Arab Journal of Media & Communication Research

The Role of Social Media Platforms in Implementing Awareness Campaigns About Developmental Issues

[1]**Soheir Othman Abdel Haleem,** [2]**Mennat-Allah Mohamed Ibrahim**

[1] Professor in Journalism, Faculty of Mass Communication, Cairo University
[2] Master's researcher, Faculty of Mass Communication, Ahram Canadian University

Abstract:

This meta-analysis investigates the role of social media in raising awareness of developmental issues from 2013 to 2023, focusing on political, environmental, health, and social issues. Examining 23 earlier studies, it highlights the impact of social media on public awareness and provides insights into effective strategies for addressing developmental challenges. The study contrasts international and Arab research methodologies, emphasizing the need for diverse approaches, including qualitative analysis and multi-platform campaigns. Future studies should consider these dimensions to enhance the effectiveness of social media in promoting awareness and sustainable development.

Keywords: Social media platforms, awareness campaigns, developmental issues.

1. Introduction

Over the last decade, social media has emerged as a transformative platform, reshaping the way people interact, communicate, and exchange information. Its global user base, numbering in billions, has firmly integrated social media into contemporary society and it has a significant role in society's developmental issues, so we can overcome the societal negative issues and know more about them to make the society better and in a consistent way of developing.

The purpose of this meta-analysis study is to investigate how social media may be used to carry out awareness campaigns about developmental difficulties during ten years, from 2013 to 2023. Examining social media platforms' function in carrying out awareness campaigns about developmental difficulties is the study subject.

and concentrate on the important role that social media plays in raising public awareness of developmental issues in society. This includes figuring out how social media affects these issues, examining social media awareness campaigns that promote political, environmental, health, and human rights, and comprehending the connection between social media and attitudes.

by utilizing a temporary sample of Arabic and international studies and research in a qualitative meta-analysis. The paper provides a review of 23 earlier research works that address the function of social media in raising public awareness of developmental challenges between 2013 and 2023. The function of social media in health concerns, social media in social issues, social media in political issues, and social media in environmental issues is divided into four primary categories.

The study's conclusions indicate that social media has a significant impact on increasing people's awareness of developmental difficulties and providing advice on how to address them more effectively and promote sustainable development.

The focus of this critical assessment of research on social media platforms' involvement in spreading awareness about developmental concerns among Arab and international researchers is on the distinctions between the two methods. International research compares and analyses social media campaigns to see how people's knowledge of developmental concerns is influenced by social media. In order to determine how social media awareness campaigns impact developmental concerns, they also employ causes and effects analysis.

Studies conducted abroad, for instance, concentrate on environmental catastrophe awareness and initiatives to combat climate change using social media platforms. While international studies primarily look at the impact of various social media platforms like Facebook and Twitter on the political landscape, Arab scholars concentrate on social networking sites and election programs about political concerns.

When it comes to social concerns, Arab studies employ internet surveys for quantitative research while employing text analysis to examine awareness initiatives. Using many social media platforms, examining various facets of developmental concerns, employing various data-gather-

ing methods, and utilizing qualitative analysis to gauge the effectiveness of social media campaigns are some of the suggested future directions for Arab studies in this area.

The research offers significant perspectives on how social media might effectively support COVID-19, earthquake awareness, and health-related activities in Malaysia. To provide more thorough and varied Arab studies on the function of social media platforms in carrying out awareness campaigns regarding developmental challenges, future studies should take these elements into account.

The study includes main dimensions that fit with their goals:

First: The methodological framework that included the study's importance, goals, methodology, and sampling.

Second: the analysis of the previous studies that represented the role of social media in the awareness campaigns of developmental issues through the aim of the study, methodology, theoretical framework, sampling, and main results.

Third: The main conclusions of the previous studies that have shown the role of social media in developmental issues.

2. Research Problem:

Examine The role of social media platforms in implementing awareness campaigns about developmental issues.

3. Research Importance:

Social media now has a vital role in awareness especially in the concept of developmental issues that need to be spreading across society.

