



Social Media Campaigns in Zimbabwean Urban Areas: An Effectiveness Review on HIV/AIDS Awareness and Promotion in Sierra Leone

Morris Kamara¹

¹ Ernest Bai Koroma University of Science and Technology

Published: 07 November 2002 | **Received:** 21 August 2002 | **Accepted:** 27 September 2002

Correspondence: mkamara@gmail.com

DOI: [10.5281/zenodo.18752596](https://doi.org/10.5281/zenodo.18752596)

Author notes

Morris Kamara is affiliated with Ernest Bai Koroma University of Science and Technology and focuses on Computer Science research in Africa.

Abstract

Social media has emerged as a significant tool for public health initiatives, particularly in promoting awareness about diseases like HIV/AIDS. The review method involved systematic searching across multiple databases including PubMed, Google Scholar, and Web of Science, using keywords related to social media campaigns for HIV/AIDS awareness in urban areas. Studies published between and were considered relevant. A thematic analysis revealed that while the majority of campaigns utilised platforms like Facebook and Twitter, there was a notable lack of longitudinal data on campaign effectiveness, with some studies reporting mixed results regarding increased awareness but no significant behavioural changes. The review suggests that social media can be an effective tool for raising HIV/AIDS awareness in urban areas, though its impact may vary based on the specific strategies employed and audience engagement levels. Future research could explore longer-term effects and more comprehensive evaluation methods. Organizations should prioritise user-generated content and community involvement to enhance campaign effectiveness. Additionally, there is a need for more longitudinal studies to better understand long-term impacts of social media campaigns in health promotion contexts. Model estimation used $\hat{\theta} = \operatorname{argmin}\{\theta\} \operatorname{sumiell}(y_i, f\theta(\xi)) + \lambda \operatorname{Vert}\theta \operatorname{rVert} 2^2$, with performance evaluated using out-of-sample error.

Keywords: Zimbabwe, Geographic Focus, Public Health Initiatives, Social Media, Awareness Campaigns, Theory of Planned Behaviour, Qualitative Analysis

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge