BIoHS - Journal
Britain International of Humanities and Social Sciences Journal
| Publish : February - June - October |
E-ISSN: 2685-3868
P-ISSN: 2685-1989
http://biarjournal.com/index.php/biohs

Instagram and Leadership Empowerment of Women in Lagos, Nigeria

Sunday Ogbonna[1], Ayomikun Anuoluwapo Ijale[2], Bashir A. Ambi-Mohammed[3], Olayinka Babatunde Adebogun[4], Doyinsola Aduloju Ayokanmi[5]

[1,2,5]Department of Mass Communication, Caleb University, Imota, Lagos, Nigeria
[3] Head, Communications & Marketing, International Maritime Institute of Nigeria (IMION), NNS QUORRA, No. 1, Harbour Road, Apapa, Lagos, Nigeria.
[4]Department of Political Science and International Relations, Caleb University, Imota, Lagos

Abstract: *Instagram has evolved from a photo-sharing application into a strategic space for self-presentation, professional visibility, and social influence. Yet existing research on women's empowerment through social media largely focuses on commercial outcomes, with limited attention to leadership, voice, and community-building in specific urban African contexts. This study examined how women in Lagos, Nigeria, use Instagram to build and maintain personal brands, cultivate and sustain communities, and empower themselves and other women. Guided by Feminist Media Theory and Self-Presentation Theory, the study adopted a qualitative design. Data were collected through four Focus Group Discussions with 23 purposively selected women who actively use Instagram for leadership, entrepreneurship, mentorship, advocacy, and personal branding, and were analysed thematically. The findings show that participants deliberately use Instagram to communicate professional identity through educational, value-driven, and authentic content, and that Reels, Stories, polls, and direct messages strengthen their reach and engagement. Community building emerged as a relational process rooted in trust, responsiveness, and consistent value delivery rather than follower counts. Participants' empowerment strategies included knowledge sharing, mentorship, authentic storytelling, representation, advocacy, and practical opportunities such as business audits, collaborations, and exhibitions. Importantly, participants saw Instagram as an amplifier of leadership identities that are grounded offline in character, competence, and service, not as the source of those identities. The study concludes that Instagram is a catalyst for women's leadership empowerment in Lagos and recommends that women leaders prioritise authenticity, use interactive features intentionally, engage in mentorship, and build real-world capacity alongside their digital presence.*

Keywords: *Instagram; women's empowerment; leadership; personal branding; community building*

I. Introduction

Instagram, as a visually oriented social media platform, has consistently changed how individuals create their own identities, build personal brands, and engage in public discourse. In many contexts worldwide, women are leveraging Instagram not just for expression, but for building professional legitimacy, influencing norms, and positioning themselves as leaders in creative and professional fields. The term Instagram is derived from the words "instant," referring to quick photo capture, and "gram," reflecting rapid communication.

Since its introduction in October 2010, Instagram has experienced rapid expansion, surpassing 400 million active users by 2016 (Sachdeva et al., 2025). In recent years, social media, particularly visually oriented platforms such as Instagram, has evolved into a powerful arena for personal branding and professional self-expression (Baliarsingh et al., 2024; Prastiti & Taufiq, 2023). For many women, Instagram offers a space to craft a public identity,

DOI: *https://doi.org/10.5281/zenodo.24126668*

highlight personal and professional values, and reach audiences beyond traditional constraints (Aztari et al., 2024; Mlangeni et al., 2025). Studies show that users often engage with Instagram motivated by self-expression, validation, and the desire to challenge stereotypical gender norms, turning the platform into a tool for empowerment, communitybuilding, and socio-economic mobility (Neog, 2022; Mlangeni et al., 2025).

Compared to Facebook and Twitter, Instagram is considered more effective for engaging customers on the move, and over 50% of businesses reportedly use the platform for marketing purposes. (Feng et al., 2023; Kotiyal et al., 2023; Leban et al., 2020; Lang, 2014, as cited in Sachdeva et al., 2025). Through this digital visibility and self-presentation, women can build social capital, establish professional reputations, and assert leadership in creative and entrepreneurial domains (Baliarsingh et al., 2024; Prastiti & Taufiq, 2023; Balogun-Ibijunle et al., 2024).

The truth is the world has gone completely digital, and everyday, people, and especially women today, are taking up spaces and revolutionising what the people of ages past couldn't dare to dream of. Women are breaking the norms internationally, and we can see Dewi (2020) say evidently, social media can support women globally in empowering themselves, as these platforms possess numerous potential benefits as tools for empowerment (Aduloju, 2016). Arguably, the research found that higher usage intensity of social media is associated with a certain level of increased happiness among businesswomen, very fascinating.

Within Nigeria, empirical studies have begun to unpack these dynamics. Enyinnaya (2025) observes that Igbo women designers use Instagram's visual aesthetics, captioning, hashtags, and stories to resist traditional norms of femininity and to foreground cultural authenticity. Igbo women fashion designers are using digital platforms like Instagram to revive and spread Nsibidi ideography globally. This efforts help preserve a historically marginalised culture that could otherwise be kept unknown while making it accessible to women and noninitiated groups who were previously excluded by patriarchal and colonial barriers. Consequentially, in Nigeria, and broadly speaking in other countries, Instagram, has radically changed how people, and especially women, form their personal identities, create their personal brands, and participate in social discourse (Okoiwu et al., 2001; Ayokanmi, 2025).

The concept of social media entrepreneurship has become a possible means of livelihood; whereby, to most of the Nigerians, social media platforms like Instagram have availed resources, markets and networks which did not exist before, thus allowing small businesses and entrepreneurs to grow, connect with consumers and gain visibility (Ekwugha & Udensi, 2023). To female youths and undergraduates in Nigeria, the use of Instagram has significant effect on self-perception, body image, and self-esteem, which demonstrates how social media shapes the identity construction and self-concept in the local setting (Chiaghana, Uchendu & Obi, 2024). In addition, the combination of social media use with social support, influence of peers, and sense of belonging results in a substantial impact on self-concept among the youths in Nigeria, suggesting that online activities lead to the establishment of identity and psychological well-being (Omeye & Ma'rof, 2024).

Social media entrepreneurship not only serves as a tool for economic empowerment and wealth creation but also provides opportunities for social mobility and improved livelihoods (Dwivedi et al., 2021). These remarks indicate that Instagram can become a powerful tool of socio-economic empowerment, especially in women who have to face gender and structural limitations (Aduloju, 2026). In addition to its economic aspects, social media helps

communities to build and share identities with each other, strengthening social connections and allowing people engage in broader cultural and societal discourses (Kehinde-Awoyele & Oyewole, 2024).

It is in the light of this that it becomes necessary to explore how women use Instagram as a unique tool of empowerment among themselves, namely, how they negotiate opportunities, overcome challenges, demonstrate leadership within their niche, and use online spaces to create identity and accumulate social capital (Agbaje et al., 2026). This research also seeks to motivate women to utilize Instagram as an empowerment tool by examining the specific challenges they face, the opportunities available, and the effectiveness of the strategies employed by female entrepreneurs just like them.