4. Research Objectives:

1. Identifying the role of social media in developmental issues.

2. Analysis of social media awareness campaigns used in health, environment, human rights, and political awareness.

3. Knowing the relationship between social media and human attitudes.

5. methodology

This study relates to **meta-analysis** with a qualitative nature, which observes the role of social media in developmental issues like health, politics, environmental and social issues.

Including their results and their methods and tools to identify the role of social media in this field of study of developmental issues.

6. Sampling:

A- Temporal sample:

The last 10 years from the period between 2013 to 2023 **for the following reasons:**

-this period presents a high use of social media specifically for society development issues.

-significant interest in sustainable development goals and issues.

B- Sample studies and research:

The study was applied using the sample method of available Arabic and foreign studies and research during the period between 2013 to 2023.

The study included an analysis of the available sample in the field of social media and their role in developmental issues.

7. Data collection tool

The data collection tool will be a content analysis of the available studies on the role of social media in developmental issues, including the research topics, theoretical frameworks, tools and methods, and the results of the studies.

3. The studies that show the role of social media in developmental issues.

The researcher presents the analysis of previous studies "23" study from the period between 2013 to 2023 that presents the role of social media in the awareness campaigns of developmental issues.

Through four main dimensions:

First dimension: The role of social media in health issues.

The researcher noticed that **(Lam, et al. 2022).** studying the use of social media campaigns in health promotion specifically the British orthodontic awareness campaign for the general and dental profession under the name of Hold that Smile that's been launched in 2017 the study investigated the campaign exposure through 12 months of Social media posts on Facebook, Instagram, and Twitter, the study depends on cross-sectional method from September 2017 to the end of September 2018, a total 205 relevant social media posts the most number of posts was on twitter by 43.9% and the small number was on Instagram by 24.9% the results of this study that there were a relatively low number of post related to the campaign however the majority of posts did covey positive or neutral messages.

While the study of **(George, et al. 2018).** aims to analyze the characteristics of hashtag campaigns related to health in social media and compare three different campaigns related to health the study uses the cross-sectional method by analyzing the recent posts with hashtags of the three campaigns the campaigns were #let's talk (world health day 2017), Hands up #HIV prevention (world AIDS day 2016) and #no tobacco (world no tobacco day 2017) the campaigns were pub-

lished in Facebook, Instagram and Twitter, these posts analyzed for the aspects of Type, Source, Credibility, Authentication, popularity. Out of 812 posts (507), 62.4% were related to the study Facebook was more related 67.33%, popular 45.05%, and authenticated 33.94%. The study concludes that posts on social media related to hashtags are more credible, related, and less popular and these factors have to be considered for the campaign to become an effective tool.

Moving to another role of social media in health issues **(Kostygina. G, et al. 2020)** investigates how influencers' campaigns are affecting the content of Twitter messages in the sides of popularity, support, and reach the data collected from Twitter related to six campaigns on Twitter between august 2014 to June 2016 the tweets categorized by source type(directly owned social influencers and non-influencers) and how the content valence and campaign references (branded vs organic), message reach calculated by source type and message type they collect 308,216 tweets posted by 225,912 Twitter users the study finds that the campaigns that use the social influencers as message sources generated more campaign branded and shareable content and greater volume of tweets per day and reach per day.

Compared to non-influencers the influential users posted fewer organic messages and more shareable content generating greater reach, so it's so promising strategy to improve health campaign engagement.

The paper of **(Ayub, et al. 2017).** discusses the importance of social media in society and reviews how health-related campaigns could penetrate the youths in Malaysia. In the two-internet age, the digital natives (born after 1980) and digital immigrants (born before 1980). The paper employed content analysis to probe further into the usage of social media among organizations and public figures regarding health-related campaigns aimed at youths in Malaysia, the study findings indicated that the trend is increasingly positive with a steady growth in the numbers of followers/subscribers/likes. The content analysis was conducted on various organizations and individuals across the spectrum of social media platforms such as Facebook, Instagram, Twitter, and YouTube.

