Title: "Social Media Campaigns on National Security Alertness: perspectives and challenges in the present-day Nigeria".

Author's Biography

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Abstract

The prevalence of insecurity in Nigeria is a nightmare across geo-political zones. The failed military structure has caused lives of many innocent citizens. This study is a cross-sectional study of 400 respondents on "Social Media Campaigns on National Security Alertness: perspectives and challenges of prevalent kidnapping and incessant killings. The general objective is to ascertain social media campaign effectiveness in combating security issues in present day Nigeria. The specific objectives measured; level of awareness of security alertness by respondents; on National issues and the level of knowledge of security alertness by respondents on National Securities. The work was anchored on social learning theory and new media theory. The data was presented on tables, frequencies and percentages. The findings of the study showed that social media campaigns on national security alertness increased the awareness level of respondents. The respondents were moderately aware of security issues although the fake news of social media created some false alarm and misled some respondents to a certain degree. The knowledge level of the respondents was high after the various campaigns' exposure. Though. majority of the respondents were negatively affected by inaccurate security messages on social media misinformation as they could not be different from fake news trickling the social media. Hence, media literacy and education become a critical area of concern for journalists. thereby showing that respondents face challenges in accessing security messages. This study recommends that the government should take interest in mobilizing people in taking interest in security issues in Nigeria, which can be done by organizing public awareness campaigns using various media channels with understandable messages to read a wide range of audiences, integrating it in school curriculums, setting up hotlines and reporting mechanisms. Also, social media platforms should take more responsibility in verifying the accuracy of security messages.
KEYWORDS: *Social media, campaigns, kidnapping, Security Alertness, Nigeria, Media literacy, ransom, exposure, perspectives and challenges.*

INTRODUCTION

Nigeria, Africa's most populous country and a key economic player on the continent, has experienced significant challenges with security over the past two decades. These issues have not only destabilized the nation but have also had profound negative toll across all sectors including the economy, governance, and social fabric. The rise of insurgent groups, ethnic violence, and criminal activities such as banditry and kidnapping have escalated security concerns.

Ironically, Nigeria's security problems are deeply rooted in its history of ethnic and religious tensions, political instability, and weak governance structures. The legacy of colonial rule left a divided country with diverse ethnic groups, each vying for political and economic power. The post-independence period was marked by a series of military coups and civil wars, most notably the Biafran War (1967-1970), which exacerbated inter-ethnic and inter-religious animosities (Adele, 2020).

The period following the return to civilian rule in 1999 saw a rise in militancy and insurgency, most notably in the Niger Delta region, where militant groups like the Movement for the Emancipation of the Niger Delta (MEND) emerged in response to oil exploitation and neglect by the federal government (Iheduru, 2021).

However, it is the insurgency led by the extremist group Boko Haram that has gained the most attention since the early 2000s. Boko Haram, with its ideology rooted in a radical interpretation of Islam, launched a violent insurgency in northeastern Nigeria in 2009. The group's objectives, which include the establishment of an Islamic state and the imposition of Sharia law across the country, have led to widespread violence, displacement, and loss of life (Olu, 2023).

The past decade has been brutally uncomfortable for the citizens leading to widespread massive migration. Between 2020 immediately after Covid-19 pandemic, Nigerians experienced the most torturous security challenge living several families hopeless as their loved ones were massacre in their droves, since 2023, Nigeria has faced several overlapping security crises. These include terrorism, ethnic conflicts, organized crime, and a breakdown in law and order.

Ironically, the invasion created by Boko Haram remains a formidable threat, despite several military efforts to contain its operations. The group's activities, including suicide bombings, kidnappings, and attacks on military and civilian targets, have devastated the northeastern region. Moreover, the Islamic State's West Africa Province (ISWAP), a breakaway faction of Boko Haram, has further complicated efforts to restore peace in the region (Olutayo, 2023). The Nigerian government has deployed extensive military resources to combat these insurgent groups, but the persistence of the insurgency and the group's ability to recruit from marginalized communities continues to pose significant challenges.

