**หลักฐานและ URL KPI F 1 สื่อสารออนไลน์กรมอนามัย**

https://borc.anamai.moph.go.th/th/dm-km/

1. **รายการข้อมูลที่นำมาใช้**
   1. [สารสนเทศเกี่ยวกับฐานข้อมูลผู้รับบริการของสื่อสังคมออนไลน์กรมอนามัย](http://borc.anamai.moph.go.th/ewt_dl_link.php?nid=258) (2 ม.ค. 2563) <https://borc.anamai.moph.go.th/th/dm-km/download?id=37645&filename=%E0%B8%AA%E0%B8%B2%E0%B8%A3%E0%B8%AA%E0%B8%99%E0%B9%80%E0%B8%97%E0%B8%A8%E0%B9%80%E0%B8%81%E0%B8%B5%E0%B9%88%E0%B8%A2%E0%B8%A7%E0%B8%81%E0%B8%B1%E0%B8%9A%E0%B8%90%E0%B8%B2%E0%B8%99%E0%B8%82%E0%B9%89%E0%B8%AD%E0%B8%A1%E0%B8%B9%E0%B8%A5%E0%B8%9C%E0%B8%B9%E0%B9%89%E0%B8%A3%E0%B8%B1%E0%B8%9A%E0%B8%9A%E0%B8%A3%E0%B8%B4%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%82%E0%B8%AD%E0%B8%87%E0%B8%AA%E0%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%AA%E0%B8%B1%E0%B8%87%E0%B8%84%E0%B8%A1%E0%B8%AD%E0%B8%AD%E0%B8%99%E0%B9%84%E0%B8%A5%E0%B8%99%E0%B9%8C%E0%B8%81%E0%B8%A3%E0%B8%A1%E0%B8%AD%E0%B8%99%E0%B8%B2%E0%B8%A1%E0%B8%B1%E0%B8%A2&type=docx&url=%2Fweb-upload%2F24xe82d9421a764bd38b31a4171c44f37a6%2Fm_document%2F499%2F13051%2Ffile_download%2Ff60f7ddac0a98da344692379e79bdbe9.docx&mid=499&mkey=m_document&lang=th>
   2. [นโยบาย/มาตรการด้านการสื่อสารกรมอนามัยที่ใช้อยู่ในปัจจุบัน](http://borc.anamai.moph.go.th/ewt_dl_link.php?nid=259) (2 ม.ค. 2563) <https://borc.anamai.moph.go.th/th/dm-km/download?id=37644&filename=%E0%B8%99%E0%B9%82%E0%B8%A2%E0%B8%9A%E0%B8%B2%E0%B8%A2%2F%E0%B8%A1%E0%B8%B2%E0%B8%95%E0%B8%A3%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%94%E0%B9%89%E0%B8%B2%E0%B8%99%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%AA%E0%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%AA%E0%B8%B2%E0%B8%A3%E0%B8%81%E0%B8%A3%E0%B8%A1%E0%B8%AD%E0%B8%99%E0%B8%B2%E0%B8%A1%E0%B8%B1%E0%B8%A2%E0%B8%97%E0%B8%B5%E0%B9%88%E0%B9%83%E0%B8%8A%E0%B9%89%E0%B8%AD%E0%B8%A2%E0%B8%B9%E0%B9%88%E0%B9%83%E0%B8%99%E0%B8%9B%E0%B8%B1%E0%B8%88%E0%B8%88%E0%B8%B8%E0%B8%9A%E0%B8%B1%E0%B8%99&type=docx&url=%2Fweb-upload%2F24xe82d9421a764bd38b31a4171c44f37a6%2Fm_document%2F499%2F13051%2Ffile_download%2Ff0cd47e9b39c6804a7cabe1e21b6debd.docx&mid=499&mkey=m_document&lang=th>