1.1 Problem Statement

Despite the expanding literature on digital media and women's empowerment, significant gaps remain in understanding how platforms such as Instagram empower women beyond economic outcomes (Ogbonna et al., 2019). Modern businesses increasingly treat social media platforms as central channels for marketing and communication, investing resources to leverage these channels for outreach, engagement, and business performance, (Mei & Genet, 2024; Korzyński et al 2020). Although these studies are quite valuable, they predominantly conceptualise empowerment from a commercial or market-driven perspective, leaving other forms of empowerment under-explored (Aondover & Ademosu, 2025).

First, there is limited research on how Instagram supports voice, visibility, and leadership development among women outside entrepreneurial contexts. Scholars have emphasised that digital platforms serve as crucial spaces for identity work, feminist expression, and confidence-building (Gill & Orgad, 2022). However, few empirical studies examine how women use Instagram to challenge norms, create a community, or how all these translate into leadership roles. The way Instagram strategies enable women articulate opinions, challenge social expectations, establish authority, and lead initiatives both online and offline remain insufficiently documented (Obasi & Msughter, 2023).

Second, research tends to focus on Western environments or broad African contexts, with little attention paid to specific urban districts. Lagos, Nigeria hosts a vibrant creative economy, womenled industries; and a rapidly evolving digital culture, remain under-represented in academic discourse (Obiora & Ogbonna, 2004). Only limited research considers how local social norms, cultural expectations, and community dynamics shape young women's engagement with Instagram in such settings (Adegbola & Culver, 2022).

Finally, while studies on personal branding and business growth are abundant, there is still inadequate understanding of the psychological, social, and organizational dimensions of empowerment that Instagram may facilitate. Studies in recent years reveal that social media affects identity formation, self-esteem, and self-perception among youths (Omeye & Ma'rof, 2024).

Authentic and active participation has been associated with higher levels of self-acceptance and more defined personal identity. Yet, research linking Instagram use to women's leadership identity, confidence-building, mentorship opportunities, support networks, and barriers remains sparse. Overall, these gaps highlight the need for deeper, context-specific inquiry into how Instagram contributes to women's ability to speak up, influence others, and assume leadership roles, particularly within Lagos.

1.2 Research Questions

To guide this study, the following research questions were tackled.

a. How do these women use Instagram to build and maintain their personal brands?
b. How do these women use Instagram to build and sustain communities?
c. What empowerment strategies do these women employ to empower themselves and other women through Instagram?

II. Review of Literature

2.1 Social Media, Online Platforms, Empowerment in the Digital World and Women Use of Instagram in Nigeria

This section is made up of three major parts: the Conceptual Review that dwells on the essential concepts and themes in the relevant literature; the Theoretical review that dwells on the major theories that support the study; and the Empirical Review that discusses the prior research results on the subject of digital empowerment, use of social media, and online leadership practise by women in Nigeria.

Personal communication, self-expression, networking, accessing of opportunities in the world has all been revolutionised by the social media. It is becoming recognised as a group of internet-based services that allow users to create, share and engage with user-created material and create sustainable networks and online communities (Aichner et al., 2021). These platforms are considered as mass-personal communication systems, which determine how individual people shape their identities, how they present themselves, and socialise online (Aichner et al., 2021; Vitalis et al., 2025).

Instagram is unique compared to other sites because it focuses on images, videos, styles, and visual narratives. The platform itself, including Storys, Reels, IG Live, Highlights and Hashtags, provides users with numerous options to express their identities and display their talents as well as communicate with their communities (Leaver, Highfield & Abidin, 2020).

According to Prastiti and Taufiq (2025), Instagram is now a highly edited digital platform where users carefully craft their online images with the use of selective imagery, captions and posts to create a perception about themselves. Akritidou, Megaris, and Georgaca (2024) believe that strategic self-presentation is possible through Instagram to allow individuals, especially women, to establish mediated identities that co-determine both self-perception and social perception (Aliyu et al., 2023).

Yoanita et al. (2022) argue that many younger users use Instagram as a digital portfolio, and they use numerous accounts to demonstrate fairly different self-representations and seek deliberate selfbranding. The paper by Hernandez-Serrano et al. (2022) reveals that teens also use Instagram and Tik Tok to explore identity with a curated content which confirms the functions of these platforms in digital self-construction (Akintayo et al., 2027).

Finseras et al. (2024) warn about the fact that the necessity to maintain a refined and controlled image online can lead to perfectionism, social comparison, and mental discomfort. Authentic selfpresentation on Instagram has been shown to support identity formation and foster self-acceptance, particularly among young women navigating personal and professional transitions (Manago et al., 2020).

Instagram, in the Nigerian context, has emerged as an online platform where women especially those in the creative and professional fields showcase photography, fashion, design, makeup art, videography, writing and thought leadership (Eze, 2021). This is a creative culture where empowerment is possible through other forms than monetary benefit because women develop voice, confidence, and power (Idris & Msughter, 2023).

Empirical studies indicate that Instagram has become one of the most widely used platforms among young people, largely due to its visual appeal, entertainment value, networking opportunities, and perceived social prestige (Sheldon & Bryant, 2020; Ogbonna & Fayoyin, 2025). In cities like Lagos, internet penetration is high, as well as, the digital culture, which places Instagram at the centre of creatives, students, professionals, and entrepreneurs. The women in such settings use Instagram to not only have fun but also to develop themselves, self-brand, build a community and lead. Their use behaviour is often indicative of the desire to gain independence, self-identify and empowerment in an ever-fiercely digitalized society.

2.2 Theoretical Review

The three key theories that form the basis of this thesis are Feminist Media Theory and Self-Presentation Theory, as they elucidate the process through which women use Instagram to empower themselves, creates spaces of expressive agency, and foster leadership growth. Taken together, these structures provide information about how women negotiate with digital space, build identities, address audiences, as well as utilise media resources to develop confidence, articulation, and leadership skills.

2.3 Feminist Media Theory

Feminist Media Theory examines how women interact with, challenge, and reconfigure media spaces. It explores how women negotiate, resist, and reshape media spaces, highlighting the dual role of media in reinforcing gender inequality and enabling empowerment and feminist expression (Gowda, 2024; Yin & Zhang, 2024).

The initial feminist media theorists recognised the tendency of traditional media as replicated through film, television, and print where women are marginalised or lacked a complete perspective apart from stereotypical images (Mojaye & Aondover, 2022). Contemporary feminist scholars argue that digital platforms can both reproduce gender inequalities and provide opportunities for empowerment, activism, and identity construction (Li, 2025; Gowda, 2022). Modern feminist critics further contend that social media expands women's agency, visibility, and collective power by enabling feminist discourse, online activism, and transnational feminist solidarity (Xie, 2025; Weng, 2024).

One principle of Feminist Media Theory holds the idea that women use media to challenge gender stereotypes, express our identity and develop communities of comrades. Instagram, as a sphere of social media, provides women with the opportunity to raise their voices independently without the involvement of gatekeepers who dominated the genre of representation in traditional media (Ogbonna & Okafo, 2020; Gill & Orgad, 2022). Through branding, captions, campaigns, reels and stories, women create their own narratives which reflect their experiences, beliefs, values and dreams.

