Social Media's Role In Mental Health Awareness: A Review Study

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Article Details

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ABSTRACT

Social media has emerged as a powerful platform for communication, connection, and information dissemination, significantly influencing public discourse on various issues, including mental health. This review focuses on the role of social media in the broader debate of public understanding of mental health awareness. It provides a framework for thinking about the problem of mental health illness. A sample of 35 research papers was selected based on rigorous inclusion and exclusion criteria. Following the PRISMA approach for review study, the current research gathered and synthesized the findings of publications from 2015-2025. The literature review points out the various unfavourable impacts on the victims' mental health and well-being, including isolation, stress, anxiety, and depression. This dynamic exacerbates mental health and undermines individual confidence. The findings suggest the absence of quantification of impacts, emphasizing the requirement for further discussion and increasing awareness about mental health illness. The review emphasizes that awareness-raising and providing critical tools for identifying mental health illness are necessary and urges parents, guardians, government, clinical psychologists, counsellors, and other authorities to work together to lessen the negative impact of mental illness on individual well-being. Such insights will provide for future research to design interventions to provide emotional support to the victims is significant to mitigate the impacts.

Introduction

Mental health awareness is a growing concern among public health initiatives, as mental disorders have gone beyond mere psychology and become a major factor in the world's disease burden. As stated by the World Health Organization (WHO), around one-quarter of people during their lives will have experienced an affective mental disorder. Despite all the prevailing mental health disorders, discrimination and stigma remain substantial barriers to effectively addressing these mental illnesses (Organization, 2021).

Social media has effectively raised awareness of mental health among youngsters and provided mental health literacy. Even though mental health is an important global issue, stigma continues to delay awareness. These efforts aim to improve the welfare and quality of life for those at hazard of experiencing mental health challenges (Naslund et al., 2020).

The research suggested that educational websites, informative messages, and personal experiences could reduce the public's overall level of mental illness and promote help-seeking behaviour (Niederkrotenthaler et al., 2022). This phenomenon, known as "The Papageno Effect" or simply the defensive effect, points to the media's potential role in safeguarding mental health. Media portrayals that demonstrate successful coping strategies during a self-suicidal crisis and other positive messages can have the effect of holding back thoughts of suicide among audiences (Niederkrotenthaler et al., 2010).

The rapidly rising prevalence of social media among young people represents a prospect to disseminate essential mental health awareness and to propagate mental health education more interestingly. Social media has become a significant means of health communication characterized by its broad audience, extensive reach, and cost efficiency (Nelson et al., 2019). In recent years, social networking sites like Facebook, Instagram, and Twitter have become extensive in use. Their impact on mental health has drawn the attention of researchers and mental health professionals. The link between social media engagement and mental health is complex and multifaceted, as research highlights negative and positive effects. A comprehensive understanding of those relationships is essential, as mental health issues are happening all over the particularly among young adults and adolescents. The World Health Organization has ensured that mental health is considered a vital factor of overall health. Consequently, effective interventions and strategies must be pursued to minimize the adverse effects of social media usage, as highlighted by (Sulaiman et al., n.d.).

Social networking apps have penetrated all aspects of daily life and can serve many fields, such as business or education. Consequently, people increasingly use them for work-related matters. However, some growing negative effects originate from social networking apps. Research indicates that using such sites may result in a greater risk of various forms of mental disorders like low self-esteem, anxiety, depression yield, insomnia, etc(Abjaude et al., 2020).

Today, social media has become a dominant forum for the general public and media to focus on all its issues, especially mental health. Through interactive engagements such as hashtags and support groups, users not only promote awareness but also humanize mental health illness, challenging the stigma that has historically existed in society. The narratives disseminated on these platforms often promote empathy and understanding, provoking a collective response aligned with knowledge from mental health education(Latha et al., 2020).

Specifically, the research conducted by (Morrison & Stomski, 2015) provides a system for individuals to grasp the complexities of mental illness beyond the stereotypical spreading by mainstream media. Additionally, (Hall et al., 2019; Kakuma et al., 2010) Community involvement can foster social inclusion by creating a sense of belonging and eliminating stigma and

discrimination. This approach enables individuals with mental disorders to push out of their homes and seek support in the community. Therefore, social media is essential for shaping people's awareness of mental illness.

