

Assessing the Effectiveness of the FitBuddy Fitness Awareness Campaign Among College Students

Mr. Aadish Ranjan

Undergraduate Student, Department Of Journalism And Media Communication

Abstract:

The growing prevalence of physical inactivity and unhealthy dietary habits among young adults has increased the need for effective health promotion initiatives. This study examines the design and impact of FitBuddy, a month-long student-led fitness awareness campaign conducted through social media platforms. The campaign was managed by a team of three students and aimed to educate individuals about fitness, nutrition, workout routines, goal setting, and healthy lifestyle practices through regular posts and stories.

The campaign adopted a digital outreach approach to maximize accessibility and engagement among students and young adults. During the campaign period, the FitBuddy social media page attracted over 100 followers and generated content engagement ranging from approximately 400 to 3,000 views per post. These metrics were used to evaluate the campaign's reach and effectiveness in disseminating health-related information.

The findings indicate that social media can serve as an effective medium for promoting fitness awareness and encouraging healthy lifestyle behaviours among young audiences. The campaign successfully reached a diverse audience and demonstrated the potential of student-led digital initiatives in delivering health education at a low cost. The study highlights the growing importance of social media in public health communication and suggests that similar peer-driven campaigns can contribute to improving fitness awareness and wellness outcomes within educational communities.

Keywords: Fitness Awareness, Social Media Campaign, Digital Health Promotion, College Students, Wellness Education, Health Communication, FitBuddy

Introduction:

In recent years, maintaining a healthy lifestyle has become increasingly challenging for young adults due to sedentary routines, academic pressures, irregular eating habits, and excessive screen time. Physical inactivity and poor nutrition are recognized as major contributors to various health issues, including obesity, cardiovascular diseases, and mental health concerns. As a result, promoting fitness awareness and encouraging healthy behavioural changes among students has become an important public health objective.

The rapid growth of social media has transformed the way health information is shared and consumed. Platforms such as Instagram, Facebook, and other digital networks provide accessible and interactive channels for disseminating fitness-related knowledge. Through visual content, short-form educational

posts, and real-time engagement, social media campaigns can effectively reach young audiences and influence their attitudes toward health and wellness. Consequently, digital health promotion has emerged as a cost-effective and scalable approach to increasing awareness of healthy lifestyle practices.

College students represent a particularly important target group for fitness awareness initiatives. The transition to higher education is often associated with lifestyle changes that may negatively impact physical activity levels and dietary habits. Limited time, academic commitments, and lack of health awareness can lead students to adopt behaviours that affect their long-term well-being. Therefore, interventions that provide practical fitness guidance and nutritional education are essential for fostering healthier habits during this stage of life.

To address this need, FitBuddy was developed as a student-led fitness awareness campaign aimed at promoting health and wellness through social media engagement. Conducted over a period of one month by a team of five students, the campaign shared educational content related to workout routines, dietary recommendations, fitness goals, and general health tips. The initiative sought to increase awareness of healthy lifestyle choices and encourage individuals to adopt positive fitness behaviours through regular digital interaction.

The FitBuddy campaign successfully attracted more than 100 followers and generated content engagement ranging from approximately 400 to 3,000 views per post. These engagement metrics provide an opportunity to examine the effectiveness of social media as a platform for health communication and fitness promotion. By evaluating the reach and audience response to the campaign, this study aims to explore the potential of student-led digital initiatives in improving fitness awareness among young adults. The purpose of this research is to assess the effectiveness of the FitBuddy campaign as a digital health promotion initiative and to examine how social media can be utilized to encourage healthier lifestyle choices. The findings of this study may contribute to the growing body of knowledge on social media-based health interventions and provide insights for future student-led wellness campaigns.

Research Objectives

The primary objective of this study is to evaluate the effectiveness of the FitBuddy fitness awareness campaign in promoting health and wellness information through social media platforms.