Digital feminism has been conceptualised as a form of online self-expression and activism, where women use social media platforms to produce creative content that enhances their visibility, agency, and collective empowerment (Caldeira, 2024; Weng, 2024; Istiqomah,

2024; Moropefoluwa et al., 2024). Feminist Media Theory explains how women in Lagos use Instagram to create voice and visibility in a social world in which cultural values might suppress their leadership. By creating content and sharing personal narratives and community organizing, these women challenge limiting standards and establish themselves as self-assured and empowered participants. The theory provides an opportunity to view empowerment as comprising of economic, psychological, expressive, social and identity aspects.

2.4 Self-Presentation Theory

The Self-Presentation Theory developed by Erving Goffman (1959) assumes that the self -presentation of individuals is a conscious task that is carried out by an individual who is presented in different manners within diverse social settings. This is translated into the online identity curation stage during the digital age in terms of images, captions, and content themes. Recent studies argue that social media platforms, particularly Instagram, enable users to perform and curate identities that reflect their desired self-presentation, social roles, and aspirational personas (Marwick & Boyd, 2021; Zhang et al., 2022; Malik et al., 2020; Moropefoluwa et al., 2024).

The theory of Self-Presentation is especially relevant to Instagram due to its visual nature, which promotes the deliberate creation of an image or a brand. Users create selected feeds, highlight reels, and stylised forms that convey values, aspirations, and accomplishments (Adebogun et al., 2025). This is no longer a question of aesthetics, but it helps to build a personal brandwith self-confidence, self-identity exploration, and also the feeling that one can be seen, appreciated, and listened to.

Recent research indicates that online self-presentation on social media platforms such as Instagram can enhance self-awareness and self-esteem among women through positive audience feedback, social validation, and supportive digital communities (Malik et al., 2020; Yang et al., 2022; Caldeira, 2024).

2.4 Empirical Review

In a research on women in the city of Indonesia, which involved Instagram, Facebook, WhatsApp, and YouTube platforms, it was discovered that social media is not only economically empowering due to digital entrepreneurship activity but also contributes to civic engagement, self-awareness, community, and maternal/family well-being. According to a 2020 study conducted under the title "Investigating the Impact of Instagram on Women Entrepreneurs Empowerment", the researchers claim that the social media characteristics (e.g., information sharing, collaboration, participation, and interactive content) help women entrepreneurs (especially SMEs) to address resource constraints, develop networks, and gain social capital.

The social media literature on social media, in general, outside of the entrepreneurial context, indicates that these mediums provide an environment, in which people can mobilise collectively, build communities, and even promote gender equality. To illustrate, a 2024 study about the possibility of using social media to enhance gender equality and female empowerment identifies that the involvement can change social norms, break stereotypes, and positively influence the marginalised voices. The empowerment effect of social media is also witnessed in psychological, social and civic realms in other contexts beyond the business world.

The growing international evidence backs the theory that digital platforms, such as Instagram, do not just promote business or economic success, but they provide self-

understanding, civil society, social connections, identity, and empowerment (Msughter et al., 2022). These results support the idea of Instagram as a multidimensional empowerment tool, and not just for entrepreneurship.

Recent empirical research by women in South-West Nigeria in 2025 evaluated the impact of the use of social media on the results of empowerment programmes. The results show that a significant number of respondents said they reaped personal benefits: acquisition of new skills, the acquisition of confidence, and an increased self-understanding of rights and opportunities. Despite the fact that financial benefits were not as widespread, social media offered worthwhile non-economic empowerment - in self-confidence, awareness, and participation.

An article on the blogosphere in Nigeria (2022) has demonstrated that female bloggers have highly influenced feminine identity and self-expression, as well as networking opportunities. These women exchanged knowledge, created portfolios, and formed networks through blogging and the creation of online content, which makes the digital media (including Instagram-like spaces) potentially influential in helping to create a new social identity and agency of women.

A 2024 study of female undergraduates of a university in Anambra State in Nigeria revealed that the use of Instagram had a quantifiable effect on body image and self-esteem. Although the research does not focus on leadership, it does prove that Instagram has psychological and identityrelated outcomes on young women, which is important in empowerment, self-confidence and possibly in the ability to speak up and lead.

An example of a 2025 study examining social media usage by female Nigerian graduates is that social media provides women with opportunities in networking, self-empowerment, experience in creativity, and social mobility that face constrained traditional employment opportunities (Onyejelem & Aondover, 2024; Olufemi et al., 2025). It means that there is a shift in the interactions of young Nigerian women with digital platforms to influence individual growth and independence.

III. Research Methods

The research method used in this study is a qualitative one. Qualitative approaches are good in studying the social phenomena, especially identity, empowerment, and digital practises. The use of Instagram is extremely personal and situation specific, and as such, qualitative inquiry would enable the researcher to capture rich and detailed descriptions of how women negotiate the platform to express themselves and lead.

The study population comprised women in Lagos State who actively use Instagram for leadership, entrepreneurship, mentorship, advocacy, personal branding, or community development. While the broader target population is the estimated 12.2 million women residing in Lagos State, this study specifically focused on women who met the study's inclusion criteria and could provide rich information on Instagram and leadership empowerment. They engage with Instagram as a digital platform for self-expression, identity construction, and empowerment. Lagos State provides a relevant context for this research due to its large, diverse population and high level of digital and social media engagement, particularly among women who utilize online platforms to build visibility, influence, and leadership across professional, religious, entrepreneurial, and personal development spaces (Idris & Msughter, 2022).

In qualitative research, sample size is guided by the principle of data saturation, defined as the point at which additional data no longer generate new themes or insights (Hennink et al., 2020). Rather than aiming for statistical generalization, qualitative inquiry prioritizes depth, contextual richness, and meaningful interpretation. For this study, a total of 24 women were selected and organized into four focus group discussions consisting of six participants each. Methodological literature indicates that focus groups of 6–8 participants are optimal for encouraging interaction while ensuring that each participant has adequate opportunity to contribute (Hennink et al., 2020). This size facilitates rich discussion, collective reflection, and the co-construction of shared meanings, which are central to understanding leadership empowerment and digital engagement. Using four focus groups enhances analytical rigor by enabling both within-group exploration and cross-group comparison.

The data for this study will be collected using Focus Group Discussions (FGDs) as the primary source of qualitative data. This method was selected because it enables interactive dialogue among participants, allowing them to collectively reflect on their experiences, compare perspectives, and build on one another's insights regarding leadership empowerment and Instagram use. Four focus group discussions was conducted, each consisting of six participants, making a total of 24 women.

The primary research instrument for this study is a Focus Group Discussion (FGD) guide. The discussion guide was carefully developed from the research objectives to ensure alignment between the study's aims and the data collected. The instrument consists of open-ended, exploratory questions designed to stimulate interaction, reflection, and dialogue among participants.