In recent years, Nigeria has seen a surge in banditry and kidnapping, particularly in the northwestern and north-central regions. Criminal gangs, often referred to as "bandits," engage in mass abductions, raiding villages, and demanding ransoms. These groups are often linked to transnational criminal networks and exploit the weak security infrastructure in rural areas. Studies by Akinola (2023) highlight the links between poverty, lack of government presence, and the rise of these criminal gangs. Additionally, the widespread proliferation of small arms exacerbates the situation, making it difficult for local law enforcement to maintain control.

Nigeria's ethnic and religious diversity has often been a source of tension. The country's major ethnic groups; the Hausa-Fulani, Yoruba, and Igbo, I sfrequently find themselves in conflict, particularly over political and economic power. The competition for resources, land, and political representation fuels these tensions, often manifesting in violent clashes. In the Middle Belt and the southern parts of the country, inter-communal violence, such as the conflict between farmers and herders, has intensified over land and grazing rights (Akinyemi, 2023). Moreover, the religious divide between Muslims in the north and Christians in the south adds another layer of complexity to these tensions.

As Nigeria's digital infrastructure grows, so does the threat of cybercrime. According to the Nigeria Communications Commission (NCC), cybercrime has become one of the most pressing issues facing the country, with both individuals and businesses falling victim to online fraud, hacking, and data breaches (Ogundele, 2023). The rise of cybercrime has led to economic losses, hindered business operations, and raised concerns over the country's ability to protect sensitive data.

The security challenges in Nigeria have far-reaching implications. The most immediate concern is the loss of life and the displacement of millions of Nigerians. According to the United Nations, over 2 million Nigerians have been displaced due to the ongoing Boko Haram insurgency, and millions more face food insecurity and poverty due to the effects of violence (UNHCR, 2023).

Moreover, insecurity has stunted Nigeria's economic growth. Foreign direct investment (FDI) has been adversely affected as businesses and investors are wary of the risks posed by criminal activities, terrorism, and unrest. The lack of adequate security infrastructure in rural areas has further hindered agricultural production, contributing to food shortages and exacerbating poverty levels (Adeyemi & Abubakar, 2023).

In the political arena, security challenges have undermined the legitimacy of the Nigerian state. Weak state institutions and the inability of the government to ensure safety and security have led to a crisis of confidence among citizens. Trust in the police and military forces is eroded, and public protests demanding better security have become increasingly common.

Addressing Nigeria's security issues requires a multi-faceted approach. First, enhancing the capacity of the Nigerian military and police forces is essential. According to Adefolalu (2023), there is a need for comprehensive security sector reforms, including better training

for security personnel, improved equipment, and intelligence sharing among security agencies.

Addressing the root causes of insecurity such as poverty, unemployment, and political marginalization is crucial. As Akinola (2023) suggests, investing in education, healthcare, and rural infrastructure can reduce the appeal of insurgent and criminal groups. Additionally, the government must adopt more inclusive governance strategies that address the concerns of all ethnic and religious groups.

It has become imperative to focus on improving regional cooperation and enhancing cybersecurity measures, as this can be the only approach to mitigate the rise of transnational threats. Strengthening Nigeria's partnerships with neighbouring countries in the fight against terrorism and organized crime will require greater collaboration and intelligence-sharing (Iheduru, 2021).

Security issues in Nigeria are multifaceted and require a comprehensive and strategic response. While insurgency, ethnic violence, and banditry remain major challenges, addressing the underlying socio-economic issues, reforming the security sector, and enhancing regional cooperation offer pathways to mitigating these threats. A sustained effort to restore order and governance will not only stabilize Nigeria but also foster economic development and social cohesion.

Nigeria the most populous African Country is battling with series of security challenges in recent times. The overwhelming insecurities is weighing down across all strata of the economy. This persistent issue is posing an arduous before the security personal and such task has rendered many homeless especially in the North-east geo-political zone. The domicile Boko Haram insurgency has wrecked lives and properties leaving millions dead and littered on the streets on daily basis. Numerous are rendered homeless as the battle continues unabated. (Omenma, 2022)

 Ironically, all the regions of the Country are grossly affected in peculiar ways as the raving takes a toll in different versions. The north central, the food basket of the nation have for suffered much as the farmlands were overtaken by the banditry and kidnapping, (Adeoye. 2022). The Southeast and southwest share of the insecurity come in different fashion. Theirs is agitation and separatist struggle. Although, incessant killing and kidnapping is still on rampage in this religion, (Ejiofor, 2022). The bigger battle however is the endemic corruption amongst the political class and poor leadership across all facets of governance in the Country.