The specific objectives of the study are:

1. To examine the role of social media as a tool for fitness and health awareness among young adults.
2. To assess the reach and engagement of the FitBuddy campaign based on follower growth and content viewership metrics.
3. To evaluate the effectiveness of educational content related to fitness, nutrition, workout routines, and healthy lifestyle practices in attracting audience attention.
4. To explore the potential of student-led digital campaigns in promoting positive health behaviours and wellness awareness.
5. To identify the advantages and challenges of using social media platforms for health communication and fitness promotion.

Research Questions

The study seeks to answer the following research questions:

1. How effective is social media in promoting fitness awareness among young adults?
2. What level of audience engagement was achieved through the FitBuddy campaign?
3. How did fitness-related content influence audience interest in health and wellness topics?

4. Can student-led digital initiatives serve as effective tools for health promotion?
5. What lessons can be learned from the implementation of the FitBuddy campaign for future wellness initiatives?

Literature Review:

Social Media and Health Promotion

The increasing use of social media platforms has transformed the way health information is communicated to the public. Digital platforms provide organizations and individuals with the ability to disseminate health-related information quickly, interact with audiences, and encourage participation in health promotion activities. Previous studies have indicated that social media can be an effective tool for raising awareness about physical activity, nutrition, mental health, and disease prevention. The accessibility and interactive nature of these platforms make them particularly suitable for reaching younger populations.

Researchers have found that visual content, short educational messages, and user engagement features such as stories, polls, and comments can enhance audience participation and knowledge retention. As a result, social media-based campaigns have become increasingly important in modern public health communication strategies.

Fitness Awareness Among Young Adults

Young adults and college students often face challenges in maintaining healthy lifestyles due to academic responsibilities, limited time, and changing social environments. Several studies have reported declining levels of physical activity and increasing sedentary behavior among university students. Poor dietary habits, irregular sleep schedules, and insufficient exercise can contribute to long-term health risks.

Fitness awareness campaigns seek to address these concerns by educating individuals about the benefits of regular physical activity and balanced nutrition. Research suggests that awareness initiatives can positively influence attitudes toward exercise and motivate individuals to adopt healthier lifestyle practices. However, the effectiveness of such campaigns depends largely on the communication methods used and the level of audience engagement achieved.

Digital Health Communication

Digital health communication refers to the use of online technologies and communication platforms to share health information and influence health-related behaviors. Social media has emerged as one of the most widely used channels for digital health communication because of its broad reach and cost-effectiveness. Health organizations, educational institutions, and fitness professionals increasingly use digital platforms to provide educational content and encourage healthy behaviors.

Studies have demonstrated that consistent and informative content can improve public awareness and engagement. The use of multimedia elements such as images, videos, infographics, and interactive stories has been associated with higher levels of audience participation. Consequently, digital health campaigns have become a valuable component of contemporary health promotion efforts.

Student-Led Health Initiatives

Student-led initiatives play an important role in addressing health and wellness challenges within educational institutions. Peer-led programs are often effective because participants may perceive information shared by fellow students as more relatable and trustworthy. Research has shown that student involvement in health promotion activities can increase participation rates and create a stronger sense of community engagement.

Furthermore, student-led campaigns provide opportunities for leadership development, teamwork, and practical application of communication strategies. These initiatives contribute not only to public awareness but also to the personal and professional growth of the students organizing them.

Research Gap

Although numerous studies have examined social media-based health promotion and fitness awareness campaigns, limited research has focused on small-scale, student-led digital fitness initiatives within educational settings. Many existing studies emphasize large organizational campaigns or government-sponsored health programs. Therefore, there is a need to explore how student-led social media campaigns can contribute to fitness awareness and audience engagement.

The present study addresses this gap by examining the FitBuddy campaign, a month-long student-led fitness awareness initiative that utilized social media to promote healthy lifestyle practices. By evaluating audience reach and engagement, this research contributes to the understanding of how digital platforms can be leveraged by students to support health promotion objectives.

