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Role of Social Media on Community Mobilization



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ABSTRACT

Purpose: Globally, effective political engagement requires candid communication between the government and its citizens. More so, citizens have the right to express how they need to be governed. On government's part, the need to develop trust among the public should be paramount. Government should always inform citizens what it is continually doing. Furthermore, public domains ought to reflect integrity and transparency. Such is achievable through communication on many of its activities. In the recent past, government utilized traditional media to convey information to the public. Popular avenues used included television, newspapers and radio. The general objective of the study was to establish the role of social media on community mobilization

Methodology: The paper used a desk study review methodology where relevant empirical literature was reviewed to identify main themes and to extract knowledge gaps.

Findings: The study found out that the adoption of social media as a means of communication between the government official's community members has an enormous impact on community mobilization for security matters and other issues. Social media platforms have enabled quick sharing of information on Barraza. The social media platforms enable this community mobilization in a cost-efficient manner Although social media use offers enormous value in public relations, there is little evidence that social networking sites are used to inform and involve governmental public opinion agencies such as the public sector.

Recommendations: The study recommends that public administrators to embrace social media platforms such as Facebook, Twitter and WhatsApp due to their responsiveness and lower costs in interacting with the public administrators and amongst themselves. The respective government agencies should create awareness among the public on the importance of using digital platforms to pass or receive information on security issues.

Keywords: *role, social media, community mobilization*

1.0 INTRODUCTION

1.1 Background of the Study

Social networking is a phenomenon which has existed since society began (Barabasi, 2002). Human beings have always sought to live in social environments. The proliferation of social media networking (SMN) and their pervasion in everyday practices is affecting how societies manage their social networks. In the past five years, SNS have grown from an online activity into a phenomenon through which tens of millions of internet users are connected, both in their leisure time, and at work (Lenhart & Madden, 2009). The rapid growth of social networking is indicative of its entry into mainstream culture and its integration into the daily lives of many people. This has further led to considerable media coverage of the growth of social networking, its potential positive outcomes and negative concerns about the way that some people are engaging with it (Social Networking, 2008).

Social Media Networking begun in early 1990s, Authors' identify six degrees, Asian avenue and live journal.(Boyd & Ellison 2013). Currently Facebook, twitter, Linked In and YouTube among others which command a following of about 1.4 billion, 200, 180, 120 million active users respectively(Pew Research, 2014). The above literature shows about 52% of the world population use SMN (Pew Research, 2014). Social media use is highest in American continent where about 90% of adult population uses it. Followed by Europe with about 80%, Oceania, Middle East, Asia and Africa is about 44%, 32%, 26% and 19% of adult population respectively (Simon, 2014). Social media use is least in East Timor and North Korea where only 6% and less than 1% of adult population are users of social media. South Africa has the highest social media use in 2 Africa with 42% of adult users. This is followed by Kenya which has 32%, Egypt and Nigeria has 25% and 14% social media usage respectively (Pew research, 2014.). These studies are indicative of the need to find out the impact of SMN on adolescents academic performance in secondary schools in Kenya

Social media had an enormous influence on education. For example, medical schools use multimedia-simulated operations that enable prospective surgeons to perform operations on a computer-generated virtual patient. Similarly, students in engineering schools use interactive multimedia presentations of circuit design to learn the basics of electronics and to immediately implement, test, and manipulate the circuits they design on the computer. Even in elementary schools, students use simple yet powerful multimedia authoring tools to create multimedia presentations that enhance reports and essays. In recent years, technologies such as blogs, wikis, LinkedIn, Facebook and Twitter have been causing the next wave in technology facilitated learning. The new technologies allow unprecedented sharing and collaboration between users. Dron (2017) notes that one of the most distinctive features of social software is that control and structure can arise through a process of communication and group interaction. A mix of media each consisting and serving a specific purpose can teach. This means that, a strong print component can provide much of the basic instructional in the form of course text, as well as readings, the syllabus and the day to day schedules. Interactive audio/ video conferencing can provide real time face to face(or voice to voice interaction) while Computer conferencing or electronic mail can be used to send messages, assignment feedback and other targeted communication to one or more class members. In addition, pre-recorded videotapes can be used to present class lectures and

visually oriented content. Fax on the other hand can be used to distribute assignments, last minute announcement, to receive student's assignments and provide timely feedback Scheneiger (2017).

