



# Social Media Platforms in Adolescent Sexual Health Education: A Nairobi Informal Settlements Case Study

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## Abstract

Adolescent sexual health education is crucial for promoting healthy behaviors in Nairobi's informal settlements. However, traditional methods often face challenges due to limited access and engagement. A mixed-methods approach was employed, including surveys (n=300) and focus group discussions with adolescents (n=20). Data were analysed using thematic analysis for qualitative data and chi-square tests for quantitative data. Findings indicate that while social media campaigns significantly increased knowledge about sexual health ( $p < .05$ ), engagement varied by gender, with males showing a higher rate of participation in online discussions (72% vs. 48%). The study highlights the potential of social media as an effective tool for adolescent sexual health education but underscores the need for tailored strategies to enhance engagement. Future research should focus on developing culturally sensitive content and assessing long-term impact through longitudinal studies. Adolescent, Sexual Health Education, Social Media Campaigns, Nairobi Informal Settlements

**Keywords:** Kenya, Nairobi, Informal Settlements, Social Media, Adolescents, Sexual Health, Campaigns

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