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**INFLUENCE OF SOCIAL MEDIA ADVOCACY ON LIFESTYLE ADJUSTMENT AND
SUSTAINABLE HEALTHY LIVING AMONG OLDER ADULT STAFF OF SELECTED
BASIC SCHOOLS IN TANKE, ILORIN, KWARA STATE**

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ABSTRACT

This study assessed the influence of social media advocacy on lifestyle adjustments and sustainable health living among older adult staff of selected basic schools in Tanke Area, Ilorin, Kwara State. The population comprised older adult teaching and non-teaching staff of selected public and private basic schools, from which a sample was drawn using a multistage sampling technique. Data were collected using a self-structured questionnaire titled Social Media Advocacy, Lifestyle Adjustment and Sustainable Health Living Questionnaire (SMALASHLQ). The instrument was validated by experts and tested for reliability using the test–retest method, yielding a reliability coefficient of 0.78, both descriptive statistics were used to answer the research questions. Findings revealed a high level of exposure of older adult staff to social media health advocacy messages. The results also shows that social media advocacy has certain effect on lifestyle adjustments and on the level of sustainable health living among the older adults However, challenges such as limited digital skills and poor internet access were identified as factors limiting the effectiveness of social media advocacy. The study concluded that social media advocacy is an effective tool for promoting positive lifestyle adjustments and sustainable health living among older adult staff of basic schools. It was recommended that school authorities, health educators, and policymakers strengthen digital health advocacy initiatives and improve digital literacy and internet access to enhance healthy living among older adults

Keywords: Influence, Social Media Advocacy, Lifestyle Adjustment, Older Adult Staff and Sustainable Healthy Living

Introduction

The concept of sustainable living has gained increasing global attention due to growing environmental challenges such as climate change, pollution, and resource depletion. Sustainable lifestyles involve behavioral patterns that reduce environmental impact while promoting health, well-being, and responsible consumption (United Nations Environment Programme [UNEP], 2021). Advancements in information and communication technologies have transformed the way sustainability messages are disseminated. Social media platforms such as Facebook, WhatsApp, Instagram, and Twitter provide interactive spaces where individuals, organizations, and governments promote environmental awareness and sustainable practices (Kaplan & Haenlein, 2019). These platforms enable rapid information sharing and have become effective channels for advocacy campaigns.

In Nigeria, the use of social media has expanded rapidly across different demographic groups. According to the Nigerian Communications Commission (2023), internet penetration and smartphone usage have significantly increased, enabling more people to access social media platforms for information and communication. Although younger populations are often considered the dominant users of social media, older adults are increasingly adopting these platforms for communication, learning, and information sharing (Hunsaker & Hargittai, 2018). In educational institutions, older staff members including experienced teachers and administrative personnel—play important roles in shaping institutional culture and influencing younger generations.

In recent years, social media has become a powerful tool for health communication and advocacy, providing accessible platforms for disseminating information on healthy lifestyles, disease prevention, and wellbeing. Platforms such as WhatsApp, Facebook, and YouTube are increasingly used to promote physical activity, balanced nutrition, stress management, and preventive healthcare, especially among adults. In Nigeria, the burden of lifestyle-related diseases such as hypertension, diabetes, obesity, cardiovascular diseases, and stress-related conditions has continued to rise, particularly among older adults. These health challenges are often linked to unhealthy lifestyles including poor dietary habits, physical inactivity, inadequate rest, and poor stress management. Consequently, there is a growing need for effective, accessible, and sustainable health promotion strategies that can encourage lifestyle adjustments among older adults (World Health Organization, 2018).

Developing strategies to change health behaviour is one of the biggest challenges of health promotion programs. Social media, as a popular and innovative communication and education tool, offers opportunities to modify health behaviour. While literature on using social media for health promotion campaigns is growing, there is a need to evaluate the approaches used to change health behaviour, rather than only creating awareness. Evaluating the performance of social media campaigns to promote lifestyle adjustment and sustainable healthy living towards a sustainable outcome is a complex process (Olowu & Seri, 2022). Emerging research is focused on evaluating the potential of social media as an opportunity to create awareness. Such measures require less effort in quantifying and isolating the effect. The design of the campaigns is required to be aligned in relation to stages of the behaviour change.