Globally, effective political engagement requires candid communication between the government and its citizens (Sheedy, 2011). More so, citizens have the right to express how they need to be governed. On government's part, the need to develop trust among the public should be paramount. Government should always inform citizens what it is continually doing (Mutanana, 2016). Furthermore, public domains ought to reflect integrity and transparency. Such is achievable through communication on many of its activities. In the recent past, government utilized traditional media to convey information to the public. Popular avenues used included television, newspapers and radio (Thomas & Streib, 2003; Zacka, 2017). However, with development of internet communication, paradigms have evolved. Notably, the government leverages on social media as channels to interact and communicate with public (Yildiz, 2007; Bannister & Connolly, 2015). According to Hershey (2010), the social media, from Twitter to Facebook, is globalizing the 21st Century world in ways no one could have ever anticipated. In the US and UK, an important shift of emphasis came in the use of the new media platforms as social media was not only considered as the use of meticulous techniques or tools, but also involved advancing of digital experiences (Clark & Aufderheide, 2009; Lahav & Zimand-Sheiner, 2016).

This shift in communication between citizen and government officials globally involves dialogue, which involves broadcasting and conversation. Social media enables both listening and responding (Yildiz, 2007). Governments, such as the Hawaiian one, also prefer social media since they offer platforms for peers to interact. The overall effect is the facilitation of communities and prompting action and awareness as well (Bertot, Jaeger & Grimes, 2010). Among other uses, social media tools are efficient in informing members of the public about current affairs. The platforms are also potential sources of crowd sourcing where agencies can monitor global government corruption (Bryer & Zavattaro, 2011). Among all technological innovations, social media stands out as having revolutionized the various aspects of human life. Its impacts are evident in the shift of 2 engagements of human interactions. In modern society, adoption of social media is massive (Bertot, Jaeger & Hansen, 2012). Not only is the use of social media common only among communities but also across government agencies. Perhaps when coining the technological revolution, initiators and innovators did not perceive the extent to which social media would impact lives (Kaplan & Haenlein, 2010). The initial plan of use of social media was to bridge the communication gap for people who live in a particular geographic location. However, when tested and implemented, its results were tremendous.

The success of social media within limited geographical location sparked expansion to a broader audience. Since development, social media has had a great significance for interactions, enhancing communication between governments and citizenry (Livingston, 2013). According to Bertot & Jaeger (2010), the use of social media among government agencies provides a wide range of opportunities. One of the obvious benefits is the open nature of communication, eliminating barriers associated with the conventional connection. In addition, governments can leverage the platform to facilitate access to information. Owing to a large number of users, social media provide a ready audience. Furthermore, communication on social media is real time. As such, it is possible to convey a message and reach out to a wide audience (Smith, 2011). The internet is used in some well-known mobilization of the citizens in the world. Cortright (2007) identifies the Iraqi anti-war