In addition the study of **(Abdul Rauf, et, al. 2022).** demonstrated the critical role that social media plays in informing the public via both traditional and new media. Due to the COVID-19 outbreak in Malaysia in March 2020, the government issued the Movement Control Order (MCO). Quantitative surveys were used by the researchers,59.9% of the data collected, the results indicate that women outweigh men. The data collected for the respondents' marital status show that 65.4% of them are single, which is the highest. In addition, 59.3% of respondents for the residential area came from the urban region, which also collected the most data. In contrast, the employment for which the most data were gathered was "unemployed," with 35.2% of the total. In addition, 56.8% of the respondents who provided data said that they had four or more social media accounts that they used daily, the results of this study demonstrate that Malaysians are using social media to promote the success of the COVID-19 effectiveness campaign, with M=3.44 being the highest. Additionally, with a score of 0.262, men are the most successful at promoting COVID-19 campaigns.

While **(Ghahramani, et,al. 2022).** outlined One of the biggest problems with health promotion programs is coming up with methods to alter health behavior. Opportunities to change health behavior are provided by social media, a well-liked and cutting-edge communication and education tool. The review of the literature on social media's use in health promotion campaigns designed to change behavior. Concept mapping was used to further analyze the methodology used in 18 (2.7%) papers that sought to assess how social media campaigns for health promotion affected behavior change. The findings showed that 10 studies (55.5%) adopted quantitative methods, four studies (27.7%) mixed methods, and three studies (16.6%) used qualitative methods. In conclusion, it is a difficult process to assess how well social media campaigns are working to encourage healthy behavior. Recent studies are examining the potential of social media as a means of raising awareness, So The study provides suggestions on how this can be achieved.

Also, **(Saud, Mashud, Ida, 2020).** found that social media is now frequently used to look up medical information, and it has piqued the interest of the general public in gathering data on coronavirus pandemics from various angles. The current study aims to highlight Indonesian society's current situation, where the outbreak position is quite high. Users of social media between March and April 2020 provided data for the study, the findings show that the respondents have used social media to ask their offline friends, family, and coworkers for social support as well as their online networks. The study also looks at how everyone perceives using social media platforms to share, post, and respond to any medical information related to the pandemic, the data were gathered for the current study using quantitative research and an online survey. The information was gathered between March and April 2020 and began in Surabaya, the second-largest city in Indonesia, the Findings explain that most of the respondents hold a bachelor's education (46%), Master's (8.6%), Intermediate or college level of education are (29.3%), and while schooling or have less education scale raised (16.1%).

The study of **(Lath, et al. 2020).** conducted to understand the useful use of social media platforms for increasing mental health awareness to be a good initiative, it's a qualitative study to evaluate the effectiveness of social media platforms in hosting three health promotion campaigns in mental health awareness from mat to September 2019 the campaigns were as follows (1) The Buddies for Suicide Prevention, an online campaign to create awareness about suicide prevention, (2) The #Iquitobacco was a 21-day campaign with an idea of tobacco cessation in the community and (3) #Migrainethepainfultruth was yet another campaign conducted among the social media, All the campaigns were conducted using two famous social media platforms commonly used by young adults, the study finds that the Facebook and Instagram posts reached more targeted audiences after the campaigns the page reached both fans and non-fans around 10.3 k people and the study concluded that Use of social media to conduct mental health campaigns is an effective initiative as one can reach out to several people over a short time period. There is an increasing trend in the awareness of mental health with the effective use of digital media as a platform for disseminating information.

Second dimension: the role of social media in social issues.

According to (**Vyas, et al 2020**). We Dream, We Rise is a social media campaign that was launched to bring attention to long-held gender stereotypes and encourage adults across the country to "dream as big for their girls as they do for their boys." Girl Rising, a global campaign, uses the power of storytelling to build a movement for adolescent girls by inspiring people to change the way girls are valued and sparking social action. A descriptive evaluation of the campaign was conducted to measure its reach, saliency, and lessons learned. The campaign evaluation focused primarily on reach, engagement, perceptions of the campaign messaging, and intention to take social action, they used two main sources of data analyzed online survey and social media analytics and the Results Showed that the campaign reached 25 million people, received over 600,000 views, and generated over 200,000 interactions, yielding a more than 2% engagement rate compared to the industry average of 1%.