The significant role of social media in enhancing mental health awareness is important to the contemporary discourse around this critical issue. Social media is indispensable as a means of disseminating information and promoting community engagement; on the other, it helps break down barriers to release people from the stigma wrapped around mental disease. Thus, with the expansive reach of social media campaigns, more people have immediate access to educational resources and support networks, enabling individuals to develop a comprehensive understanding of mental health topics. For instance, recent studies indicate a substantial improvement in public perceptions of mental health disorders in Spain, with approximately 80% of people now having an accurate understanding of these conditions (Varaona et al., 2024). in the UK, targeted campaigns such as 'Time to Change' have accomplished dramatic increases in the public's awareness of successful treatments for mental health problems. Therefore, not only do social media campaigns challenge existing stigma, but they also encourage open dialogue, encouraging individuals who are suffering to pursue help for their mental health issues (Jorm, 2012).

On mental health issues, society has become more sympathetic than ever before. It provides a helping hand for those who need support. The mainstream and social media have made their greatest contribution to mental health in the past few years (Halsall et al., 2019). Many evaluations of online mental health initiatives are constructed in such a way as to concentrate more on promotion and prevention services than on the effectiveness of particular media campaigns aimed specifically at gaining greater awareness about these mental issues. Collectively these efforts will pave the way for a more informed and compassionate society toward mental health matters (Clark et al., 2013).

Over the years, social media has become important in promoting public awareness of mental health and fighting stigma. Campaigns like #EndTheStigma, #MentalHealthAwareness, and #ItsOkayToTalk have gained much support. They encourage open discussions about mental health issues and allow people to share their stories (Tera et al., 2024).

Some initiatives, like The Choose Life Program, use social media to propagate mental health resources and help eradicate negative attitudes about others' lives. From this operation, harmful stereotypes about the individual people who suffer from suicidal urges are among those being deported. Young men aged 16-35 are more likely to think of suicide as a viable option to solve their problems than any other demographic. This is an especially important point to address because it will have a greater impact on them already suffering the most from its grimmest daily outcomes. The influence of these social media campaigns enhances awareness and assists in changing how society perceives mental health (Robinson et al., 2019).

The impact of such campaigns on the public is enhanced precisely due to the support of social media (Cruz et al., 2024). Abundant research demonstrates that social media's major role is providing a platform for these things. Social media usage is correlated with increasing upward comparison among teenage girls (Braghieri et al., 2022), and the surprising overview of Facebook on a college campus in the mid-2000s correlated with a rise in self-reported mental health challenges. Additionally (Primack et al., 2017) specify that respondents using more social media sites reported higher rates of anxiety and depression as compared to those who were using fewer platforms.

Digital platforms enhance community engagement and provide awareness. For example, research (Girma et al., 2024) underscores community-based initiatives and media-based approaches in improving understanding and providing access to better mental health resources. Far from this, indeed, it can sometimes reinforce misleading information and stereotypes harmful to public

attitudes towards people with mental illness. This is particularly true of marginalized communities where negative images conveyed through social media might slow down rehabilitation or put someone off seeking treatment altogether if they feel that they are somehow different from everyone else, as noted (White, 2014). Therefore, we must analyze social media narratives with a critical perspective to detect how they shape public attitudes toward mental health. An effective response to these dual processes will require the combined efforts of mental health professionals, policymakers, and platforms for social media. We need to draw on their positive forces while simultaneously combating stigma against people with mental illnesses producing adverse results itself.

The rise of social media coincided with many misunderstandings. Mental health studies now find that we have an enormous issue of misinformation and other misrepresentations. Too frequently, sensationalized stories portray individuals with mental illness as dangerous and valuable, mirroring the negative portrayals on TV that paint such individuals as violent and intellectually deficient (Starvaggi et al., 2024). Such disturbing images can create more fear, panic, and misunderstanding, perpetuating a chilling culture of silence around mental health illness. Moreover, rapidly disseminating health misinformation on social media motivates medical professionals to move quickly (Kaňková et al., 2024). Doctors play an important role in this narrative, countering myths and stigma by getting accurate, evidence-based content. As misinformation continues, they call targeted interventions and efforts essential to reshape the public narrative and the conversation around mental health, Promoting understanding, awareness, and acceptance.

Mental health awareness is crucial, as it serves as a foundation for combating stigmatization and creating a sympathetic environment for individuals facing mental health issues. Time intervention and dissemination of accurate information about mental health is the key to addressing the problems efficiently. It also means correcting errors that continue promoting stigma. Efforts to improve understanding of mental illness encourage acceptance, and creating empathy are the critical steps in eliminating discrimination against those affected by mental health problems (Adenike & babarimisa, 2025).

