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ADDIS ABABA UNIVERSITY



**COLLEGE OF HUMANITIES, LANGUAGE STUDIES, JOURNALISM  
AND COMMUNICATION**

**PUBLIC RELATION PROFESSIONALS USE AND MANAGEMENT OF  
SOCIAL MEDIA AT FEDERAL MINSTRIES IN ETHIOPIA:  
COMPARATIVE ANALYSIS OF MINISTRY OF HEALTH AND MINISTRY  
OF CULTURE AND TOURISUM**

**BY**

**KIBRET KAHSAY**

**ATHESIS SUBMITTED TO**

**GRADUATE SCHOOL OF IOURNALISM AND COMMUNICATION**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE  
DEGREE OF MASTER OF ARTS IN PUBLIC RELATIONS AND  
STRATEGIC COMMUNICATION**

**ADVISOR: TADESSE ZINAYE (ASSIT.PROF.)**

**JUNE, 2019**

**ADDISABABA, ETHIOPIA**

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## **DECLARATION**

*I, Kibret Kahsay declare that this thesis entitled, Public Relation Professionals Use And Management Of Social Media At Federal Ministries In Ethiopia: Comparative Analysis of Ministry of Health And Ministry Of Culture And Tourism and submitted in partial fulfilment of the requirements for the Degree of Master of Arts in Public relations and Strategic Communication is my own Original work. I have carried it out independently with guidance and suggestions of my research adviser. And it has not been presented in any other university. All sources materials used for this thesis have been acknowledged.*

**Kibret Kahsay**

(The Researcher)

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## **ABSTRACT**

*The aim of this study is to identify the problems and successes of public relations use and management of Social Media at the Ministry of Health and Ministry of Culture and Tourism of Ethiopia especially in Facebook, Twitter and YouTube. Quantitative and qualitative research methods were adopted for the study where survey questionnaire, interview and observation were used as tools gathering the data. A survey questionnaire was administered to 27 Public relations officers selected through a census technique whereas in-depth interview was held with 3 Public relations managers of Ministry of Health and Ministry of Culture and Tourism. The finding showed that Ministry of Health and Ministry of Culture and Tourism use social media specially Face book for various purposes, such as to disseminate information, to post press releases, for personal and professional development; however, public relations use of the social media for professional purpose is marred with a lot of challenges. They have no demarcation for personal and professional use of social media. Hence, they were not how exploiting the opportunity as they ought to have been owing to various problems.*

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## **Abbreviation/Acronyms**

PRS Public relation officers

SPSS Statistical package for Social study

MOH Ministry of Health

MOCT Ministry of culture and Tourism

SM Social media

CPJ Committee to protect Journalists

ICT Information computer system

ETC Ethiopian Telecommunications Corporation

NGO Non-governmental organization

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

Many people like to link the history of social media to the growth in communications technology that has been occurring since the end of the 19th century. A common starting point is Samuel Morse's first telegraph, which he sent a message from Washington, D.C. to Baltimore in 1844. At that time, communication did not take place via "online" "Instead, people had used individuals to send messages to a distance place. However, social media platform has become part of media and communication tool since 2006 even if its history traced back to data communication in the 1970s. Today, more than ever before, citizens are communicating the giant hollow of information without delineation of boundary, language, culture, and citizenship through, the social media. Above all, the rise of social media gives power to the uninformed mass, pledge them an option to voice their concern and to express themselves freely than traditional media. Globally, this has happened with the advent of new media (Williams, 2003 Para 4). The advent of internet is, of course, shrinking and lessening the world we live in, in a manner that was never seen before. Furthermore, of all the recent technologies, it is the social networking that got hype much and becomes a global phenomenon despite its young age "(PEW, 2010:1).

Therefore, currently, social media become an integral part of the lives of people around the world. Overall, there are some 2.62 billion social media users around the world, and this number is expected to grow over 3 billion by 2021. [World stat 2019, Para 2 and 3]Use of social media here after social media is becoming a daily routine everywhere in this modern cosmos, and Ethiopia is not an exception. Social media has become a workable option for information, conversation and coordination attracting more people to turn in to it.

