Innovative Solutions for Awareness Campaign of Social Media Addiction and Its Consequences

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**Abstract:**
The use of social media by smartphones led to the engagement of many users, and even attracted users to the extent of addicting social media, so it became a pattern of behavior that may not be dispensed, in turn, it affects many aspects of their lives. Due to the continuous informative and interactive flow of social media and its connection with the virtual life of the users, its addiction is gradually increasing, especially among youth. Thus, abrupt abstinence exposes users to all the symptoms of withdrawal or relapse that the addict is generally exposed to. In addition to many other psychological, physical, and mental effects. The excessive or problematic use of social media becomes one of the problems that are driven by the era of smart phones. According to the high risk created by the disease of addicting social media on users' lives, so research aims to resist the risk/dangers of addiction to social media through digital awareness campaigns to aware users of the risks of this behavior addiction and potential consequences. The research follows the Descriptive method to characterize models of Digital awareness campaigns specially designed for the study, as well as the experimental method to measure the impact of these campaigns on increasing awareness of users by the social media addiction. The research has come to several results; the most important is that innovative awareness campaigns contribute to raising users’ awareness of the risks of addicting social media and its negative consequences.

**Keywords:**
- Innovative Social Media Addiction Awareness Campaign  
- Anti Social Media Social Media Addiction Consequences.

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