

Ramkhamhaeng Hospital received the BEST BRAND PERFORMANCE BY PANTIP (Highest Quality) Award from Thailand's largest social award ceremony, THAILAND ZOCIAL AWARDS 2022 for the 2nd time after receiving the Award in 2019.

THAILAND ZOCIAL AWARDS is the biggest social awards event in Thailand. It was organized to focus on social media that is increasingly influencing the business sector in the age of data-driven business. To raise the norms of using social media by awarding quality awards that are recognized by people in the social media industry. Including in-depth social media trends updates of the business sector by the real online guru. It is an award given to a brand or agency to recognize the most effective use of social media in each industry. Which has been organized annually since 2013 by Wisesite (Thailand) Co., Ltd. The number one social media data analytics service provider in Thailand.

Because today's online world has a lot of information for us to see and update. And health is important to our life. Information from reliable sources is therefore essential. Ramkhamhaeng Hospital wants to thank you for the website www.Pantip.com. Allow Ramkhamhaeng Hospital to share good things and health issues with Pantip members. This award will drive us to continue to strive to improve the quality of health education.

* Judging Criteria THAILAND ZOCIAL AWARDS 2022

"BRAND METRIC" measures the effectiveness of the BEST BRAND PERFORMANCE ON SOCIAL MEDIA award group. Consider the brand's capabilities through communications through the brand's official social channels. Consider the brand's capabilities through communications through the brand's official social channels. Also, consider getting mentions from the media and consumers. Emphasis is placed on two main aspects: Quantity Performance and Quality Performance.

** Qualitative Performance measurement considering. "Comment & Share Ratio" is the percentage of brand content comments and submissions, "Advocacy" sponsorship of brand content by recommending it to others, "Intention" amount of content that shows interest in the brand, "Sentiment" customer feedback and opinions on the brand, and "Brand Love" brand content preferences.