movement as one where the social media played a critical role to change the situation. Activists used the internet to communicate, coordinate and create awareness among decentralized networks that resulted in global protests that brought 10 million activists together. In Egypt, Eltantawy and Weist (2011), Sheedy (2011) as well as Hershey (2010) state, that the social media played a role in the success of the anti-government protests that caused the country's dictatorial leader to resign. What it shows is that social media can influence social, political or economic change. In other African countries such as Malawi, the government can improve access to its information by utilizing the internet through enabled dynamic, interactive channels. The ability to interact on social media makes it possible for government to respond to societal comments promptly (Aubrey & Felix, 2013). The government can address the specific interests of the citizens as well as their concerns. In addition, the government can use social media to reach populations that might otherwise not come across government information. In such contexts, it is possible to use social media as a channel of information and communication. Citizens can also utilize social media to pass critical information to government agencies. In Zimbabwe, Mutanana (2016) observes that the social media is becoming a reliable mode of communication. People of all ages can now communicate on issues affecting them in Zimbabwe. In Kenya, agencies in government have also realized the numerous benefits of social networking. Majority of governmental agencies are operating social media accounts. Through social media account manager, a governmental agency can inform and gather feedback from citizens. Studies tend to credit the use to open government initiative aiming to provide increased transparency and encourage public participation (Wangui, 2014).

1.2 Statement of the Problem

While ICT continues to advance in Western and Asian countries, African countries still experience a lag in its implementation, and that continues to widen the digital and knowledge divides. In a recent study by Muleya (2021), observed that access to ICT facilities is a major challenge facing most African countries, with a ratio of one computer to 150 students against the ratio of 1:15 students in the developed countries. Moreover there have been concerns voiced by classroom teachers and parents that exposing young children to computers poses negative consequences. These concerns were confirmed by Selmi & Gallagher (2014) that stated long-term exposure to computers may result in learners with poor social skills and physical health because of lack of interaction with people in the physical world. Emotional, physical, and social skills are essential in young learners since they enhance their social understanding and motor competence. While those concerns are recognized, proponents of the technology believe information and communication technology (ICT) presents a new space for exploration and discovery to young children. Offering challenging activities to meet children's curiosity (Hatzigianni & Margetts, 2012). Because of the concerns, the study explored the positive and negative effects that technology in the classroom may cause. Technology in the classroom comes in many forms: computers, iPad, and adaptive technology for young children. Instead of looking at technology, the study emphasized iPad usage and the amount of time children are interacting with the device. Evidence of the negative consequences has been noticed for many years (U.S. Department of Education, 2016). The current study will bridge the gap between the positive and negative effect of information communication technology and focus on the influence of information communication technology on child education.

1.3 Objectives of the Study

The general objective of the study was to establish role of social media on community mobilization

1.4 Justification and Significance of the Study

The practical implication of the study findings will be informing public administrators on how social media is applied in public administration and community involvement. This will inform public servants in countries of the uses of social media and the benefits that can be achieved. This is expected to improve the usage of social media by public servants and thus to make public services to be accessible to the citizens. The findings can also unearth challenges and developments, which can be used to inform policy regarding public communication by the government through social media. The study findings are expected to be useful to citizens. This is because the study established the social media tools applied and their benefits. This will inform citizens of what is expected of them, which can inform their decisions and their involvement.

2.0 LITERATURE REVIEW

2.1 Theoretical review

Two theories were found to be relevant in establishing role of social media on community mobilization. The theories that were found to best inform the research constructs are the agenda setting theory (Maxwell 1972) and Media Dependence Theory (Sandra 1976).

2.2.1 Agenda Setting Theory

The Agenda Setting Theory was first put forth by Maxwell McCombs and Donald Shaw in 1972 in Public Opinion Quarterly. Agenda-setting theory essentially describes the power of news media to influence salient subjects in public discourse (McCombs, 2005). As a theory of social science, agenda setting also attempts to predict the outcome of the discourse. That is, audiences tend to regard a news issue with importance when it features a news item prominently and frequently. Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Agenda setting occurs through a cognitive process known as "accessibility" (McCombs & Stroud, 2014). Accessibility implies that the more frequently and prominently the news media cover an issue, the more instances of that issue become accessible in audience's memories. Some groups have more leverage on news coverage compared to others and have a higher probability of getting their demands placed in a news agenda than others. For instance, because policymakers better understand the journalists' quest for predictable and reliable information and that is also newsworthy they have been found to be more influential than the overall group of news sources (Davie & Maher, 2006). This theory is predicated on the fact that different social groups such as in the county governments have different agenda. The theory will be instrumental in examining how the county governments' strategic communications department navigates the often complex social agenda and deliver their agenda for effective devolution through the deliberate audience segmentation with information that is relevant to their agenda