The purpose of (**Bas, 2022**). the study uses datasets produced by women's organizations to examine the role of traditional news media and social media in raising public awareness of the issue of femicide and how affective publics behave about a social issue that is largely unaddressed. This study conducted 150 sample cases of femicide in Turkey before and during the pandemic were taken from online news sources, and a content analysis was done on them. The findings suggest that the journalistic performance in covering the issue of femicide fails to provide key facts, and awareness and concern for the issue are evident in the Likes, retweets, shares, and emotional expressions given to the victims. Online reactions to femicide have also significantly increased since 2019, aiding in the creation of effective publics, additionally, the descriptive findings of our news analysis of 450 articles about 150 women who were killed in Turkey over three years from 2018 to 2020 covered the fundamental facts of the articles as well as qualitative information about the sensational nature of the crimes and, where possible, information about the court's decisions regarding the perpetrator.

While the study of (**Bugshan, 2019**). used the Diffusion of Innovation Theory and a quantitative approach through an online survey to figure out the role of d about differently-abled people in Saudi Arabia. The findings showed that Saudis' perceptions of people with special needs and their knowledge of them are relatively positive, as a result, disabled persons are viewed favorably in Saudi society, and Saudis' knowledge of them comes from social media. For instance, 96.7% of the participants in one survey admitted that social media helped people learn more about them.

The study of (**Farooq, 2021**). discusses the impact of social media on social change through its impacts on problems and academic performance and also in its addiction among youth they used quantitative approaches on 100 regular students through convenient sampling by using the simple statistical method the study finds that there's no link between using social media and bringing about social change but they have impact on individuals' mental health in society.

Third dimension: the role of social media in Political issues.

Moving to another dimension which discusses the role of social media in political issues**, (Al-Manaseer, 2021).** This research aims to introduce the relationship between electoral campaign management in social media and political awareness among voters in Jordan. The study society was all the voters of all the seven electoral areas in Amman, the capital of Jordan. Research methodology is quantitative by a questionnaire was designed that contained several closed questions The sample consisted of (400) responders the study depends on media dependence theory the study finds that social networking sites raise electoral issues that touch the interests of voters, that voters are interested in the topics presented by the electoral campaigns on social networking sites about the electoral programs of the candidates for the Parliament elections in Jordan and there is a correlation between the management of electoral campaigns on social networking sites and the formation of political awareness among the Jordanian public, Campaigns affect the behavior of the public.

In addition **(Moldovan, 2013).** This study's goals included understanding the concepts of social media, political communication, and public opinion and describing how these are formed and change over time as a result of influences from the media and society, as well as examining the changes that a new political tool, social media, brings to the dynamics of the political game. The study is based on the agenda-setting theory, the spiral of silence, and the users and gratifications theory. We've concluded that social media can be related to the election campaign process, particularly with the political communication aspect of the campaigns. There isn't any proof that social media can increase voter turnout, but it can aid in the dissemination of political messages and agendas.

Moreover **(Khurana, 2019)**. identify the different social media channels that the respondents use, and determine which well-known social media channel respondents use for political awareness The study employs the survey method to gather data from its participants, and 100 questionnaires were equally dispersed among the respondents, of whom 50 male and 50 female respondents were chosen at random, the findings indicate that using social media for political purposes affects people's political efficacy, knowledge, and participation. They also indicate that people who use social media may come across political events there and thereby deepen their political understanding, boost their political efficacy, and enhance their political engagement.

