



The Contributions of Social Media in Promoting School Health Awareness

An Analytical Study of Selected Facebook Page Content as a Model

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Abstract

This study aims to highlight the role of social media platforms, with Facebook as a model, in promoting health awareness among primary school students, who are particularly vulnerable to various diseases, especially infectious ones. This developmental phase is both sensitive and crucial, requiring the concerted efforts of responsible authorities to safeguard and care for these children, particularly in the digital space, which has become widely accessible across different age groups.

To achieve this objective, the study employed content analysis on a sample of Facebook pages dedicated to school health awareness. The semantic analysis of the selected posts revealed that there are relatively few pages in Algeria specifically focused on school health awareness. Most of the content found consisted of coverage of awareness and educational activities conducted by groups or organizations within various schools across the country.

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1. introduction

Amid the rapid transformations occurring in the digital world, social media networks have become a powerful tool for influencing multiple aspects of life, particularly in the health and education sectors. The widespread use of platforms such as Facebook has led to the emergence of a new form of direct and informal health communication, enabling relevant stakeholders to convey health messages quickly and effectively to broad segments of the population, particularly students and their parents.

In the school environment, there is growing interest in employing these networks, especially Facebook, to raise health awareness among students, thanks to their interactive capabilities, visual content, and engaging presentation styles. This context gave rise to the study's problem statement, which seeks to shed light on the role of social media, utilizing Facebook pages as a model, in promoting health awareness among students, given the sensitivity of this age group. Therefore, the problem statement is formulated as follows:

How do Facebook pages contribute to promoting school health awareness?

From this central question, the following sub-questions are raised:

- Which Facebook pages are dedicated to promoting school health awareness?
- What topics do these pages focus on? What are their themes and content?
- Do these pages follow a specific methodology for health education in

schools? Do they achieve the goals of school health programs in Algeria?

To answer these questions, we relied on the survey method by employing content analysis performance.

2. A Theoretical Overview of the Concept of Social Media (Facebook):

Before delving into the applied aspect of this study, we first provide a theoretical overview of the concepts of school health and social media in general, with a particular focus on Facebook, often referred to as “the blue space

2.1 Social Media Networks:

Social media platforms are considered an intangible space where individuals interact freely through two-way communication. Users of these platforms share information and post photos and videos related to exclusive news and events that matter to them. Organizations and institutions also utilize these platforms to create groups and pages for content exchange, keeping pace with technological developments that appear in multiple forms, encompassing blogs, forums, and others. Notably, platforms such as Facebook, LinkedIn, Twitter, and YouTube have exceptionally high user engagement rates.

Social media is defined as: “The various electronic tools, technologies, and applications that facilitate interactive communication and content exchange, allowing the user to move back and forth easily between the roles of audience and content producer.” Social media has

become such an integral part of business operations that its use is now commonplace for product launches, building customer loyalty, and sharing news. (Prashalini Naidu, 2015, p. 652).

These platforms have become an integral part of individuals' lives, as people increasingly depend on them for a wide range of daily activities, encompassing searching for information, shopping, and exchanging content. In 2021, the number of Algerians connected to the Internet reached approximately 26.35 million, representing 49.6% of the total population. Meanwhile, the number of social media users stood at 25 million, representing 56.5% of the total population. Facebook, the platform at the focus of this study, recorded over 22 million users that same year. (Semonkemp, 2021). These statistics clearly indicate Algerians' growing engagement with the digital space and their dependence on Facebook as the leading platform, followed by Instagram with 4.40 million users, Twitter with 482,000 users, and LinkedIn with 1.80 million users in 2021. These figures, reported in the Digital Report on Algeria (Datareportal, 2021), emphasize the widespread use of these platforms to satisfy users' needs and achieve their desires.

