

This study focuses on how educating people through social media platforms can help reduce the mental health consequences of the COVID-19 to manage the global health crisis. The pandemic has posed a global mental health crisis, and correct information is indispensable to dispel uncertainty, fear, and mental stress to unify global communities in collective combat against COVID-19 disease worldwide. Mounting studies specified that manifestly endless coronavirus-related newsfeeds and death numbers considerably increased the risk of global mental health issues. Social media provided positive and negative data, and the COVID-19 has resulted in a worldwide infodemic. It has eroded public trust and impeded virus restraint, which outlived the coronavirus pandemic itself.

The COVID-19 has resulted in over 108.16 million confirmed cases, deaths over 2.374 million, and a recovery of 80.16 million people worldwide, as of February 12, 2021. This study focused on exploring the COVID-19 pandemic's adverse effects on global public health and the indispensable role of social media to provide the correct information in the COVID-19 health crisis. The findings' generalizability offers helpful insight for crisis management and contributes to the scientific literature. The results might provide a stepping-stone for conduct future empirical studies by including other factors to conclude exciting developments.

The emergence of the COVID-19 pandemic developed a global public health crisis. People faced many problems and difficulties to resume their normal life functions like before, as the COVID-19 fears, uncertainty, and stress were too much manage virtually. The COVID-19 health crisis also affected marital life among couples

In the advent of the COVID-19 pandemic, people are using social media more than usual routine because they rely on news sources from online sources to seek health information for themselves and their loved ones. Social media platforms' usage has become a welcome relief in the health disaster and global crisis during the ongoing COVID-19 pandemic

The US Census Bureau surveyed more than 42% of people and identified symptoms of depression and higher anxiety levels in December 2020, which was 11% higher than the previous year. The survey findings of Hazarika reported similar results of COVID-19 mental stress worldwide. When the global health crisis of COVID-19 struck, a telephone service supported by Assam police studied 239 callers in April 2020 and found that 46% had anxiety, 22% indicated depression symptoms, and 5% had suicidal thoughts. It was enough evidence to convince the Government to launch a countrywide remote mental health telephonic service to tackle mental health wellbeing. Physical activities could be medicine for non-communicable diseases

Indeed, social media platforms have provided easy access to seeking health information, which empowered people to evaluate health-related risks and manage global health concerns. Social media users typically produce and share health information available through local and international sources in response to a worldwide public health crisis. In the meantime, health professionals and governments have been adopting social media tools to contain and manage health crisis adverse consequences, such as the anthrax attack in various US cities in September 2001, the 2015 California measles outbreak, and the 2009 Beijing crisis of H1N1 influenza flu. The existing literature evidenced that scholars conducted many studies to investigate how the public seeks, creates, and shares health information through the online source in the health emergency crisis. Earlier studies in this stream of health crisis mainly centred on users' channel selection. They identified that people had a greater tendency to rely on traditional media to seeking health information in health crisis events and routine contexts. In the emergence of health, crisis people use smartphones and social media more than traditional media to seek health information. In analyzing the mental health problems posed by the COVID-19 pandemic, one of the most significant scientific challenges is to make invisible emotional trauma visible and decipher the vital macro-scale social and technical factors involved.

The social media platforms provide the content of social support to the public seeking health information. The people suffering from health anxieties and medical conditions, social media offers them a significant benefit of correct online information. Social support explains the perception and practicality that how social networks care for and value of people within the networks. It explains how social networks embed individuals into social obligations and communication networks. The most popular one is how the social network is supportive, and localization of health through sports activities is also helpful. These supporting resources may include physical and emotional care and nourishment, advice, a sense of belonging (companionship), financial assistance (tangible), and personal advice (intangible). Social support refers to the perception and actualization of available aid, help, or the degree to which an individual is integrated into social obligation and network. The sources of social support are coworkers, friends, family members, and organizations. It involves exchanging available resources among people who perceive it as intended to improve the recipient's wellbeing. Effects of social support-related important factors have attracted many clinicians, researchers, scientists, and scholars worldwide. This study inspected the role of social support on mental health and individual well-being. Previous studies indicated that social support is a multidimensional concept based on information, emotion, and peer support to global communities.

Social media has provided a platform of updated information for the people who seek health-related information about the COVID-19 pandemic.¹⁰² People have faced significant pressure and health threat caused by the coronavirus pandemic, which has increased social media use, as people want to seek accurate health-related information and stay connected with peers, friends, and family.¹⁰³ Through social media applications, public communication and interaction go beyond personal messages delivery to seeking correct information and the full scope of the COVID-19 pandemic to develop a real sense of virus prevention.¹⁰⁴ The emergence of the COVID-19 outbreak has changed

life patterns in response to preventive measures.¹⁰⁵ The ongoing global health crisis has developed a strong sense of coronavirus contagious disease prevention. It might promote health behavior changes, such as maintaining social distancing, using sanitizer, wearing masks, and washing hands. The health behavior theories explain the health behavior model,¹⁰⁶ which describes why individuals fail to adopt preventive measures or screening tests for the early detection of infectious disease.¹⁰⁷ The health behavior model helps understand the useful strategies to improve people's health behavior, like adherence to medical treatment against the disease.¹⁰⁸ The HBM explains that people start to be involved in health-related behavior when people perceive susceptibility to a contagious disease, which has severe health consequences. Its benefits to health-related human behavior outweigh the barriers.¹⁰⁹

This study's primary purpose is to investigate the indispensable role of social media in the development of COVID-19 and to explore how social media can provide reliable information to ordinary people worldwide. The world needs to restore, and the entire country's blockade is no longer a concrete solution because the economy must return to normality as soon as possible. The application of social media technology plays a vital role in responding to the most critical global health crisis. Social media provides up-to-date and reliable information to the public. The media platforms assist in adopting virtual learning and teaching models to continue providing education in the interim of the COVID-19 pandemic. Globally, most countries have imposed restrictions on physical interaction and face-to-face education at all levels of education to minimize the infection transmission risk of the COVID-19. Educational institutions have turned almost overnight to online teaching, learning, and virtual education to facilitate their student communities. It helps to reduce stress and provide relief to students. The study explores how the COVID-19 pandemic is causing mental health problems around the world. This study shows Pakistan's background and its global impact in the context of the COVID-19 pandemic. Government officials have chosen smart lock-in, suppression, and mitigation strategies to reduce mental health problems in the existing environment of global health emergencies.