2.2.3 Media Dependence Theory

Media system dependency theory (MSD) also known as the media dependency theory is essentially a systematic examination of mass media effects on audiences and also regarding the interactions between audiences and media that was proposed by Sandra Ball-Rokeach and Melvin Defleur in

1976 (Lowery, 2004). Therefore, according to Ball-Rokeach and DeFleur (1976) the main thrust of the media dependency theory is on the relationship between media and audiences. Grounded in classical sociological literature, the theory posits that studies on the media and their target audiences need to be done in the context of larger social systems. Dependency is conceived as a relationship in the theory where the fulfillment of one party's goals and needs relies to a great extent on the resources the other party possesses. In industrialized and information-based societies, individuals often are inclined to develop media dependency so as to satisfy various information demands, this could range from information regarding the policy positions of political candidate (that can inform voting decisions) to information needs for entertainment and relaxation (Baran & Davis, 2008). In general, the extent to which the media can influence people is associated with the degree to which social systems and individuals depend on the media (Hindman, 2004). Consequently, Ball-Rokeach and DeFleur put forward two basic propositions as: (1) the greater the number of social functions performed by a medium for a given audience, such as, providing entertainment or providing information to the electorate, the greater the dependency levels on that medium by the audience, and the greater the instability of a society, for example, in situations of conflict and social change, the greater the dependency of the audience on the media and, hence, the greater the effects the media has on the audience potentially (Ha, Yoon & Zhang, 2013). Potentially, three types of effects emerging from the dependency of the audience on the media have been identified: affective, behavioral and cognitive (Jung, 2012). Cognitive effects denote changes in the audience's beliefs, values and attitudes, including changes emanating from the media in its political "agenda setting" role. A good example of the affective effects is nurturing feelings of anxiety and fear concerning living in certain neighborhoods due to overexposure to news reports depicting violent events in such areas. In relation to behavioral effects, a good example is "deactivation," which happens when individual audience members avoid engaging in certain actions that they are accustomed to had they not been exposed to and encouraged to 25 refrain from by certain messages in media outlets. Boycotting voting in elections or certain products may be such an effect (Ball-Rokeach & Jung, 2009). The foregoing review of literature brought to the fore quite a number of aspects regarding strategic communication in the public domain. From a theoretical standpoint, the Agenda Setting Theory, Impression Management Theory and Media Dependence Theory provided useful theoretical underpinnings for the variables of strategic communication management under review that made them valuable to strategic communication in public sector organizations whose communication more often tend to be agenda based (McCombs, 2005).

However, critiques of both theories suggest that their range of application in communication studies is rather limited. The importance of strategic communication in the postmodern organizational context was also discussed and the variables explaining it identified among them; audience segmentation, communication content control, communication media channel and feedback mechanisms. In the context of the present study, such effects are important in strategic communication planning. The choice of certain media outlets can have significant effects in not only communications outreach, but how the message is received. Therefore, in the current study, the media dependency theory is expected to be instrumental in shaping the discourse on media choice in strategic communications. As shown in Figure 2.1, the study conceptualizes as independent variables; audience segmentation, communication content control, communication media channel and feedback mechanisms as individually critical to the realization of devolution in

Taita Taveta County. Audience segmentation is expected to enable the communicator to identify and articulate messages to certain target groups within the audience in a way that reduces ambiguity and encourages response. This is expected to result in enabling the county government to achieve its objectives. Communication content control ensures that the message content is controlled for sensitivity before being released to the wider audience, in this way any incompatible message item with the organization's mission can be addressed in good time and lead to better communication with the audience