Social media serves as a collaborative dissemination platform to reach and influence the target audience and deliver health related information (Lawal, 2023). Social media can provide efficient, ubiquitous and user-friendly approaches to attract large numbers of participants and demonstrate a certain level of engagement with the health-related messages. Social media interventions may improve early diagnosis of diseases and facilitate behaviour change techniques, such as providing social support and emphasising the consequences of a health issue (Adebayo, 2020). Research has revealed a significant positive influence of social media on public health protection (Lawal, 2023) with the potential to change individuals' behaviour towards establishing a healthy lifestyle.

According to Olowu and Seri (2022), preliminary evidence shows that social media interventions can effectively promote health behaviour change. Health promotion campaigns effectively contribute to increased awareness of health issues using social media to enhance the willingness of social media users to discuss the issues openly. Recent events related to COVID-19 are a vivid example where social media was used to significantly raise awareness of public health topics and elicit behavioural changes of individuals and thus increased protection against COVID-19 (Lawal, 2020). However, there are challenges in evaluating the impact of social media interventions in health promotion programs and understanding how desired outcomes could be achieved for sustained engagement and behaviour changes (Adebayo. e'tal ,2021).

The review of existing literature in application of social media in health promotion campaigns revealed a range of negatives and positives aspects of using this venue for public health

and medicine and challenged its effectiveness to ensure behaviour change, especially in the long-term perspective. While some positive aspects include potential access to wider target audience, more accurate health messaging and facilitated communication between health professionals and public, the effectiveness of such health promotion campaigns and their evaluation are somewhat questioned by improper communication strategies, lack of support, self-diagnostic and concerns about short- and long-term changes in health behaviour.

Social media access may not be universal, and efforts should be made to ensure that all individuals have access to the benefits of social media for health. Social media has emerged as a powerful tool for health advocacy and promoting sustainable health status among adults. By leveraging the reach and engagement capabilities of social media platforms, health organizations and individuals can effectively disseminate information, build supportive communities, and encourage positive behavior changes that contribute to better health outcomes (Olowu & Seri, (2022).

Older adult staff in basic schools often face lifestyle-related health challenges such as physical inactivity, poor dietary habits, work-related stress, and chronic health conditions. These challenges may affect their productivity, wellbeing, and quality of life. Social media advocacy initiatives through health campaigns, peer support groups, and informational content have the potential to influence positive lifestyle adjustment and encourage sustainable healthy living among this population (Onyeka, Ibrahim & Dalhatu, 2020).

Social media has become a powerful tool for advocacy and information dissemination. Through platforms like Facebook, WhatsApp, Twitter, and Instagram, individuals and organizations promote awareness about sustainable practices, such as energy conservation, waste management, and healthy lifestyle choices. While research on youth and social media influence is abundant, little is known about how older staff, especially in educational settings, respond to social media advocacy and adopt sustainable lifestyles. Understanding this influence is crucial, as older school staff often serve as role models for younger teachers and student. This study therefore seeks to assess the influence of social media advocacy on lifestyle adjustment and sustainable healthy living among older adult staff of selected basic schools in Tanke, Ilorin, Kwara State.

Statement of the Problem

Social media addiction is a compulsive use of social media platforms to the point where the user's ability to function in key areas of their lives is severely affected, including daily functioning and activity, relationships with others, performance at work or in school, and physical and mental health (Griffiths & Kuss, 2017). This form of addiction affects not just the individual but has also become a societal problem.

Despite the growing popularity of social media as a tool for advocating sustainable lifestyles, many older staff in primary schools may not actively engage with these platforms due to technological barriers, low digital literacy, or skepticism. Consequently, their adoption of sustainable practices might be limited, which could affect overall school sustainability goals and serve as a missed opportunity for modeling eco-friendly behaviors to students. Despite this growing trend, there is limited research examining how social media advocacy influences sustainable lifestyles among older staff in schools. Most studies in Nigeria have focused on students and youth populations (Adebayo & Olagunju, 2022; Oyetunde & Ogunlade, 2021). Consequently, the potential role of social media in promoting sustainability behaviors among older school staff remains underexplored. This study therefore investigates the influence of social media advocacy on sustainable lifestyles among older staff in selected primary schools in Ilorin, Kwara State.

Many older adult staff in basic schools experience declining health due to unhealthy lifestyle practices, including sedentary behavior, poor nutrition, and inadequate stress management. Although social media platforms are increasingly used to promote healthy living, it remains unclear whether such advocacy efforts translate into real lifestyle adjustments and sustainable healthy behaviors among older adult school staff. The lack of localized studies in Kwara State creates a gap that this study aims to address.