Methodology

Research Design

This study adopted a descriptive research design to evaluate the effectiveness of FitBuddy, a student-led fitness awareness campaign conducted through social media. The research aimed to examine audience engagement, content reach, and the role of digital platforms in promoting health and fitness awareness among young adults. A quantitative approach was employed through the analysis of social media engagement metrics generated during the campaign period.

Campaign Description

FitBuddy was a month-long fitness awareness campaign conducted in April 2024 through Instagram. The campaign was developed and managed by a team of three students with the objective of educating young adults about fitness, nutrition, and healthy lifestyle practices.

The campaign utilized multiple Instagram content formats, including posts, stories, and reels, to maximize audience engagement and information dissemination. Content was designed to provide practical and informative guidance on various aspects of health and fitness. Major topics covered during the campaign included fitness tips, diet recommendations, goal setting, weight gain guidance, workout routines, and healthy snack suggestions.

The researcher played a key role in content planning and development by designing content according to a predefined content calendar, conducting research on fitness and nutrition-related topics, and implementing strategies to improve audience reach and engagement.

Target Population

The target audience for the campaign consisted primarily of young adults and Generation Z individuals between the ages of 16 and 30 years. The campaign focused mainly on individuals within a university environment, where students often encounter challenges related to maintaining healthy lifestyles due to academic commitments, limited physical activity, and insufficient awareness of fitness-related practices.

Data Collection

Data were collected through Instagram analytics and publicly available engagement metrics during the campaign period. The study relied on platform-generated performance indicators to assess the effectiveness of the campaign.

The primary metrics analysed included:

- Follower growth
- Content views and reach
- Likes
- Comments
- Overall audience engagement

During the campaign, the Instagram page gained approximately 100 followers. Content performance ranged from a minimum of 400 views to a maximum of 3,000 views. On average, campaign content received approximately 70 likes and between 10 and 12 comments, indicating active audience interaction and engagement.

Data Analysis

The collected data were analyzed using descriptive statistical techniques. Engagement metrics were examined to evaluate audience response and the effectiveness of the campaign's communication strategy. Performance indicators such as follower growth, content reach, views, likes, and comments were used to measure audience interest and participation.

The analysis focused on identifying patterns of engagement across different content formats and determining the effectiveness of Instagram as a platform for promoting fitness awareness and healthy lifestyle behaviors among young adults.

Research Team

The FitBuddy campaign was managed by a team of three students. Responsibilities were distributed among team members to ensure effective content creation, campaign management, and audience engagement. The researcher contributed to content planning, topic research, content development, and strategies aimed at increasing campaign visibility and audience reach.

Ethical Considerations

The study utilized only publicly available social media analytics and engagement data generated through Instagram. No personal, confidential, or sensitive information was collected from followers or participants. Audience data were analyzed in an aggregated form to maintain privacy and ensure compliance with ethical research practices. Participation in content engagement was voluntary, and no individual user identities were disclosed in this study.

Results

Campaign Reach and Growth

The FitBuddy fitness awareness campaign was conducted on Instagram throughout April 2024 with the objective of promoting fitness and healthy lifestyle practices among young adults and Generation Z individuals. During the campaign period, the Instagram page gained approximately 100 followers, demonstrating the ability of the campaign to attract an audience interested in fitness and wellness-related content.

The campaign utilized multiple content formats, including posts, stories, and reels, to maximize audience engagement and visibility. The use of diverse content formats enabled the campaign to reach users through different forms of interaction and content consumption.

Content Performance

Analysis of Instagram analytics revealed that campaign content achieved substantial reach throughout the study period. Individual content pieces generated between 400 and 4,000 views, indicating variability in

audience engagement across different topics and content formats.

The highest-performing content reached approximately 4,000 views, while the lowest-performing content received approximately 400 views. These results demonstrate that the campaign was successful in extending its reach beyond its follower base and engaging a broader audience on the platform.

Table 1: Content Performance Metrics

Metric	Result
Followers Gained	100
Lowest Content Views	400
Highest Content Views	3,000
Average Likes	70
Average Comments	10–12
Content Formats Used	Posts, Stories, Reels

Audience Engagement

Audience engagement was measured through likes and comments received on campaign content. On average, posts received approximately 70 likes and between 10 and 12 comments. These engagement indicators suggest active audience participation and interaction with the fitness-related information shared during the campaign.