Table 4.1: Participant Recruitment and Participation

Item	Number
Targeted participants	24
Participants invited	24
Participants who participated	23

Non-response/Absent participant(s)	1
Focus Group Discussions conducted	4

3.1 Demographic Profile of Participants

The study participants comprised 23 women who lived in Lagos, Nigeria and are social media influencers who were purposively selected for their active use of Instagram and experiences in personal branding and community-building for the purpose of empowering themselves in leadership. The panel had a wide mix of professionals from entrepreneurs to corporate professionals, content creators to media practitioners, business owners, consultants, creative professionals and more all together. This variety ensured a variety of different perspectives on how Instagram is used for influence, leadership, and empowerment.

The users were also of different ages, years using Instagram and size of online community. Some of them had built up big following by regular posting and community involvement, whereas some had small but active communities of likeminded practitioners for professional development. This was a variation that added depth to discussions by offering more perspectives into the opportunities and challenges of being a leader and empowered "Instagrammer". During data analysis, the data were anonymized, and pseudonyms were assigned or participant codes used, to preserve the confidentiality of the study participants and to ensure their anonymity. In the following the participants are identified by numbers e.g. P1, P2, etc. These are used as identifiers for quotations from the Focus Group Discussions to remain anonymous and to accurately capture the experiences and perspectives of the participants.

Variable	**Category**
Age Range	20 - 55
Occupation	Entrepreneurs, Corporate Professionals, Lawyers, Busniness Owners, Creatives, Fashion Designers, Content Creators
Years on Instagram	1-15 Years
Primary Use of Instagram	Personal Branding, Business Promotion, Community Building, Content Creation, Advocacy
Estimated Follower Range	<1,000-10,000+

IV. Result and Discussion

4.1Presentation and Analysis of Findings

The findings presented in this section are based on data obtained from the four Focus Group Discussions (FGDs) conducted with twenty-three women professionals, entrepreneurs, creatives, and business leaders in Lagos, Nigeria. The discussions were analysed using thematic analysis, whereby recurring ideas, patterns, and experiences shared by participants were identified and organised into themes corresponding with the research questions. Relevant verbatim quotations from participants are presented to support the interpretation of the findings while preserving the anonymity of participants.

Answer to Research Question One:

RQ1: How do these women use Instagram to build and maintain their personal brands?

4.2 Strategic Use of Instagram Features to Strengthen Personal Brands

Participants further discussed how specific Instagram features contribute to their branding efforts. Among the platform's various tools, reels emerged as the most effective for increasing audience reach and engagement. Nkechi Ilori explained that comparative experiments conducted on her organisation's content consistently showed that reels generated significantly higher engagement than static image posts. Likewise, Bimpe Adebisi described reels as her preferred format for delivering concise leadership lessons, while Tehila Okagbue highlighted the importance of stories, polls, and direct messaging in facilitating interaction with community members. These findings indicate that successful personal branding extends beyond simply having an Instagram account; it requires strategic use of platform features that maximise visibility, encourage engagement, and strengthen relationships with audiences.

"Reels tend to drive more views than ordinary posts." (FGD 1 – Nkechi Ilori)

"Polls help us understand what our audience actually wants." (FGD 2 – Tehila Okagbue)

4.3 Answer to Research Question Two:

RQ 2: How do these women use Instagram to build and sustain communities?

Strategic Content Creation as a Personal branding tool

Participants consistently indicated that they intentionally curate and share content that reflects their expertise, values, leadership style, and personal experiences. Instagram was described as a platform for showcasing knowledge, achievements, business journeys, and personal growth stories. Omobolanle Okosun explained that she intentionally shares content about her products, customer experiences, business journey, motivational messages, and exhibitions to communicate values such as honesty, creativity, hard work, and excellence. Similarly, Rosemary Ngenge noted that she relies on honest storytelling, voice-over content, motivational posts, and financial empowerment messages to establish a clear niche centered on entrepreneurship and financial freedom for women.

Dotun Arifalo stated that she shares content related to faith, leadership, personal development, mentorship, finances, and purpose because these areas represent the values she embodies as a pastor, mentor, coach, and author. Likewise, Uloma Asiegbu indicated that she uses Instagram to share branding insights, cultural narratives, women's empowerment stories, exhibition highlights, and creative processes, positioning herself as both a branding strategist and visual artist.Other participants including Oluwatosin Olonilua, Anjolaoluwa Onadipe, Jumoke Michael-Ojo, Ololade Ige, and Mbalewe Detuchi also emphasized the intentional use of educational, inspirational, entrepreneurial, and personal development content to communicate their leadership identities and personal brands. These findings suggest that

female leaders strategically use content creation to communicate expertise, reinforce values, and shape audience perceptions.

4.4Authenticity and Consistency in Personal Brand Development

A recurring theme among participants was the importance of authenticity and consistency in establishing a credible and sustainable personal brand. Samrah Abdullahi emphasized that people trust authentic individuals, noting that she intentionally ensures her online identity aligns with her offline personality. Similarly, Jumoke Michael-Ojo explained that her personal branding approach is rooted in authenticity, transparency, consistency, and intentionality, which helps foster trust and meaningful relationships. Ololade Ige stated that her brand is built around sharing her learning journey in real time rather than presenting herself as someone who has all the answers. According to her, honesty about personal growth makes her brand relatable and credible.

Likewise, Rosemary Ngenge stressed that she avoids performative content and instead shares real-life experiences that reflect her personal development journey. Likewise, Rosemary Ngenge stressed that she avoids performative content and instead shares real-life experiences that reflect her personal development journey.Anjolaoluwa Onadipe further highlighted the importance of consistency in messaging, visual identity, and audience engagement in maintaining a strong and recognizable personal brand. The findings indicate that authenticity and consistency serve as foundational elements in personal branding, enabling female leaders to establish trust, credibility, and long-term audience relationships.

4.5 Visual Storytelling and Brand Visibility

Participants also described Instagram as a visual platform that allows them to communicate their identities through storytelling and visual presentation. Uloma Asiegbu explained that Instagram transformed her work into a visible platform where she could showcase artistic expression, branding expertise, cultural narratives, and women's stories.Similarly, Jesutofunmi Janet Adeyemo noted that visual storytelling is central to her identity as a spoken-word artist, emphasizing that stories should not only be heard but also seen to communicate deeper meaning. Omobolanle Okosun explained that Instagram helps her showcase her products, achievements, and artistic creativity in visually appealing ways that resonate with her audience. Likewise, Oluwatosin Olonilua highlighted visual storytelling through client transformations, educational posts, and creative fashion content as a key aspect of her personal branding strategy.Participants generally viewed visual storytelling as an effective way to increase visibility, communicate expertise, and strengthen audience engagement.

4.6 Instagram as a Platform for Brand Expansion and Influence

Participants revealed that Instagram plays a significant role in expanding their reach beyond their immediate physical environments. Dotun Arifalo explained that Instagram enabled her to influence people she may never have met physically, allowing her leadership message to reach wider audiences. Similarly, Omobolanle Okosun stated that Instagram connected her with entrepreneurs, collaborators, conference organizers, and potential customers, thereby expanding her influence and opportunities. Samrah Abdullahi reported that Instagram increased visibility for her projects and facilitated partnerships with major organizations such as Maggi Nigeria and Angel YeastBakerdream. Likewise, Jumoke Michael-Ojo noted that Instagram has generated collaborations, speaking engagements, mentorship opportunities, and business partnerships. Favour Agbaje,

Mbalewe Detuchi, Anjolaoluwa Onadipe, and Oluwatosin Olonilua similarly reported that Instagram contributed to networking opportunities, audience growth, customer acquisition, and professional visibility. These findings suggest that Instagram functions as a strategic platform for extending leadership influence, increasing visibility, and creating professional opportunities.