   3. [ข้อมูลผู้รับบริการและผู้มีส่วนได้ส่วนเสียที่บริการข้อมูลผ่านสื่อออนไลน์ของศูนย์สื่อสารสาธารณะ กรมอนามัย ประจำปีงบประมาณ 2563](http://borc.anamai.moph.go.th/ewt_dl_link.php?nid=260) (2 ม.ค. 2563) https://borc.anamai.moph.go.th/th/dm-km/download?id=37643&filename=%E0%B8%82%E0%B9%89%E0%B8%AD%E0%B8%A1%E0%B8%B9%E0%B8%A5%E0%B8%9C%E0%B8%B9%E0%B9%89%E0%B8%A3%E0%B8%B1%E0%B8%9A%E0%B8%9A%E0%B8%A3%E0%B8%B4%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B9%81%E0%B8%A5%E0%B8%B0%E0%B8%9C%E0%B8%B9%E0%B9%89%E0%B8%A1%E0%B8%B5%E0%B8%AA%E0%B9%88%E0%B8%A7%E0%B8%99%E0%B9%84%E0%B8%94%E0%B9%89%E0%B8%AA%E0%B9%88%E0%B8%A7%E0%B8%99%E0%B9%80%E0%B8%AA%E0%B8%B5%E0%B8%A2%E0%B8%97%E0%B8%B5%E0%B9%88%E0%B8%9A%E0%B8%A3%E0%B8%B4%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%82%E0%B9%89%E0%B8%AD%E0%B8%A1%E0%B8%B9%E0%B8%A5%E0%B8%9C%E0%B9%88%E0%B8%B2%E0%B8%99%E0%B8%AA%E0%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%AD%E0%B8%AD%E0%B8%99%E0%B9%84%E0%B8%A5%E0%B8%99%E0%B9%8C%E0%B8%82%E0%B8%AD%E0%B8%87%E0%B8%A8%E0%B8%B9%E0%B8%99%E0%B8%A2%E0%B9%8C%E0%B8%AA%E0%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%AA%E0%B8%B2%E0%B8%A3%E0%B8%AA%E0%B8%B2%E0%B8%98%E0%B8%B2%E0%B8%A3%E0%B8%93%E0%B8%B0+%E0%B8%81%E0%B8%A3%E0%B8%A1%E0%B8%AD%E0%B8%99%E0%B8%B2%E0%B8%A1%E0%B8%B1%E0%B8%A2+%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%88%E0%B8%B3%E0%B8%9B%E0%B8%B5%E0%B8%87%E0%B8%9A%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%A1%E0%B8%B2%E0%B8%93+2563&type=docx&url=%2Fweb-upload%2F24xe82d9421a764bd38b31a4171c44f37a6%2Fm\_document%2F499%2F13051%2Ffile\_download%2Fbbd83b509d09e69aa53ae03db78df342.docx&mid=499&mkey=m\_document&lang=th
   4. [สรุปผลการผลิตชิ้นงานเผยแพร่ผ่าน Social Media](http://borc.anamai.moph.go.th/ewt_dl_link.php?nid=261) (2 ม.ค. 2563) <https://borc.anamai.moph.go.th/th/dm-km/download?id=37642&filename=%E0%B8%AA%E0%B8%A3%E0%B8%B8%E0%B8%9B%E0%B8%9C%E0%B8%A5%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%9C%E0%B8%A5%E0%B8%B4%E0%B8%95%E0%B8%8A%E0%B8%B4%E0%B9%89%E0%B8%99%E0%B8%87%E0%B8%B2%E0%B8%99%E0%B9%80%E0%B8%9C%E0%B8%A2%E0%B9%81%E0%B8%9E%E0%B8%A3%E0%B9%88%E0%B8%9C%E0%B9%88%E0%B8%B2%E0%B8%99+Social+Media&type=docx&url=%2Fweb-upload%2F24xe82d9421a764bd38b31a4171c44f37a6%2Fm_document%2F499%2F13051%2Ffile_download%2F55a4eef46bb286f717ad853ace2d3be7.docx&mid=499&mkey=m_document&lang=th>
   5. [วิเคราะห์การดำเนินงานสื่อสารความรู้ด้านสุขภาพผ่านสื่อสังคมออนไลน์ปีงบประมาณ 2561](http://borc.anamai.moph.go.th/ewt_dl_link.php?nid=264) (2 ม.