Although advent of internet has paved way for many engagements online, lots of transactions are carried out daily without restrictions simply because social media is cutting edges. Internet made it possible for people to connect with each other unguardedly and with ease. Therefore, social

media can be defined as online channels which serve as a means of communication for friends and families to connect, and a platform in which business owners can showcase their products and service to people all over the world and engage with them.

According to Tuten and Solomon (2015), social media are the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities. Social media started out as a way for interacting with friends and family, but businesses eventually began using it because they wanted to use a common new communication approach to engage with customers. The power of social media is the ability to connect and share information with anyone irrespective of the distance or space or with many people simultaneously.

Social media started emerging in the 1970s with the invention of the internet, but it was until 1997 when the first social media Six Degrees was launched. It was called six degrees because of the "six degrees of separation theory." The theory was first set out by Frigyes Karinthy in 1929 but was popularized by John Guare's 1990 play, Six degrees of separation. The theory states that "we are no more than five acquaintances away from connecting to any person in the world." Six degrees is said to be considered the first social media because it allows people to sign up with their emails, make personal profiles and add friends to their personal network. It only lasted till 2001, and its users were about 3.5 million (Matthew Jones, 2015).

Social media today is now an ever-changing and ever-evolving field, with new applications such as; TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million. Facebook is the largest social media platform in the world, with a clear advantage over other social media, though it has similar audiences to others like Twitter and Instagram. Statistically, the current rating of social media websites as of January 2021 are as follows: Facebook (2.74 billion users), YouTube (2.29 billion users), WhatsApp (2 billion user), Facebook Messenger (1.3 billion users), Instagram (1.22 billion users), WeChat (1.21 billion users), TikTok (689 million users), QQ (617 million users), Douyin (600 million users), and Sino Weibo (511 million users).

As of January 2023, Nigeria had 31.6 active million social media users. WhatsApp is the most popular platform used in the country, with close to 95 percent users. Facebook, YouTube, and Instagram follow as the most used social media platforms in Nigeria (Doris Sasu, 2023). Social media first started gaining popularity in Nigeria around the mid-2000s with the

introduction of platforms like Facebook, Twitter, and LinkedIn. However, it wasn't until the late 2000s that social media began to be widely adopted in the country due to the increased internet access and mobile phone usage.

In 2009, Facebook made significant progress in Nigeria with the launch of a version of its platform that was optimized for basic mobile phones, which were more widely used than smartphones at the time. This led to a surge in user adoption as it made it easier for Nigerians to access and use the platform. Twitter also gained popularity in Nigeria around the same time, with users taking to the platform to share news and engage in discussions on current events. LinkedIn, on the other hand, had a slower adoption rate, with most users being professionals and businesspeople. Today, social media in Nigeria, with millions of Nigerians using Facebook, Twitter, Instagram, WhatsApp, and other platforms to connect with friends and family, share news and information, conduct business. Social media has become an important tool for social and political activism in Nigeria, with users leveraging platforms to express their opinions, organize events, and advocate for change., (Adebayo, A 2020).

The afore-mentioned platforms allow users to have conversations, share information and create web content. It also allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. Professionally, social media can develop one's skills in a particular field, helping develop competence that enables quality network by connecting with other professionals in reputable industry. At the company level, social media allows you to have interactivity which builds loyalty as prompt customer feedback and guarantees brand credibility. Social media has changed the way we all interact with each other online. It gives us the ability to discover what is happening in the world in real-time, to connect with each other and stay in touch with long-distance friends, and to have access to endless amounts of information at our fingertips. In many senses, social media has helped many individuals find common ground with others online, making the world seem more approachable. The flexibility that comes with social media interactivity has succeeded in closing border barrier globally. (Adeoye, A. 2022).

According to a survey by Pew Research Centre (2021), the use of social media is correlated with having more friends and more diverse personal networks, especially within emerging economies. For many teenagers, virtual friendships build up to 57% in recent time. Although social media is embedded in lots of benefits, it also breeds lots of negative connotations making teenagers susceptible to unhealthy addictions. Some Opines it contributes to inattentiveness, stress, and jealousy. The National Centre for Biotechnology Information links

heavy social media use to depression. Social media may also be a conduit for misleading information and falsehoods.