Social media gained rapid prominence within few years of its existence. Currently in Ethiopia Government and non-Government institutions has social media account. Some institutions promote their social media sight some are not use properly. Today 20 ministries are present at the capital city of Ethiopia. Among that Ministry of Health and Ministry of Culture and Tourism Ethiopia are the social cluster division of the country. On this concern, the researcher is

conducted on the issues of how the Ministry of Health and Ministry of Culture and Tourism Ethiopia use and manage their social media pages? The researcher tries comparative analysis between the two ministries.

Currently everyone uses social media tools like Face book, twitter and YouTube to gather and disseminate any kind of information. (Endalk's 2012: July 28:12). Due to the fact that, engaging in Facebook, twitter, you tube activities and accessing Facebook sites became an integral part of social media users; to get informational, educational and entertainment articles. On the other hand, it adversely effects on the social, economic and political arena of a given nation.

It is a recent phenomenon used by many people with the internet access like many areas of the world. According to CPJ's 2010 report, when situations in the practice of journalism were worsening in Ethiopia, people and journalists used social media as options. Skejerdal (2011) added that, media landscape in Ethiopia was essentially dominated by the ruling government, approximately 80% of journalists, public relation officers' work for state media institutions. Moreover, social media in Ethiopia is a double-edged sword: capable of filling a sore need for more information but also of pushing the country toward even greater calamity. (James Jeffrey Feb 11, 2018).

## **1.2. Statement of the problem**

Now a day almost all Governmental and non-Governmental Institutions of Ethiopia they use Social media. These emerging developments in social media similarly require new ways of thinking about posting, openness, access to information, uses management system, engaging the public and challenging the current modes of communication and policymaking. These issues, related to truth full information to address the people, how the top ministries of Ethiopian Government Institutions like Ministry of Health and Ministry of Culture and Tourism; they use and management of social media in their institutions. Specially Facebook, Twitter and YouTube. The researcher Targeted on the comparative analysis of the two Ministries. This personal motivations to embark on the study.

Despite these developments, the current use of social media as a strategy to empower citizens and to give them voice with regard to the delivery of government services, policies and programmers' in Ethiopia has not yet been studied extensively. Therefore, the researcher is conducted to fill the gaps in the use and management of social media.

### **1.3. Objective of the study**

#### **1.3.1 General objective**

- The purpose of this study is to assess Public relation officers the use and management of Social Media at Ministry of Health and Ministry of Culture and Tourism Ethiopia.

#### **1.3.2. Specific objectives**

1. To comparatively analyse on the utilization and the effective use of social media in Ministry of Health and Ministry of Culture and Tourism Ethiopia.
2. To study the problems of Social media at Ministry of Health and Ministry of Culture and Tourism Ethiopia.

The research question which the study seeks to answer is:

1. How do Ministry of Health and Ministry of Culture and Tourism Ethiopia Post the information on their Platforms of Facebook, twitter and YouTube for their followers?
2. By what extent federal ministries were managing the social media daily activities?
3. What are the major problems of social media at Ministry of Health and Ministry of Culture and Tourism Ethiopia?

### **1.4 Significance of the study**

The study is likely to have high practical and applied significance. The results of the study will may add to the existing body of knowledge in the field of public policy studies particularly towards enhancing public participation levels, and will help the future researchers of the area and media professionals. It is useful for Researchers, University students, Policy makers,

### **1.5 Scope of the study**

The scope of the study is limited on Ministry of Health (MOH) and Ministry of Culture and Tourism (MOCAT) Public relations. The study concentration on Public relation officers and Managers use and management of social media plat forms of face book, YouTube and Twitter.

## **1.6 Limitation of the study**

The researcher faced different constraints when under taken the research such as Time, Financial, and there was also problem of getting trustworthy information from some respondents. In addition to this technological development of social media is quicker than the speed of the thesis.

