

Evaluating the Role of Social Media in Promoting Health-Oriented Lifestyles and Behavioral Change: A Health Management Approach

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ABSTRACT

This narrative review explores the role of social media in promoting health-oriented lifestyles and influencing behavioral change from a health management perspective. Social media platforms have emerged as powerful tools for disseminating health information, raising awareness, and engaging diverse audiences in health promotion activities. This review synthesizes findings from various studies to evaluate how social media impacts health behaviors, such as diet, physical activity, and smoking cessation, and highlights the contributions of health influencers and organizations in shaping public perceptions and behaviors. The review also examines the challenges associated with the use of social media for health promotion, including the spread of misinformation, disparities in digital access, and privacy concerns. Theoretical frameworks such as the Social Cognitive Theory and the Health Belief Model are applied to understand the mechanisms through which social media influences behavior. Additionally, emerging trends in AI-driven health content and the integration of social media with other digital health tools, such as mobile apps and telemedicine, are explored for their potential to enhance personalized health interventions. The review concludes with policy recommendations to improve the quality and reliability of health information on social media, emphasizing the need for ethical standards and digital literacy programs to address the digital divide. The findings underscore the importance of strategic management in leveraging social media for public health promotion, while addressing the associated risks, to maximize its potential in fostering healthier communities.

Keywords: Social media, health promotion, behavior change, public health, misinformation, digital health tools.

1. Introduction

The advent of social media has revolutionized communication, profoundly influencing various aspects of daily life. In recent years, social media platforms have evolved from mere tools of social interaction into powerful vehicles for information dissemination, including health-related content. The widespread use of these

platforms has created new opportunities and challenges in the promotion of health-oriented lifestyles and the modification of health behaviors. Social media's pervasive reach and interactive nature have enabled public health initiatives to target vast audiences, fostering greater engagement with health-related information (Awan, 2024). This capability is particularly significant in the context of public health, where the promotion of healthy behaviors is

essential for preventing chronic diseases and enhancing overall population well-being.

The significance of lifestyle in public health cannot be overstated. Unhealthy lifestyles, characterized by poor diet, physical inactivity, and other risky behaviors, are major contributors to the global burden of chronic diseases such as heart disease, diabetes, and cancer (Hu et al., 2022). Conversely, adopting a healthy lifestyle, which includes regular physical activity, a balanced diet, and avoidance of harmful habits like smoking, is crucial for the prevention and management of these diseases (Cohen, 2023). Public health strategies have increasingly focused on encouraging individuals to adopt such lifestyles as a means of improving health outcomes and reducing healthcare costs. However, traditional methods of health promotion, such as public service announcements and educational campaigns, often struggle to engage the public effectively, particularly in a world where attention spans are dwindling, and information is consumed rapidly (Alotaibi et al., 2021; Awan, 2024).

Social media, with its vast user base and capacity for real-time interaction, offers a promising solution to these challenges. Platforms such as Facebook, Instagram, and Twitter enable health organizations, influencers, and even individuals to share health information quickly and widely, reaching audiences that might be inaccessible through conventional media (Adanma, 2024). Moreover, the interactive features of social media, such as likes, shares, and comments, allow for greater engagement and personalization of health messages, making them more relatable and persuasive. Studies have shown that social media can significantly influence health behaviors, from encouraging healthy eating to promoting physical activity (Ardesch, 2023; Laranjo, 2016). For instance, during the COVID-19 pandemic, social media played a critical role in disseminating public health guidelines and encouraging adherence to preventive measures (Alotaibi et al., 2021). However, the impact of social media on health behaviors is not uniformly positive, as misinformation and the promotion of unhealthy behaviors also proliferate on these platforms (Gabarrón et al., 2018).

Given the dual potential of social media to both enhance and undermine public health efforts, it is crucial to understand its role in promoting health-oriented lifestyles and driving behavioral change. The primary aim of this review is to evaluate how social media can be leveraged to promote healthy lifestyles and influence health behaviors positively. By synthesizing existing research, this article seeks to identify the mechanisms through which social

media impacts health behavior, the types of health behaviors most influenced by social media, and the conditions under which social media is most effective as a tool for health promotion. This review will explore several key questions: How do social media platforms contribute to the promotion of health-oriented lifestyles? What role do social media influencers and public health campaigns play in shaping health behaviors? What are the challenges and limitations associated with using social media for health promotion, particularly concerning misinformation and digital divide issues?