The comment activity further demonstrated audience interest in the campaign topics, indicating that users were not only consuming the content but also engaging in discussions related to health and fitness.

Content Categories

The FitBuddy campaign covered multiple fitness and wellness topics to address different audience interests and informational needs. The major content categories included:

- Fitness tips
- Diet and nutrition guidance
- Goal-setting strategies
- Weight gain recommendations
- Workout routines
- Healthy snack suggestions

This variety of content enabled the campaign to provide comprehensive fitness-related information and cater to a broader segment of the target audience.

Summary of Findings

The analysis of campaign performance revealed several key findings:

1. The campaign successfully gained 100 followers during the one-month period.
2. Content reached between 400 and 4,000 views, indicating substantial audience exposure.
3. Audience engagement remained consistent, with an average of 70 likes and 10–12 comments per content piece.
4. The use of posts, stories, and reels contributed to audience reach and engagement.
5. Fitness, nutrition, workout, and healthy lifestyle content generated positive audience interaction throughout the campaign.

These findings provide evidence that the FitBuddy campaign effectively utilized Instagram as a platform for fitness awareness and audience engagement among young adults.

Discussion

The purpose of this study was to evaluate the effectiveness of FitBuddy, a student-led fitness awareness campaign conducted through Instagram. The findings indicate that social media can serve as an effective platform for promoting health and fitness information among young adults and Generation Z audiences. One of the key findings of the study was the campaign's ability to attract 100 followers within a one-month period. Although the campaign was conducted on a relatively small scale, the follower growth demonstrates that there is interest among young adults in fitness-related content delivered through digital platforms. This finding supports previous research suggesting that social media provides an accessible and engaging medium for health promotion and awareness initiatives.

The content reach achieved by the campaign further highlights the effectiveness of Instagram as a communication tool. Individual posts, stories, and reels generated between 400 and 4,000 views, indicating that the content reached audiences beyond the immediate follower base. This suggests that Instagram's content distribution features can help increase the visibility of educational health content and enable awareness campaigns to reach larger audiences without significant financial investment.

Audience engagement metrics also provide evidence of the campaign's effectiveness. The average of 70 likes and 10–12 comments per content piece demonstrates that users actively interacted with the content rather than simply viewing it. Such engagement is important because it reflects audience interest and may contribute to greater awareness and retention of health-related information. Active participation through comments further indicates that the campaign encouraged discussion and interaction regarding fitness and healthy lifestyle practices.

The variety of topics covered by the campaign may have contributed to its positive performance. By addressing fitness tips, diet recommendations, workout routines, weight gain guidance, goal setting, and healthy snack options, the campaign provided information relevant to different audience needs and fitness goals. This diversity likely increased the appeal of the content and allowed the campaign to engage individuals with varying interests and levels of fitness knowledge.

Another important finding is the role of student-led initiatives in health promotion. The success of FitBuddy demonstrates that students can effectively utilize digital platforms to create and disseminate health-related information. Student-led campaigns may be particularly effective because they are often designed by individuals who understand the interests, challenges, and communication preferences of their peers. As a result, the content may be perceived as more relatable and accessible than traditional health communication methods.

Despite the positive outcomes, the study has certain limitations. The campaign was conducted over a relatively short period of one month and relied primarily on social media engagement metrics rather than direct measures of behavioural change. While engagement indicators provide evidence of audience interest, they do not necessarily confirm whether participants adopted healthier lifestyle practices as a result of the campaign. Future studies could incorporate surveys, interviews, or longitudinal tracking to assess changes in fitness behaviours and health awareness more accurately.

Overall, the findings suggest that Instagram can be an effective platform for fitness awareness campaigns and that student-led digital initiatives have significant potential to contribute to health promotion efforts. The success of FitBuddy demonstrates how social media can be leveraged to educate, engage, and

motivate young adults toward healthier lifestyle choices while providing a cost-effective approach to public health communication.