Aim and purpose

This research aims to examine the role of social media in mental health awareness. The study aims to investigate the origins of mental health illnesses and their impact on individual well-being during the period of (2015-2025). Its primary objective is to bring a detailed synthesis, shedding light on many different angles of mental illness and social media's role in providing awareness among individuals. The review study aims to analyze and evaluate the selected articles to enhance the understanding of the prevalent themes, gaps in the current literature, and methodologies of the psychological impacts of mental illness on individuals. The importance of this research study lies in its perspective to guide future studies, interventions, and policy decisions regarding mental health illness and social media's awareness of well-being. Ultimately, the goal is to develop targeted strategies to prevent and support these individuals from mental illness effectively. This study aims to contribute to understanding the prevailing mental health, methods for countering it, and deficiencies in existing literature. This study applies PRISMA to navigate the literature in addressing the crucial need for an inclusive understanding of the review. The address of current knowledge on social media's awareness of well-being. The review synthesizes the existing body of research and weaves their results and reflections into action to overcome mental illness and the psychological impacts on individual mental health. This study strives to make a unique contribution by explaining the complexities of this sensitive topic. This review study aims to pave the way for more effective intrusions and support systems. It makes a unique contribution by

exploring the issues and establishing an exceptional foundation for improved support systems and interventions. The study addresses the following research questions aligned with its goals and objectives.

Research Objective
1. To evaluate the effectiveness of social media campaigns in promoting mental health Stigma.
2. To analyze the impact of social media campaigns on mental health awareness.

Research Questions
RQ1: How do social media campaigns influence public attitudes toward mental health stigma?
RQ2: What factors on social media campaigns contribute to shaping individuals' perceptions and knowledge of mental health awareness?

Methods
This study is undertaken through a methodology essential to understanding the changing patterns of the complexity of a field of research. This method offers information about current developments by reviewing existing literature, bridges the gaps, and ensures a more in-depth analysis of similar concerns.

Assumptions and Justifications

Given the purpose of this review study, these assumptions directed the synthesis and investigation of the studies reviewed. The fundamental assumption about the review process was to check the relative consistency of the main terms i.e., "mental health illness" and "psychological impact" were relevant crosswise studies. That is because a much better understanding offers itself to standard definitions and classification by researchers in the field. Although there were slight disparities in terminologies, a rigorous screening procedure, compliance, and strict inclusion criteria helped reduce inconsistencies. This review study focuses on the article with clear, relevant definitions, guaranteeing homogeneity in the selected literature. Moreover, selected papers published since 2015 are grounded on the assumption that contemporary research reflects existing thinking and progresses in key research issues, mental health awareness and individual well-being. The justification lies in the variability of research, in that it is about looking at the current topic and the dynamic nature of the study, focussing on the perspective of the current matter and identifying the nature of societal attitudes and academic discourse.

Evaluation of assumptions
These assumptions were substantial for the systematic review process, and it is vital to recognize their influence on the results. The researcher focused on major selected platforms such as Springer Nature, Taylor & Francis and Elsevier, Sage Journal, Wiley Online Library, Wolter's Kluwer, Oxford University of Press, MDPI, IGI Global, JMIR, and Zenodo. However, the collection standards were not limited to age, ethnicity, race, sex, nationality, and language. The search keywords included "Mental health illness, Mental health awareness, social media & mental health, Youth mental well-being, effects of social media on mental health." Later, the researcher organized the data using the PRISMA extension and Microsoft Excel, which further helped for systematic review as recommended by (Page et al., 2021). Table 1 summarizes the inclusion and exclusion criteria used in the current research study: Based on the PRISMA method of selection, screening, and evaluation, the researcher assembled a total number of 90 records from the selected database. After removing duplicates, 80 articles were screened for full-text accessibility, with 60 articles meeting the criteria (Fig 1).