ค. 2563) <https://borc.anamai.moph.go.th/th/dm-km/download?id=37639&filename=%E0%B8%A7%E0%B8%B4%E0%B9%80%E0%B8%84%E0%B8%A3%E0%B8%B2%E0%B8%B0%E0%B8%AB%E0%B9%8C%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%94%E0%B8%B3%E0%B9%80%E0%B8%99%E0%B8%B4%E0%B8%99%E0%B8%87%E0%B8%B2%E0%B8%99%E0%B8%AA%E0%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%AA%E0%B8%B2%E0%B8%A3%E0%B8%84%E0%B8%A7%E0%B8%B2%E0%B8%A1%E0%B8%A3%E0%B8%B9%E0%B9%89%E0%B8%94%E0%B9%89%E0%B8%B2%E0%B8%99%E0%B8%AA%E0%B8%B8%E0%B8%82%E0%B8%A0%E0%B8%B2%E0%B8%9E%E0%B8%9C%E0%B9%88%E0%B8%B2%E0%B8%99%E0%B8%AA%E0%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%AA%E0%B8%B1%E0%B8%87%E0%B8%84%E0%B8%A1%E0%B8%AD%E0%B8%AD%E0%B8%99%E0%B9%84%E0%B8%A5%E0%B8%99%E0%B9%8C%E0%B8%9B%E0%B8%B5%E0%B8%87%E0%B8%9A%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%A1%E0%B8%B2%E0%B8%93+2561&type=pdf&url=%2Fweb-upload%2F24xe82d9421a764bd38b31a4171c44f37a6%2Fm_document%2F499%2F13051%2Ffile_download%2Fc9d56054fff77b346d6f187b1a5a504e.pdf&mid=499&mkey=m_document&lang=th>
   6. [สรุปแบบประเมินผลความพึงพอใจ การรับรู้ และการนำไปใช้ ต่อการสื่อสารการตลาดเพื่อสังคม (สื่อออนไลน์) ของกรมอนามัย](http://borc.anamai.moph.go.th/ewt_dl_link.php?nid=262) (2 ม.ค. 2563) https://borc.anamai.moph.go.th/th/dm-km/download?id=37641&filename=%E0%B8%AA%E0%B8%A3%E0%B8%B8%E0%B8%9B%E0%B9%81%E0%B8%9A%E0%B8%9A%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B9%80%E0%B8%A1%E0%B8%B4%E0%B8%99%E0%B8%9C%E0%B8%A5%E0%B8%84%E0%B8%A7%E0%B8%B2%E0%B8%A1%E0%B8%9E%E0%B8%B6%E0%B8%87%E0%B8%9E%E0%B8%AD%E0%B9%83%E0%B8%88+%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%A3%E0%B8%B1%E0%B8%9A%E0%B8%A3%E0%B8%B9%E0%B9%89+%E0%B9%81%E0%B8%A5%E0%B8%B0%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%99%E0%B8%B3%E0%B9%84%E0%B8%9B%E0%B9%83%E0%B8%8A%E0%B9%89+%E0%B8%95%E0%B9%88%E0%B8%AD%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%AA%E0%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%AA%E0%B8%B2%E0%B8%A3%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%95%E0%B8%A5%E0%B8%B2%E0%B8%94%E0%B9%80%E0%B8%9E%E0%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%AA%E0%B8%B1%E0%B8%87%E0%B8%84%E0%B8%A1+%28%E0%B8%AA%E0%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%AD%E0%B8%AD%E0%B8%99%E0%B9%84%E0%B8%A5%E0%B8%99%E0%B9%8C%29+%E0%B8%82%E0%B8%AD%E0%B8%87%E0%B8%81%E0%B8%A3%E0%B8%A1%E0%B8%AD%E0%B8%99%E0%B8%B2%E0%B8%A1%E0%B8%B1%E0%B8%A2&type=docx&url=%2Fweb-upload%2F24xe82d9421a764bd38b31a4171c44f37a6%2Fm\_document%2F499%2F13051%2Ffile\_download%2F061e7e031b3617e10e0138e73c18bd98.docx&mid=499&mkey=m\_document&lang=th
   7. [รายชื่อจาก anamaimedia](http://borc.anamai.moph.go.th/ewt_dl_link.php?nid=263) (2 ม.ค. 2563)