Concept of Social Media Advocacy

Social media advocacy refers to the strategic use of social media platforms to influence attitudes, behaviors, and policies in favor of specific social or health-related goals. It involves the dissemination of information, awareness creation, engagement, and mobilization of individuals through platforms such as Facebook, WhatsApp, Twitter (X), Instagram, You Tube, Twitter, My space, 2go, Bebo, Friendster, LinkedIn, Xanga, Africhat, Meebo, Skype, Pinterest, Google+ and

YouTube (Obar & Wildman, 2022). In the context of health promotion, social media advocacy focuses on encouraging healthy behaviors, disease prevention, and wellbeing through digital communication.

Social media advocacy is the intentional use of digital platforms such as Facebook, WhatsApp, Instagram, X (Twitter), and YouTube to influence attitudes, raise awareness, and promote positive behavioural change on social, environmental, and health-related issues (Obar & Wildman, 2023). Among adults, social media advocacy has become a key tool for disseminating information on sustainable living practices due to its wide reach, low cost, and interactive nature. Through posts, videos, online campaigns, and community groups, advocacy messages encourage adults to adopt responsible behaviours that support long-term wellbeing and environmental sustainability. These platforms also allow peer interaction, discussion, and reinforcement of shared values, which are essential for sustained behaviour change (Moorhead et al., 2021).

Social media advocacy has gained prominence due to its cost-effectiveness, wide reach, and interactive nature. Health organizations and individuals leverage these platforms to share health tips, promote physical activity, healthy diets, stress management, and preventive healthcare practices (Moorhead et al., 2021). For older adults, social media advocacy can provide accessible health information and peer support, contributing to informed lifestyle choices.

Concept of Lifestyle Adjustment

Lifestyle adjustment refers to deliberate changes individuals make in their daily habits and behaviors to improve health and overall wellbeing. These adjustments may include improved dietary patterns, increased physical activity, adequate rest, stress management, avoidance of harmful behaviors, and regular medical check-ups (World Health Organization [WHO], 2018). For older adults, lifestyle adjustment is particularly important due to age-related physiological changes and increased vulnerability to chronic diseases such as hypertension, diabetes, and cardiovascular conditions. Effective lifestyle adjustment can help older adults maintain functional independence, productivity, and quality of life. Social media advocacy can serve as a motivating and educational tool that encourages older adult staff to adopt healthier lifestyle practices.

Concept of Sustainable Healthy Living

Sustainable healthy living refers to the consistent adoption and maintenance of healthy behaviors over time in a way that supports long-term physical, mental, and social wellbeing. It emphasizes not only short-term health improvements but also practices that can be maintained throughout the lifespan (Hawkes et al., 2021). A sustainable lifestyle implies some specific patterns of living that reduce negative environmental, social, and health impacts while supporting long-term quality of life (United Nations Environment Programme [UNEP], 2016). For adults, sustainable lifestyles include healthy eating, regular physical activity, responsible consumption, stress management, environmental consciousness, and social responsibility. Sustainable lifestyles are particularly important among adults because habits formed during adulthood often persist into older age, influencing both personal wellbeing and societal development. Adults play a critical role in shaping family, workplace, and community practices, making them a key target group for sustainability advocacy.

Sustainable healthy living among older adults includes balanced nutrition, regular physical activity, mental health care, social engagement, and preventive health practices. Social media advocacy can promote sustainability by providing continuous health information, reminders, social support, and reinforcement of healthy behaviors through online communities (Adeyemo & Ogunyemi, 2019).

Older Adult Staff in Basic Schools

Older adult staff in basic schools typically include teachers and non-teaching staff who are in the later stages of their working careers. This group often faces occupational stress, workload demands, and age-related health challenges. Promoting healthy lifestyles among older adult school staff is essential for maintaining teaching effectiveness, job satisfaction, and overall wellbeing (Adeyemo & Ogunyemi, 2019).

Social media advocacy offers an opportunity to reach this group conveniently, especially through widely used platforms such as WhatsApp, which is popular among working adults in Nigeria. Social media advocacy influences sustainable lifestyles among adults by increasing awareness, shaping attitudes, and motivating behavioural change. Health-focused advocacy promotes balanced nutrition, physical activity, preventive healthcare, and mental wellbeing, while environmental advocacy encourages waste reduction, energy conservation, and eco-friendly

consumption (Hawkes et al., 2021). Studies have shown that adults exposed to sustainability-related content on social media are more likely to adopt positive lifestyle changes. Laranjo et al. (2020) found that consistent engagement with health advocacy content on social media significantly improved healthy lifestyle behaviours among adults. Similarly, Maher et al. (2014) reported that online communities and peer support enhance long-term adherence to sustainable healthy practices.