## **1.7 Organization of the study**

Chapter one contains introduction, background of the study, motivation of the study, statement of the problem, objective of the study, research of question, significant of the study, scope of the study and limitation of the study the informs what is expected from the study. In the second chapter all relevant and necessary literature presented and discussed. Chapter three contains mythology that used in the research. The fourth chapter of the papers data presentation and analysis discussed. Finally, the conclusion of the study and recommendation include in the last chapter of the papers.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The goal of this chapter is to provide an overview of the issues, research and literature on the use and management of Social media Comparative analysis of Ministry of Health and Ministry of Culture and Tourism in Ethiopia. The first section briefly defines the terms as they are used in this study. Following on this, the concept of social media and how ministries use and manage their Social media pages highlights in Ethiopia ministries. The detail explanation is described below.

#### **2.2. What is Social media?**

##### **2.2.1 Definition**

Social media is defined in terms of a collaborative means of people engaging one another to achieve common goals and agendas through interactive web and social processes such as wikis and Google docs (Bertot, Jaeger & Grimes, and 2010:267). Social media can also be used for expressive purposes allowing people to openly share content such as text, images, video and music (Bechmann&Lomborg, 2012: 3).

Face book, Flicker, Foursquare, MySpace, Mxit, Twitter, Tumblr, YouTube, and fall into the category of social media. The term social media is thus used broadly to include both expressive and collaborative definitions (Hansen, Schneiderman& Smith, 2011:10) It is a difficult concept to define with a couple of words alone as diverse views are forwarded by different scholars. Simply put, social media is the media we use to be social. That's it“(Safko and Brake, 2010: 03). However, it is not merely this. It involves other related connotations as well. Social media is individual's activity and practice on media that enables sharing. This includes the cultural product and the relationship among the users.

The corporate media favourite 'user-generated content,' Henry Jenkins' media- industries-focused 'convergence culture,' Jay Rosen's 'the people formerly known as the audience,' the politically infused 'participatory media,' YochaiBenkler's process-oriented 'peer-production,' and Tim O'Reilly's computer-programming- oriented 'Web 2.0' (Mandiberg, 2012: 02).

### **2.2.2 Types of social media**

Social media has expanded over the years to include six primary categories, each with its own unique set of characteristics. (Amanda Finch, VP Operations [www.titangrowth.com](http://www.titangrowth.com) access April 2019) Those are Social networks, Bookmarking site, Social news, Media sharing, Micro blogging, Blog comments and forums. According to Twitter Company (2019), the famous Social media networks are also Facebook, Twitter, and YouTube.

**Twitter** – As mentioned above, much time and energy is required to successfully manage a Twitter account. With 27.3 million tweets per day, keeping track of who is talking about your company, your product, or who might need to know about you can be overwhelming, to say the least. Additionally, one must keep in mind various factors such as the need to “retweet” or reply quickly, maintain an appropriate “follower to following” ratio to ensure better optimization and a host of other variables. (Twitter company May 18, 2019)

**YouTube** – YouTube is considered a social media platform. What’s more, it is also the 2nd most-used search engine following Google. Yes, we did say “search engine”. For the record, YouTube is used in this fashion primarily by the younger generation, and not as frequently as those who might actually have the resources to become a customer. However, with a trend, this large, companies should not be quick to overlook a branding and informational tool such as YouTube, especially considering the average time on site is 23 minutes. (Amanda Finch, access April 2019).

### **2.2.3 Characteristics of social media**

Several characteristics make social media a unique communication tool. First, social media users are content creators. People can create their own blogs, write a Face book or Twitter post expressing their thoughts on an issue, or post a video blog (“Blog”) about their latest travel adventures on YouTube. This enables users to be active participants in the communication process. Audiences are more engaged with brand messages because they can provide feedback to companies, creating a two-way conversation. Another characteristic of social media is instant communication. Audiences do not have to wait until scheduled news broadcasts to receive information because reporters and media outlets can bring the news directly to social media platforms. Furthermore, people can easily share and post news content on their networks. Social media also foster a sense of interconnectedness and community by bringing people across the

globe together online. Valentini and Kruckeberg (2012) write that social media could not exist without their users, given that the interactivity characteristics create a community feeling. As noted by Green (2012): “Social media provide the means by which clusters of like-minded individuals can easily swap ideas and scrutinize data on public matters” (Para. 4).