Table 1 Inclusion And Exclusion Criteria Of The Study Literature

Inclusion criteria	Exclusion criteria
Studies focusing on mental health illness and social media's role in mental health awareness	Studies not focused on mental health illness or psychological impacts (i.e., studies on other types of impacts)
Journals indexed in the selected databases.	Journals that are not indexed in the designated database
Articles available after 2015 and onwards	Articles published before the year 2015

Fig. 1 PRISMA Flow Chart For The Articles Selection Process
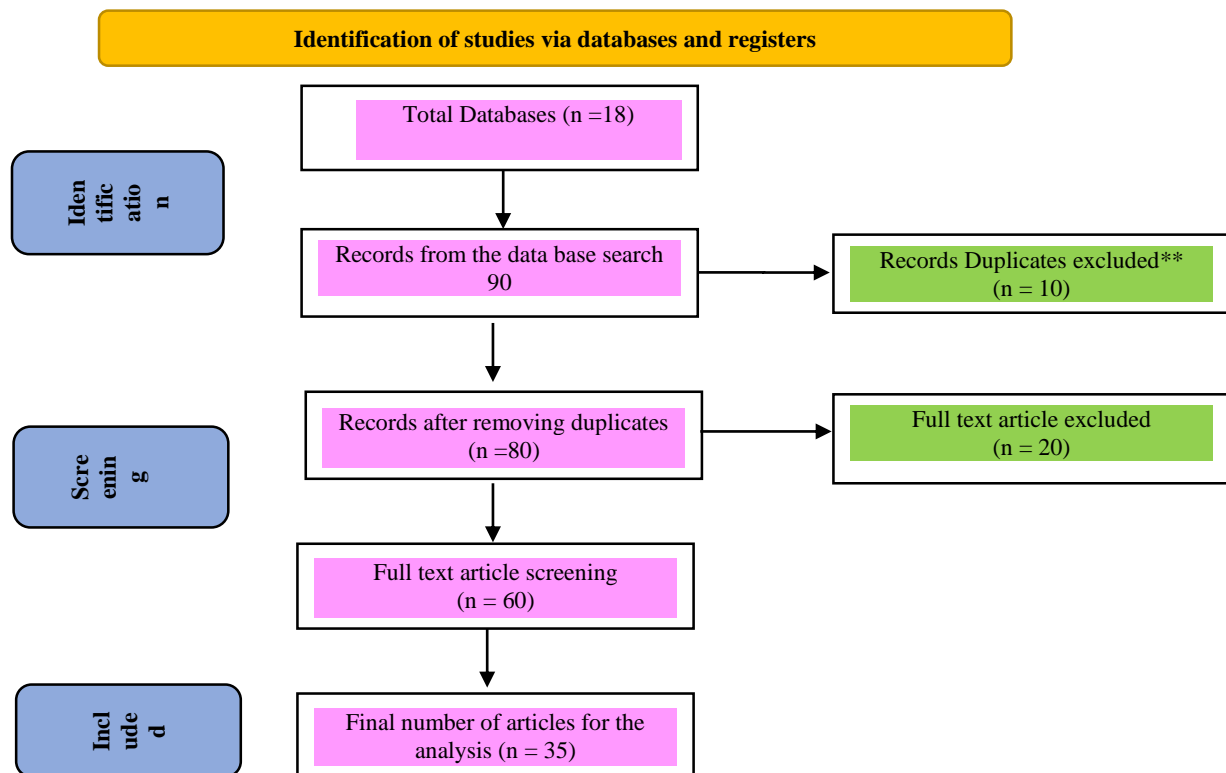
PRISMA Flow Chart: The PRISMA flowchart (fig 1) visually illustrates the systematic selection process of the screening and inclusion process. This chart enhances the transparency and validation of the rigorous methodology applied.

Although this review study doesn't allow the same type of validation process as experimental studies, its credibility is upheld through adherence to established guidelines, careful article selection, transparent reporting, and rigorous selection criteria of the review process. Together, these elements ensure the robustness and trustworthiness of the methodology used in this study.

Using the desired reporting items for the review study (PRISMA) method and articles from a scientific database such as SCOPUS and systematic review articles can provide better quality assurance than manual processes. Academically these manual search patterns remain susceptible to bias and often difficult to validate, whereas PRISMA offers a structured and transparent approach to synthesizing research findings (Prisma, 2020).

