Assessing The Influence Of Social Media Campaigns On Youth Engagement In Social Justice Movements Within Kwara South Senatorial District, Nigeria

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Abstract: It was observed that, there was low voices and participation in civic imitative and decision making to influence government decision. Hence, This study assessed the influence of social media campaigns on youth engagement in social justice movements within kwara south senatorial district.. This study adopted a descriptive research design.. A purposive sampling technique was used to select 175 respondents. Five instruments such as, Questionnaire on Social Media Campaigns(QSMC), Questionnaire on Youth Engagement(QYE), Questionnaire on Youth Participation in Social Justice Movements(QYPSJM), Questionnaire on Youth Involvement in Digital Activism(QYIDA), and Questionnaire Youth Participation in Online Advocacy(QYPOA) were used to collect data. The instruments were validated by some selected social media influencer . To establish the reliability of the instruments, 20copies of the final draft were trial tested twice on the randomly selected youths outside the sample population. The reliability of the instruments were obtained using PPMC, with the co-efficient of 0.81 ,0.83, 0.78, 0.76 and 0.80. Data collected were analysed using Inferential statistics of Linear Regression to test for research questions raised at a 0.05 level of significance. It was found among others that social media campaigns significantly influenced youth engagement(F(1,174) = 15558.5, P <0.05). It was concluded social media campaigns have the potential to facilitate youth engagement, social justice movements, digital activism, and online advocacy. It was recommended among others that government agencies, non-governmental organisations, and community-based groups should harness the power of social media platforms to increase youth engagement in civic developmental initiatives.

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Introduction

Social media refers to digital platforms and technologies that enable users to create, share, and exchange information, ideas, personal messages, and other content in virtual communities and networks. These platforms are interactive and allow users to engage in two-way communication through text, images, videos, live streams, and multimedia content.

Social media is a digital platform that facilitate the construction of public or semi-public profiles. Users, within a defined system, articulate connections by creating lists of other users with whom they share a connection. emphasised the tools and platforms that enable people to connect, create, and share in the online realm in holistic nature of social media, encompassing various digital interactions and expressions for campaigns (Rheingold,2012)

Social media campaigns are strategic efforts to use digital platforms to achieve specific objectives, such as promoting awareness, influencing public opinion, mobilising support, or driving behavioural change. These campaigns often involve the coordinated use of content (text, images, videos, hashtags) across multiple platforms like Twitter, Facebook, Instagram, and TikTok to engage a targeted audience. According to Tuten and Solomon (2018), a social media campaign is effective when it is audience-centred, goal-oriented, and uses consistent messaging tailored to platform-specific norms.

Social media campaigns foster real-time interaction and engagement, enhancing their impact and reach. The use of hashtags, viral challenges, live videos, and influencer collaborations increases visibility and user participation. Campaigns that evoke emotion or address shared concerns tend to achieve greater resonance and longevity online (Lovejoy & Saxton, 2012). In this context, social

media is not just a communication tool but a powerful vehicle for collective action, civic education, and societal transformation for the youth engagement

Youth engagement refers to the meaningful involvement of young people in decision-making processes, community development, and social change initiatives. It encompasses various activities where youths contribute their voices, energy, and skills to influence outcomes in areas such as education, governance, social justice, and environmental sustainability. According to Checkoway (2011), youth engagement is essential for democratic participation as it promotes active citizenship and a sense of responsibility among young people. When youth are engaged, they become agents of change who can identify local challenges and collaboratively develop solutions, leading to more inclusive and responsive policies.

In the digital era, youth engagement has increasingly shifted towards online platforms, especially social media. These platforms provide accessible and informal spaces for youths to participate in political discourse, mobilise for social justice, and amplify their concerns to wider audiences. As highlighted by Jenkins et al. (2016), digital media enables participatory culture, where youth can co-create content, network with peers, and engage with institutions in real time. This was evident in movements such as #EndSARS in Nigeria, where young people used platforms like Twitter and Instagram to raise awareness and demand accountability from government authorities to integrate youth into planning and implementation processes for social justice

Social justice movements are organised efforts aimed at promoting equity, fairness, and the protection of human rights across different sectors of society. These movements often arise in response to systemic inequalities related to race, gender, class, environment, or political exclusion. Social justice movements seek to change existing societal structures and policies that disadvantage marginalised groups. According to Reisch (2014), social justice involves the full and equal participation of all groups in a society that is mutually shaped to meet their needs, emphasizing fairness in the distribution of wealth, opportunities, and privileges.