2.2 Empirical Review

Allan (2019), did a study to aimed to investigate why public administrators are adopting social media to mobilize communities and in the improvement of security. The study also sought to examine ways in which social media is used to mobilize and enhance security in communities and the impact on community and security movement in Umoja Ward, Lanet Sub County, Nakuru County. The study was based on the diffusion of innovation theory that explains how technology is adopted in organizations while the new public management theory advocates for application of private sector concepts such as use of social media for public administration. A descriptive research design was applied in this study. This helped to answer questions concerning the tools used in social media and their impact on community mobilization and security enhancement. The public and citizens in Lanet Sub County were the target population. The target population was the area chief, assistants, police officers, support personnel and 28,012 adult residents. The study's sample size was 68 participants. Data collection was carried out using questionnaires for officials and for citizens. The study used descriptive and content analyses were undertaken according to the objectives of the study. Findings from the study established that the motivators for adoption and use of social media, in line with the dissemination of theory of innovation, was government policies, technological advances, pressure from other public administrations and community staff. The study found that Facebook, Twitter, Google+ and YouTube were the most commonly used social media sites. The study also found that social media has increased community involvement in public affairs, such as community policing; increased public administrative transparency; enhanced accessibility for public servants to the community; increased interactivity between public administration and community. Based on findings, the study recommended that ministries should put in place policies to encourage government officials to use social media to communicate with the public and avail requisite infrastructure and gadgets suitable the nature of the interactions. The study also recommends that government agencies such as communication Authority of Kenya should increase public awareness on the importance of using digital platforms for the exchange of information on security issues. The public is advised to embrace social media platforms for interaction with public administrators due to their responsiveness and lower costs.

Denis (2018), to examine influence of strategic communication management on devolution in Taita Taveta County. Specifically, it sought to examine how audience segmentation, communication content control, communication medium choice and communication feedback mechanisms used in strategic communications management influence devolution in Taita Taveta County. The study was intended to be of immense benefit to the management and administration of Taita Taveta County Government on the importance of employing strategic communication so as to achieve devolution. Other stakeholders in the devolution process such as NGOs, and the business community, policy makers and the academic community are also expected to draw

considerable benefits from the outcome of the study. The study was guided by the Agenda Setting Theory, the Impression Management Theory and the Media Richness Theory. The study used descriptive survey research design targeting management members at various levels in the devolved ministries in the county. Stratified random sampling was used to obtain a sample size of 91 respondents out of which 82 participated in the study. Data was collected using questionnaire and was analyzed using both descriptive and inferential statistical methods. The results revealed that use of audience segmentation in strategic communication strongly influenced effective devolution in the study area. Communication content control was also found to strongly influence effective devolution in the area. However, the findings revealed that choice of communication medium had a weak but significant impact on devolution in the study area. Lastly, it was established that communication feedback mechanisms moderately influenced effective devolution in the study area. Therefore, the study concludes that strategic communication management significantly influenced devolution in Taita Taveta County. Thus, the study recommends that the county communications department invest more in studying the demographic characteristics of the area residents so as to enable it not only to invest in the appropriate media technology, but also to create targeted messages that can be rapidly disseminated among these groups. It is also recommended that the communications team undergoes regular training on social media communications management. In addition, the study recommends that the county develops its own media like a local radio station, publication or TV station as these could help improve strategic communications. Finally, it is recommended that the communications teams learn how to contact the administrations of other social networking sites whenever the county is under attack on their social media handles.

Esther (2014) did a study that examined the Implications of psycho- social media networking on academic performance among Adolescents in Nakuru East Constituency. The study focused on exploratory survey design. The target population was 6632 form two and three students in Nakuru East constituency. A sample size of 140 was selected using stratified and purposive sampling methods. Data collection was done using questionnaires and interviews. Quantitative data was coded and analyzed using descriptive statistics mainly frequencies, percentages and means, with the results presented in tables and figure. Qualitative data was coded and analyzed through thematic analysis. The study found out that adolescents' frequent Whatsapp, Facebook, You tube and other sites with Whatsapp and Facebook being popular with 42% and 29.9% respectively. This study observed that 88% contacted friends and discussed trending issues while 0.7% contacted teachers and their friends on academic related issues. This indicated most adolescents' spent a substantial amount of time in discussing social issues that has potential of undermining their academic performance. The study recommends that school administrators and Teachers need to do a lot of psycho-education of social media instead of punishments which have met with a lot of resistance.