2. Methods and Materials

2.1. Descriptive Analysis Approach

In this narrative review, a descriptive analysis method was employed to synthesize and evaluate the existing literature on the role of social media in promoting health-oriented lifestyles and behavioral change. Descriptive analysis is a qualitative research method that involves summarizing and interpreting data from various sources to provide a comprehensive overview of a specific topic. This approach was chosen because it allows for a broad examination of the available evidence, capturing the diverse ways in which social media can influence health behaviors and contribute to health management.

2.2. Data Sources and Search Strategy

To ensure a comprehensive review of the literature, a systematic search was conducted across several electronic databases, including PubMed, Scopus, Web of Science, and Google Scholar. The search strategy involved using a combination of keywords and phrases related to the topic, such as "social media," "health promotion," "lifestyle," "behavior change," "health management," and "digital health." Boolean operators (AND, OR) were used to refine the search results and ensure the inclusion of relevant studies. The search was not restricted by publication date, allowing for the inclusion of both recent and older studies to capture the evolution of social media's role in health promotion.

2.3. Inclusion and Exclusion Criteria

The following inclusion and exclusion criteria were applied to select the studies and articles for review:

Inclusion Criteria:

- Relevance: Articles that directly address the role of social media in promoting health-oriented lifestyles and behavioral change.
- Publication Type: Peer-reviewed journal articles, reviews, meta-analyses, and relevant conference papers.
- Language: Articles published in English.
- Population: Studies focusing on various population groups, including adults, adolescents, and specific at-risk populations.
- Study Design: Qualitative, quantitative, and mixed-method studies that provide empirical evidence or theoretical insights.

Exclusion Criteria:

- Irrelevance: Articles that do not focus on the intersection of social media and health promotion or behavioral change.
- Publication Type: Non-peer-reviewed articles, opinion pieces, editorials, and news reports.
- Language: Articles published in languages other than English.
- Date of Publication: Studies published before the year 2000, unless they provide foundational theories or models relevant to the topic.

2.4. Data Extraction and Synthesis

The selected articles were carefully reviewed, and relevant data were extracted, including study objectives, methods, findings, and conclusions. The data were then categorized based on key themes identified during the review process, such as the impact of social media on health awareness, behavior change, and health management. The synthesis process involved comparing and contrasting the findings from different studies to identify patterns, inconsistencies, and gaps in the literature.

2.5. Quality Assessment

To ensure the reliability and validity of the included studies, a quality assessment was performed using standardized criteria. The assessment focused on evaluating the methodological rigor, sample size, data collection methods, and the robustness of the conclusions drawn by the authors. Studies that met high-quality standards were given more weight in the synthesis process, while studies with significant methodological limitations were critically appraised and their findings interpreted with caution.

3. Theoretical Framework

3.1. Social Media and Health Promotion Theories

The role of social media in health promotion can be effectively understood through the lens of several well-established theories in health behavior change. The Social Cognitive Theory (SCT) is one of the most widely applied frameworks in this context. SCT posits that behavior change is influenced by the interaction of personal factors, environmental influences, and behavior itself, a concept known as reciprocal determinism (Laranjo, 2016). In the context of social media, this theory explains how individuals can observe the behaviors of others, such as influencers or peers, and subsequently model these behaviors. For instance, when users see others engaging in healthy activities or discussing the benefits of a healthy diet on platforms like Instagram or Facebook, they may be more likely to adopt similar behaviors themselves (Adanma, 2024). This observational learning is a key mechanism through which social media can influence health behaviors.

Another relevant theory is the Health Belief Model (HBM), which suggests that individuals are more likely to engage in health-promoting behaviors if they believe they are susceptible to a health issue, perceive the issue as serious, believe that taking a specific action would reduce their risk, and perceive fewer barriers to taking that action (Sahu et al., 2020). Social media can enhance these beliefs by providing information about health risks and benefits in an accessible and engaging format. For example, a social media campaign highlighting the dangers of smoking and promoting cessation techniques might increase users' perceived susceptibility and severity regarding the risks of smoking, thereby motivating them to quit (Sahu et al., 2020).

The Theory of Planned Behavior (TPB) also provides insights into how social media can influence health behaviors. According to TPB, an individual's intention to engage in a behavior is the most immediate determinant of that behavior, and this intention is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ramjaun, 2021). Social media can shape these factors by exposing individuals to positive attitudes toward healthy behaviors, reinforcing social norms that support such behaviors, and enhancing individuals' confidence in their ability to perform the behavior through peer support and shared success stories (Roy, 2023).