<https://borc.anamai.moph.go.th/th/dm-km/download?id=37640&filename=%E0%B8%A3%E0%B8%B2%E0%B8%A2%E0%B8%8A%E0%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%88%E0%B8%B2%E0%B8%81+anamaimedia&type=xls&url=%2Fweb-upload%2F24xe82d9421a764bd38b31a4171c44f37a6%2Fm_document%2F499%2F13051%2Ffile_download%2F12ad9e25d3dcf2155544fb5dbb32f542.xls&mid=499&mkey=m_document&lang=th>

* 1. [ผลการประเมินผลการรับรู้และความพึงพอใจ ในการให้บริการ Line@กรมอนามัย](http://borc.anamai.moph.go.th/ewt_dl_link.php?nid=266) (2 ม.ค. 2563) <https://borc.anamai.moph.go.th/th/dm-km/download?id=37637&filename=%E0%B8%9C%E0%B8%A5%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B9%80%E0%B8%A1%E0%B8%B4%E0%B8%99%E0%B8%9C%E0%B8%A5%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%A3%E0%B8%B1%E0%B8%9A%E0%B8%A3%E0%B8%B9%E0%B9%89%E0%B9%81%E0%B8%A5%E0%B8%B0%E0%B8%84%E0%B8%A7%E0%B8%B2%E0%B8%A1%E0%B8%9E%E0%B8%B6%E0%B8%87%E0%B8%9E%E0%B8%AD%E0%B9%83%E0%B8%88+%E0%B9%83%E0%B8%99%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B9%83%E0%B8%AB%E0%B9%89%E0%B8%9A%E0%B8%A3%E0%B8%B4%E0%B8%81%E0%B8%B2%E0%B8%A3+Line%40%E0%B8%81%E0%B8%A3%E0%B8%A1%E0%B8%AD%E0%B8%99%E0%B8%B2%E0%B8%A1%E0%B8%B1%E0%B8%A2&type=zip&url=%2Fweb-upload%2F24xe82d9421a764bd38b31a4171c44f37a6%2Fm_document%2F499%2F13051%2Ffile_download%2F14fa3678e66e67693a59d57fa821439c.zip&mid=499&mkey=m_document&lang=th>
  2. ภาพลักษณ์กรมอนามัย ปี 2561 : การศึกษานำร่อง (2 ม.ค.2563) https://borc.anamai.moph.go.th/th/dm-km/download?id=37636&filename=%E0%B8%A0%E0%B8%B2%E0%B8%9E%E0%B8%A5%E0%B8%B1%E0%B8%81%E0%B8%A9%E0%B8%93%E0%B9%8C%E0%B8%81%E0%B8%A3%E0%B8%A1%E0%B8%AD%E0%B8%99%E0%B8%B2%E0%B8%A1%E0%B8%B1%E0%B8%A2+%E0%B8%9B%E0%B8%B5+2561%3A+%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%A8%E0%B8%B6%E0%B8%81%E0%B8%A9%E0%B8%B2%E0%B8%99%E0%B8%B3%E0%B8%A3%E0%B9%88%E0%B8%AD%E0%B8%87+%282+%E0%B8%A1.%E0%B8%84.+2563%29&type=pdf&url=%2Fweb-upload%2F24xe82d9421a764bd38b31a4171c44f37a6%2Fm\_document%2F499%2F13051%2Ffile\_download%2Fd6ee4c78b502167bb2026a6d77275070.pdf&mid=499&mkey=m\_document&lang=th

1. **ความรู้ที่นำมาใช้**
   1. กลยุทธ์การประชาสัมพันธ์ผ่านสื่อสังคมออนไลน์ด้วยเฟซบุ๊ก - สำนักประชาสัมพันธ์ สำนักงานเลขาธิการวุฒิสภา (2 ม.ค. 2563)

<https://borc.anamai.moph.go.th/web-upload/24xe82d9421a764bd38b31a4171c44f37a6/filecenter/KPI64/F1/Level1/F1-1-15.pdf>

* 1. ความรอบรู้ด้านสุขภาพ - รศ.ดร.ชนวนทอง ธนสุกาญจน์ (2 ม.ค. 2563)

<https://borc.anamai.moph.go.th/web-upload/24xe82d9421a764bd38b31a4171c44f37a6/filecenter/KPI64/F1/Level1/F1-1-13.pdf>

**ความรู้ที่ได้**

[คู่มือ MASER BRAND BRANDING GUIDELINE - ศูนย์สื่อสารสาธารณะ](http://borc.anamai.moph.go.th/ewt_dl_link.php?nid=255) (2 ม.ค. 2563)

<https://borc.anamai.moph.go.th/web-upload/24xe82d9421a764bd38b31a4171c44f37a6/filecenter/KPI64/F1/Level1/F1-1-14.pdf>