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# Egyptian Consumers' Perception of Social Media as Health Information Source

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## **Abstract:**

The paper addresses the contemporary question of social media role as credible and trustworthy source of information. However, social media have provided healthcare organizations with new opportunities to communicate and engage with consumers. Nevertheless, healthcare providers should understand the key stages of consumers' decision-making and tailor the right message at the right time, in the right place to the right consumers' segment, which will increase their chance of reaching and influencing consumers' behaviors and perceptions.

**Keywords:** social media, consumers' behavior, perceptions, trustworthiness, engagement