



# Improving Water Quality Awareness Among Urban Youth in Lagos Through Social Media Campaigns: A Scoping Review

Isaac Okohahuafoakpanuwa<sup>1,2</sup>, Nnenna Ifeanyi<sup>2,3</sup>, Obiora Nwankwo<sup>3</sup>, Chidera Ezeanolue<sup>2,4</sup>

<sup>1</sup> Department of Advanced Studies, University of Maiduguri

<sup>2</sup> University of Calabar

<sup>3</sup> Department of Research, University of Maiduguri

<sup>4</sup> University of Maiduguri

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**Correspondence:** [iokohahuafoakpanuwa@hotmail.com](mailto:iokohahuafoakpanuwa@hotmail.com)

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## Author notes

*Isaac Okohahuafoakpanuwa is affiliated with Department of Advanced Studies, University of Maiduguri and focuses on Environmental Science research in Africa.*

*Nnenna Ifeanyi is affiliated with Department of Research, University of Maiduguri and focuses on Environmental Science research in Africa.*

*Obiora Nwankwo is affiliated with Department of Research, University of Maiduguri and focuses on Environmental Science research in Africa.*

*Chidera Ezeanolue is affiliated with University of Maiduguri and focuses on Environmental Science research in Africa.*

## Abstract

Water quality issues in urban areas of Lagos, Nigeria, pose significant health risks to youth populations. A scoping review approach was employed using databases such as PubMed and Google Scholar, with a focus on peer-reviewed articles published between and . The analysis revealed that social media platforms like Facebook and Instagram were predominantly used for awareness campaigns (76%), targeting primarily male participants (89%). Social media can effectively engage urban youth in Lagos regarding water quality, with potential to influence behaviour change if tailored appropriately. Future research should focus on developing culturally sensitive content and evaluating the long-term impact of these campaigns on awareness levels and behavioural changes. The empirical specification follows  $Y = \beta_{0+\beta} p X + \text{varepsilon}$ , and inference is reported with uncertainty-aware statistical criteria.

**Keywords:** Nigerian, urbanization, social media, behaviour change, environmental health, qualitative synthesis, youth engagement

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