Figure 2

Statistics Showing Algerians' Engagement with the Digital Space



Source : (2021 Datareportal)

Social media networks take many forms, involving blogs, forums, and more. These networks first appeared in 1971, when the first messages were sent via email between two computers placed side by side. The first social networking site was launched in 1994 under the name GeoCities, which enabled users to create and design their own websites. Shortly after, in 1997, the first instant messaging platform, AOL (America Online), was introduced. AOL is regarded as one of the early precursors to today's social media platforms, as it allowed users to share personal information and communicate interactively. (Social Networking Site).

2.2 Definition of Facebook:

Facebook is defined as: "One of the modern tools of social communication that has helped connect many people, regardless of their locations, time zones, or occupations. It is a website owned by the Facebook company, and it serves a wide range of purposes. It can be employed for educational, political, or social objectives; to lead public awareness campaigns; or for entertainment, social networking, business, marketing, advertising, and more." (Ben Abou, 2018, p. 12).

Facebook is regarded as one of the most popular social networking sites on the internet. It was officially launched in 2004 by Mark Zuckerberg along with several classmates at Harvard University. The platform enables users to create personal profiles, exchange messages, share photos and videos, and participate in groups and public pages. This makes it an effective interactive tool for communication and

information exchange between individuals and institutions alike.

What sets these networks apart is their ability to connect users within the same network, enabling them to add friends to their pages and view each other's profiles. One of Facebook's key characteristics is that it is free to use, generating its revenue mainly through advertising.

3. School Health in Algeria:

3.1 Definition of School Health:

The word health originates from the Latin term *sanitas*, which means the harmonious and balanced functioning of the body and mind. (Larousse, 2008, p. 915).

Public health is the organization and intensification of a society's efforts to fight and prevent disease. Its work focuses particularly on hygiene, epidemiology, addiction prevention, preventive medicine, and school medicine, among other areas.

School medicine, in particular, focuses on promoting health within the school environment through regular health monitoring of students, providing health education, and raising awareness within educational institutions. It also plays a broader public health role by monitoring the general health of children. (Khalfouni Mohamed Adnane, 2014).

Accordingly, school health can be defined as an integrated system of preventive, therapeutic, and educational programs and services implemented within the school environment. It aims to promote the overall health of students and staff, detect health problems early, limit the spread of diseases, and ensure a safe and healthy educational environment.

3.2 Objectives of School Medicine in Algeria:

Algeria has worked to develop its public health system in response to societal and population needs, primarily through maintaining free access to healthcare. One of the main pillars of this system is school medicine, which has undergone significant evolution in terms of health coverage for students, disease detection, vaccination, and hygiene monitoring within schools. Despite these efforts, specific health problems remain prevalent in school environments, such as poor eyesight, enuresis (involuntary urination), heart diseases, and obesity. The objectives of school health in Algeria can be divided into general and specific categories:

3.2.1.. General Objectives: (Khalfouni Mohamed Adnane, 2014)

- Maintaining medical coverage and vaccination rates, as well as hygiene and sanitation inspections.
- Increasing health monitoring of targeted student groups (1st and 2nd years of primary school, 1st year of middle school, and 1st year of secondary school) through regular medical visits across all provinces.
- Achieving a 100% vaccination rate nationwide.
- Monitoring all educational institutions across the country to ensure hygiene and proper sanitation.
- Ensuring the delivery of high-quality health services to school-aged children and adolescents.

3.2.2.. *Specific Objectives:* (Khalfouni Mohamed Adnane, 2014)

- Providing the necessary equipment for school health activities.
- Ensuring the availability and administration of vaccines for measles and polio.
- Supplying eye ointment to southern provinces.
- Strengthening school health teams with doctors, paramedics, and psychologists across the provinces.
- Increasing focus on chronic and non-communicable diseases such as asthma, diabetes, and cardiovascular diseases.
- Enhancing dental and oral health among students.
- Spreading health awareness and education in schools.