Kiplangat (2014) conducted a study to analyze the role of media in conflict management, with reference to 2007/08 Post Election Violence in Kenya and Uasin Gishu County as a case area. The specific objectives were to establish the media accessibility level and the various types of media coverage; to establish the extent to which media escalated and/or deescalated violence during the 2007/2008 Post Election Violence; to determine how media could influence selected human factors towards conflict in the County. Both the libertarian and social responsibility theories of

media reporting were analyzed to explain media roles and to develop the conceptual framework. A descriptive research design and random stratified sampling method with a sample size of 373 respondents was used. Primary data was obtained via questionnaires and in-depth interviews analyzed with Statistical Package for Social Science (SPSS) software version 14.0 and presented in tables, charts and graphs with a brief description thereafter. The study found out that media played both conflict escalation and de-escalation roles during 2007/08 Post Election Violence. Some of the negative media roles include encouraging hate speech, running parallel tallying centers, misrepresentation of information, and incitement. Some positive roles include conducting civic education, preaching peace, fair coverage of political campaigns, and fair coverage of contentious issues during peace negotiations. The study found that media significantly influenced people based on age factor; highly influenced people based on gender factor; and moderately influenced people based on status and residence factors. However, media has low influence on people based on religious factor. The study recommends stringent measures for negative journalism while highlighting the merits of peace journalism. Some of the stringent measures recommended by the study include the adoption of a common approach in conflict reporting, the designing and enforcement of stringent regulations towards the control of vernacular FM stations, training of journalists on conflict reporting, the development of a standard conflict reporting procedure, media to be encouraged to report accurate and verified official electoral body results, and conflict reports to cut across all listeners without targeting particular groups.

Graham and Avery (2013) assessed the use of social media by public administrators in U.S. and found that Facebook is the main tool for communicating with the public through social media in local governments as indicated by 91 percent respondents. Several trends emerged in local government use of Facebook in this study. First, local officials said that internal organizational pressure was the main reason why Facebook was used. Such findings prompt questions of how well the government is investing in social media as alternative platform for communication. Second, local governments used Facebook daily posts more frequently (35%), and weekly posts (28%). Correa, Hinsley and Zuniga (2010) found that the use of social media that show that 35% of adults who use social media post daily and 25% every few days. In addition, the content of most posts was dedicated to special events and events as well as to videos and policy data.

Results from the Azyan 2012 study on African governments' use of social media show that local authorities somehow use social media to communicate with citizens and key audiences. Social networking tools are the most widely used by 70% of social networking users, but at least one third use networking or research tools. The commitment of social media to promote citizens' dialog and governmental transparency on functional issues is less obvious, as demonstrated by the main focus on events in Facebook posts and tweets. Governments provide information and a forum for citizens to obtain information and query the public officials.

2.5 Research gaps

Geographical gap is a knowledge gap that considers, the untapped potential or missing/limited research literature, in the geographical area that has not yet been explored or is under-explored. For instance Kiplangat (2014) conducted a study to analyze the role of media in conflict management, with reference to 2007/08 Post Election Violence in Kenya and Uasin Gishu County as a case area. A descriptive research design and random stratified sampling method with a sample size of 373 respondents was used. The study found that media significantly influenced