## **Digital media**

Digital media is defined by using Kaplan and Haenlein’s (2010: 61) definition and includes digital forms of audio, video or image which may be used or accessed through information communication technology (ICT). Similarly, the use of mobile devices, such as iPods and smart phones, compact discs (CD), digital video discs (DVD) and the internet are referred to as digital media. The new 2018 Global Digital suite of reports from ‘We Are Social and Hoot suite reveals” that there are now more than 4 billion people around the world using the internet. Well over half of the world’s population is now online, with the latest data showing that nearly a quarter of a billion new users came online for the first time in 2017. Africa has seen the fastest growth rates, with the number of internet users across the continent increasing by more than 20 percent year-on-year. (2018 Global Digital suite)

The report added much of this year’s growth in internet users has been driven by more affordable smart phones and mobile data plans. More than 200 million people got their first mobile device in 2017, and two-thirds of the world’s 7.6 billion inhabitants now have a mobile phone. More than half of the handsets in use today are ‘smart’ devices too, so it’s increasingly easy for people to enjoy a rich internet experience wherever they are. Social media use continues to grow rapidly too, and the number of people using the top platform in each country has increased by almost 1 million new users every day during the past 12 months. More than 3 billion people around the world now use social media each month, with 9 in 10 of those users accessing their chosen platforms via mobile devices. You’ll find the key insights from this year’s reports in our more detailed analysis below, but here are the essential headlines for digital in 2018:

The number of social media users in 2018 is 3.196 billion, up 13 per cent year-on-year and the number of mobile phone users in 2018 is 5.135 billion, up 4 per cent year-on-year (World social media sat 2019)

## **2.3 Historical Overview of the Social Media and Internet in Ethiopia**

Social media networks are not just new phenomena, in the last decade they have penetrated much in people's day to day life. This is due to the fact that the increasing number of social media has invited billions to join the new platform. Scholars contest on the exact history of the social media. Marrowfat (2013 Para 6) argues that social media is as old as CompuServe in 1969. However, other scholars site the history of social networking with the advent of Six Degrees back in 1997 (Boyd and Ellison, 2008:202). Auspiciously, since then hundreds of social media networks have shown themselves and still popping up with new choices and applications.

Recently, the founder and CEO of Facebook, Mark Zuckerberg paid a visit to Nigeria, the country with the second highest Facebook users in Africa. According to a report by CNN the Federal Democratic Republic of Ethiopia, as officially known, is a country situated in the Horn of Africa. It is the 2nd-most populous nation in Africa; it has a population of 102,374,489 populations and 4,288,023 Internet users .and also among that 3.7million Peoples use Facebook.

According to the Digital in 2018 Report released recently, there are 16.4 million Internet users in the country with Internet penetration at 15 per cent. Out of those 3.6 million are active social media users. The report states that well over half of the world's population is now online, with the latest data showing that nearly a quarter of a billion new users came online for the first time in 2017. The use of the Internet in Ethiopia began in 1993 when the UN Economic Commission for Africa (whose headquarters are in Addis Ababa) established a store-and-forward email service called PADIS Net (Pan African Documentation and Information Service Network) which connected daily via direct dial calls to Green Net's Internet gateway in London (Samuel, Internet: 2001:61) According to Asfaw (1999:6) in January 1996 the Ethiopian Telecommunication Corporation (ETC) supported by high-level government decisions and brought internet to Ethiopia at a fairly good level start up configuration. The system hardware and software installed are well accepted states- of- the art technologies for internet. The system started with a fully-fledged single Point-of- Presence (Pop) configuration in Addis Ababa, facilitated with an international gateway link to US sprint of 256 Kbps bandwidth. Because no other services were available, the facility was heavily used by international organizations and NGOs, but also by some academics, individuals and private companies. At its peak the service had about 1,200 users (Ibid: 1999).