The social media, however, can be of leverage if individuals focus on relevant use of each medium as it can shape certain behaviors. According to Jung, B. (2013), it is admitted that the social network has gained popularity rapidly. Social media aided confident has led to an increase in communication in person. This has in turn become one of the most important tools of maintaining an active social participatory society in context and activity. The social media platform has given the youths, especial undergraduate students (that seem to explore them the more), to interact with youths from other race, background, religion, geography, etc because of this, accumulate a wider knowledge spectrum.

Campaign, on the other hand, is any series of actions or events that are meant to achieve a particular result. Campaigns strictly focus on defined objectives as seen in different television commercials and internet ads. Deliberate campaigning is one of the keys that birth strange change in our world happening today, because they help people tell the powerful that something is going wrong and get their attention to address or tackle it. Advocacy has been a core part of holding the powerful accountability, and changing the way different societies work for centuries. Campaigns intentionally sustains efforts toward specific agenda and focuses on its positive outcome. Advocacy can help build groups and using campaigns for social justice have a good possibility of success. Campaign differs from a one-time protest. A single protest may raise public awareness, but a campaign's strength creates a lasting impression.(Doris, Sasu, 2023).

Social media campaigns have become increasingly important in promoting ideas, products, and services to global audience. In Nigeria, the use of social media has become an essential aspect of national security, considering the impact it can have on public perception, the economy, and social cohesion. There are several ways to liken social media campaigns to national security in Nigeria. Firstly, social media campaigns can be used to promote national security messaging and raise awareness about current issues. Social media campaigns can be used to monitor and trach potential security threats. Social media analytics tool can be used to analyze public sentiments and identify trends that may pose a security risk. This can help security agencies to be proactive in their efforts to prevent security breaches. Secondly, social media campaigns can be used to counteract misinformation and propaganda that may threaten national security. In Nigeria, social media has been used to spread fake news, hate speech, and divisive messages, which can harm social cohesion and promote violence. By launching campaigns that promote

accurate information and positive messaging, the government can help to promote peace and stability.

An example of a social media campaign for security alertness is the Chibok girls kidnapping that took place in Nigeria. Ironically, the night of 14–15 April 2014, 276 mostly Christian female students aged from 16 to 18 were kidnapped by the Islamic terrorist group Boko Haram from Government Girls Secondary School at the town of Chibok in Borno State, Nigeria. Prior to the raid, the school had been closed for four weeks due to deteriorating security conditions, but the girls were in attendance to take final exams in physics.

Fortunately, about 57 of the schoolgirls escaped immediately following the incident by jumping from the trucks on which they were being transported, and others have been rescued by the Nigerian Armed forced on various occasions. Hopes have been raised that the 219 remaining girls might be released, however some girls are believed to be dead. Amina Ali, one of the missing girls, was found in May 2016. She claimed that the remaining girls were still there, but that six had died. As of 14 April 2021, seven years after the initial kidnapping, over 100 of the girls remain missing.

Profoundly, the "ENDSARS" of October 20, 2020, is such a remarkable campaign in Nigeria and diaspora. *"End-SARS"* is the hashtag slogan which calls for the disbanding of the Special Anti-Robbery Squad (SARS), a notorious unit of the Nigerian Police with long record of abuse on Nigerian citizens. The protest takes its name from the slogan started in 2017 as a Twitter Campaign using the hashtag #EndSARS to demand the disbanding of the unit by the Nigerian government. After experiencing a revitalization in October 2020 following more revelations of the abuses of the unit, mass demonstrations occurred throughout the major cities in Nigeria, accompanied by vociferous outrage on social media platforms. About 28 million tweets bearing the hashtag have been accumulated on Twitter alone. Solidarity protests and demonstrations by Nigerians in diaspora and sympathizers occurred in many major cities of the world. The protests are notable for its patronage by a demographic that is made of entirely young Nigerians. The movement has since expanded to include demands for good and accountable governance, considering the unprecedented hardship in the country. Although "End-SARS" is not a terrorist threat, it is considered a security issue in Nigeria.