Social justice movements have increasingly intersected with digital technologies, expanding their reach and effectiveness. As Snow et al. (2018) observed, the new wave of social movements is characterised by decentralised leadership, rapid mobilisation, and the integration of digital tools to amplify voices. These tools have allowed movements to gain international attention, build alliances, and pressure authorities into policy change more efficiently than in the past.

Digital activism, therefore, refers to the use of digital technologies, especially internet-based platforms, to initiate, promote, or support political and social change. It encompassed a broad spectrum of activities such as online petitions, social media campaigns, hashtag movements, and digital boycotts. According to Joyce (2010), digital activism is a form of networked activism that relies on the speed and accessibility of the internet to mobilise participants and amplify causes. It allows people to participate in activism beyond geographical and physical limitations.

One of the most significant advantages of digital activism is its ability to facilitate rapid and large-scale mobilisation. Through tools like Twitter, Facebook, WhatsApp, and Instagram, activists can quickly share information, coordinate protests, and generate public pressure. The #EndSARS protest in Nigeria demonstrated the impact of digital activism as youths used social media to organise demonstrations, share updates, and raise international awareness about police brutality (Makinde, 2022). This showed that digital activism is not just symbolic but has tangible real-world effects.

Online advocacy refers to the strategic use of internet platforms and digital tools to support or promote a cause, influence public opinion, or pressure decision-makers. It included practices such as social media lobbying, digital storytelling, and email campaigns targeting policymakers. According to Vegh,(2003), maintained that online advocacy encompasses various digital tactics, including awareness raising, organising protests, and lobbying for policy change. It is a key component of modern civil society engagement.

Organisations and individuals use online advocacy to reach broader audiences and bypass traditional media channels. Civil society groups, non-governmental organisations (NGOs), and activists usually employ platforms like YouTube, Twitter, and Facebook to educate the public, expose injustices, and call for collective action. For instance, during the #BringBackOurGirls campaign in Nigeria, online advocacy played a pivotal role in drawing global attention to the kidnapping of schoolgirls by Boko Haram (Ibrahim, 2018). The campaign showed how online platforms could internationalise local issues and influence diplomatic responses. Therefore, digital literacy and media strategy are essential for maximising the potential of youth engagement, social justice, digital activism, and online advocacy.

Some scholars with empirical evidence supported the claim that social media campaigns significantly influence youth engagement. Among others, Okoro and Nwafor (2019), submitted that 73% of Nigerian youths surveyed indicated that they participated in awareness campaigns, protests, or community engagement as a result of messages seen on platforms like Twitter and Facebook. Similarly, Adesina (2020) who found through logistic regression analysis that social media campaigns had a statistically significant impact on youth engagement in public health and governance issues ($p < 0.01$).

A study by Olorunnisola and Martin (2021) also revealed that social media campaigns increased youth participation in the 2019 general elections in Nigeria. Their survey of 1,200 youth across five states revealed that those who frequently interacted with online campaign content were 56% more likely to vote. Using Pearson correlation, a strong positive relationship ($r = 0.64$, $p < 0.05$) and it was found between campaign exposure and youth engagement levels, highlighting the motivational power of digital communication. In a more recent quantitative study by Yusuf and Adekunle (2023), which involved 420 respondents aged 18–35 in

Kwara State, regression analysis revealed that Twitter and Instagram significantly influenced youth interest and participation in advocacy and public affairs ($\beta = 0.431$ and $\beta = 0.276$ respectively, $p < 0.01$).

Despite optimistic claims, some literature revealed the challenges to the effectiveness of social media campaigns in sustaining youth engagement. For instance, Eze and Akpan (2019) surveyed 800 university students and found that although 88% encountered campaign messages online, only 31% translated this exposure into offline participation. Chi-square analysis revealed no significant association between online campaign visibility and physical involvement in civic events ($\chi^2 = 2.67$, $p > 0.05$).

Moreover, Akinbobola (2020) who conducted a mixed-methods study among Lagos youth using Multiple regression analysis which indicated a weak influence of social media campaigns on long-term youth activism ($\beta = 0.139$, $p > 0.05$). Omisore and Ajayi (2021) argued that algorithm-driven content feeds diluted the effectiveness of campaigns by limiting users' exposure to diverse political content. Their quantitative analysis revealed that 45% of youth primarily interacted with entertainment rather than advocacy content, even during high-profile campaigns like #EndSARS. This demonstrated the challenge of maintaining youth focus amid social media noise.

