

THE EFFECTIVENESS OF SOCIAL MEDIA PLATFORMS AWARENESS AMONG STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES SENIOR HIGH SCHOOL

ABSTRACT

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Social media has become an essential tool for communication, education, and social interaction, particularly among senior high school students aged 16–18. Platforms like Facebook, Instagram, TikTok, and YouTube serve multiple purposes, from personal networking to professional growth. Despite their widespread use, there is limited research on the effectiveness of social media awareness campaigns for this age group. Such campaigns aim to equip students with the knowledge and skills to navigate social media safely, balancing its positive benefits against potential risks. This study focused on assessing senior high school students' awareness of the negative consequences of social media and its influence on their online behavior, habits, and overall well-being. The research was conducted at Bestlink College of the Philippines Senior High School to determine effective strategies for promoting social media awareness. This study employed a descriptive quantitative research design to evaluate the effectiveness of social media awareness among students. Two groups of respondents participated: students and teachers of Bestlink College of the Philippines Senior High School. A total of 40 students and 20 teachers served as respondents. Data were collected through structured questionnaires and analyzed using descriptive statistical methods to determine trends, perceptions, and areas of concern regarding social media use and awareness. The study found that 56.67% of respondents were under 18 years old, with a nearly equal distribution of males (51.67%) and females (48.33%). Most respondents belonged to the middle-income group (76.67%). Respondents strongly agreed that social media awareness programs were effective in teaching online etiquette (3.47), responsible online use (3.56), data privacy (3.69), digital literacy (3.48), and application awareness (3.39). The highest-rated skill was avoiding the sharing of private information with strangers (3.95). The most significant challenge identified was social media distractions affecting schoolwork (88.33%), while fact-checking tools were the most commonly used solution (86.67%). Seeking guidance from teachers and parents was the least used strategy (61.67%). The findings indicated that senior high school students recognize the importance of social media awareness. Programs focusing on online etiquette, responsible behavior, data privacy, digital literacy, and application awareness are perceived as effective. However, distractions remain a major concern, highlighting the need for continued guidance and strategies to help students use social media responsibly.

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