Conclusion

This study examined the effectiveness of FitBuddy, a student-led fitness awareness campaign conducted on Instagram during April 2024. The campaign was designed to promote health and wellness among young adults and Generation Z individuals through educational content focused on fitness, nutrition, workout routines, goal setting, weight gain guidance, and healthy lifestyle practices.

The findings indicate that social media can serve as an effective platform for health communication and fitness awareness. Over the one-month campaign period, FitBuddy gained 100 followers and achieved content reach ranging from 400 to 4,000 views. Audience engagement was reflected through an average of 70 likes and 10–12 comments per content piece, demonstrating active interaction with the information shared through the platform.

The results suggest that student-led digital campaigns have the potential to successfully engage young audiences and disseminate health-related knowledge in an accessible and cost-effective manner. The use of diverse content formats, including posts, stories, and reels, contributed to audience reach and engagement, highlighting the importance of utilizing multiple communication methods within social media campaigns.

Although the study relied primarily on engagement metrics and did not directly measure behavioural changes among participants, the findings provide evidence that social media-based fitness awareness initiatives can effectively increase exposure to health-related information and encourage audience participation. The campaign demonstrates how students can leverage digital platforms to contribute to health promotion efforts within educational communities.

In conclusion, FitBuddy successfully achieved its objective of promoting fitness awareness through social media. The study reinforces the growing role of digital platforms in health communication and highlights the potential of student-led initiatives to support wellness education among young adults. Future research should explore the long-term impact of such campaigns on health behaviours and incorporate direct measures of awareness and lifestyle change to further evaluate their effectiveness.

Limitations of the Study

While the study provides valuable insights into the effectiveness of a student-led fitness awareness campaign conducted through social media, several limitations should be acknowledged.

First, the study was conducted over a relatively short period of one month. As a result, the findings primarily reflect short-term audience engagement and do not capture the long-term impact of the campaign on participants' fitness awareness or behavioural changes.

Second, the campaign was implemented on a single social media platform, Instagram. Consequently, the findings may not be generalizable to other digital platforms such as Facebook, YouTube, X (formerly Twitter), or LinkedIn, where user demographics and engagement patterns may differ.

Third, the study relied primarily on social media analytics and engagement metrics, including views, likes, comments, and follower growth. While these indicators provide useful information about audience reach and interaction, they do not directly measure changes in knowledge, attitudes, or health-related behaviours among participants.

Fourth, the campaign targeted a specific audience consisting mainly of university students, young adults, and Generation Z individuals. Therefore, the findings may not accurately represent the effectiveness of similar campaigns among other age groups or demographic populations.

Fifth, the study did not incorporate surveys, interviews, or feedback questionnaires to collect detailed participant perspectives. The absence of direct participant feedback limits the ability to understand how the audience perceived the content and whether the campaign influenced their lifestyle choices.

Finally, the relatively small scale of the campaign, including a follower base of approximately 100 individuals, may limit the broader applicability of the findings. Larger campaigns involving more participants and longer durations may produce different outcomes and provide a more comprehensive understanding of social media-based fitness awareness initiatives.

Despite these limitations, the study offers valuable insights into the potential of student-led social media campaigns to promote fitness awareness and engage young audiences in health-related discussions.