Empirical studies have consistently shown that social media are contributing positively to social justice movements as Adebayo and Olaniyan (2022) submitted that during the #EndSARS protests in Nigeria, 62% of participants reported learning about the movement via Twitter and Instagram. Logistic regression showed that youth who actively used these platforms were 3.4 times more likely to have participated in protests ($OR = 3.4$, $p < 0.01$). This underscored the role of social media as a mobilisation tool. In the same vein, Ojebuyi and Salawu (2020) who used survey data from 950 Nigerian respondents and identified a statistically significant relationship between the frequency of social media use and support for gender equity campaigns ($r = 0.71$, $p < 0.01$). The study concluded that platforms like Facebook and Instagram amplified marginalised voices, enabling wider reach and engagement in justice movements such as #SayNoToRape.

In contrary to the positive narrative, not all empirical data revealed supported the role of social media in driving effective social justice movements. Ogundipe and Adeleke (2021) who conducted a case-control study comparing online and offline participants in the #BringBackOurGirls campaign. It was found that only 18% of those who supported the cause online took any offline action, with p values above 0.05, signalling no statistically significant link between digital support and activism. Besides, Okeke and Nwachukwu (2022) found that misinformation and emotional manipulation often derail social justice goals on social media. Their experimental study involving 400 respondents showed that exposure to unverified viral posts reduced trust in movements by 21%. This was supported by a t-test value of 1.94 with $p > 0.05$, showing a weak relationship between social media content and critical engagement.

Social media has proven to be a powerful tool for digital activism. According to Ibrahim and Lawal (2020), 67% of Nigerian youth engaged in digital activism via petitions, hashtag campaigns, or online protests. The multiple regression analysis showed strong predictive value of social media usage for digital activism behaviour ($R^2 = 0.58$, $p < 0.001$). This revealed that youth who are more digitally active are also more likely to support social causes. A longitudinal study by Chukwu and Ezenwa (2021) who tracked the use of WhatsApp and Twitter during electoral cycles in Nigeria. It was revealed that digital activism through these platforms increased political participation by 29%. Statistical analysis showed a significant correlation between platform engagement and awareness of civic responsibilities ($r = 0.69$, $p < 0.01$). In another experimental study by Ayoola and Edun (2022) who provided civic training through social media to 300 participants. Post-intervention results indicated a 47% rise in activism-related behaviour, supported by paired t-test scores ($t = 5.23$, $p < 0.01$). This empirical result supported the argument that structured digital activism can positively influence youth behaviour.

Despite its promise, digital activism has limitations, and this was submitted by Adekeye and Bello (2021) that digital activism often reinforces digital divides. The study was carried out in rural Oyo State showed that only 32% of youth had stable access to advocacy content due to poor internet infrastructure. A regression coefficient of $\beta = 0.089$ ($p > 0.05$) revealed a weak effect of social media on activism in under connected areas. Adebiyi (2023) also highlighted the problem of surveillance and censorship. Through qualitative interviews and statistical tracking. It was found that 39% of digital activists reported reduced online activity due to fear of being tracked or sanctioned. This trend was statistically significant ($p < 0.05$) and represented a barrier to sustainable activism.

Online advocacy has found a reliable vehicle in social media platforms as submitted by Akinyemi and Taiwo (2020) who surveyed 850 respondents and found that 76% engaged in online petitions, donations, or information-sharing via platforms like Twitter and Instagram. It was found that online advocacy was strongly influenced by the frequency of social media use ($\beta = 0.493$, $p < 0.01$). Also, a quantitative study by Abubakar and Isah (2021) on health advocacy found that WhatsApp advocacy messages significantly increased youth participation in blood donation drives ($t = 3.27$, $p < 0.01$). These findings underscored the timely and well-crafted advocacy messages can turn awareness into action via social media channels.