Table 2 Frequencies And Percentages Of The Literature According To Their Database

Data Base (Repository)	N	%
SAGE Journals	3	8.57%
JMIR Publications	3	8.57%
Taylor & Francis	4	11.4%
Springer	2	5.71%
Wiley Online Library	2	5.71%
Elsevier	3	8.57%
International APPISI	2	5.71%
Zenodo	2	5.71 %
Wolters'Kluwer	2	5.71%
Oxford university of press	2	5.71%
SDI Article	1	2.85%
APA Publishing	1	2.85%
Universities Ahed Dahlan	1	2.90%
MDPI	2	5.71%
American academy of pediatrics	1	2.85%
IGI Global	2	5.71%
Harvard medical school	1	2.85%
Frontiers in Psychiatry	1	2.85%

Table 2 summarizes the frequencies and percentages of the literature based on their respective database. The majority of the articles were obtained from various prominent databases.

Table 3 presents the frequencies and percentages of the designated literature according to their publication years. Particularly, most studies ($n = 14$ or 40%) were published between 2015 to 2020, specifying that these years concentrated primarily on research on media campaigns on mental health and well-being and the role of mental health communication. This time frame highlights a significant concern regarding mental illness and disseminating illness and spreading awareness through social media. Then, 21 studies (or 60%) were published between 2020 and 2025.

Regarding the research design in Table 4, most studies (n = 7, or 20%) adopted a systematic review approach, while 15 studies (or 42.8%) were based on a mixed-methods design. Additionally, three studies (8.5%) utilized a qualitative approach, and 10 (or 28.5%) applied a quantitative approach.

Table 3 Frequencies And Percentages Of The Literature According To Publication Year

Year	N	%
2015- 2020	14	40
2020- 2025	21	60
2015-2025	35	100

Table 4 Frequencies And Percentages Of The Literature According To Their Design And Paradigm Model

Study design	Review Perspective		
	7 (20%)		
Paradigm model	Qualitative	Quantitative	Mix Method
	3(8.5%)	10 (28.5%)	15 (42.8%)

Selected methodology validation

The methodology applied in this systematic literature review was subjected to a rigorous validation process for reliability and inclusiveness. Common features of the validation procedure are under below.

Observation of PRISMA Guidelines:

The systematic review methodology strictly followed the preferred reporting items for the systematic review and Meta-analysis (PRISMA) approach (Page et al., 2021). It is the highly recommended framework to ensure a transparent, systematic, and structured approach to literature synthesis.

Inclusion and Exclusion Criteria: Well-defined inclusion and exclusion criteria were established for the rigorous review. These criteria ensured the selection of studies specifically addressing mental health well-being, mental illness, and social media awareness and shaping the public perception, increasing the reliability and relevance of the synthesized findings.

Search Strategy: A comprehensive study was implemented using Springer Nature, Taylor & Francis and Elsevier, Sage Journal, Wiley Online Library, Wolter's Kluwer, Oxford University of Press, MDPI, IGI Global, JMIR, and Zenodo. Carefully selected keywords to encompass the diverse dimensions of "Mental health illness, mental health awareness, social media & mental health, Youth mental well-being, effects of social media on mental health." **Data Tabulation and Analysis**: Microsoft Excel was utilized for establishing and presenting extracted data, providing a systematic structure and calculation of frequencies and percentages. This facilitated a systematic review of calculations of frequencies and percentages, guaranteeing truthfulness, consistency, and clarity in reporting.

Table 5 Summary Of The Cited Studies Defining Mental Illness Stigma

Source	Journal/Repository	Country	Description of stigma
(Naslund et al., 2020)	Journal of Technology in Behavioral Science	USA	Mental illness is defined as the presence of psychological disorders, including anxiety, depression, and psychosis. The severity of the disorder often determines the extent of the individual's treatment and support needed.
(Aulia & Setiawan, 2024)	International Journal of Social Science and Humanity	Indonesia	The definition of mental illness is based on the inability to effectively manage mental and emotional distress, which impairs the individual's daily functioning. The study emphasizes the role of social media in increasing awareness of these conditions.