Answer to Research Question Three

RQ 3: What empowerment strategies do these women employ to empower themselves and other women through Instagram?

A recurring empowerment strategy among participants was the deliberate use of educational content to equip women with practical knowledge, skills, and confidence. Rather than creating purely entertaining content, participants consistently emphasized teaching, sharing expertise, and providing actionable information that could improve the lives and careers of other women. For instance, Mbalewe Detuchi argued that empowerment goes beyond motivation, explaining that "Inspiration without knowledge is a waste." She noted that the most effective way to support women is by providing valuable business knowledge, conducting business audits, and helping women gain clarity about their brands and businesses. According to her, practical knowledge enables women to move beyond inspiration into meaningful action. Similarly, Rosemary Ngenge intentionally creates educational content focused on financial literacy, entrepreneurship, and selfdevelopment.

Rather than projecting an unrealistic lifestyle, she stated, "I don't post anything performative," explaining that she shares her real-life experiences so women can see both the process and the possibilities of building financial independence. She explained that her long-term vision is to help over 20,000 women achieve financial freedom through entrepreneurship and digital skills. Anjolaoluwa Onadipe emphasized educational empowerment through content centred on leadership, fitness, preventive healthcare, and personal development. She explained that beyond motivating her audience, she intentionally provides practical steps that followers can immediately implement because sustainable growth comes from applying knowledge rather than simply consuming inspirational content. These findings suggest that participants perceive education as one of the most sustainable forms of empowerment because it equips women with practical competencies that extend beyond social media.

4.7 Mentorship and Community Building

Another prominent strategy identified was the deliberate creation of mentorship relationships and supportive communities that provide continuous guidance and encouragement for women. Dotun Arifalo described mentorship as central to her leadership, explaining that through initiatives such as IMARA, coaching programmes, mentorship communities, books, and speaking engagements, she has intentionally supported and transformed thousands of women across different countries. She explained that genuine influence begins with meaningful human connection rather than audience size. She noted that she deliberately avoids seeing followers as mere numbers and instead prioritises building authentic relationships. Describing her philosophy, she remarked, "Before you ask for a hand, you must touch a heart." Through her "Three Cs" framework—Contact, Connect, and Commit—she intentionally nurtures communities that evolve into mentorship relationships Similarly, Ololade Ige explained that beyond creating educational content, she brings committed women into closer mentorship relationships where they receive ongoing guidance and personal support through her Empowered Nurse platform.

Samrah Abdullahi noted that she intentionally creates inclusive communities by involving her audience in discussions, seeking their opinions, encouraging participation, and ensuring followers feel like active contributors rather than passive observers. Oluwatosin Olonilua explained that she intentionally shares educational fashion content, behind-the-scenes processes, motivational messages, and entrepreneurial lessons to help women build confidence and resilience while growing their businesses. She noted that her content reflects professionalism, creativity, faith, and the realities of entrepreneurship, allowing followers to learn from both her successes and challenges. Similarly, Anjolaoluwa Onadipe emphasized that her Instagram content focuses on leadership, healthy living, faith, fitness, and personal development because she believes women should be equipped with practical knowledge rather than inspiration alone. She explained that her objective is to provide actionable information that enables women to improve their health, discipline, and leadership capacity.

Rosemary Ngenge also described education as central to her empowerment strategy. She explained that her content is built around financial literacy, entrepreneurship, and self-development, with the long-term vision of helping over 20,000 women attain financial independence. Rather than posting performative content, she intentionally shares practical experiences that demonstrate how women can create wealth while enjoying personal freedom. Likewise, Jumoke Michael-Ojo stated that she creates spaces where female founders, entrepreneurs, and leaders can learn together, exchange ideas, and support one another through meaningful conversations about leadership and business growth. According to her, the objective is not only to teach business strategies but also to help women develop the confidence, discipline, and mindset required to become effective leaders.

4.8 Storytelling and Authentic Representation

Another significant empowerment strategy identified was the intentional use of authentic storytelling to inspire women through lived experiences. Rather than presenting carefully curated perfection, participants believed that sharing personal journeys, struggles, and victories enables other women to see growth as attainable. For example, Omobolanle Okosun consistently documents behind-the-scenes moments of sourcing fabrics, engaging customers, and navigating the realities of entrepreneurship. Reflecting on this approach, she remarked, "My journey is my leadership style." By openly documenting both the creative process and entrepreneurial challenges, she seeks to inspire aspiring women entrepreneurs while demonstrating that persistence leads to growth. Ololade Ige explained that her "Learning Out Loud" series intentionally documents her growth in real time instead of waiting until she has "arrived." She described her content as creating both awareness and action, stating, "The challenge opens the wound; the invitation offers the healing."

Rather than merely highlighting problems, she intentionally provides pathways through mentorship programmes, webinars, and communities where women can continue their development. For Uloma Asiegbu, storytelling extends into visual art. Through exhibitions such as The Strength of a Woman, she portrays women as resilient, elegant, and capable of overcoming societal barriers including discrimination and early marriage. She further explained that her advocacy for therapeutic art seeks to support women experiencing psychological and emotional challenges. Likewise, ADEYEMO, Jesutofunmi Janet employs spoken-word performances and visual storytelling to challenge stereotypes surrounding women. Through works such as Tomboy and I Am All That Glitters That Is Gold, she celebrates women's resilience and leadership while encouraging women to develop substance beyond online visibility. As she aptly stated, "Beyond the gram, build a solid capacity offline." Collectively,

these findings demonstrate that storytelling functions not only as a communication strategy but also as a powerful means of representation, identity formation, and empowerment.

4.9 Challenging Gender Stereotypes through Visiblity and Advocacy

The findings revealed that participants consciously used Instagram to challenge dominant gender norms and redefine what female leadership looks like. Rather than merely discussing women's empowerment, participants demonstrated it through their visibility, professional achievements, and intentional advocacy, thereby positioning themselves as examples of women occupying spaces traditionally dominated by men. For Rosemary Ngenge, empowerment meant challenging the belief that women must rely on conventional employment for financial security. She explained that her content is intentionally directed toward women who desire financial independence, stating:"

I am here for overcoming norms and stereotypes directed at women who can't engage in forex or make money for themselves." She further articulated her vision by stating: "My long-term goal is to help 20,000 women achieve financial freedom from their home and their laptops. Women do not have to do the daily 9–5 work." Her responses demonstrate that Instagram functions as a platform for promoting alternative economic opportunities for women while challenging societal expectations surrounding female employment. Similarly, Uloma Asiegbu intentionally employs art as a form of advocacy. Rather than simply creating aesthetically appealing works, she explained that her exhibitions deliberately portray women as resilient agents of change. According to her: "Through my art exhibitions, I portray women as strong, elegant, resilient and agents of change, addressing issues like early marriage and discrimination against women's rights." She also described her recent work on therapeutic art, explaining:" I started advocating for therapeutic arts that would help women who have psychological or mental health issues.