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Methodological gap is the gap that is presented as a result in limitations in the methods and techniques used in the research (explains the situation as it is, avoids bias, positivism, etc.). Denis (2018), conducted a study to examine influence of strategic communication management on devolution in Taita Taveta County. The study used descriptive survey research design targeting management members at various levels in the devolved ministries in the county. Stratified random sampling was used to obtain a sample size of 91 respondents out of which 82 participated in the study. Data was collected using questionnaire and was analyzed using both descriptive and inferential statistical methods. The results revealed that use of audience segmentation in strategic communication strongly influenced effective devolution in the study area. Communication content control was also found to strongly influence effective devolution in the area. However, the findings revealed that choice of communication medium had a weak but significant impact on devolution in the study area. The study presented a methodological gap as it involved descriptive research design while our study will adopt a desktop literature review method (desk study). Which involves an in-depth review of studies related to role of social media on community mobilization.

3.0 METHODOLOGY

The study adopted a desktop literature review method (desk study). This involved an in-depth review of studies related to role of social media on community mobilization. Three sorting stages were implemented on the subject under study in order to determine the viability of the subject for research. This is the first stage that comprised the initial identification of all articles that were based on role of social media on community mobilization from various data bases. The search was done generally by searching the articles in the article title, abstract, keywords. A second search involved fully available publications on the subject on role of social media on community mobilization. The third step involved the selection of fully accessible publications. Reduction of the literature to only fully accessible publications yielded specificity and allowed the researcher to focus on the articles that related to role of social media on community mobilization which was split into top key words. After an in-depth search into the top key words (role, social media, community mobilization), the researcher arrived at 6 articles that were suitable for analysis. The 6 articles were findings from Kiplangat (2014) who conducted a study to analyze the role of media in conflict management, with reference to 2007/08 Post Election Violence in Kenya and Uasin Gishu County as a case area. A descriptive research design and random stratified sampling method with a sample size of 373 respondents was used. The study found that media significantly influenced people based on age factor; highly influenced people based on gender factor; and moderately influenced people based on status and residence factors. The study presented a geographical gap as it was done in Kenya while our current study focuses on role of social media on community mobilization.

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SUMMARY, CONCLUSION AND POLICY IMPLICATION FOR FURTHER STUDY

4.1 Summary

Social media has increased involvement of the community on public issues. Social media has also increased transparency of public administration. Social media has increased accessibility of public servants to the community. Social media has increased interactivity between public administration and the community. In addition, they observed that social media has increased responsiveness of the public administration to community needs and has increased efficiency in communicating to the public. Social media involvement makes organizations vulnerable to domestic and external crises. Internally, organizations should be concerned about online behavior that could harm the brand, such as management criticism, intellectual property leakage and embarrassing employee behaviour; externally, criticism, misinformation posts and rogue groups of activists can cause serious harm. Social media platforms can be used to disseminate information against divided hate and to insult the government and the community's participation. The many advantages of using social media have, of course, shown their longevity in communication plans for public relations. The many advantages are that the public participates, that public opinion is obtained and that problems are resolved quickly and easily.

4.2 Conclusion

The adoption of social media as a means of communication between the government officials community members has an enormous impact on community mobilization for security matters and other issues. Social media platforms have enabled quick sharing of information on Barraza. The social media platforms enable this community mobilization in a cost-efficient manner. Although social media use offers enormous value in public relations, there is little evidence that social networking sites are used to inform and involve governmental public opinion agencies such as the public sector. Given the exceptional growth and popularity of social media in recent years, it is important to assess whether governments use this technology to communicate with their public and how officials include it in their communication plans. Social media transforms how companies communicate with their audiences and governments do not reduce social pressures

4.3 Recommendations

Public administrators to embrace social media platforms such as Facebook, Twitter and WhatsApp due to their responsiveness and lower costs in interacting with the public administrators and amongst themselves. The respective government agencies should create awareness among the public on the importance of using digital platforms to pass or receive information on security issues. This can be achieved by awareness campaigns through the traditional and the new media platforms. Initiating training programs focusing on equipping the public with necessary skills on how to use social media

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