**BACKGROUND OF THE STUDY**

Concerns over social media's possible implications on mental health have grown in recent years due to its widespread integration into people's daily lives, especially among younger people. The emergence of the so-called "digital native" generation—a group that grew up at a period of extensive technology and social media use—has highlighted the necessity of looking into the effects of these digital interactions.

Social media platforms are now essential means of social interaction, information sharing, and communication. But the attraction of these platforms and their widespread use begs the question of how they affect people's mental health, particularly that of students. Examining the complex relationship between social media use and mental health can be done in a unique setting—the academic setting, with its demands for communication, pressures, and problems.

This study is best conducted at the University of Caloocan City, where a varied student body actively uses a variety of social media sites. In this dynamic and linked digital ecosystem, the academic year 2023–2024 offers a timely chance to investigate the substantial effects of social media on students' mental health. Our goal is to provide insightful information regarding the complex relationship between students' mental health and social media use to educational institutions, politicians, and the general public.