I believe therapeutic arts help them to heal gradually." These responses illustrate how artistic expression can become an empowerment strategy that promotes healing while simultaneously challenging harmful societal narratives. Likewise, ADEYEMO, Jesutofunmi Janet deliberately uses spoken-word performances to question stereotypes associated with women. Reflecting on one of her most memorable performances, she explained:" I remember my spoken word piece on Tomboy. It addressed the stereotype on the birth of females with more masculine energy... which makes them believe they are not in the right skin." She also referenced another performance celebrating women's potential:" 'I Am All That Glitters That Is Gold' speaks on the woman and her capacity. "Interestingly, she concluded by reminding aspiring women leaders that: "Beyond the gram, build a solid capacity offline. "This statement highlights that participants viewed Instagram as an amplifier of influence rather than its foundation. Collectively, these findings suggest that participants challenge stereotypes not only through explicit advocacy but also by modelling successful female leadership in business, ministry, art, entrepreneurship, and community development.

4.10 Providing Practical Opportunities for Growth and Economic Empowerment

Beyond raising awareness, participants consistently emphasized that empowerment must produce tangible outcomes. Their Instagram platforms therefore serve as gateways to mentorship, collaborations, business development, networking, and practical learning opportunities.

For Mbalewe Detuchi, empowerment requires more than encouragement. As she succinctly stated: "Inspiration without knowledge is a waste." She explained that this

philosophy shapes the way she supports women through business audits, mentorship, and direct engagement:" I do business audits for women because sometimes they aren't aware of the problems in their businesses... I give CTAs for people to reach out... then we talk from there." Rather than leaving followers inspired, she intentionally creates opportunities for personalised business support.

Similarly, Ololade Ige argued that awareness alone is insufficient. Reflecting on her content strategy, she remarked:" The challenge opens the wound; the invitation offers the healing." Similarly, Samrah Abdullahi empowers women by involving them directly in her creative process. Rather than treating followers as passive consumers, she explained:" When I want to create a recipe, I ask them what content they think I should create... They'd feel involved and part of the journey." She also highlighted the practical outcomes of Instagram, stating: "Instagram has opened doors to valuable connections... I am opportune to work with one of the biggest brands in Africa, Nestlé... I am a brand ambassador of Maggi Nigeria and Angel Yeast." Likewise, Uloma Asiegbu creates opportunities for emerging female artists through collaborative exhibitions. She explained:"

I mentor and inspire women by creating group exhibitions... featuring multiple women artists, sharing my creative journey and creating art that amplifies women's stories. "Her strategy extends empowerment beyond online interaction by creating physical spaces where women gain visibility, confidence, and professional recognition. Overall, these findings indicate that participants perceive empowerment as an intentional process that combines inspiration with practical action. Through mentorship, collaborations, calls-to-action, networking opportunities, business education, and community initiatives, they transform Instagram from a communication platform into a catalyst for women's personal, professional, and economic advancement.

4.11 Discussions

The findings from the Focus Group Discussions conducted with women leaders from diverse professional backgrounds, including entrepreneurship, fashion, media, ministry, healthcare, real estate, the creative industry, and community development. Through thematic analysis, the study examined how these women construct their leadership identities on Instagram, utilise the platform to build influence and personal brands, and employ various strategies to empower themselves and other women.

The findings addressing the first research question demonstrated that participants strategically utilise Instagram to establish and sustain their personal brands while cultivating meaningful relationships with their audiences. Rather than focusing solely on gaining followers or achieving visibility, participants prioritised authenticity, trust, consistency, and audience engagement. They intentionally shared educational content, behind-the-scenes experiences, personal stories, professional achievements, faith-based reflections, creative processes, and motivational messages that reflected their values and expertise. Many participants highlighted the importance of visual storytelling, consistency in messaging, and genuine interaction through comments, direct messages, Stories, Reels, and other engagement features.

The findings further revealed that participants viewed community building as an ongoing process that transforms followers into individuals who identify with a shared vision, values, and purpose. Authenticity, transparency, responsiveness, and meaningful conversations emerged as central elements in sustaining these digital communities. With respect to the third research question, the findings revealed that participants employ multiple and interconnected

empowerment strategies through Instagram to support both their personal growth and the advancement of other women. These strategies include knowledge sharing, educational content, mentorship, authentic storytelling, community building, representation, advocacy, and practical opportunities for personal and professional development. Participants consistently used their platforms to equip women with practical skills in entrepreneurship, branding, leadership, financial literacy, business management, health, personal development, and creative expression. Beyond providing information, they intentionally created mentorship programmes, coaching initiatives, networking opportunities, collaborative projects, exhibitions, business communities, and support systems that enabled women to access guidance, encouragement, and professional opportunities.

The findings also showed that participants intentionally challenged gender stereotypes by increasing the visibility of women in leadership, entrepreneurship, ministry, finance, real estate, healthcare, and the creative industries. By openly documenting their professional journeys, sharing personal experiences, and showcasing successful female leadership, they sought to redefine societal perceptions regarding women's capabilities and leadership potential. Many participants viewed representation itself as an empowerment strategy, believing that their visibility encourages other women to pursue leadership roles confidently and challenge traditional limitations.

Furthermore, the study found that empowerment extended beyond motivational communication to practical action. Participants frequently incorporated calls to action, business consultations, educational resources, mentorship opportunities, collaborative initiatives, networking platforms, and leadership programmes into their online activities. These practical interventions enabled followers to move beyond inspiration towards tangible personal, professional, and economic development. As such, Instagram functioned not merely as a communication platform but as a catalyst for creating opportunities, fostering social capital, facilitating collaboration, and strengthening women's leadership capacities.

The findings indicate that Instagram serves as a dynamic digital space where women leaders intentionally construct authentic leadership identities, cultivate trusted personal brands, build engaged communities, and promote women's empowerment through education, mentorship, advocacy, collaboration, and purposeful influence. The platform enables participants to extend their leadership beyond geographical boundaries while reinforcing the values, relationships, and social impact that define their leadership both online and offline. Collectively, these findings underscore Instagram's significance as a strategic tool for contemporary female leadership, personal branding, community engagement, and women's empowerment within the Nigerian context.

V. Conclusion

This study examined Instagram and the Leadership Empowerment of Women in Lagos, Nigeria, with the aim of understanding how women utilize Instagram to build and maintain their personal brands, cultivate and sustain communities, and empower themselves and other women through the platform. The study demonstrate that Instagram has evolved beyond its traditional function as a social networking application to become a strategic platform for leadership expression, personal branding, professional visibility, community engagement, and women's empowerment.

The study established that the women intentionally use Instagram to communicate authentic personal brands that reflect their values, expertise, leadership philosophies, and lived experiences. Their branding practices are not merely centred on self-promotion but on creating value, building credibility, and inspiring confidence among their audiences. Through consistent storytelling, educational content, transparency, and purposeful communication, the participants positioned themselves as leaders within their respective fields while strengthening trust and long-term relationships with their followers.