3.2. Models of Behavioral Change

Several models of behavioral change offer frameworks for understanding how social media can drive changes in health behaviors. The Transtheoretical Model (TTM), also known as the Stages of Change Model, is particularly relevant. TTM posits that individuals move through five stages of change when altering behavior: precontemplation, contemplation, preparation, action, and maintenance. Social media can play a crucial role at each stage by providing tailored messages that encourage users to progress to the next stage. For example, a person in the contemplation stage might be exposed to testimonials from others who have successfully adopted a healthy lifestyle, thus moving them toward preparation and action (Fathi et al., 2020).

The Diffusion of Innovations Theory is another model that explains how new behaviors or ideas, such as health-promoting activities, spread through populations over time. Social media accelerates this diffusion by allowing rapid sharing and widespread visibility of new ideas (Putri, 2024). For instance, when a new health trend, such as intermittent fasting, gains popularity on social media, it can quickly reach a large audience, leading to widespread adoption of the behavior.

Additionally, the Self-Determination Theory (SDT) emphasizes the importance of intrinsic motivation in sustaining behavior change. Social media can support this by fostering communities that provide autonomy, competence, and relatedness—three key components of SDT. Online groups and forums can offer a sense of belonging and support, encouraging individuals to pursue and maintain health behaviors because they align with their personal values and the support they receive from the community (Ramlan et al., 2023).

3.3. Health Management Perspective

Integrating health management principles with social media strategies is essential for maximizing the impact of health promotion efforts. From a health management perspective, social media offers a unique opportunity to reach diverse populations, tailor health messages, and engage users in ways that traditional health communication methods cannot. Effective health management involves not only disseminating information but also ensuring that this information leads to sustainable behavior change (Li, 2024). This requires the strategic use of social media to provide continuous support, feedback, and reinforcement of healthy behaviors.

Public health policies and interventions play a critical role in leveraging social media for health promotion. Governments and health organizations can use social media to implement large-scale public health campaigns, disseminate evidence-based health information, and combat misinformation (Garcia-Iglesias, 2023). For example, during health crises such as the COVID-19 pandemic, social media platforms were instrumental in conveying public health guidelines and promoting behaviors such as mask-wearing and vaccination (Alotaibi et al., 2021). Moreover, policies that promote digital literacy and equitable access to social media can help bridge the digital divide, ensuring that all population segments can benefit from social media-based health interventions (Awan, 2024).

In conclusion, the integration of theoretical frameworks, behavioral change models, and health management strategies highlights the complex and multifaceted role of social media in promoting health-oriented lifestyles. By understanding the mechanisms through which social media influences behavior and incorporating these insights into health management practices, public health professionals can more effectively harness the power of social media to drive positive health outcomes.

4. Social Media's Role in Promoting Health-Oriented Lifestyles

4.1. Impact on Awareness and Education

Social media platforms have become pivotal tools in spreading health information and raising awareness about various health issues. These platforms enable the rapid dissemination of health-related content to a global audience, which is particularly valuable in public health initiatives where timely information can be critical. For instance, during the COVID-19 pandemic, social media was instrumental in spreading awareness about preventive measures, vaccine availability, and public health guidelines (Alotaibi et al., 2021). Platforms like Twitter, Facebook, and Instagram allowed health organizations to communicate directly with the public, offering real-time updates and debunking misinformation.

Health influencers also play a significant role in this landscape. Influencers, who often have large followings, can amplify health messages, making them more relatable and accessible to their audience. They can break down complex health information into understandable and engaging content, which can lead to increased awareness

and understanding among their followers. For example, influencers who promote fitness, nutrition, or mental health practices can help normalize these behaviors among their audience, making them part of the everyday conversation. This approach has proven effective in reaching younger audiences who might be less engaged with traditional health communication channels (Ramlan et al., 2023).

Moreover, health organizations and campaigns have increasingly turned to social media to enhance their reach and impact. Campaigns such as the World Health Organization's #HealthyAtHome and the American Heart Association's #MoveMore challenge have successfully utilized social media to promote healthy behaviors and increase public awareness about the importance of maintaining a healthy lifestyle (Cohen, 2023). These campaigns often involve the use of hashtags, interactive content, and partnerships with influencers, which help to broaden their appeal and engage a wider audience.

4.2. Influence on Health Behaviors

The influence of social media on health behaviors is profound, affecting various aspects of lifestyle, including diet, physical activity, and smoking cessation. Social media platforms offer a unique environment where users can be exposed to health-related content that encourages positive behavior changes. For example, platforms like Instagram and Pinterest are frequently used to share healthy recipes, workout routines, and success stories, which can inspire others to adopt similar practices (Fathi et al., 2020). This kind of content can motivate users to make healthier choices by providing both information and social proof that such behaviors are achievable and rewarding.