Source	Journal/Repository	Country	Description of stigma
(Tam et al., 2024)	Stigma and Health	Australia	Mental illness encompasses a wide range of psychiatric conditions, such as schizophrenia, bipolar disorder, and major depressive disorders, which disrupt an individual's ability to perform basic life tasks and engage in social roles.
(Naslund et al., 2020)	Journal of Technology in Behavioral Science	USA	Mental illness is conceptualized as conditions characterized by emotional regulation, cognition, or behaviour disturbances. It emphasizes the need for comprehensive community-based support systems.
(Zhang et al., 2024)	Health Promotion International	Australia	Mental illness is framed as the psychological consequences of stress and trauma, where the individual's coping mechanisms are overwhelmed, leading to disorders like PTSD, depression, and anxiety.
(Merino et al., 2024)	Healthcare	Spain	Mental illness is a significant disruption in cognition, mood, and behaviour that causes distress or impairment in social, occupational, or other important areas of functioning.
(Merayo et al., 2025)	Expert Systems	Spain	Mental illness refers to a broad spectrum of psychological conditions that involve significant impairments in an individual's thoughts, emotions, or behaviours. These impairments significantly reduce the ability to function in daily life.
(McGorry et al., 2022)	World Psychiatry	Australia	Defines mental illness in terms of psychological disorders affecting youth and adolescents, particularly those related to emotional regulation, mood disorders, and developmental issues in early adulthood.
(Merino et al., 2024)	Healthcare	Spain	Mental illness is recognized as a condition that impacts cognitive and emotional processes, often resulting in social and personal consequences such as stigmatization and difficulty in seeking help.
(Thompson et al., 2020)	School Psychology Review	USA	Mental illness includes conditions such as depression, anxiety, and psychosis, which often manifest in impaired emotional regulation and significant distress in daily life. Community and peer support are essential in managing these conditions.
(Robinson et al., 2019)	Social Psychiatry and Psychiatric Epidemiology	UK	The definition focuses on mental illnesses such as depression and schizophrenia, where social determinants like poverty and stress

Source	Journal/Repository	Country	Description of stigma
			significantly influence the development and severity of the condition.
(Ulvi et al., 2022)	Epidemiologia	Global	Mental illness is a condition influenced by genetic, environmental, and social factors. Disorders such as depression, anxiety, and psychosis disrupt mental processes and behavioural functioning, contributing to societal stigmatization.
(Cheng, 2024)	International Journal of Information Systems and Social Change	USA	Mental illness is defined as a spectrum of psychological conditions that often correlate with societal challenges, where stigma and discrimination exacerbate the challenges in seeking help and receiving care.

The term mental illness is a broad category that encompasses various disorders, including psychological disorders, anxiety and depression, psychosis, and mood disorders, which disrupt the individual's ability to manage their emotions, thoughts, and actions (Merino et al., 2024). The severity of these conditions varies, which develops the level of treatment and support required. Mental illness includes stress-induced disorders, trauma-related conditions, long long-term psychological diseases like schizophrenia and bipolar disorder that limit a person from handling their daily life efficiently(Cheng, 2024).

These conditions are complicated by social factors, including stigma and discrimination, which hinder these individuals from seeking the assistance they need. Social media has helped spread mental health awareness and brought attention to many important issues. Still, it has also unintentionally fuelled the stigma against mental illnesses and made it harder for those who are affected (Aulia & Setiawan, 2024). Mental illness is multi-faceted in its effects; not only are there psychological symptoms, but also physical symptoms, including appetite loss, fatigue, and sleep disturbance, are common symptoms. Eventually, this lack of functional movement may trigger a psychological breakdown, where each person going through this will suffer some emotional distress until they become lonely, and their general health will tumble, creating a vicious cycle of weakening both physically and psychologically (Tam et al., 2024).

The research has highlighted that mental illness affects relationships and self-esteem/ confidence significantly in managing daily tasks. Chronic ailments can all too much further fuel hopelessness, creating a downward escalator of emotional and physical decline. Research by (Naslund et al., 2020) and (Ali et al., 2024), these short and long-term effects, such as difficulties with emotional regulation, tiredness, anxiety, and social isolation, have been recognized. These studies highlight the long-term impact of a mental illness on one´s emotional, social, and cognitive life (Espitia, 2020).

Table 6 Cited Studies of Mental Health Awareness Campaigns
Research into the effect of social media and mental health campaigns, especially among young people, has shown (Niederkrotenthaler et al., 2010). These campaigns have been reported to increase help-seeking behaviour and awareness of mental health issues, and social media, in particular, provides avenues for addressing these issues. However, (Zhang et al., 2024) Potential downsides, such as misinformation, were flagged as risks. Mental health campaigns provide an important evidence base for reducing stigma and increasing help-seeking commented on the dual role of social media in that it can provide a platform for mental health advocacy, but it may also

reinforce stigma. Moreover, research conducted by (Aulia & Setiawan, 2024) revealed that social media use correlates positively and negatively with mental health. In conclusion, despite reducing stigma, helping seeking and awareness should be improving social media, which also poses