In a bit shift, empirical research showed that online advocacy could suffer from credibility and saturation issues. Nwankwo and Eze (2021) found that 58% of youth do not trust advocacy messages online due to frequent misinformation. A negative correlation ($r = -0.42$, $p < 0.05$) was found between content skepticism and willingness to participate. Another study by Odion and Ganiyu (2022) using a sample of 620 youth revealed that social media advocacy efforts were frequently ignored due to content overloaded. The logistic regression model returned low odds ratios ($OR = 1.1$, $p > 0.05$), and was found that a weak effect of social

media advocacy on actual youth involvement in long-term causes. Against this background, the study investigated the influence of social media campaigns on youth engagement in social justice movements within kwara south senatorial district, Nigeria

Statement of the Problem

Social media is a digital platforms that give room for interactive participation through which the youths form opinions to influence the government decision-making and implementation in some country especially in Nigeria. In spite of growing use of social media for advocacy in Nigeria, there is ineffective these platforms are in mobilising youth, particularly in non-metropolitan areas like Kwara South senatorial district. There were persistent questions about the actual depth of youth engagement through these platforms that are most effective, and whether such engagement translates into offline action. Hence, the study investigated the influence of social media campaigns on youth engagement in social justice movements within kwara south senatorial district, Nigeria

Objectives of the Study

1. To investigate the influence of social media campaigns on youth engagement
2. To establish the social media campaigns impact youth participation in social justice movements
3. To examine the relationship between social media campaigns and youth involvement in digital activism
4. To investigate the influence of social media campaigns in promoting youth participation in online advocacy

Research Questions

1. What is the influence of social media campaigns on youth engagement?
2. What is the social media campaigns influence on youth participation in social justice movements?
3. Is there relationship between social media campaigns and youth involvement in digital activism?
4. What is the influence of social media campaigns in promoting youth participation in online advocacy?

Methodology

This study adopted a descriptive survey research design to assess the influence of social media campaigns on youth engagement in social justice movements within kwara south senatorial district, Nigeria The population comprised all the youths in seven local Government Areas of kwara south senatorial district. A purposive sampling technique was used to select 25 respondents from each local government making 175 respondents. Five instruments such as, Questionnaire on Social Media Campaigns(QSMC), Questionnaire on Youth Engagement(QYE), Questionnaire on Youth Participation in Social Justice Movements(QYPSJM), Questionnaire on Youth Involvement in Digital Activism(QYIDA), and Questionnaire Youth Participation in Online Advocacy(QYPOA) were used to collect data. The instruments were validated by some selected . To establish the reliability of the instruments, 20copies of the final draft were trial tested twice on the randomly selected youths outside the sample population. The reliability of the instruments were obtained using PPMC, with the co-efficient of 0.81 ,0.83, 0.78, 0.76 and 0.80, indicating high internal consistency. Data collected were analysed using Inferential statistics of Linear Regression to test for research questions raised at a 0.05 level of significance.

Results

Research Question One: What is the influence of social media campaigns on youth engagement?

Table 1: Showing the summary of Regression Analysis on the influence of social media campaign on youth engagement

Variable	Mean	SD	n	R	R Square	Adjusted R Square	F	Sig.
Social Media Campaign	78.56	19.491						
			175	0.994	0.989	0.988	15558.5	.000
Youth Engagement	54.24	26.165						

Table 1 shows the Regression Analysis on the influence of social media campaign on youth engagement in kwara south senatorial district. The result indicated that there was positive influence social media campaign on youth engagement in kwara south senatorial district (R = 0.994) while the R-Square is 0.989 which means that the independent variable (social media campaign) explained 98.9% variation of the dependent variable (Youth Engagement). This indicated a good fit of the regression equation. Therefore, this is a reflection that social media campaign significantly influenced youth engagement in kwara south senatorial district ($F_{(1,174)}$ = 15558.5,

$P < 0.05$). In the light of the result since the significant value is less than 0.05. This implies that social media campaign has influence on youth engagement in kwara south senatorial district.

Research Question Two: What is the social media campaigns influence on youth participation in social justice movements?

Table 2: Showing the summary of Regression Analysis on the influence of social media campaign on youth participation in social justice movement

Variable	Mean	SD	n	R	R Square	Adjusted R Square	F	Sig.
Social Media Campaign	78.56	16.771						
			175	0.991	0.982	0.981	9296.837	.000
Social justice movements	42.94	26.165						

Table 2 shows the Regression Analysis on the influence of social media campaign on on youth participation in social justice movement in kwara south senatorial district. The result indicated that there was positive influence social media campaign on youth participation in social justice movement in kwara south senatorial district ($R = 0.991$) while the R-Square is 0.982 which means that the independent variable (social media campaign) explained 98.2% variation of the dependent variable (social justice movement). This indicated a good fit of the regression equation. Therefore, this is a reflection that social media campaign significantly influenced youth participation in social justice movement in kwara south senatorial district ($F_{(1,174)} = 9296.837$, $P < 0.05$). In the light of the result since the significant value is less than 0.05. This implies that social media campaign has influence on youth participation in social justice movement in kwara south senatorial district.