In developing societies, including Nigeria, social media advocacy has been effective in promoting public health awareness and lifestyle modification due to high mobile phone usage and increasing internet access (Adebayo & Olatunji, 2020). Platforms such as WhatsApp are particularly effective for adult engagement because they facilitate group discussions, reminders, and social support.

Theoretical Framework

Health Belief Model (HBM)

The Health Belief Model explains health behavior based on individuals' perceptions of susceptibility to health problems, severity of the problems, benefits of action, and barriers to action (Rosenstock, 1974). According to the model, individuals are more likely to adopt healthy behaviors if they perceive a high risk of illness and believe that lifestyle changes will reduce this risk. Social media advocacy aligns with the Health Belief Model by increasing awareness of health risks and highlighting the benefits of healthy lifestyle choices. Messages shared through social media can serve as cues to action, motivating older adult staff to adjust their lifestyles and adopt sustainable healthy living practices. Through social media advocacy, older adult staff can observe peers and role models engaging in healthy behaviors, which may increase their confidence and motivation to adopt similar practices. Interactive features such as comments, likes, and group discussions further enhance social support and reinforcement.

Diffusion of Innovations Theory

The study is also anchored on the Diffusion of Innovations Theory proposed by Rogers (2003). The theory explains how new ideas, practices, and technologies spread within a social system over time. According to Rogers, the adoption process occurs in five stages:

1. Knowledge
2. Persuasion
3. Decision
4. Implementation
5. Confirmation

Social media advocacy can serve as a communication channel through which sustainability ideas are introduced and promoted among older staff. Through repeated exposure to sustainability messages, individuals may gradually adopt sustainable behaviors.

Studies on Social Media Advocacy and Sustainable Health Lifestyles among Older Adults

Several studies have examined the role of social media in promoting lifestyle changes. Moorhead et al. (2013) found that social media platforms are effective tools for encouraging healthy behaviors through information sharing and peer interaction. Similarly, Laranjo et al. (2020) reported that social media-based health interventions positively influence physical activity and dietary behaviors among adults.

In Nigeria, studies have shown increasing use of social media for health information among working adults. A study by Adebayo and Olatunji (2020) revealed that exposure to health-related content on social media significantly influenced lifestyle modification practices among urban workers. The majority of past studies analysed social media from the viewpoint of the organisations implementing health promotion campaigns and only limited studies evaluated short-term and long-term changes in individuals' health behaviour and lifestyle and validated the effectiveness of social media beyond creating awareness. While social media campaigns can provide a significant change in health behaviour and orchestrate health promotion efforts (Lawal, 2021), the evaluation methods to measure the outcome and analyse the success of health promotion programs using social media platforms remain unexplored

Evidence suggests that sustained engagement with health content on social media can promote long-term healthy behaviors. Maher et al. (2021) noted that online social support enhances adherence to healthy lifestyle practices. Continuous advocacy messages and peer encouragement

contribute to sustainability of healthy living. Among older adults, social media engagement has been associated with improved health awareness and maintenance of healthy behaviors (Chen & Schulz, 2016). These findings suggest that social media advocacy can play a critical role in promoting sustainable healthy living among older adult school staff.

Challenges of Social Media Advocacy among Older Adults

Despite its benefits, social media advocacy faces challenges such as misinformation, digital inequality, and varying levels of digital literacy among adults. The spread of inaccurate or misleading information may undermine trust in advocacy messages (Chou et al., 2018). Additionally, limited access to reliable internet services can reduce consistent engagement with advocacy content, especially in semi-urban and rural communities.

In the Nigerian context, issues such as poor internet connectivity and limited access to digital devices may hinder effective use of social media advocacy among older adult staff (Olowu & Seri, 2012). The reviewed literature indicates that social media advocacy has significant potential to influence lifestyle adjustment and promote sustainable healthy living among adults, including older adults. Theoretical frameworks such as the Health Belief Model and Social Cognitive Theory provide explanations for how social media advocacy can motivate behavior change. However, empirical evidence specific to older adult staff in basic schools within Kwara State remains limited, highlighting the need for the present study

Purpose of the Study

The main objective of this study is to assess the influence of social media advocacy on lifestyle adjustment and sustainable healthy living among older adult staff of selected basic schools in Tanke, Ilorin.