Thompson et al. (2020)	School Psychology Review	Mixed methods	Increase in help-seeking behaviour, and greater awareness of mental health issues.	Mental health campaigns targeting youth
Naslund et al. (2020)	Journal of Technology in Behavioral Science	Research essay	Encouragement of open discussions, reduced stigma, and increased access to resources.	Social media's role in mental health campaigns
Zhang et al. (2024)	Stigma and Health International	Case study	Raised awareness of mental health issues and potential misinformation spread.	Risks in mental health campaigns
Aulia et al. (2024)	Journal of Social Science and Humanity	Comparative study	Reduced stigma, more individuals seeking help.	Effectiveness of mental health campaigns in youth
Merino et al. (2025)	Expert Systems	Longitudinal study	Increased awareness of mental health and social support through online platforms.	Impact of social media on mental health awareness
Ulvi et al. (2022)	Epidemiology	Survey study	Promoted mental health advocacy community engagement.	Social media campaigns promoting mental health
Booth, al. (2018)	JMIR Mental Health	Randomized control trial	Youth mental health services utilization significantly increased following the large-scale social media	Social media's impact on mental health help-seeking behaviour

Spears, al. (2024)	Young and Well Cooperative Research Centre	Cross-sectional study	campaign. Social media campaigns contributed positively to improving mental health awareness and well-being among youth.	Social media's positive contribution to youth mental health awareness
Zenone, al. (2024)	Health Promotion Practice	Case study	The campaign successfully engaged young men in mental health discussions, reduced stigma, and promoted awareness.	Engaging young men in mental health discussions and reducing stigma
Rina, Setiawan (2024)	International Journal of Social Science and Humanity	Comparative study	A complex relationship between social media usage and mental health, with both positive and negative impacts observed.	Social media usage and its dual impact on mental health
Amelia, Vinci (2025)	Advances in Medicine, Psychology and Public Health	Longitudinal study	Social media plays a dual role, both exacerbating stigma and providing opportunities for mental health advocacy.	Social media's dual role in stigma reduction and mental health advocacy
John, Aschbrenner (2020)	Journal of Technology in Behavioral Science	Research essay	There are significant benefits for mental health support, though there are risks of misinformation and negative	Mental health support via social media despite misinformation risks

Zhongjie, Reavley (2024)	Stigma and Health	Cross-sectional study	content. Public disclosure of mental illness on social media helped reduce stigma but also faced challenges.	Reducing stigma through public disclosure of mental illness on social media
Zhongjie, Morgan (2025)	Health Promotion International	Longitudinal study	Audience self-reported anti-stigma effects, showing that mental health disclosure on social media could foster greater acceptance.	Self-reported anti-stigma effects from mental health disclosure on social media
Mohid, Stark (2023)	IGI Global	Survey study	Adolescents effectively use social media platforms to seek advice and connect with others experiencing similar mental health challenges.	Adolescents using social media for mental health advice and connections
Mariana, Clemente-SuÃ¡rez (2024)	Healthcare	Experimental study	Social media had a significant impact on body perceptions, negatively influencing self-esteem and mental health.	Social mediaâ€™s impact on body perceptions and mental health
Aaron, Magee (2020)	School Psychology Review	Cross-sectional study	Effective in reducing stigma and encouraging youth to seek mental health support.	Reducing stigma and encouraging youth to seek support
Osman, Haque	Epidemiology	Cross-sectional	Correlation between social	Global correlation between social media

(2022)		study	media use and mental health, with varying impacts across different cultures.	and mental health
K., Chaturvedi (2020)	Journal of Education and Health Promotion	Experimental study	Social media platforms could significantly promote mental health awareness and advocacy when used strategically.	Strategic use of social media for mental health advocacy
Warren, Cheng (2024)	International Journal of Information Systems and Social Change	Qualitative study	Social media has the potential to combat mental health stigma, especially when used for educational purposes and support group formation.	Combatting stigma through social media education and support
Harriet, Costa (2025)	BMC Psychiatry	Survey study	While social media has increased access to mental health professionals, it also presents challenges, such as misinformation.	Challenges of Misinformation in social media-based mental health support
Betul, Grealish (2020)	International Journal of Adolescence and Youth	Qualitative study	Social media's impact on body perceptions and mental health	Social media's impact on body perceptions and mental health

challenges, such as the dissemination of misinformation, body image, and self-esteem issues (Merino et al., 2024).