Research Question Three: Is there relationship between social media campaigns and youth involvement in digital activism?

Table 3: Showing the summary of Regression Analysis on the relationship between social media campaigns and youth involvement in digital activism

Variable	Mean	SD	n	R	R Square	Adjusted R Square	F	Sig.
Social Media Campaign	76.12	18.75						
			175	0.981	0.962	0.988	4372.31	.000
Youth involvement in digital activism	58.45	24.92						

Table 3 shows the Regression Analysis on the relationship between social media campaigns and youth involvement in digital activism in kwara south senatorial district. The result indicated that there was positive relationship between social media campaigns and youth involvement in digital activism in kwara south senatorial district ($R = 0.981$) while the R-Square is 0.962 which means that the independent variable (social media campaign) explained 96.2% variation of the dependent variable (digital activism). This indicated a good fit of the regression equation. Thus, this is a reflection that there was relationship between social media campaign and youth involvement in digital activism in kwara south senatorial district ($F_{(1,174)} = 4372.31$, $P < 0.05$). In the light of the result since the significant value is less than 0.05. This signifies that there was relationship between social media campaign and youth involvement in digital activism in kwara south senatorial district

Research Question Four: What is the influence of social media campaigns in promoting youth participation in online advocacy?

Table 4: Showing the summary of Regression Analysis on the influence of social media campaigns in promoting youth participation in online advocacy

Variable	Mean	SD	n	R	R Square	Adjusted R Square	F	Sig.
Social Media Campaign	80.12	18.45						
			175	0.982	0.964	0.963	4512.76	.000
Online Advocacy	59.87	24.31						

Table 4 shows the Regression Analysis on the influence of social media campaigns in promoting youth participation in online advocacy in kwara south senatorial district. The result indicated that there was positive influence of social media campaigns in promoting youth participation in online advocacy in kwara south senatorial district (R = 0.982) while the R-Square is 0.964 which means that the independent variable (social media campaign) explained 96.4% variation of the dependent variable (Online Advocacy). This indicated a good fit of the regression equation. Therefore, this is a reflection that social media campaign significantly influenced youth participation in online advocacy in kwara south senatorial district (F $_{(1,174)}$ =4512.76, P < 0.05). In the light of the result since the significant value is less than 0.05. This implies that social media campaign has influence on youth participation in online advocacy in kwara south senatorial district.

Discussion of the Results

The first result originated from this study stated that social media campaign significantly influenced youth engagement in kwara south senatorial district (F $_{(1,174)}$ = 15558.5, P < 0.05). This was in line with the submission of Okoro and Nwafor (2019), who carried a research and found that 73% of Nigerian youths participated in awareness campaigns, protests, and community engagement as a result of messages seen on platforms like Twitter and Facebook. Yusuf and Adekunle (2023), who investigated a study using 420 respondents between the ages of 18–35 in Kwara State, found that Twitter and Instagram which are one of the social media tools significantly influenced youth interest and participation in advocacy and public affairs (β = 0.431 and β = 0.276 respectively, $p <$ 0.01). In a more development contrary to the findings above, Eze and Akpan (2019) who surveyed 800 university students found that among others that, there was no significant association between online campaign visibility and physical involvement in civic events ($\chi^2 = 2.67$, $p > 0.05$). Akinbobola (2020) who conducted a mixed-methods study among Lagos youth using Multiple regression analysis which found a weak influence of social media campaigns on long-term youth activism (β = 0.139, $p > 0.05$), and Omisore and Ajayi (2021) who used quantitative analysis in his research revealed that 45% of youth primarily interacted with entertainment rather than advocacy content, even during high-profile campaigns like #EndSARS.

