



# Social Media Campaigns for HIV Prevention Among Urban Youth in Cairo: Knowledge Retention and Engagement Analysis

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## Abstract

Urban youth in Cairo, Egypt face significant health challenges, particularly related to HIV prevention. Social media platforms have emerged as promising tools for reaching this demographic. A mixed-methods approach combining pre-and post-campaign surveys to measure changes in knowledge, a content analysis of campaign materials for themes, and qualitative interviews for deeper insights into participant experiences. The survey revealed that 78% of participants reported increased awareness about HIV prevention methods after the campaign. However, engagement levels varied significantly with some platforms showing higher participation rates (35%) compared to others (12%). While social media campaigns have shown promise in increasing knowledge about HIV among urban youth in Cairo, sustained and diversified engagement strategies are needed to enhance overall effectiveness. Future campaigns should focus on maintaining user interest through regular updates and interactive features such as quizzes or forums. Tailored messaging based on age-specific concerns is also recommended. Treatment effect was estimated with  $\text{text}\{\text{logit}\}(\pi) = \beta_0 + \beta^T p X_i$ , and uncertainty reported using confidence-interval based inference.

**Keywords:** *Cairo, Egypt, Urbanization, Adolescents, Social Networking, Engagement, Retention, Intervention Studies, Health Education*

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