Successful health campaigns on social media have demonstrated the platform's ability to drive significant behavior changes. The #QuitSmoking campaign, for example, used social media to reach millions of people with resources and support for quitting smoking. By providing a community for individuals attempting to quit and offering daily tips and encouragement, the campaign significantly increased engagement and success rates among participants (Laranjo, 2016). Similarly, campaigns promoting physical activity, like the #MoveMore challenge, have encouraged users to incorporate regular exercise into their routines, often by leveraging the motivational aspect of sharing progress with others online (Gabarrón et al., 2018).

However, the influence of social media on health behaviors is not uniformly positive. There is also the

potential for the spread of misinformation or the promotion of unhealthy behaviors, such as extreme dieting or the use of unproven supplements (Adanma, 2024). This underscores the importance of critical media literacy and the role of health organizations in providing reliable and evidence-based information on these platforms.

4.3. Social Media as a Tool for Engagement and Support

Beyond raising awareness and influencing behaviors, social media serves as a powerful tool for engagement and support in health promotion. These platforms facilitate the creation of online communities where individuals with similar health goals can connect, share experiences, and support one another. This communal aspect of social media is particularly beneficial for maintaining healthy behaviors over the long term, as it provides a source of continuous motivation and accountability (Putri, 2024).

Social media groups and forums dedicated to specific health topics, such as weight loss, mental health, or chronic disease management, offer a space for users to exchange advice, celebrate milestones, and seek encouragement during challenging times. The sense of belonging that these communities foster can be a critical factor in sustaining healthy behaviors, especially when users face obstacles or setbacks (Güleç et al., 2020). For instance, online support groups for individuals with chronic illnesses, such as diabetes, have been shown to improve disease management by providing emotional support and practical tips on managing the condition (Gabarrón et al., 2018).

Challenges and online contests are another way social media platforms engage users in health-promoting activities. These initiatives often involve participants completing specific health-related tasks, such as daily exercise or healthy eating, and sharing their progress with the community. The competitive and communal nature of these challenges can significantly enhance motivation, as participants are encouraged not only by their personal goals but also by the achievements of their peers (Roy, 2023).

In conclusion, social media's role in promoting health-oriented lifestyles is multifaceted, encompassing the spread of awareness, influencing health behaviors, and providing ongoing engagement and support. By harnessing the power of social media, health organizations and influencers can reach broader audiences, drive significant behavior changes, and foster communities that support sustained healthy living. However, the effectiveness of these efforts depends on the ability to provide accurate, reliable

information and to mitigate the potential for harmful content.

5. Challenges and Limitations

5.1. Misinformation and Health Risks

One of the most significant challenges associated with the use of social media in health promotion is the prevalence of misinformation. The open and unregulated nature of social media platforms allows anyone to share content, which can lead to the widespread dissemination of inaccurate or misleading health information. This issue has been particularly evident during global health crises, such as the COVID-19 pandemic, where false claims about treatments, vaccines, and preventive measures circulated widely, sometimes with serious consequences for public health (Alotaibi et al., 2021). Misinformation can undermine public trust in health authorities, lead to confusion, and promote harmful behaviors, such as the rejection of vaccines or the use of unproven remedies (Gabarrón et al., 2018).

The potential negative effects of health misinformation on social media are profound. When individuals act on false or misleading information, they may engage in behaviors that are detrimental to their health. For example, the promotion of extreme diets or unverified supplements by influencers can lead to nutritional deficiencies or other health issues (Adanma, 2024). Moreover, the spread of conspiracy theories and pseudoscience on social media can skew public perception, creating resistance to legitimate health interventions and fostering skepticism toward medical professionals and public health initiatives (Cohen, 2023). The challenge for health organizations is to combat this misinformation by providing accurate, evidence-based information and by engaging with audiences in ways that build trust and counteract false narratives.

5.2. Digital Divide and Accessibility Issues

The effectiveness of social media as a tool for health promotion is also limited by the digital divide, which refers to the disparities in access to digital technologies and the internet across different populations. While social media has the potential to reach vast audiences, not everyone has equal access to these platforms. Factors such as socioeconomic status, geographic location, age, and education level can influence an individual's ability to access and effectively use social media for health-related

purposes (Güleç et al., 2020). For instance, rural populations and older adults may have less access to reliable internet connections or may lack the digital literacy necessary to navigate social media effectively (Hu et al., 2022).

