," "Why Women Need to Get Serious About Strength," "Mind Your Own Pregnancy," and "Reclaiming Female Sexual Desire." Samantha,

Nivetha Thomas, and Aishwarya Rajesh, actresses from Telugu films, also delivered speeches that raise awareness and inspire the women to a great extent.

Numerous other YouTube channels, such as "The Yoga Institute," are managed by SMT Hansa Ji, who offers her opinions on a range of subjects to address issues related to women's health. She offers physical and mental health tips for the woman along with yoga asanas. Other reputable hospitals operate YouTube channels, including KIMS - Saveera Hospital, Yashoda Hospitals, Manipal Hospitals, and numerous others. The specialist himself describes the situation, offers preventive measures, and frequently finds solutions to the problems. The hospital itself operates the channel, discussing several cases that they come across everyday. There are some medical-focused YouTube channels where doctors delve into different consequences faced by women and provide explanation through lectures. You Tube is an excellent social media platform that covers a wide range of topics and issues. Women can indeed gain a wealth from observing different videos on related topics. These videos can educate and raise awareness about various issues, assist women, transform them, and encourage them to be strong, mentally, and psychologically .

"Instagram" is a recently emerged trend in the realm of social media. Kevin Systrom, an American computer programmer, founded Instagram in 2010. Initiated on the first day with 25,000 users, it has now expanded to billions of users. India leads the nation in Instagram users with 358.6 million active users, according to the most recent statistics. Women are not exempted from the recent Instagram phenomenon. There are numerous handles that discuss and focus solely on women.

Instagram features multifarious pages that are categorized and devoted to women's health and fitness. There are pages like "womenhealth. pcos", owned by Dr. Manpreet, that deal with women's health. Surprisingly, she uses gestures to explain everything rather than

talking about the issue and its solutions. Solutions for bloating issues, hormonal imbalance, stress or anxiety, gut health, PCOD, infertility, and many other topics were covered by her. She has already made 691 posts and responded to messages left in the comment section.

“Uteropedia” is a page managed by Zoya, with 345 posts to date. Despite the fact that women's sex awareness is the page's primary focus, she shares interesting posts about subjects that are constructive to women, such as menorrhagia – a medical term for heavy and prolonged menstrual flow, breast self-awareness checks, the evolution of sanitary pads, colours of discharge, urinary tract infections, STDs, and the effects of alcohol and smoking on women's hormones.

The website "fitmomclub.co" focuses on female fitness and motherhood. The goal of the page is to provide health and wellness to one million families. The website offers postpartum exercises, recipes, and weight loss advice in addition to healthy tips for expectant mothers. They value the feedback left by their viewers.

Instagram imbues women through multitudinous pages, titled, Herbossgame, female_warrior_1, womenqueendom.co, wifeypreneur, the_girly. diaries, bossbabesspoken, thewomentales, femalebusinesspower, herpowerdose, awisewomanrising, womenceotribe and immeasurably more.

Barbie runs a page called "the_cognition_dietitian" with 151 posts addressing women's health and brain health. Her posts cover a wide range of interesting topics, including midlife metabolism, stopping bone loss, sleep, orthorexia, reducing visceral fat, reducing risk of premature death with cardio, sarcopenia, the brain in premenopause, insulin resistance, stopping bone loss, Alzheimer's disease, and several other aspects of women's health.

Aside from the aforementioned, there are a ton of Instagram pages devoted to women's health and fitness. Certain handles, managed by doctors themselves, provide a platform for

even a normal woman to post issues and receive quick fixes from professionals. It is interesting to note that some websites, like womenhealthuk, womenhealthind, womenshealthaus, and many more, are tailored to the needs of women in different countries and continents, serving both conventional and modern women.

Social media offers a wealth of information, including details about a woman's health. New advancements have rendered the technology useful. The onset of technology and social media, illuminates a number of problems that women encounter. Social media, through its many platforms, offers solutions to a number of bothersome problems and clears the path for a healthy life for women. There are still a lot of topics that can be discussed on social media in the future, such as women's cancer awareness, mental health, and the health of girls, among many others. A woman's health is the greatest gift she can give her family and herself, and it should be safeguarded.

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