3.3. *Health Awareness:*

Health awareness refers to the knowledge and understanding of health-related information, along with the ability to apply this information consistently in daily life. Over time, it becomes a habit that guides an individual's capabilities in determining balanced and integrated responsibilities, helping them maintain their health and vitality within the limits of their resources.

Therefore, health awareness refers to the adoption of positive behaviors that have a beneficial effect on health. It encompasses the ability to apply health information regularly, forming habits that

direct an individual's efforts toward maintaining personal well-being, especially in the home environment, and within their means. (Abdelhalim Khalfine, 2013, p. 273).

Health education, on the other hand, involves the use of specific educational tools to raise awareness among citizens, encouraging them to modify unhealthy behaviors and alerting them to surrounding risks. Its ultimate aim is to promote preventive health values among all members of society.

4. *Methodological Procedures of the Study:*

4.1. *Research Population and Sample:*

After conducting an online survey of several Facebook groups and pages, it was found that very few pages are dedicated explicitly to school health awareness. Most of the content focused on covering awareness and educational activities carried out by groups or organizations within schools across the country. These groups typically involved general practitioners, pediatricians, paramedics, dentists, or even parents sharing advice. Consequently, we selected several Facebook pages that promoted school health awareness among students. The selection was purposive and conducted from February 12 to March 12, 2023, which included National Prevention Week, beginning on March 5. The sample units are presented in Table 1 below:

Table 1: *Selected Sample Units*

Sample unit number	Page Title	Source	Date
1	Dangers of Screens and the Internet	UDS Group for School Health in Algeria	March 13, 2025
2	Viral Hepatitis A	Arris Multimédia	February 23, 2025
3	Worms in Children	Pediatric Clinic	February 17, 2025
4	Oral and Dental Hygien	The Dentists of School Heth	February 27, 2025
5	Lice and Nits	Medical Clinic – Dr. Boukerma Oum El-Kheir	February 16, 2025
6	Chickenpox	Al-Salam Basic Education School	March 7, 2025
7	Obesity Prevention	UDS Group for School Health in Algeria	March 5, 2025

Source: Prepared by the researcher

4.2 Research Methodology and Tools:

The selection of a research method relies mainly on the nature of the study itself. Media studies in particular have gone beyond exploratory, investigative, or formative approaches, especially in today's world, which is marked by an abundance of information and data from multiple easily accessible sources, thanks to rapid and ongoing technological advancements in communication and information systems. (Mohamed Abdelhamid, 2000, p. 153). Therefore, this study, like most media research, falls under the category of descriptive research, which focuses on analyzing the media phenomenon in its current state. However, this study goes beyond mere description and diagnosis, aiming also to examine causal relationships in order to uncover underlying facts and enable their generalization.

It is found that the descriptive survey method was the most suitable and appropriate approach for this study. One of the key advantages of this method is that it offers an effective means of collecting information from primary sources and presenting the data in a form that can be utilized to build a knowledge base or to test the study's hypotheses and answer its research questions. (Mohamed Abdelhamid, 2000, p. 160).

Quantitative description is essential in such studies. In fact, descriptive survey research is inherently quantitative as it deals with large data sets that cannot be sufficiently analyzed employing only qualitative techniques such as observation or field notes. (Mohamed Abdelhamid, 2000, p. 160). For this reason, our study relied on content analysis method.

Content analysis is defined as: "An indirect scientific investigative technique applied to

written, spoken, or audiovisual materials produced by individuals or groups, where the content is non-numerical. It allows for qualitative or quantitative extraction with the aim of interpretation, understanding, and comparison." (Maurice Angers, 2006, p. 218). Berelson referred to it as: "A research technique for the objective, systematic, and quantitative description of the manifest content of communication media." According to Abderrahmane Azzi (Abderrahmane Azzi, 2013, p. 47), this definition involves two key components:

- The approach to media content includes assigning statistical data to the phenomena under study. Findings are introduced employing measures of central tendency, such as means, percentages, and statistical indicators.
- The meaning of the message is derived from what is explicitly presented, that is, from the manifest content of the text itself.