These disparities create challenges for public health efforts that rely on social media to disseminate information and promote healthy behaviors. Populations that are already at a higher risk for poor health outcomes, such as low-income or rural communities, may be further marginalized if they are unable to access the digital resources available to others (Putri, 2024). This digital divide can exacerbate existing health inequalities, as those who would benefit most from health promotion efforts may be the least likely to access them through social media. Addressing these disparities requires targeted strategies to improve digital access and literacy, ensuring that health promotion efforts on social media are inclusive and equitable (Awan, 2024).

5.3. Privacy and Ethical Concerns

The use of social media for health promotion also raises significant privacy and ethical concerns. Social media platforms often collect vast amounts of personal data, including information related to users' health behaviors, preferences, and even medical conditions. This data can be used to tailor content and advertisements, but it also poses risks related to data privacy and security. Users may not be fully aware of how their information is being used or who has access to it, leading to potential breaches of privacy (Zhao, 2024). The unauthorized use or leakage of personal health information can have serious consequences, including discrimination, stigmatization, or financial exploitation.

Furthermore, the ethical implications of using personal health data for targeted health interventions on social media are complex. While personalized health messages can be effective in promoting behavior change, they also raise questions about consent, transparency, and the potential for manipulation (Siuki & Webster, 2021). There is a fine line between using data to support public health goals and infringing on individual autonomy and privacy. Health organizations and policymakers must navigate these ethical dilemmas carefully, ensuring that social media health interventions are conducted in a manner that respects user privacy and upholds ethical standards (Ramlan et al., 2023).

In summary, while social media offers significant opportunities for health promotion, it also presents considerable challenges and limitations. Misinformation, the digital divide, and privacy concerns are critical issues that must be addressed to harness the full potential of social media for public health. Addressing these challenges will require concerted efforts from health organizations, policymakers, and social media platforms to ensure that health promotion efforts are accurate, equitable, and ethically sound.

6. Future Directions and Opportunities

6.1. Innovations in Social Media for Health Promotion

The landscape of social media for health promotion is rapidly evolving, with emerging trends offering new opportunities to enhance public health efforts. One of the most promising developments is the use of artificial intelligence (AI) to generate and distribute health content. AI-driven health content can be tailored to individual users based on their online behaviors, preferences, and health needs, making health communication more personalized and effective. For instance, AI algorithms can analyze user data to identify those at risk of certain health conditions and deliver targeted interventions that promote preventive behaviors (Roy, 2023). This approach not only increases the relevance of health messages but also enhances user engagement by addressing specific concerns and motivations.

Another innovation is the integration of social media with other digital health tools, such as mobile health apps and telemedicine platforms. This integration can create a more cohesive and comprehensive approach to health management, where social media serves as a gateway to more personalized health services. For example, users who engage with health content on social media might be directed to mobile apps that offer tracking of diet, exercise, or medication adherence, thereby extending the impact of social media interventions into daily health practices (Li, 2024). Additionally, telemedicine platforms can leverage social media to reach potential patients, provide real-time consultations, and share health updates, particularly in areas where access to traditional healthcare services is limited (Awan, 2024). The synergy between social media and digital health tools holds the potential to significantly enhance the accessibility and effectiveness of health promotion efforts.

Moreover, the rise of wearable technology and the Internet of Things (IoT) offers further opportunities for integrating social media with real-time health monitoring. Wearable devices can collect health data, such as heart rate and physical activity levels, which can then be shared on social media platforms to foster community support and competition, further motivating healthy behaviors. This real-time data sharing can also enable more responsive and dynamic health interventions, where users receive immediate feedback and encouragement based on their current health status (Ramlan et al., 2023). As these technologies continue to evolve, the role of social media in health promotion is likely to become even more interactive and personalized, offering users tailored advice and support that fits seamlessly into their daily lives.

6.2. Policy Recommendations

As social media becomes an increasingly integral part of public health strategy, policymakers must develop frameworks that harness its potential while mitigating associated risks. One key recommendation is the establishment of guidelines for the creation and dissemination of health content on social media. These guidelines should focus on ensuring the accuracy, reliability, and transparency of health information. For instance, health organizations and influencers could be required to substantiate their claims with evidence from reputable sources, helping to reduce the spread of misinformation (Cohen, 2023). Additionally, platforms could implement verification systems for health content, similar to the verification badges used for public figures, to help users identify trustworthy sources (Zhao, 2024).

