

Rajesh Kumar Singh - Write Up

Working conditions for workplace employees today have improved significantly. The chances of a worker being killed in a workplace accident is less than half of what it was 60 years ago.

Improvements in safety until now have been the result of pressure from legislation to promote safety and health, and improvements in the future are likely to come as a result of greater awareness through social media.

The use of social media (audio and video sharing, mutual informing in social groups e.g., on LinkedIn) makes it possible to approach a larger group of occupational safety and health (OSH) information recipients. I have contributed in several ways to influence a large audience on social media through various platforms in the region of Asia, the Middle East and Africa, for the last 12 months.

With the use of a social networking site, a selected group of people — safety specialists — can be invited to attend a certain action, e.g., to participate in a web survey. A good example of engaging the recipients is by providing friends gathered in a given group on a social networking site with a Safety Topic Survey.

I have also influenced others through collaboration where links and explanations are provided. This is done for information relating to legal regulations from the OSH field, institutions concerned with the topic, as well as other useful information.

Education is also the objective of HSE Professionals — e.g., Sharing the Chemical Spillage mock drill video and other safety videos on social media.

Engagement of social media users may be acquired by providing them with entertainment. Only conveying information may be unattractive, especially for the youth. A funny way of providing information has a greater impact on the recipients — I have shared several funny videos that have a message at the end to engage the audience.