Within a month of its launch Ethio-Net had over 600 users and this grew to 1,750 by February 1998 (including 200 in other towns), 2,500 in December 1999, As of August 1999, there were a total of 2600 registered users of which 2250 were active dial-up Customer and 6 were dedicated service users. Fewer than three categories of service, customers enjoy different tariffs from the most favourable for educational institutions, health and agriculture up to the last favoured profit making businesses. Ethiopia Internet Marketing, search engines and Telecommunication sighted by Internet world stat Internet users in Ethiopia reached 16,437,811 in Dec 2018 that mean 14.9% Global Social Media Stats in Ethiopia currently data march 2019 shows that Face book 85.39%, Twitter 5.12%, YouTube 2.9% uses Social media In different Coroners of the Country.

## **2.4 Public relation and social media**

Public relations may be considered still a new field of research, but its focus stays on targeted publics and organizational messages. To some, public relations are synonymous with crisis management. Perhaps that is because public relations may only be identified when bad situations arise that need to be addressed. Crisis communication management is only one specialty of public relations, however, (Fearn-Banks, 2006:34) that seems to expand and change with the growth of modern day technology (i.e., social media and new media). When crises come about, the foremost question that comes to mind is: how can information are delivered the quickest way possible being that incorrect information may lead to negative image portrayal.

With social media's birth and growth, most practitioners have recognized its potential in reaching target publics. Face book's growth since its inception in 2004 and Twitter's rapid expansion since its founding in 2006 spurred public relations practitioners to include social networking into their public relations' strategies (Miniwatts Marketing Group, 2012; Dugan, 2012). Public relations (PR) have been the backbone of corporate relationships in society so that both parties may benefit in some way, whether it involves community relations, media relations, issues management or crisis communication. PR is "The management function that establishes and maintains mutually beneficial relationships between an organization and the public's on whom its success or failure depends" (Cutlip, Center, & Broom, 1994, p. 2). Center and Jackson (1995) observed that the main outcome for the PR practice is that of public relationships. They continued by noting that corporations with successful PR can achieve affirmative relationships

(Center& Jackson, 1995). Although PR deals with multiple publics, practitioners do not examine the general public this is not focused or specific enough for public relations programming. Depending on the situation, practitioners target particular publics that they deem necessary to address for the good of their company. Crisis communication, for example, is a situation in which particular publics must be considered.

Bush and Glazier (2013) called attention to three segments of monitoring for social media that can be used for by companies who incorporate this new technology properly.

Specifically, manual searches, taking action and digesting articles can be used across the spectrum in the PR field regardless if a practitioner is looking at a product crisis, branding or corporate communications strategies. “A practitioner should be delegated as a blogger for the company before a crisis to monitor issues and openly engage with others as a self- identified representative of the organization” (Veil, Buehner, &Palenchar, 2011, p.113).

The monitoring practice of manual yields inestimable information about what others see regarding a product or brand name. Depending on the situation, whether an employee is shouting profanity while transporting goods to a client or worse, an employer should welcome the notification, so that the issue can be addressed (Bush & Glazier, 2013). Bush and Glazier explained that these searches on social media sites, regardless of the channel (Twitter, Face book, etc.), may seem to be fruitless, but can be surprisingly beneficial.

Another factor with social media is the option to observe what is going on about an organization with the option to take action on issues at hand. Practitioners now have the power to moderate outcomes of particular issues that the organization’s publics are dissatisfied with at any given moment throughout the day. Being able to identify issues for address is equalled in importance by the speed with which an organization can address the problems. Journalists in mainstream media remain an important public for most PR practitioners, whether their specialty is health communication, management or crisis communication. Social media have grown in importance as a tool to reach all publics, including mainstream journalists and writers. They have been useful in time management, ease of access and have enriched PR messaging (Bajkiewicz, Kraus, & Hong, 2011).