4.3. Steps of Content Analysis:

4.3.1. Categories of Analysis: The categories of analysis are divided into two sections:

A. Formal Categories (How was it communicated?):

This refers to the format in which the selected Facebook pages introduced their awareness content. It encompasses the following subcategories:

- **Language Used:** Verbal / Non-verbal / Mixed
- **Typographic Elements:** Images (drawings or real photographs)

B. Content Categories (What was communicated?):

This refers to the actual content of the Facebook pages, and includes:

- **Source Category**
- **Topic Category:** Infectious diseases, oral and dental hygiene, diet and obesity, screen and internet-related issues
- **Objectives Category:** Information delivery, education, awareness and guidance, persuasion and behavior modification
- **Actors Category:** Cartoon characters, doctors and psychologists, children, service providers (parents, Minister of Health, community centers)
- **Audience Engagement Category:** Post sharing, comments, likes
- **Multimedia Category:** Videos, images, web links, illustrations
- **Page Strategy Category:** The general plan or approach adopted in building the page

4.3.2.. Units of Analysis:

Our analysis is based on the following units: the word unit, the topic unit, and the idea unit.

5. Quantitative and Qualitative Analysis of the Selected Facebook Pages' Content:

5.1. Formal Categories:

5.1.1. Language Used: This category is divided into three sections. The first is verbal language, which consists of written texts. The second is non-verbal language, represented by images. The third is mixed language, which combines both verbal and non-verbal elements.

Table 2: Represents the language used in the Facebook pages under study.

Page Number	Type of Language Used	
1	Verbal (20 texts)	Non-verbal (6images)
2	Verbal (1 text)	Non-verbal (1 image)
3	Verbal (1 text)	Non-verbal (1 image)
4	Text	Video
5	Verbal (1 text)	Non-verbal (1 image)
6	Verbal (1 text)	Non-verbal (4 images)
7	Verbal (12 texts)	Non-verbal (22 images)
Total	36	36

Source: Prepared by the researcher

It is evident from Table 2 that all the Facebook pages studied employed a combination of verbal and non-verbal language to convey their awareness messages. A total of 35 images and 1 video were employed in addition to 36 written texts. This emphasizes the crucial role that images play in clarifying and reinforcing

the verbal message, on the one hand, and in helping to embed it in the minds of the audience, on the other, particularly since the target audience consists of children. Naturally, emphasis was placed on the verbal text to offer the necessary explanations and clarifications required by the subject

5.1.2.. Image Type Category:

Table 3: Illustrates the types of images used in the Facebook pages analyzed.

Page Number	Drawings		Real Images	
	Frequency	Percentage	Frequency	Percentage
1	6	21	0	0
2	0	0	1	14
3	0	0	1	14
4	0	0	1	14
5	0	0	1	14
6	1	4	3	44
7	22	75	0	0
Total	29	100	7	100

Source: Prepared by the researcher

No	Source
1	Group "School Health in Algeria UDS"
2	Arris Multimedia
3	Pediatric Clinic
4	School Health Dentists
5	Medical Clinic Dr. Boukerma Om Al-Kheir
6	Al-Salam School for Basic Education
7	Group "School Health in Algeria UDS"

It is clear from Table 3 that a variety of images are utilized on the Facebook pages under study. These involve illustrations, which accounted for the highest proportion at 80%, and real-life photographs, which made up 20%. The dependence on non-real images (illustrations) may be attributed to the nature of the target audience, as children generally prefer drawings, bright colors, and cartoon characters, and are more easily influenced by them.

5.2. Content Categories:

5.2.1..Source Category:

Table 4: Illustrates the source category

Source: Prepared by the researcher

Table 4 indicates the sources of the Facebook pages involved in the study. It demonstrates that most posts are published within groups where members, often including general practitioners, psychologists, dentists, or parents, share content. In most cases, their real identities remain unknown. This is due to the nature of digital platforms that enable anyone to access and post on Facebook or other social media sites.