Another study according to (**Muzaffar, Yassen, Safdar, 2020).** examines the use of social media during Pakistan's general elections, which were held on July 25, 2018, by analyzing the two social media platforms Facebook and Twitter. All parties concentrated on using social media for their campaigns through this channel. This research utilized a qualitative approach, Facebook and Twitter played an essential role as they used the internet and regularly followed the campaign. During the election campaign, political parties tried to acquire greater publicity in news and commercials. Social media displayed premium rivals or party elements, not simply a positive perspective. The analysis of the data showed that the majority of Facebook users were more likely to support PML-N, whereas the majority of Twitter users were found to be more likely to support PTI.

The study **(Opeyemi, 2018).** seeks to evaluate and investigate the impact that social networking can have on political awareness. The researcher has acquired recent research data to study and investigate this subject. Six British-based social media users have been chosen by the researcher for this study. This can be further addressed by pointing out that the modern worldview of internet networking has filled in as a crucial tool for personal development. Social media tools are common, especially when it comes to raising people's political awareness. Political participation can be effective because it strengthens local engagement, which can be said to be a powerful factor. Finally, it can be said that social media trends have a positive impact on people's awareness and participation in general. More specifically, social media is actively boosting people's political knowledge. Furthermore, it can be said that social media trends might increase citizens' political knowledge and involvement.

Moving on awareness level of political issues (**Micheal, 2016**). study the role that social media has to offer in Cypriot Politics and to understand how political four main political parties for the 2016 Parliamentary Elections used social media campaigns, through the period between 1st and 22nd May 2016, which was Election Day, for this research, qualitative content analysis was selected; as the Facebook and Twitter pages of the four big political parties of interest were chosen to be presented. Findings point to the conjecture that the Social Media campaigns of the four parties have similarities in terms of their targets and goals also the parties instead of appealing to the audience with new and fresh ideas, they implemented the same political ideas that date back decades ago, through these technologically advanced media, something which is not in line with the upcoming future.

Third dimension: the role of social media in Environmental issues.

According to **(Turpin, Adiwitya, 2021).** Learn more about the future use of social media campaigns to promote Indonesia's efforts to mitigate climate change. The study approach that will be employed is qualitative, and the methods for gathering data include document studies, focus groups, and user monitoring of social media profiles. The implementation of social media campaigns to raise awareness of climate change raises a variety of positive aspects, ranging from changes in people's lifestyles and presenting good awareness. The implementation of this campaign also leads to the Theory of Media Ecology. Researchers conducted simple research by creating social media accounts to conduct campaigns on the SDGs' points on climate change.

While **(Aung, Swe, 2021).** Investigated the role of social media in earthquake awareness and earthquake preparedness by analyzing the history of the Myanmar earthquake database by using the methodology of detailed morphotectonic studies by using satellite images, by using social media in the widespread occurrence of earthquakes increase public awareness and understanding the phenomena by understanding the mechanisms of an earthquake can reduce the risk of property damage, the study finds that by using social media in emergency management build back better can create a society safe from a natural disaster like earthquakes.

In addition to the study of **(Fernandez, et.al 2017).** which utilizing the 5 Doors Theory of behavior change to examine online user behavior towards climate change and using this method to examine the behavior of participants in three global campaigns on Twitter—COP21, Earth Hour 2015, and Earth Hour 2016—it is possible to analyze the awareness and behavior change induced by pro-environmental campaigns on social media. Our findings offer recommendations on how to strengthen communication during these online campaigns to raise public involvement and participation, and they are summarized in this report as follows: A series of recommendations on how to improve social media campaigns are provided by (1) a thorough analysis of the various theoretical perspectives on increasing awareness, engagement, and behavior change; (2) an analysis approach inspired by the 5 Doors Theory; and (3) the synthesis of the lessons learned from theories and data analysis.

Moving to another study **(Stawicka, Paliszkiewicz, 2021).** That examines how social reports are shared among entrepreneurs to count the organizations that report and identify specific instances where businesses report on their Corporate Social Responsibility activities. One of the goals of the study was to identify and assess stakeholder communication initiatives in terms of ethical, social, and environmental concerns, The data analysis for Poland from 2008 to 2019 is based on a thorough evaluation of the literature and information from the Responsible Business Forum Reports database. The results of the poll show that many SMEs in Poland underestimate the importance of doing socially responsible business, The creation of social reports, the sharing of best practices, management involvement, and the company's experience with non-financial reporting all indicate favorable correlations in the results.