The last form of social media moderation relates to that of digesting articles that can be found online with social media. Whether an organization is focused with Twitter, LinkedIn, Facebook or Instagram, all of these variations of social media have corporate pages if not reporter fan pages that can be “*followed*” or “*liked*” to obtain information. International and various other local and national organizations disseminate information to their followers constantly whether it is on a monthly, weekly or daily basis. Other than liking a page, practitioners may investigate for collaborations in strategy between the organization’s social media and online presence (Bajkiewicz, Kraus, & Hong, 2011). Along with the information given, what do the comments or tweets say about the issue being addressed? Are these current events viral? What are the current influential topics? “Assimilating and learning from other organizational Coverage provides the knowledge needed to deliver a vital perspective to clients, fine-tune messaging, and angle crafting in articles (Bush & Glazier, 2013). With the growth of social media, there are many channels an organization can choose from including Twitter, Facebook, Instagram, LinkedIn, My Space, and others.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

This chapter outlines how the research is conducted and the motives for the chosen methodology. The first part covers the research design which focuses on a plan and structure of the research, followed by the Population and sampling to describe the sample chosen depending on the techniques. Then the data collection methods are discussed, followed by the research procedure. Finally, method of data analysis approach, validity and reliability are discussed.

#### **3.1 Research Method and Design**

The research design basically outlines the activities that are necessary to execute the research project. According to Cooper (2006), through analysing procedures and valuable research output is produced. For the overall success and effectiveness of the study objective descriptive research design is applied in this research. Because descriptive research is aimed at answering what, when, who and how type of question about the research (Kothari, 2007: 30).

In the present study, both qualitative and quantitative studies are given equal status. Hence the researcher used both quantitative and qualitative type of research approach. With regard to the data collection approach employed in this study, namely the use of multiple methods or triangulation which guides the current study would highlight by Babbie and Mouton (2001:282-283). Authors' emphasis the use of multiple sources of evidence in order to achieve replication and convergence for the findings to be reliable social media:

The use of multiple systems, perspectives and sources of evidence achieves replication as it increases the chances that a finding is reliable. Guion, Diehl & McDonald (2011:1) concur by maintaining that the purpose of triangulation is to determine validity by subjecting a research question to a multi- perspective analysis. While relying on different approaches of analysis and reporting, the multi-perspective blend introduced a new dimension to how the social media may be shaping the service delivery agenda.

The study adopted a descriptive type premised on the fact that it sought to find out the what, where and how of a phenomenon in terms of quantity. Compare and contrast two federal

ministries at using through the help of statistical package for social science (SPSS).The researcher uses with managers through interview, and observation of social media pages of the Ministries, website and documents which are available in both digital and paper format. Furthermore, Guion et al. (2011:2) refer to the use of methodological triangulation which entails the use of multiple methods to study a research phenomenon.

### 3.2 Population and Sampling

Babbie and Mouton (2001, p.174) refer to a study population as “a collection of elements from which a sample has been taken”. For this study, the elements of the study as well as the units of analysis study focused on the Federal government Ministries of Health and Ministry of culture and Tourism Ethiopia. Top managers of public Relations and Public relation officers were targeted at the interview. Babbie and Mouton (2001:14) that the elements of a study can also be considered the same as the units of analysis. The population of the study is **30** full time employees that are directly related with social media; i.e. **27** Public relation Officers and **3** PR managers: because the number of respondents are minimum and to minimize sampling risk, census method. Census means “to take all respondents from the population of a research” (Kothari, 1985: 45). The table below presents the number of employees and the percentage of total employment from each department. On the contrary management are part /involved in creating the organizational culture and set up these systems so their views might be biased and not create a true picture of organizational social media use and management in the Ministry of Health and Ministry of Culture and Tourism Ethiopia.

Table 1: Public Relation’s officers of Ministry of Health

No	Department of Public relations	Population
<u>1</u>	Top managers	3
<u>2</u>	Senior officers	17
<u>3</u>	Middle officers	N/A
<u>4</u>	Junior Officers	N/A
	Total	20

Source: Public relation Department, MOH (2019)

Table 2: Public Relation’s officers of Ministry of culture and Tourism

	Department of Public relations	Population
<u>1</u>	Top managers	1
<u>2</u>	Senior officers	6
<u>3</u>	Middle officers	3
<u>4</u>	Junior Officers	N/A
	Total	10

Source: Public relation Department, MOCT (2019)

### 3.3 Data collection Instruments

The study comprised two data collection approaches: an analysis of documents (which included website reviews) and the use of interviews which is explained in the next section. The study uses primary data collection through questionnaires (Quantitative) and in-depth interview. (Qualitative) questionnaires were distributed to selected respondents of Public Relation officers of Ministry of Health and Ministry of Culture and Tourism Ethiopia.