Social media is one of the fastest ways to get the attention of the public and plan effective, engaging and mobilizing people into action, usually just as seen in many parts of the globe. In Campaign, they are steps/ strategies to be taken; Define the victory, evaluate the Campaign

climate, chart the course, choose your influence strategy, message for impact, manage your campaign. Social media has assisted the *End-SARS* and Bring Back Our Girls Campaign in creating awareness not only in Nigeria but around the world, enabling social media users to share and comment on the issue. Using Campaign movement both online and offline, the core goal was for the Chibok girls to be returned safely and for SARS harassment and police brutality to stop on youths. Therefore, social media has a huge impact of the Campaigns on national security alertness.

METHODS, DATA PRESENTATION AND DISCUSIIONS

Demographic Information of the Respondents

In this section, data collected on demographic information of respondents are presented as shown in the table below.

Table 1

Frequencies and Percentages of the Demographic Information of Respondents.

SN	Age	Frequency	Percentage (%)
1	16-25 Years	113	28.3%
2	26-35 Years	208	52.0%
3	36-45 Years	79	19.7%
	Total	**400**	**100%**
SN	**Sex**	**Frequency**	**Percentage (%)**
1	Male	263	65.7%
2	Female	137	34.3%
	Total	**400**	**100%**
SN	**Qualification**	**Frequency**	**Percentage (%)**
1	Primary school	32	8.0%
2	Secondary school	102	25.5%
3	Tertiary Institution	147	36.7%
4	Masters	99	24.8%
5	PhD	20	5.0%
	Total	**400**	**100%**
SN	**Religion**	**Frequency**	**Percentage (%)**
1	Christianity	312	78.0%
2	Islam	56	14.0%

SN		Frequency	Percentage (%)
3	Traditional/Others	32	8.0%
	Total	**400**	**100%**
SN	**Internet Literacy**	**Frequency**	**Percentage (%)**
1	Yes	313	78.2%
2	No	87	21.8%
	Total	**400**	**100%**

The result of the study as presented on Table 1 shows the demographic information of respondents by age range, sex, qualification, and religion. Result shows that there were 113(28.3%) of the respondents within the age of 16-25 Years, 208(52.8%) within the age range of 26-35 years and 79(19.7%) of the respondents are within 36-45 years. Result further showed that there were 263(65.7%) male respondents and 137(34.3%) female respondents, which shows that majority of the respondents were male. With regards to qualification of respondents, result shows that 8.0% of the respondents were primary school leavers, while secondary school certificate holders accounted for 25.5% of the respondents, tertiary institution (NCE, OND, first degree/HND) accounted for 36.7%, while 24.8% were master's degree holders and only 5% were Ph.D. holders. This result shows that majority of the respondents were tertiary education certificate holders. On religion, result shows that 312(78%) were Christians, 56(14%) of the respondents were Muslims and only 8% of the respondents practice other religion. On whether the respondents were internet literate, 313(78.2%) of the respondents agreed while 87(21.8%) of the respondents disagreed, which means that majority of the respondents were internet literate.

Psychographic Data

Research Question 1:

What is the level of knowledge of security alertness among respondents?

Table 2
Frequencies and Percentages of respondents on how often they come across security messages on social media platforms.

SN	Statements	Responses	Frequency	Percentage (%)
1		Regularly	59	14.7%

	How often do you come across security messages on social media platforms?	Occasionally	283	70.8%
		Rarely	58	14.5%
		Total	**400**	**100%**
2	Have you ever received any security alert from the security agencies or the government?	Yes	20	5.0%
		No	305	76.2%
		Not Sure	75	18.8%
		Total	**400**	**100%**
3	How often do you receive security alerts from the security agencies or the government?	Regularly	10	2.5%
		Occasionally	46	11.5%
		Rarely	344	86.0%
		Total	**400**	**100%**
4	Have you ever participated in any security awareness training or seminar?	Yes	46	11.5%
		No	308	77.0%
		Occasionally	46	11.5%
		Total	**400**	**100%**
5	Do you think the security situation in Nigeria has improved or worsened over the past year?	Improved	11	2.7%
		Worsened	371	92.8%
		Not sure	18	4.5%
		Total	**400**	**100%**

The results of the study presented in Table 2 show the level of awareness of security alertness among respondents. On how often respondents come across security messages on social media platforms, result shows that 14.7% come across security messages regularly, 70.8% come across security messages occasionally and 14.5% come across security messages rarely. This means that majority of the respondents come across security messages on social media occasionally.