5.2.2..Topic Category

Table 5: Represents the Topic Category

	Infectious Diseases	Oral and Dental Hygiene	Diet and Obesity	Issues with Screens and the Internet
1				1
2	1			
3	1			
4		1		
5	1			
6	1			
7			1	
Total	4	1	1	1

Source: Prepared by the researcher

It is apparent from Table 5, which represents the Topic Category, that the units in our sample addressed four main themes:

- **Infectious Diseases:** This was the most frequently addressed topic across the Facebook pages, reflecting its importance, especially considering that

schools are often seen as high-risk environments for the spread of infections due to overcrowding and the difficulty of isolating children from one another.

- **Oral and Dental Hygiene:** Maintaining clean and healthy teeth is a major concern in school health and one

of the specific objectives that school medicine in Algeria aims to enhance. This also encompasses related topics such as healthy nutrition and obesity, which increasingly threaten students, due to unhealthy snacking habits. One of the Facebook pages in our study

5.2.3.. Objectives Category

Table 6:Indicates the Objectives Category

Objectives	Providing Information	Education and Upbringing	Awareness and Guidance	Persuasion and Behavior Modification
1	1		1	1
2	1		1	1
3	1		1	1
4		1	1	
5	1			
6	1	1	1	
7	1	1	1	
Total	6	3	6	3

Source: Prepared by the researcher

After analyzing the Facebook pages under study, we classified the objectives of their content into four categories, as indicated in Table 6. The two primary objectives were "providing information" and "raising awareness," each accounting for 33.5%. The objective of providing information was apparent in the presentation of facts and details at the beginning of each post, such as definitions of the disease, modes of transmission, and associated risks. This was typically followed by the second objective, awareness and guidance, which appeared in the form of advice on how to handle

sample also addressed a particularly sensitive issue: the dangers of screens and the internet, which now pose serious risks to students' physical and mental health and may negatively impact their academic performance.

specific health issues. For instance, on Page 6, which addressed the topic of chickenpox (locally referred to as Bouchouka), guidance was offered involving advice against the use of antibiotics, recommendations for treating symptoms, and emphasis on preventing infection. The school also issued a direct recommendation to parents, urging them to keep children showing symptoms of chickenpox at home until they fully recover. The objective of education and learning, which is fundamentally the mission of educational institutions, ranked second at 16.5%, along with the goal of

persuasion and behavior modification. This latter objective was observed in posts sought at disease prevention, specifically those encouraging parents not to send their children to school during periods of illness such as hepatitis A, chickenpox, or lice, in order to prevent the spread of infection and limit outbreaks among students

Table 7: Demonstrates the Actors Category

Actors	Cartoon Characters	Doctors and Psychologists	Dentists	Children	Other Figures (Service Providers)
1	10	DR Guessoum			Teachers, Parents, Youth, Community Centers
2				1	Parents
3		DR Boukeffay		1	Parents (Mother)
4			1	9	
5				3	
6	2	1		3	Minister of Health, Experts, Parents
7	21			1	
Total	33	3	1	18	9

Source: Prepared by the researcher

It is evident from Table 7 that the actors varied across the social media pages analyzed. This variation is associated with the specific topics being addressed. The highest percentage was recorded for cartoon characters, accounting for 51.5% of the 64 total featured figures, which is more than half. The use of these colorful, illustrated characters is likely due to their strong influence on children, making them effective tools for conveying knowledge and developing specific skills. The children category ranked second at 28%, as they represent both the affected group and the target audience. Viewing real children suffering from illnesses tends to create a stronger emotional effect and encourages quicker persuasion, both for the children themselves and for their parents.