Therefore, researchers used both primary and secondary data source of input to perform the research. The primary data collected by using unstructured interview and open ended & close ended questionnaires. On the other hand, secondary data gathered from Social media pages of the institution, other materials provided by the Ministries & some selected books in the area of Social media use and management.

#### 3.3.1 Questionnaires

Questionnaires are commonly used in survey research to gather information from large sample. Since questionnaires can be mass-produced easily and inexpensively and distributed widely in person or through the mail etc. Therefore, they are useful for reaching large sample. Since MOH and MOCT are two ministries, using questionnaires is suitable technique. The objective of using questionnaire for this study is to explore the use and management systems of Social media cultures in both Ministries of Ethiopia organizational performance and the challenges faced in relation with implementation. Close and open –ended questions, ranking questions, and multiple-choice questions will be included in the questionnaire.

The strategic communication practice is investigated relying on Betake van Ruler Van Ruler's strategic communication frame which contains eight building blocks (Ruler, 2006: 174-178). These are vision, ambition, internal situation, external situation, accountability, stake holders, resource, and action plan. To investigate on these points close and open-ended questions will be distributed to the selected sample population. The questionnaires are both structured and unstructured to yield quantitative and qualitative data. The first section of the questionnaire captured personal data for basic information about employees and their work. The second section related to the organizational social media cultures that exist in the two ministries. The next section deals with strategic social media communications. The fourth section focuses on organizational Activity of Social media performance. The last section ties with the relationships among these variables (social media using culture, monitoring experience, media management system and organizational performance).

The performance measures are measured to include four (4) principles of performance proposed by Lal et al. (1995), namely the coordination of tasks, job evaluation, reward and planning. The principles consisted of 25 statements. All items were also measured using five-point Likert scale. Respondents were asked to evaluate the performance of their organization on each item on the scale ranging from 1=strongly disagree to 5=strongly agree. A high performance is represented by high scores in the above stated measures.

### **3.3.2 In-depth Interview**

In-depth interviews are described by Babbie and Mouton (2001:291) to be a data gathering technique in which a researcher is not so much interested in the content but on the process of obtaining information. The researcher stood to use in-depth interviews to explore the views of key senior government officials on the role of the social media in enhancing public participation efforts within the institutions that were consulted.' In addition to the in-depth interviews, information and documentation about the structure, government concept note, proposed legislation and strategy provided the researcher with a deeper understanding of the current challenges and technical issues pertaining to the use of social media. Hence, the primary aim of the study was to arrive at what Guba and Lincon (1984) cited in Babbie and Mouton (2001:277) refers to as 'thick descriptions' of specific phenomena within a given or unique context. Babbie

and Mouton (2001:309) in explaining this ‘idiographic motive’ of collecting data, maintain that this process of understanding social phenomena is inductive and results in the generation of qualitative or emerging hypothesis.

An in-depth interview was conducted to collect data from key informants (Top management of Public relations departments of the two ministries). The key informant interview involved selecting and interviewing managers who were presumed to be knowledgeable on the field under investigation. These people are called key informants because they are assumed to have more knowledge on the subject than other members of the study population. The interview takes the form of open-ended discussion in which the selected informants were encouraged to air their views on the problem or issue that is under investigation (Cutlip et al, 1994, P.330).

### **3.3.3 Document Analysis**

The first method of data collection, which is essentially the analysis of documents, included the analysis of websites. The document analysis assisted the researcher after visiting the websites and sourcing documents and materials on best practices about the current use of social media in Government Federal Ministries. In this study the results from the document analysis and the interviews were compared to establish whether the conclusions from each of the methods were the same for a level of accuracy and objectivity to be established. As a first step, the analysis of the documents and websites provided opportunity to conduct the interviews and is explained in the section.

