This year, the World Physical Therapy Day was celebrated in several different ways in Taiwan. To advocate the concept that ‘physical therapists are the movement experts’ and ‘physical activity and exercise is good for both physical and mental health’, this year’s activities had made good use of social media (Facebook) to spread the idea out to the public. The Taiwan Physical Therapy Association (TPTA) produced four profilepicframes for Facebook users so any physical therapist could apply the frame effect to their own Facebook page.

TPTA also for the first time started a fan page on Facebook (as above) called ‘Movement for Mental Health’ for people to upload their photos with their PTs

(https://www.facebook.com/groups/298249884067667/permalink/320939728465349/) and left messages to talk about how they worked with their PTs to stay healthy

September 8 this year was also the date for TPTA Autumn Scientific Conference so there were also many trendy photos frames for the participants to take photos during the breaks:

(https://www.facebook.com/hashtag/movementformentalhealth?source=feed_text)

Further analysis will be done by the Committee of Public Relation of TPTA to compare the effect of campaigning activities with social media like Facebook this year and previously traditional, live events.