References

1. Abioye, A. I., Hajifathalian, K., & Danaei, G. (2013). Do mass media campaigns improve physical activity? A systematic review and meta-analysis. *Archives of Public Health*, 71(20).
2. Chau, M. M., Burgermaster, M., & Mamykina, L. (2018). The use of social media in nutrition interventions for adolescents and young adults: A systematic review. *International Journal of Medical Informatics*, 120, 77–91.
3. Dunlop, S., Freeman, B., & Jones, S. C. (2016). Marketing to youth in the digital age: The promotion of healthy behaviours through social media. *Media and Communication*, 4(3), 35–49.
4. Ghahramani, A., de Courten, M., & Prokofieva, M. (2022). The potential of social media in health promotion beyond creating awareness: An integrative review. *BMC Public Health*, 22, 2402.
5. Goodyear, V. A., Wood, G., Skinner, B., & Thompson, J. L. (2021). The effect of social media interventions on physical activity and dietary behaviours in young people and adults: A systematic review. *International Journal of Behavioral Nutrition and Physical Activity*, 18(72).
6. Günther, L., Schleberger, S., & Pischke, C. R. (2021). Effectiveness of social media-based interventions for the promotion of physical activity: Scoping review. *International Journal of Environmental Research and Public Health*, 18(24), 13018.
7. Günther, L., Schleberger, S., & Pischke, C. R. (2022). Effectiveness of social media-based interventions for the promotion of physical activity: Scoping review. *European Journal of Public Health*, 32(Supplement_2).
8. Klassen, K. M., Douglass, C. H., Brennan, L., Truby, H., & Lim, M. S. C. (2018). Social media use for nutrition outcomes in young adults: A mixed-methods systematic review. *International Journal of Behavioral Nutrition and Physical Activity*, 15(70).
9. Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., Irwin, A., & Hoving, C. (2013). A new dimension of health care: A systematic review of the uses, benefits, and limitations of social media for health communication. *Journal of Medical Internet Research*, 15(4), e85.
10. Okely, A. D., Kontsevaya, A., Ng, J., & Abdeta, C. (2021). 2020 WHO guidelines on physical activity and sedentary behavior. *Sports Medicine and Health Science*, 3(2), 115–118.
11. Segar, M. L., Marques, M. M., Palmeira, A. L., & Okely, A. D. (2020). Everything counts in sending the right message: Science-based messaging implications from the 2020 WHO guidelines on physical

- activity and sedentary behaviour. *International Journal of Behavioral Nutrition and Physical Activity*, 17(135).
12. van der Ploeg, H. P., & Bull, F. C. (2020). Invest in physical activity to protect and promote health: The 2020 WHO guidelines on physical activity and sedentary behaviour. *International Journal of Behavioral Nutrition and Physical Activity*, 17(145).
 13. DiPietro, L., Al-Ansari, S. S., Biddle, S. J. H., et al. (2020). Advancing the global physical activity agenda: Recommendations for future research by the 2020 WHO physical activity and sedentary behavior guidelines development group. *International Journal of Behavioral Nutrition and Physical Activity*, 17(143).
 14. King, A. C., Whitt-Glover, M. C., Marquez, D. X., Buman, M. P., Napolitano, M. A., Jakicic, J., & Fulton, J. E. (2019). Physical activity promotion: Highlights from the 2018 Physical Activity Guidelines Advisory Committee systematic review. *Medicine & Science in Sports & Exercise*, 51(6), 1340–1353.
 15. World Health Organization. (2020). *WHO guidelines on physical activity and sedentary behaviour*. Geneva: World Health Organization.
 16. World Health Organization. (2022). *Global status report on physical activity 2022*. Geneva: World Health Organization.
 17. Shaw, G., & Karami, A. (2018). An exploratory study of (#)Exercise in the Twittersphere. *arXiv Preprint arXiv:1812.03260*.
 18. Benavides, C., Benítez-Andrades, J. A., Marqués-Sánchez, P., & Arias, N. (2024). eHealth intervention to improve health habits in the adolescent population: Mixed methods study. *Journal of Medical Internet Research*.
 19. Yfantidou, S., Sermpetis, P., & Vakali, A. (2022). 12 years of self-tracking for promoting physical activity from a user diversity perspective: Taking stock and thinking ahead. *arXiv Preprint arXiv:2206.01421*.
 20. Yan, S. B. Y., Gunasekeran, D. V., Tan, C., et al. (2025). Evaluation of a national digitally-enabled health promotion campaign for mental health awareness using social media platforms TikTok, Facebook, Instagram, and YouTube. *arXiv Preprint*.