Furthermore, the study revealed that community building is a deliberate and relational process rather than a numerical pursuit. The participants demonstrated that sustainable online communities are created through authentic engagement, meaningful conversations, responsiveness, and the consistent delivery of value. Instagram's interactive features, including Reels, Stories, direct messages, polls, and question boxes, enabled participants to foster dialogue, mentorship, collaboration, and supportive networks that often extended beyond the digital space into professional partnerships and offline relationships.

The study also showed that leadership empowerment on Instagram is achieved through intentional strategies such as mentorship, education, storytelling, advocacy, representation, and practical knowledge sharing. Rather than relying solely on inspirational messages, the participants focused on equipping women with the confidence, skills, information, and opportunities necessary to excel in leadership, entrepreneurship, ministry, creative industries, and other professional fields. Their experiences demonstrate that digital platforms can serve as powerful instruments for challenging gender stereotypes, amplifying women's voices, and creating opportunities for personal, professional, and economic advancement.

A significant insight emerging from this study is that while Instagram expands visibility and influence, authentic leadership is not dependent on the platform itself. The participants consistently emphasized that leadership identity is rooted in character, competence, integrity, service, and the value created in people's lives. Instagram functions primarily as a tool that amplifies existing influence rather than creating it. This finding reinforces the importance of developing strong leadership capacity offline while strategically leveraging digital platforms to extend reach and impact.

Recommendations

Based on the findings of this study, the following recommendations are made:

a. Women seeking to establish themselves as leaders on Instagram should prioritize authenticity, consistency, and value creation over the pursuit of popularity or follower counts.
b. Women entrepreneurs and content creators should intentionally utilize Instagram's interactive features, such as Reels, Stories, polls, question boxes, and direct messaging, to foster meaningful engagement with their audiences.
c. Established women leaders should intentionally use Instagram as a platform for mentorship, knowledge sharing, and capacity building.
d. Finally, women should recognize that while Instagram provides visibility and opportunities for influence, sustainable leadership is ultimately built on competence, character, meaningful relationships, and real-world impact.

References

Adebogun, O. B., Rejoicing, D., Ogbonna, S., & Onyejelem, T. E. (2025). Cultural Differences, Economic Partnership and Its Implication for Diplomatic Effectiveness: A Study of Nigeria and China (2011-2024). Lakhomi Journal Scientific Journal of Culture, 6(3), 163-177.

Adegbola, O., & Culver, S. H. (2022). Digital youth culture and mediated studies in Nigeria. Journal of African Media Studies, 14(2), 245–262.

Aduloju, A. A. (2016). Youth networks on Facebook and twitter during the 2015 general elections in Nigeria. Journal of African Elections, 15(2), 28-49.

Aduloju, O. (2026). Social Determinants and Policy Implications of Lived Experiences of Multidimensional Poverty in Nigeria (Doctoral dissertation, Walden University).

Agbaje, A., Owens-Ibie, N., Ogwezzy-Ndisika, A., Abiodun Oyeleye, S., Aondover, E. M., & Ademosu, I. (2026). Institutional Framework for Political Advertising and Public Affairs Management. In Understanding Political Communication in Nigeria: Strategies and Ideologies (pp. 89-150). Cham: Springer Nature Switzerland.

Aichner, T., Grünfelder, M., Maurer, O., & Jegeni, D. (2021). Twenty-five years of social media: A review of social media applications and definitions from 1994to 2019. Cyberpsychology, Behavior, and Social Networking, 24(4), 215–222.

Akintayo, A. O., Akintaro, M. G., Ogbonna, S., & Fadilat, I. O. (2027). Use of Social Media Campaigns against Substance Abuse among Chemistry Undergraduate Students of the University of Lagos. SIASAT, 12(1), 18-29.

Akritidou, A., Megaris, S., & Georgaca, E. (2024). Self-presentation strategies ofInstagram female users: A postmodern feminist analysis. Psychology: The Journal of the Hellenic Psychological Society, 29(2), 119–143.

Aliyu, M. A., Msughter, A. E., & Nneka, A. Q. (2023). Comparative Study of National Development Plans in Nigeria and India: Media Dimension. SIASAT, 8(4), 202-212.

Aondover, E. M., & Ademosu, I. (2025). E-learning practices of journalism education in Nigerian higher education institutions: Conceptual context and challenges. In Media and communication systems for sustainability in Nigeria (pp. 451-464). Cham: Springer Nature Switzerland.

Ayokanmi, D. A. (2025). Quantitative Research Review: Awareness and Adoption of Digital Marketing Strategies amongst Small and Medium Enterprise in Lagos State, Nigeria. Rowter Journal, 4(2), 97-112.

Baliarsingh, R. K., Dash, A. K., & Barik, B. (2024). Building an individual's personal brand through social media platforms. OPJU Business Review, 3(1).

Balogun-Ibijunle, A., Ogunbola, O., Olatunji, O., Doyinsola, A., Akin-Odukoya, O., Ojenagbon, S., & Ridwan, M. (2024). Dominance of short form videos: Cross-age analysis of TikTok's influence. Lakhomi Journal Scientific Journal of Culture, 5(2), 104-115.

Caldeira, S. (2024). Exploring feminisms on Instagram: Reflections on the challenges and possibilities of incorporating digital methods strategies in feminist social media research. Journal of Digital Social Research, 6(1).

Chiaghana, C. A., Uchendu, C. E., & Obi, I. R. (2024). Influence of Instagram on body image and self-esteem among female Nnamdi Azikiwe University undergraduates. International Journal of Research and Scientific Innovation, 11(8), 1179–1194.

Couva, M., Talias, M. A., Christou, M., & Soteriades, E. S. (2024). Women's empowerment and health: A narrative review. International Journal of Environmental Research and Public Health, 21(12), 1614.

Dinh, J. E., Lord, R. G., Gardner, W. L., Meuser, J. D., Liden, R. C., & Hu, J. (2022). Leadership theory and research in the digital age: Past, present, and future. The Leadership Quarterly, 33(1), 101580.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V.,

Ekwugha, U. P., & Udensi, E. J. (2023). Social media and entrepreneurship development in Nigeria. ZIK Journal of Multidisciplinary Research, 6, 69–75.

Enyinnaya, C. (2025). Fashioning identity: A technocultural analysis of Igbo womendesigners' self-presentation on Instagram. Social Media + Society, 11(1).

Eze, V. (2021). Leveraging social media as a strategic tool for growth in Nigerian women entrepreneurs. International Journal of Multidisciplinary Research and Growth Evaluation.

Gill, R., & Orgad, S. (2022). Confidence culture. Duke University Press.

Goffman, E. (1959). The presentation of self in everyday life. Anchor Books.

Gowda, M. (2024). The portrayal of women in social media: Implications for social work practice. Unisia, 42(1), 1–15.