On whether respondents ever received any security alert from the security agencies or the government, 5.0% say yes, 76.2% say no and only 18.8% of the respondents are not sure.

This implies that majority of respondents have not received any security alert from the security agencies or the government.

On how often respondents receive security alerts from the security agencies or the government, result shows that only 2.5% receive security alerts regularly, 11.5% receive security alerts occasionally and about 86.0% of the respondents rarely receive security alert. This means that security alert is rarely received from the security agencies or the government.

The result on whether the respondents have ever participated in any security awareness training or seminar, result shows that 11.5% say yes, they have participated in in security awareness training or seminar, 77.0% of the respondents say no, they have not participated in any security awareness training and seminar but 11.5% of the respondents said they have participated in security awareness training occasionally. This implies that majority of the respondents have not participated in security awareness training and seminar.

And lastly, on whether the respondents think the security situation in Nigeria has improved or worsened over the past year, result shows only 2.7% agreed that there is improvement, 92.8% of the respondents said it has worsened, while 4.5% of the respondents were not sure whether it has improved or not. This means that the security situation in Nigeria has worsened over the past year.

Research Question 2

What is the level of knowledge of security alertness among respondents on national security?

Table 3
Frequencies and Percentages of respondents on the level of knowledge of security alertness among respondents on national security

SN	Statements	Responses	Frequency	Percentage (%)
1	How do you respond to emerging security threats or alerts?	Excellently	45	11.3%
		Very Good	244	61.0%
		Moderate	111	27.7%
		Poor	0	0
		Total	**400**	**100%**

2	Are you aware of the latest security threats and vulnerabilities that could impact national security?	Very much aware	70	17.5%
		moderately aware	275	68.7%
		Ignorant	16	4.0%
		Not sure	39	9.8%
		Total	**400**	**100%**
3	How confident are you in the overall level of security alertness and threat detection within the national security sector?	Excellent	75	18.7%
		Very good	238	59.5%
		Moderate	34	8.5%
		Poor	53	13.3%
		Total	**400**	**100%**
4	How often do you ensure that you follow the security protocols?	Regularly	136	34.0%
		Occasionally	223	55.7%
		Rarely	41	10.3%
		Total	**400**	**100%**
5	Have you ever reported a potential security threat or breach?	Yes	47	11.7%
		No	120	30.0%
		Not sure	233	58.3%
		Total	**400**	**100%**

The results of the study as presented in Table 3 show the level of knowledge of security alertness among respondents on national security. Results show that; on how respondent respond to emerging security threats or alerts, 11.3% respond excellently, 61.0% respond very good, while 27.7% respond moderately. This implies that majority of the respondents respond to emerging security threats or alerts very good. On whether the respondents are aware of the latest security threats and vulnerabilities that could impact national security, result shows that 17.5% are very much aware, 68.7% are moderately aware, 4.0% are ignorant of the situation and 9.8% of the respondents are not sure. This means that majority of respondents are moderately aware of the latest security threats and vulnerabilities that could impact national security. On how confident the respondents are in the overall level of security alertness and

threat detection within the national security sector, result shows that 18.7% are excellent, 59.5% are very good, 8.5% are moderately good and only 13.3% are poor. This means majority of the respondents are very good in the overall level of security alertness and threat detection within the national security sector. On how often respondents ensure that they follow the security protocols, result shows that 34.0% regularly follow, 55.7% follow occasionally and 10.3% rarely follow, which implies majority occasionally ensure that they follow the security protocols. And lastly, on whether the respondents have ever reported a potential security threat or breach, result shows that 11.7% have reported, 30.0% have not reported and 58.3% are not sure.

The level of security alertness awareness among respondents

The results of the study on the level of awareness of security alertness among respondents showed that majority of the respondents come across security messages on social media occasionally, which may imply that the respondents are not fully aware of the security alerts and therefore the level of security alertness is very low. This is in agreement with the result which showed that majority of respondents have not received any security alert from the security agencies or the government. On how often respondents receive security alert, finding also showed that security alert is rarely received from the security agencies or the government. It was also found that majority of the respondents have not participated in security awareness training and seminars of any sort.