Evidence from the studies on social media campaigns to help people with mental health emphasizes the positive contribution of such campaigns in raising people's awareness and reducing the stigma. Youth-targeted media campaigns have successfully oriented positive mental health behaviors and highlighted mental health problems. This has also resulted in more help-seeking behaviour and, particularly among the youth, many campaigns successfully caused youth

to get into mental health dialogue and find help. While social media platforms have both exacerbated stigma and offered new opportunities for advocacy concerning mental health, it should be clear that the interests of a public health issue cannot be served by public forums containing a constant barrage of stigma, misinformation, and misrepresentation. The analyses showed social media's double-edged character and found both beneficial effects and adverse effects of social media on mental health, especially among adolescents. Despite certain social media campaigns being successful in reducing stigma towards mental illnesses and increasing levels of mental health literacy, social media still, unfortunately, accommodates misinformation regarding mental health, trivialization of mental health issues, and audiences that fail to offer supportive feedback. While this has challenges, social media has emerged as an important tool in benefiting mental health awareness, acceptance, and peer support. Yet, the success of these includes the excessive content and engagement levels varying by culture and region (Tam et al., 2024).

Conclusion

Various research evidence indicates that mental health problems exert powerful and cumulative effects on people - not confined to the human psyche. This is also seen in cognitive development, emotional control, and general life satisfaction. Mental health disorders such as anxiety, depression, or more severe conditions like schizophrenia and bipolar disorder detract from an individual's ability to carry out normal activities adversely affecting their relationships, occupational functioning, and quality of life. Social media has become an important tool for raising awareness and providing support, but it likewise presents dangers such as spreading misinformation and reinforcing unrealistic standards. Addressing the mental healthcare needs of vulnerable populations demands a universal approach: better mental health education, destigmatization, and provision of help where it is most needed. The amount of research assembled here is one more reminder that it is crucial at the community level to take emergency action so that the necessary psychological and emotional resources can be found when needed. This shows that all stakeholders government, mental health workers, educators, and the general public—need to take a more positive attitude if mental health problems are to be brought out into the open and those who need help can get it.

Implications

Given the prevalence of mental health problems, particularly as exacerbated by the influence of social media, the reviewed literature highlighted several implications for audit divisions of various sectors:

1   Schools, families, and communities need appropriate education and guidance concerning mental health awareness. This includes teaching children and parents how to spot the early signs of mental health stigma and using social media to promote positive mental health messages (Thompson et al., 2020).

2   For individuals with mental disorders such as anxiety, depression, or post-traumatic stress disorder, mental health professionals such as clinical psychologists and counsellors must provide targeted interventions.

3   Special attention should be taken to vulnerable populations such as adolescents and those with already existing mental illnesses. Psychological support services can now focus on these vulnerable groups as well-integrated Social Media Campaigns.

4   It's also important that campaigns be restricted and well-designed. If not, the spread of false information and damage to professional help sources are inevitable consequences (Aulia & Setiawan, 2024).

5   Healthcare providers, educators, family members, and mental health organizations must work together now. This should include providing training sessions for them as well as awareness programs.

6   Governments should develop and enforce policies promoting people's mental health awareness. They must ensure everyone can get mental health services when needed, such as distributing information on a wide scale through the media and educational modes.

Limitations and Recommendations

Although this review has integrated the existing literature on mental health campaigns and the role of social media in awareness, some limitations should be considered. This review study is based on a select number of 35 review papers, which, while quite comprehensive, may not include all available research. Also, the studies were mostly achieved within youngsters and may not represent mental health challenges worldwide. Studies like the youngsters included here will often be derived from existing literature and secondary data. Providing an individual's life as a case study for future studies will be more significant. It must explore the context in which these campaigns will most likely create awareness and long-lasting impact. Also, more primary studies, such as clinical hearings and longitudinal studies, should be included. Further investigation is necessary to understand how different mental health aspects and the entire mental health movement fit into social media. As the field continues to evolve in response to new mental health problems, interdisciplinary research in psychology, psychiatry, as well as sociology is essential for grasping the full picture, a comprehensive understanding of mental health awareness and how to reach out to them even though these networks such methods should be incorporated with fields where digital media studies focus not only on the mechanics but also the underlying principles and impacts.

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