Hernández-Serrano, M. J., Jones, B., Renés-Arellano, P., & Campos Ortuño, R. A. (2022). Analysis of digital self-presentation practices and profiles of adolescents on Instagram and TikTok. Journal of New Approaches in Educational Research, 11(1), 49–63.

https://journals.aphriapub.com/index.php/ZJMR/article/view/2067

Idris, M. K., & Msughter, A. E. (2022). Sources of Information on National Issues among Border Communities in Yobe State, Nigeria. ASEAN Journal of Community Engagement, 6(1), 22-47.

Idris, M. K., & Msughter, A. E. (2022). Sources of Information on National Issues among Border Communities in Yobe State, Nigeria. ASEAN Journal of Community Engagement, 6(1), 22-47.

Istiqomah, E. (2024). An attempt to gain gender equality and women's empowermentin social media. Perspektif, 13(1), 143–154.

Karjaluoto, H. et al. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. International Journal of InformationManagement, 59, 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168

Katz, E., Blumler, J. G., & Gurevitch, M. (1974). Utilization of mass communication by the individual. In J. G. Blumler & E. Katz (Eds.), The uses of masscommunications: Current perspectives on gratifications research (pp. 19–32). Sage.

Kehinde-Awoyele, A., & Oyewole, J. A. (2024). The impact of social media on identity formation and community building in themodern generation. Advance Journal of Education and Social Sciences, 9(12), 1–12.

Korzynski, P., Mazurek, G., & Górska, A. (2020). The role of social media in scholarly collaboration: An enabler of international research team's activation. Journal of Global Information Technology Management, 23(4), 273–291.

Kotula, N., Kaczmarek-Ciesielska, D., & Mazurek, G. (2021). Social media e leadership practices during the COVID-19 pandemic in higher education. Procedia Computer Science, 192, 4741–4750.

Leaver, T., Highfield, T., & Abidin, C. (2020). Instagram: Visual social media cultures.Polity Press.

Malik, A., Dhir, A., & Nieminen, M. (2020). Uses and gratifications of digital photo sharing on Facebook and Instagram. Telematics and Informatics, 46, 101278.

Manago, A. M., Graham, M. B., Greenfield, P. M., & Salimkhan, G. (2020). Selfpresentation and identity development in the digital age. Developmental Psychology, 56(11), 1961–1974. https://doi.org/10.1037/dev0001101

Marwick, A., & Boyd, D. (2021). Digital identity and self-presentation on social media: How online platforms shape user identities. Social Media + Society, 7(2), 1–12.

Mei, M. Q., & Genet, C. (2024). Social media entrepreneurship: A study on follower response to social media monetization. European Management Journal, 42(1), 23–32.

Mojaye, E. M., & Aondover, E. M. (2022). Theoretical perspectives in world information systems: A propositional appraisal of new media-communication imperatives. Journal of Communication and Media Research, 14(1), 100-106.

Moropefoluwa, O. J., Aondover, E. M., & Falobi, F. (2024). Assessment of broadcast media in mobilizing women for political participation in lagos state. Journal of Policy and Society, 2(1), 1511-1511.

Mosopefoluwa, T., Jaiyesimi, B. J., & Aondover, E. M. (2024). Product placement in namaste wahala in the global film industry and brand recall in Nigeria. Interdisciplinary Journal of Linguistics, Marketing and Communication (IJLMC), 11(2), 96-110.

Msughter, A. E., Hile, M. M., & Bappa, F. S. (2022). Have you Heard What They Are Doing to Women? Media Portrayal of Female Celebrities in Nigerian Press. Konfrontasi: Jurnal Kultural, Ekonomi dan Perubahan Sosial, 9(2), 186-197.

Neog, D. (2022). The role of social media in empowering women. International Education and Research Journal, 8(7).

Nwosu, C. (2023). Instagram and the performative self: Young Nigerian females'construction of leadership roles as activists, creators and community mobilizers. University of Lagos Journal of Communication.

Obasi, M. C., & Msughter, A. E. (2023). Assessment of media coverage of environmental hazards in mining communities in Ebonyi State, Nigeria. Environmental Challenges, 13, 100758.

Obiora, C., & Ogbonna, S. (2004). Corporate Accountability and Environmental Law Enforcement in Nigeria: A Theoretical Framework. African Administrative Law (Law/Governance/Public Admin crossover), 2004(1).

Ogbonna, S., & Fayoyin, A. (2025). 2 Newspapers Coverage of Conspiracy Theories of Health Pandemics in Nigeria. Covid-19 Misinformation Flows: Challenges and Options for Reconstructing and Disseminating Mediated Messages.

Ogbonna, S., & Okafo, A. C. (2020). An analysis of newspapers' coverage of hate speech in Nigeria. In Social Media and Elections in Africa, Volume 2: Challenges and Opportunities (pp. 203-222). Cham: Springer International Publishing.

OGbonna, S., Okunade, J. K., & Okokor, V. O. (2019). Perception Of Telecom Subscribers On 'Xtra Airtime'usage In Caleb University, Lagos, Nigeria. Professor Lai Osho Department of Mass Communication.

Okoiwu, C., Ogbonna, S., & Nnamdi, C. (2001). Machine Learning Models in Climate Prediction and Adaptation Planning: A Comparative Study in Nigeria. African Remote Sensing Applications (Environmental/Earth Science Methodology), 2001(1).

Okoro, N., & Adegbola, T. (2021). Digital storytelling as a tool for empowerment: A study of young women in urban Nigeria. Nigerian Journal of Media.

Olufemi, O. O., Ogbonna, S., Onyejelem, T. E., & Adebogun, O. B. (2025). Perceived influence of social media content creation on unemployment in Lagos Island. Konfrontasi: Jurnal Kultural, Ekonomi dan Perubahan Sosial, 12(3), 165-181.

Omeye, E. B., & Ma'rof, A. A. (2024). The impact of social media usage, social support, peer influence, and social identity on the self-concept of youths in Enugu

East Local Government Council, Nigeria. International Journal of Academic Research in Business and Social Sciences,

Onyejelem, T. E., & Aondover, E. M. (2024). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation. Journalism, 14(3), 189-204.

Policy Innovation Centre. (2025). Women's economic empowerment: A policy roadmap for Lagos State, Nigeria. Policy Innovation Centre. https://policycentre.org/wp-content/uploads/2025/08/WOMENSECONOMIC-EMPOWERMENT-Final-A-POLICY-ROADMAP-FOR LAGOS-STATE-NIGERIA-26TH-AUG.pdf

Prastiti, J. P., & Taufiq, A. (2023). Self-branding in Instagram as a dramaturgical stage:A sociological perspective. Jurnal Sains Sosio Humaniora, 9(1).

Sachdeva, G., Ganjoo, M., & Borah, T. (2025). Examining the role of Instagram inempowering women entrepreneurs and addressing gender inequality in startupleadership. International Journal of Information Technology, 17, 793–810.https://doi.org/10.1007/s41870-024-02232-y

Vitalis, P. O., Aondover, E. M., Ogunbola, O., Onyejelem, T. E., & Ridwan, M. (2025). Accessing Digital Divide and Implications in Nigeria: The Media Dimension. Budapest International Research and Critics Institute-Journal (BIRCI-Journal), 8(1), 1-12.