However, whether the respondents think the security situation in Nigeria has improved or worsened over the past year, result shows that the security situation in Nigeria has worsened over the past year. It is obvious that there is no positive impact of social media campaigns on national security alertness. The findings of this study agreed with the earlier findings by Amedie (2015) who conducted a study titled the Impact of social media on society and found that the social media fosters a false sense of online "connections" and superficial friendships leading to emotional and psychological problems. The author also found that social media usage can become easily addictive to taking away family and personal time as well as diminish interpersonal skills, leading to antisocial behavior. Amedie equally found that social media has become a tool for criminals, predators and terrorists enabling them to commit illegal acts. Therefore, the impact of social media campaigns on national security alertness is not encouraging.

The implications of this study showcase the Ineffective Communication Channels: The lack of security alerts from government agencies or security personnel, combined with rare reception of such alerts, indicates a breakdown in communication channels between authorities and the public. This can hinder timely dissemination of crucial information. Again, the obvious lack of Preparedness. Most respondents who do not participate in security awareness training and seminars suggests a potential lack of preparedness among the population to respond effectively to security challenges.

Furthermore, the worsening Security perception in Nigeria indicates growing concerns about safety and the government's ability to manage security concerns holistically affect public trust and overall stability of the Nation. Doubtful Impact on Social Media Campaigns studies suggests that social media campaigns might not be effectively raising national security alertness, potentially undermining the effectiveness of these campaigns.

The level of knowledge of security alertness among respondents on national security.

The results of the study with respect to the level of knowledge of security alertness among respondents on national security showed that majority of the respondents respond to emerging security threats or alerts very good. On whether the respondents are aware of the latest security threats and vulnerabilities that could impact national security, result shows that majority of respondents are moderately aware of the latest security threats and vulnerabilities that could impact national security. This agreed with the earlier finding that the impact of social media campaigns on national security alertness is not encouraging. On how confident the respondents are in the overall level of security alertness and threat detection within the national security sector, result shows that majority of the respondents are very good in the overall level of security alertness and threat detection within the national security sector. Though, majority of the respondents occasionally ensure that they follow the security protocols, it is disheartening to note that majority of the respondents reported that they are not sure whether they have ever reported a potential security threat or breach to the security agencies or the government.

The finding of the study somewhat agrees with the findings of Joshua and Chijioke (2018) who conducted a study titled the impacts of social media on national security: a view from the northern and south-eastern region of Nigeria and found among other things that Nigerians are aware of the implications of the misuse of social media on national security; however, the security condition in Nigeria is viewed as very poor. The effective adoption of

social media by individuals cannot affect or comprise national security, although social media is not the root cause of insecurity in Nigeria.

By implication, limited security awareness reveals that most respondents only occasionally come across security messages on social media. This suggests a lack of comprehensive security awareness among the respondents, potentially leading to lower levels of security alertness. Again, Inadequate Communication of government and its agencies have consistently left a huge vacuum. The fact that most respondents have not received security alerts from government agencies highlights a gap in communication between security authorities and the public. This could hinder timely dissemination of critical information during security threats. Ironically, lack of Training and Preparedness have left many handicapped. The finding that many respondents have not participated in security awareness training or seminars suggests a lack of preparedness in dealing with security threats. This can hinder effective response during emergencies. Reporting and Vigilance Gap: The respondents' uncertainty about reporting potential security threats or breaches suggests a potential gap in the vigilance and reporting process. This could hinder timely intervention and response to security incidents.

Although social media campaign in the age of information overloads has helped in media advocacy, it is imperative that media designers should leverage on the media as a potent tool in ensuring security information dissemination are harnessed especially with government putting the proper apparatus to checkmate fake news spread that misleads the general public.

Conclusively, the findings from the quantitative data demonstrates that it is evident from the finding of the study that respondents face challenges in accessing security messages. The findings show that even though social media is not the root cause of problems in Nigeria, it is equally not an advantage to security problems in Nigeria. Social media campaigns have not been very impactful in security problems in Nigeria. Given that social media is not the main cause of insecurity in Nigeria, the successful adoption of social media by individuals cannot compromise or undermine national security. Participants agree that when social media is used effectively, Nigeria's security issues do not worsen. This suggests that the social media could be used as a great tool and an advantage in curbing security issues.

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