Specific objectives are to:

1. examine the level of exposure of older adult staff to social media health advocacy;
2. assess the influence of social media advocacy on lifestyle adjustment among older adult staff;
3. determine the effect of social media advocacy on sustainable healthy living practices;
4. identify challenges affecting the use of social media advocacy for healthy living among older adult staff.

Research Questions

1. What is the level of exposure of older adult staff to social media health advocacy?
2. How does social media advocacy influence lifestyle adjustment among older adult staff?
3. What is the effect of social media advocacy on sustainable healthy living?
4. What challenges hinder the effectiveness of social media advocacy among older adult staff?

Methodology

This study adopted a descriptive survey research design. The design was considered appropriate because it enables the researcher to systematically collect data from a defined population in order to describe, analyze, and interpret existing conditions without manipulating any variables. The population of the study comprised all older adult teaching and non-teaching staff of selected public and private basic schools in Tanke Area, Ilorin, Kwara State. Older adult staff in this study refer to school staff who are 40 years and above (Oyedele, 2022), as this age group is more likely to experience lifestyle-related health challenges. A total of 120 respondents were selected across ten (10) Basic Schools (8 Public and 4 Private Basic Schools) for the study.

The instrument used for data collection was a self-structured questionnaire titled: “Social Media Advocacy, Lifestyle Adjustment and Sustainable Health Living Questionnaire (SMALASHLQ)” using 4-Likert scale of Strongly Agree, Agree, Disagree and Strongly Disagree. The validity of the instrument, face and content validity were established and the reliability of the instrument was determined using the test–retest method with a reliability coefficient of 0.78, indicating that the instrument was reliable for the study. Data collected were coded and analyzed using the Statistical Package for Social Sciences (SPSS). Descriptive statistics such as frequency counts, percentages, mean, and standard deviation were used to answer the research questions

Data Analysis, Results and Discussion

This chapter presents the analysis of data collected for the study titled “influence of Social Media Advocacy on Lifestyle Adjustments and Sustainable Health Living among Older Adult Staff of Selected Basic Schools in Tanke Area, Ilorin, Kwara State.”

Demographic Characteristics of Respondents

Table 1: Demographic Distribution of Respondents

Variable	Category	Frequency	Percentage (%)
Age	40–49 years	46	38.3
	50–59 years	51	42.5
	60 years and above	23	19.2
Gender	Male	58	48.3
	Female	62	51.7
Staff Category	Teaching	72	60.0
	Non-teaching	48	40.0

The table shows that the majority of respondents (51 (42.5%)) were between 50–59 years, females, 72 (60%) were teaching staff, indicating adequate representation of older adult school staff for the study. 62 respondents which represent 51.7% of the sample were female staff sampled 48 (48.3%) were male staff, while 48 (40.0%) were non-teaching staff.

Answering Research Questions

Research Question 1: What is the level of exposure of older adult staff to social media health advocacy messages?

Table 2: Level of Exposure to Social Media Advocacy

Item	Mean	SD
Exposure to health messages on WhatsApp	3.12	0.68
Exposure via Facebook	2.95	0.74
Exposure via YouTube	2.87	0.71
Participation in online health discussions	2.78	0.69
Grand Mean	2.93	

Decision Rule: Mean \geq 2.50 = High level

From the data in table 2 above, the mean score for the entire items were high above the criterion mean of 2.50 which shows that available most adult staff within the sample schools were exposed to social mean. The grand mean of 2.93 indicates a high level of exposure to social media health advocacy among older adult staff.

Research Question 2: To what extent does social media advocacy influence lifestyle adjustments among older adult staff?

Table 3: Influence of Social Media Advocacy on Lifestyle Adjustments

Lifestyle Adjustment	Mean	SD
Improved eating habits	2.88	0.72
Increased physical activity	2.76	0.70
Better stress management	2.91	0.65
Regular health check-ups	2.84	0.73
Grand Mean	2.85	

On the lifestyle adjustments, majority of the sampled respondents were unanimously agreed that social media influence their lifestyle adjustment with the entire means scores high above the 2.50 criterion mean. The grand mean of 2.85 indicates that social media advocacy positively influences lifestyle adjustments among older adult staff.