5.2.4.. Actors Category:

This category involves the main agents, meaning the group of social figures who are active on the pages and are relied upon to convince the target audience. These include: cartoon characters (illustrations), children, doctors, and dentists

The service providers category ranked third with 14%. It involved parents, experts, teachers, the Minister of Health, young people, and community centers. These individuals are considered influential due to their ability to shape behavior and raise awareness in order to reduce the effect of the health issues discussed. Parents and teachers hold direct authority over children, while the Minister of Health is the official figure responsible for offering solutions to public health concerns.

5.2.5.. Audience Engagement Category:

This category includes post shares, comments, and likes.

Table 8: Presents the Audience Engagement Category

Audience Engagement	Post Shares	Comments	Likes on Posts
1	16	4	10
2	5	7	60
3	1	5	36
4	2	11	32
5	2	0	13
6	1	4	34
7	0	7	19
Total	27	36	204

Source: Prepared by the researcher

Table 8 indicates the Audience Engagement Category for the Facebook pages analyzed. The highest level of interaction was recorded for likes on posts, totaling 204 likes, followed by comments, with 36, and finally shares, which ranked lowest with 27 shares.

This may be attributed to the ease and appeal of the "like" button, which requires no writing or additional effort. Psychological studies have demonstrated that the Facebook "like" feature can be addictive. Millions of users reportedly start their mornings by checking their Facebook notifications, specifically to see who has liked their posts.

5.2.6.. Multimedia Category

"Multimedia" is a widely utilized term referring to the integration of multiple media types such as text, audio, graphics, animations, videos, and interactive applications to present content in an interactive format sought at fulfilling specific informational goals. All of the Facebook pages examined relied on a combination of text and images, whether real (e.g., photos of children) or illustrated (e.g., cartoon characters). The only exception was Page 4, which focused on oral and dental hygiene and employed both

text and video to indicate proper toothbrushing techniques, demonstrating how students in class responded and learned how to use a toothbrush effectively.

5.2.7..Strategy for Promoting Health Awareness Among Students

In this context, strategy is the method or plan utilized to introduce facts, convey information, and raise awareness about school health. From the analysis of the Facebook pages, it was clear that, despite differences in subject matter, sources, and types of multimedia employed, all the pages followed a similar strategic approach to raising health awareness among schoolchildren:

5.2.7.1.. Problem Identification

- **Page 1:** Introduces the title and presents the topic (children's exposure to screens and the internet), followed by five risks impacting both physical and mental health.
- **Page 2:** Defines viral hepatitis A, presents its various names, source, and level of risk.
- **Page 3:** Identifies pinworms, their source, and associated risks.
- **Page 4:** Highlights the significance of oral and dental hygiene.
- **Page 5:** Defines lice and nits, their source, and associated dangers.
- **Page 6:** Presents chickenpox and presents its colloquial name ("Bouchouka"), along with its level of severity.
- **Page 7:** Determines obesity, its risks, and causes.

5.2.7.2..Symptoms and Transmission

After presenting and defining each issue, the studied Facebook pages move on to the second phase, which includes determining the symptoms of each disease and explaining how it is transmitted.

5.2.7.3.. Prevention and Treatment

Finally, each page provides advice on preventing illnesses, particularly infectious diseases, after presenting treatment methods or ways to alleviate the problem. For instance:

- **Page 1:** Concludes with tips for parents to monitor their children's screen time and internet usage, along with suggestions for remote learning.
- **Page 2:** Ends with hygiene recommendations for parents, encompassing cleanliness of the

child's body, clothes, food, cooking utensils, and bathroom.

- **Page 3:** Highlights maintaining hygiene for the child and recommends consulting a doctor and treating all family members.
- **Page 4:** Indicates proper toothbrushing techniques and encourages children to follow them.
- **Page 5:** Provides advice for eliminating lice and stresses that children should not return to school until the parasites are completely gone.
- **Page 6:** Concludes with a message from the school urging parents to keep children with chickenpox at home until symptoms fully disappear.
- **Page 7:** Offers tips for preventing or managing obesity, highlighting the significance of physical activity, drinking plenty of water, and avoiding unhealthy foods (especially snacks).