Another important policy area is the promotion of digital literacy, particularly among vulnerable populations. To bridge the digital divide and ensure equitable access to health information, governments and educational institutions should implement programs that enhance digital skills, enabling more people to benefit from health promotion efforts on social media (Putri, 2024). These programs could include training on how to critically evaluate online health information and recognize credible sources, thereby empowering users to make informed health decisions (Güleç et al., 2020).

Privacy protection is another crucial area for policy development. As the use of personal data for health promotion on social media grows, there must be stringent regulations to safeguard user privacy. Policymakers should

enforce transparent data practices, requiring platforms to clearly disclose how user data is collected, used, and shared (Siuki & Webster, 2021). Users should have control over their data, with the ability to opt-in or out of data collection for health purposes. Additionally, policies should address the ethical implications of AI-driven health interventions, ensuring that these technologies are used in ways that respect user autonomy and prevent discrimination (Roy, 2023).

In conclusion, the future of social media in health promotion is promising, with innovations that could significantly enhance the effectiveness and reach of public health initiatives. However, to fully realize these opportunities, it is essential for policymakers to implement strategies that address the challenges of misinformation, accessibility, and privacy. By doing so, social media can be leveraged as a powerful tool for improving public health, fostering healthier communities, and reducing health disparities.

7. Discussion and Conclusion

This review has highlighted the significant role that social media plays in promoting health-oriented lifestyles and influencing health behaviors. The analysis demonstrated that social media platforms are effective tools for spreading health information, raising awareness, and educating the public on various health issues. The use of social media by health influencers and organizations has proven to be instrumental in reaching diverse audiences and encouraging the adoption of healthy behaviors. However, the review also identified several challenges, including the prevalence of misinformation, the digital divide, and privacy concerns, all of which pose significant barriers to the effective use of social media in health promotion (Alotaibi et al., 2021; Cohen, 2023; Ramlan et al., 2023).

The theoretical frameworks discussed, such as the Social Cognitive Theory and the Health Belief Model, provided valuable insights into how social media influences health behaviors by shaping attitudes, beliefs, and social norms. Moreover, the review explored emerging trends in the integration of social media with digital health tools and AI-driven content, which offer exciting opportunities for more personalized and effective health interventions (Laranjo, 2016; Roy, 2023). These innovations, however, must be accompanied by robust policy frameworks to address the associated risks, such as misinformation and data privacy (Zhao, 2024).

The findings of this review have important implications for health management practices. Health managers and policymakers should recognize the power of social media as a tool for public health promotion and integrate it more effectively into health communication strategies. This integration requires a multifaceted approach that includes not only the dissemination of accurate and evidence-based information but also the active management of the risks associated with misinformation and privacy concerns. Health management practices must adapt to the digital age by embracing social media while also establishing clear guidelines and ethical standards to govern its use (Siuki & Webster, 2021).

Furthermore, the integration of social media with other digital health tools offers an opportunity to enhance the personalization and reach of health interventions. Health managers should explore partnerships with technology companies to develop and implement AI-driven content and mobile health apps that complement social media efforts. These tools can help create a more cohesive health management system where individuals receive continuous support and guidance in their health journeys, from online education to real-time monitoring and feedback (Li, 2024). By leveraging these innovations, health managers can more effectively promote healthy behaviors and improve public health outcomes.

In conclusion, social media holds tremendous potential as a tool for health promotion and behavior change, offering unique opportunities to reach and engage with diverse populations. However, this potential is accompanied by significant challenges that must be carefully managed. The spread of misinformation, disparities in access, and concerns about privacy all present obstacles that need to be addressed through thoughtful policy and strategic management. The future of health promotion will likely see an increasing reliance on social media and other digital tools, making it essential for health professionals and policymakers to stay ahead of these trends and ensure that these platforms are used ethically and effectively (Putri, 2024; Roy, 2023).

The successful use of social media in health promotion will depend on a balance between innovation and regulation, ensuring that the benefits of these platforms are maximized while minimizing potential harms. As we move forward, it will be crucial to continue researching and refining the ways in which social media can be used to support healthier lifestyles and improve public health on a global scale.

Authors' Contributions

H. P. contributed to the conceptualization and design of the review, including the synthesis of studies and application of theoretical frameworks. M. N. N. led the review of literature, focusing on emerging trends and integration of digital health tools. S. A. B. provided critical insights into the challenges and policy recommendations, ensuring the review addresses ethical standards and digital literacy.

Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

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Declaration of Interest

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