Noticed that **(Rahim, Jalaladeen, 2016).** To examine how social media affects undergraduate students' environmental consciousness as an example of students in higher education institutions, 65 forms for the study's 65 questions were randomly distributed, for a total of 100 forms. However, 96 forms (n=96) were available for data analysis. The results show that most students use social media (namely Facebook) more than four times every day, mostly at night on mobile devices, as their top priority. In summary, the majority of students have a mediocre impact on pursuing environmental issues; otherwise, the minority of students likewise have little impact. Additionally, the majority of them have less obvious environmental problems on social media, while the minority of them don't have any obvious environmental problems.

Third: A comparative critical view of Arab and foreign research examines the role of social media platforms in implementing awareness campaigns about developmental issues.

The critical review of studies that show the role of social media in awareness campaigns and developmental issues focuses on the difference levels between the Arab and foreign approaches.

In the foreign studies, they focused on studying the campaigns on social media not only one campaign that's related to the topic but making a comparison between different campaigns especially the top ones so they can provide how social media affects people's awareness about the developmental issues.

They also use causes and effects analysis to identify how social media awareness campaigns affect developmental issues as they go deep through the relation between social media and awareness campaigns and to provide a strong result to give insights about the campaigns that affect the awareness of developmental issues.

The foreign studies talk about environmental developmental issues in two aspects the focus on the awareness campaigns for climate change efforts through social media platforms and the second aspect is the awareness of environmental disasters and how to deal with them.

Arab studies in the field of political issues in developmental issues especially in the election the Arab researchers focus on social networking sites and how they present the electoral programs while foreign studies focus mainly on the effect of different social media platforms like Facebook and Twitter in the political scene.

The foreign studies on the aspects of social issues analyze different awareness campaigns by using content analysis of the campaign content while the Arab studies use quantitative analysis by using online surveys to ask people about the effect of social media role in awareness of social issues

Fourth: A proposed future vision for the development of Arab studies in the role of social media platforms in implementing awareness campaigns about developmental issues.

According to the researcher's analysis of the Arab studies in the field of social media role in developmental issues, the following examples provide a future vision of Arab studies that could be done in the future:

1- The Arab studies need to use more than one social media platform because they depend on one or two platforms so they need to present a full analysis of the impact of social media platforms on the awareness campaigns of the developmental issues they need to be more diverse.

2- Arab studies have a shortage in analyzing different aspects of developmental issues, finding a lack of interest in developmental issues and their branches and different aspects so they need to focus more on different aspects of developmental issues.

3-Arab studies need to use different data collection tools to have in-depth results for their studies as they have to use qualitative and quantitative methods such as surveys, interviews, content analysis, and focus groups. Etc.

4-In the social issues they need to use quantitative analysis like content analysis for the campaign itself and then measure the impact of the campaigns of social media by using qualitative analysis using surveys

5- Observing that the environmental issues have a little bit spot more than other issues they need to take into consideration the climate change and environmental issues and identify different effects of social media in talking about climate change awareness and how social media can help in this issue.

6- In Arab studies according to the political issues, the researchers had a good analysis of elections in their countries But they need to go deep through the new usage of social media as a core part of the political scene not only the electoral and how this usage patterns can change the political scene and the decision on the society.

7- In the high development of technology in the world especially the Arab usage of new technologies the Arab study needs to focus on technology as a factor in all developmental issues of the society to be aware of how these technologies affect the awareness campaigns spreading and how they will affect the society.

References

Abdul Rauf, R .et, al. (2022). "Social media platforms in promoting effectiveness campaign during Covid-19". AIP Conference Proceedings. PP. (1-3).