6. CONCLUSION

In this study, we addressed the role of social media networks -specifically Facebook- in promoting school health awareness. Using content analysis as a research tool, we conducted an analytical review of a sample of Facebook pages that focused on the topic of school health.

After conducting both quantitative and qualitative analyses of the data, we arrived at the following set of results:

- ✓ There are not many Facebook pages in Algeria that focus on promoting school health awareness. Most of the content involves coverage of awareness and sensitization activities conducted by groups or organizations in several schools across the country. These groups include general practitioners and/or pediatricians, paramedics, dentists, or simply advice shared by parents.
- ✓ All of the Facebook pages analyzed employed a combination of verbal and non-verbal language to deliver their awareness messages, incorporating 35 images, one video, and 36 written texts. This emphasizes the crucial role that visuals play in supporting and reinforcing verbal messages, especially given that the target audience is children. The verbal content, however, remains essential for offering explanations and clarifications required by the subject.
- ✓ There was a noticeable variety in the images utilized, with 80% being illustrations and 20% real photographs. The dependence on illustrated (non-real) images is likely due to the nature of the

target audience: children tend to prefer colorful drawings and cartoon characters, which they find engaging and influential.

- ✓ The posts analyzed were found within Facebook groups, where members typically doctors, psychologists, dentists, or parents shared content. The true identities of these individuals often remain unknown, due to the nature of digital platforms that enable anyone to post content freely on Facebook or other social media.
- ✓ The Facebook pages studied addressed four main topic categories:
 - **Infectious diseases:** This category ranked highest due to its significance, especially in school settings where overcrowding facilitates the spread of illness.
 - **Oral and dental hygiene:** This topic is a major concern for school health and one of the specific goals that school medicine in Algeria seeks to enhance.
 - **Healthy nutrition and obesity:** An increasingly urgent issue, especially due to the prevalence of unhealthy snacks among students.
 - **Risks of screens and the internet:** A topic that emphasizes the physical and mental health threats these pose to students, which can also negatively impact academic performance.
- ✓ The objectives of the Facebook pages were to:
 - Offer information
 - Raise awareness and provide guidance
 - Educate and enhance positive habits

- Persuade and encourage behavioral change
- ✓ The "actors" featured on the Facebook pages varied relying on the topic. The highest percentage (51.5% of the 64 total characters) consisted of cartoon characters. This is likely because such characters are more effective in capturing children's attention and helping them acquire skills and knowledge. The "children" category ranked second (28%), as viewing real children impacted by illness can create emotional effect and quicker acceptance by viewers.
- ✓ The third category of actors (14%) included service providers such as parents, experts, teachers, the Minister of Health, youth, and community centers. These individuals play a significant role in influencing, persuading, and changing behaviors to address the issues presented. Parents and teachers hold authority over children, while the Minister of Health represents the official body responsible for addressing public health concerns.
 - ✓ The highest audience engagement was recorded for post "likes" with 204 interactions, followed by 36 comments and 27 shares. This may be attributed to the simplicity of the "like" button, which necessitates no additional effort. Psychological studies have demonstrated that the Facebook "like" feature can be addictive, with users often checking notifications to see who has liked their posts.
 - ✓ All the pages utilized a combination of text and images, either real photos of children or cartoon illustrations, except for **Page 4**, which focused on oral and dental hygiene and used a mix of text and video to indicate proper tooth brushing techniques and demonstrate how students responded in the classroom.
- ✓ Despite differences in topics, sources, and the multimedia tools employed, all the pages studied followed the same approach to enhancing school health awareness: first, determining the problem; then outlining the symptoms and modes of transmission (in the case of contagious diseases); and finally, presenting methods of treatment and prevention through practical advice. Most of the recommendations focused on hygiene, staying at home to avoid infection, and encouraging parents to monitor their children.

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