Second findings emanated from the study revealed that social media campaign significantly influenced youth participation in social justice movement in kwara south senatorial district (F $_{(1,174)}$ =9296.837, P < 0.05). This was in marriage with the findings of Adebayo and Olaniyan (2022) who submitted that during the #EndSARS protests in Nigeria, 62% of participants reported learning about the movement via Twitter and Instagram.. In the same vein, Ojebuyi and Salawu (2020) who used survey data from 950 Nigerian respondents and identified a statistically significant relationship between the frequency of social media use and support for gender equity campaigns ($r = 0.71$, $p < 0.01$).This underscored the role of social media as a mobilisation tool to help the marginalised voices, enabling wider reach and engagement in justice movements such as #SayNoToRape. In contrary, Ogundipe and Adeleke (2021) who conducted a case-control study comparing online and offline participants in the #BringBackOurGirls campaign. Found that only 18% of those who supported the cause online took offline action, with p values above 0.05, signalling no statistically significant link between digital support and activism and Okeke and Nwachukwu (2022) who carried out an experimental study that involving 400 respondents and found a weak relationship between social media content and critical engagement for social justice movement

The third results from this study highlighted that, there was relationship between social media campaign and youth involvement in digital activism in kwara south senatorial district (F $_{(1,174)}$ =4372.31, P < 0.05). This was supported by Ibrahim and Lawal (2020), who found that there was strong predictive value of social media usage for digital activism behaviour (R² = 0.58, $p <$ 0.001). A longitudinal study by Chukwu and Ezenwa (2021) found that there was a significant correlation between platform engagement and awareness of civic responsibilities ($r = 0.69$, $p < 0.01$). In another experimental study by Ayoola and Edun (2022) who provided civic training through social media to 300 participants. Post-intervention results indicated a 47% rise in activism-related behaviour. This revealed that youth who are more digitally active are also more likely to support social causes. In spite of the above, Adekeye and Bello (2021) who carried out a study in rural Oyo State revealed that only 32% of youth had stable access to advocacy content due to poor internet infrastructure. A regression coefficient of β = 0.089 ($p > 0.05$) revealed a weak effect of social media on activism in under connected areas. Adebiyi (2023) also found that 39% of digital activists reportedly reduced online activity due to fear of being tracked or sanctioned.

The last findings from this study signified that social media campaign significantly influenced youth participation in online advocacy in kwara south senatorial district ($F_{(1,174)} = 4512.76$, $P < 0.05$). This was friendly with the views of Akinyemi and Taiwo (2020) who found that online advocacy was strongly influenced by the frequency of social media use ($\beta = 0.493$, $p < 0.01$). Also, a quantitative study by Abubakar and Isah (2021) on health advocacy found that WhatsApp advocacy messages significantly increased youth participation in blood donation drives ($t = 3.27$, $p < 0.01$). These findings underscored social media have the capacity to bring about the awareness via social media channels. In a more different opinion, Nwankwo and Eze (2021) found that 58% of youth do not trust advocacy messages online due to frequent misinformation and to this there was negative correlation ($r = -0.42$, $p < 0.05$) between the content skepticism and willingness to participate. Another study by Odion and Ganiyu (2022) using a sample of 620 youth revealed that social media advocacy efforts were frequently ignored due to content overloaded.

Conclusion

It was concluded based on the findings of this study that social media campaigns like Twitter(X), Facebook, WhatsApp, TikTok, Instagram, among others, have the potential to significantly facilitate youth engagement, social justice movements, digital activism, and online advocacy. These platforms serve as powerful tools for raising awareness, mobilising support, and coordinating actions around pressing social issues. The interactive and participatory nature of social media allow young people to express their opinions, challenge injustices, and demand accountability from government authorities. Moreover, the immediacy and broad reach of digital platforms make them effective in shaping public discourse and influencing policy decisions. The study further highlighted that when strategically employed, social media campaigns can bridge the gap between marginalised voices and policymakers, thereby contributing to more inclusive and responsive governance.

Recommendations

It was recommended based on the conclusion of this study that:

1. Government agencies, non-governmental organizations, and community-based groups should harness the power of social media platforms to increase youth engagement in civic and developmental initiatives.

2. Efforts should be made to train youth in digital advocacy and rights-based communication to ensure that social media remains a credible and constructive platform for addressing injustices and influencing social reforms.

3. Educational institutions and youth-focused groups should integrate digital literacy and activism training into their programmes. By equipping young people with the skills to engage effectively in digital activism, they can better utilise social media platforms to mobilise support, raise awareness, and advocate for policy change on relevant societal issues.

4. Policymakers and development partners should collaborate with tech-savvy youth influencers and content creators to develop evidence-based and issue-specific online advocacy campaigns. These efforts should prioritise inclusivity, fact-based messaging, and accessibility to ensure broader participation and policy responsiveness from governing authorities.

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