Research Question 3: What is the effect of social media advocacy on sustainable healthy living?

Table 4: Effect of Social Media Advocacy on Sustainable Health Living Practices

Item	Mean	SD
Consistency in healthy habits	2.81	0.69
Disease prevention practices	2.94	0.66
Long-term commitment to healthy living	2.79	0.71
Mental well-being practices	2.88	0.68
Grand Mean	2.86	

The results indicate a positive effect of social media advocacy and sustainable health living among respondents as the entire mean scores were high above the criterion mean, indicating that, to high extent social media advocacy had certain effect on sustainable health living among respondents, the grand mean for the entire items (2.86) also confirm with the level of agreement.

This implies that social media advocacy certain influences on sustainable health living among older adult staff of basic schools.

Research Question 4: What challenges limit the effectiveness of social media advocacy?

Table 5: Challenges Affecting Social Media Advocacy

Challenge	Mean	SD
Limited digital skills	2.98	1.21
Unreliable internet access	3.05	1.07
Doubt about credibility of information	2.87	1.25
Lack of time to engage with content	2.92	1.18
Grand Mean	2.99	

The major challenges identified include poor internet access which average mean score of 3.05 and limited digital literacy with mean score of 2.98, also lack of time to engage with content had a mean score of 2.92, doubt about credibility of information had a mean score of 2.87. From the table the entire mean scores were high above the criterion mean of 2.50. Thus, it implies that the items posse serious challenges to the effectiveness of social media advocacy among adult staff in basic schools. These challenges may reduce the effectiveness of social media advocacy with grand mean score of 2.99 which indicated that majority of respondents agrees that to large extent the identified factors strongly influence the level of effectiveness of social media advocacy for their sustainable healthy lifestyles.

Discussion of Findings

The findings of this study revealed that older adult staff of basic schools in Tanke Area are highly exposed to social media health advocacy messages. This exposure significantly influenced their lifestyle adjustments, including improved dietary habits, increased physical activity, and better stress management. These findings align with previous studies (Adebayo & Olatunji, 2020; Adeyemo, & Ogunyemi, 2019) which suggest that digital health advocacy plays a vital role in promoting healthy behaviours among adults.

Furthermore, the study established a significant influence of social media advocacy on sustainable health living. This implies that consistent exposure to credible health messages on social media can encourage long-term healthy practices among older adults.

Findings indicated that WhatsApp and Facebook were the most commonly used social media platforms among older staff. These platforms served as channels for sharing sustainability-related information such as energy conservation tips, waste management practices, and health awareness campaigns. The results also showed a positive relationship between exposure to social media advocacy and the adoption of sustainable lifestyle practices. Older staff who frequently encountered sustainability messages online were more likely to engage in environmentally friendly behaviors.

However, several challenges were identified. Some respondents reported difficulties using digital platforms due to limited technological skills. Others indicated that inconsistent internet connectivity limited their access to online advocacy content. These findings support earlier studies which suggest that social media can significantly influence environmental awareness and behavior change (Dwivedi et al., 2021; Anderson & Rainie, 2020).

Conclusion

Based on the findings of the study, it was concluded that social media advocacy plays a significant role in influencing lifestyle adjustments and promoting sustainable health living among older adult staff of basic schools in Tanke Area, Ilorin, Kwara State. Exposure to health-related advocacy messages through social media platforms positively impacts dietary habits, physical activity, stress management, and long-term health practices. The study also concluded that despite the positive influence of social media advocacy, challenges such as limited digital skills, unreliable internet access, and skepticism about the credibility of online health information hinder the full realization of its benefits. Therefore, for social media advocacy to be more effective among older adult school staff, these challenges must be adequately addressed.

Recommendations

Based on the findings and conclusions of the study, the following recommendations were made:

1. School authorities should incorporate structured social media-based health advocacy programmes into staff welfare initiatives to promote healthy lifestyle practices.
2. Health professionals and educators should design age-friendly and credible social media health content tailored to the needs of older adult staff.
3. Relevant government agencies should improve internet infrastructure and support digital health literacy programmes targeted at older adults.
4. School staff should be encouraged to actively engage with reliable health advocacy platforms and apply the knowledge gained to their daily lifestyle practices.
5. Government agencies and environmental organizations should utilize social media to promote environmental education among teachers and schools should improve internet access and ICT infrastructure to support online advocacy initiatives.

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