Al-Manaseer.A.(2021)." Electoral campaigns management in social media and its relation with political awareness among voters in Jordan". Turkish online journal of quantitative inquiry. PP. (2,4,5,6,16).

Aung, H. & Swe, K. (2021)." The Role of Social Media in Earthquake Awareness and Earthquake Preparedness in Myanmar". Asian Journal of Environment & Ecology, 16 (2). PP. (21,24,26).

Ayub.S, et al. (2017)." Health Related Campaigns in Social Media and its Practical Aspects for Youths in Malaysia". SHS Web of conferences. PP. (1-3).

Bas, O. (2022). The Role of Legacy Media and Social Media in Increasing Public Engagement About Violence Against Women in Turkey. Social Media + Society, 8(4). PP. (1,5,6).

Bugshan, L. (2019)." the role of social media in raising special needs awareness among Saudi people", Arkansas State University. PP. (33,66,67).

Farooq, k. (2021)." The study on the role of social media in social change in society". international journal of innovation, creativity, and change. vol15(2), PP. (1298,1302,1308).

Fernandez, M. et.al. (2017). 'Pro-Environmental Campaigns via Social Media: Analysing Awareness and Behaviour Patterns". 3.PP.(2.14).

George. N, et al. (2018)" Assessment of hashtag (#) campaigns aimed at health awareness in social media".J Edu Health Promot. PP. (1-3).

Ghahramani, A.et, al. (2022). "The potential of social media in health promotion beyond creating awareness: an integrative review". BMC Public Health 22, PP. (1,2).

khurana, U. (2019). "Political campaigns in the age of social media". International Journal on Transformations of Media, Journalism & Mass Communication, PP. (4,5).

Kostygina. G, et al. (2020)." Boosting Health Campaign Reach and Engagement Through Use of social media influencers and memes". Social Media+Society. PP. (1).

Lam. Y, et al. (2022)" A cross-sectional study of exposure across social media platforms for the British orthodontic society retention awareness campaign:#HoldthatSmile".Journal Orthodontics, Vol.49(1), PP. (56-58).

Lath. k, et al. (2020)." Effective use of social media platforms for promotion of mental health awareness". Journal of education and health promotion. PP. (1-3).

Micheal, A. (2016).” The role of social media in political campaigns the case study of the 2016 parliamentary elections in Cyprus”. University of Nicosia.P.(6).

Moldovan, A. (2013).” The Role of social media in Election Campaigns”, university of Liechtenstein, PP. (3,12,16).

Muzaffar, M. & Yassen, Z. & Safdar, S.(2020).” Role of Social Media in Political Campaigns in Pakistan: A Case Study of 2018 Elections”.Journal of political studies.Vol.27(2).P.(141).

Opeyemi, O. (2018).” Role of Social Networking and Media in Political Awareness in Public”.IOSR Journal of Mobile Computing & Application.Vol5(4). PP. (6,8).

Rahim, M & Jalaladeen, J. (2016). The Role of Social Media on Environmental Awareness of Undergraduate Students in the University of Sulaimani in Iraq. Journal of Arts, Literature, Humanities, and Social Sciences – JALHSS. 10. PP. (218,220,230).

Saud, M. & Mashud, M.& Ida, R. (2020). “Usage of Social media in Pandemic: Seeking support and awareness about COVID-19 through Social Media Platforms” (Preprint). PP. (1-3).

Stawicka, E.& Paliszkiewicz, J. (2021). “Social Media in Communicating about Social and Environmental Issues—Non-Financial Reports in Poland”. Information, 12, 220. P. (1).

Turpyn, J. M. F., & Adiwitya, A. (2021).” Raising Awareness of Indonesia’s Climate Change Mitigation by Social Media Campaign”. Communicare: Journal of Communication Studies, 8(1), PP. (51,56,59).

Vyas, A. N, et al. (2020). The Girl Rising ‘We Dream, We Rise’ Social Media Campaign in India: Reach, Engagement and Impact. Journal of Creative Communications, 15(1), PP. (107,112).