## **3.4 Reliability and Validity**

### **3.4.1 Reliability**

Reliability is a measure of the degree to which a research instrument yields consistent results or data after repeated results. Reliability in research is influenced by random error. As random error increases, reliability decreases. Random error is the deviation from a true measurement due to factors that have not effectively been addressed by the researcher. Errors may arise from inaccurate coding, ambiguous instructions to the subjects, interviewer and interviewees’ fatigue, interviewer bias etc. (Mugenda and Mugenda, 2003, p. 95-96).In this research therefore, and

random errors were minimized through giving clear instructions to the respondents. Besides, bias is be strongly minimized by pursuing objectivity. In addition, clear and fewer questions were prepared to avoid interviewer and interviewees' weaknesses.

Table 3 Reliability test using corn Bach Alpha coefficient

Serious no	Measurement	Number of scale item	corn Bach Alpha coefficient
1	Public relation using of social media	5	0.813
2	Social media using frequency	5	0.804
3	Role of social media	6	0.825
4	Challenge of Social media	4	0.869
5	Management practice of Public relation	3	0.854
Reliability of all items		23	0.876

Source: - survey data (2019)

### 3.4.2 Validity

Validity is the accuracy and meaningfulness of inferences, which are based on the research results. In other words, validity is the degree to which results obtained from the analysis of data actually represent the phenomenon under the study. Validity, therefore, has to do with how accurately the data obtained in the study represents variables of the study (Mugenda and Mugenda, 2003: 99). To ensure the validity of the research process, utmost care was taken in collecting accurate and analysing data to ensure their credibility.

### 3.5 Procedures and Method of Data Analysis

Once the study tool for collecting data was completed, approvals were sought from the study advisor. After the permission was granted, a formal letter was drafted and sent to the two ministries I.e. Ministry of Health and Ministry of Culture and Tourism seeking permission to carry out the study. After the permission was granted, the researcher piloted the study tool with 10 respondents who will not taking part in the actual study. Feedback from the questionnaire pilot was used to simplify the questionnaire language. The questionnaires were printed and

physically handed to the respondents. Respondents given three days to fill in the questionnaire, after which, the researcher physically collected all the questionnaires. A phone call and Physical contact were made to departmental heads to ask them for assistance in ensuring that respondents answered the questionnaire in time. This helped to ensure a higher response rate, and also to ensure that any missing answers were dealt with before the questionnaire is picked up. This also ensured a check on completeness of the tool is done.

Before data analysis is conducted, the questionnaires checked for completeness. Data cleaning and error checking also conducted, and errors fixed. The questionnaires were coded for easy of analysis and counter checking. Since the researcher employed mixed method, the data analysed based on appropriate quantitative and qualitative research methodologies. Quantitative data that gained through questionnaire analysed using statistical package for social science (SPSS). The results presented via descriptive statistics, percentage and frequencies. The analysed data were presented using tables and figures. The qualitative data obtained from interview would also be interpreted qualitatively. These inferential statistics analysed for correlations, and regressions. Finally, both qualitative and quantitative results will be summarized and recommendations drawn from the conclusions.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Introduction**

Depending on the objectives of the study, data was collected by using both quantitative and qualitative instruments of research. Descriptive statistics is used to present the quantitative data. Whereas, the qualitative data is presented by using the power of words, theories, literatures, studies, and reports. The qualitative data, mainly the in-depth or intensive interview, is presented after it is transcribed. Essential and sound anecdotes were cited from recorded long interviews besides notes taken during observation and interview. Therefore, this chapter deals with the presentation, analysis and discussion of the findings. Among the 27 survey questionnaires distributed to public relation Officers in two Ministries, 27 were completed and returned to the researcher. And also, all 3 PR Managers also gave answer what they were asked. Therefore, the response rate is 100% and it is excellent. The majority of Public relation officers are experienced. This shows that 70 per cent of the officers have more than 7 years' work experience.

#### **4.2 The use of social media at ministry of Health and Ministry of Culture and Tourism**

The table below (MOC) shows that 90% of the respondent's access internet to use Social media at office where as at MOCT also 80% of used at office. While 15% of MOH uses Social media at Internet cafe and 20% of MOCT also used at internet cafe.

50% of Ministry of health respondents they used social media by their Owen cell phone, and also at MOCT also 60% of respondents use their own cell phones to use social media. Majority respondents except one they believe Social media is Important for organization daily activity. Majority respondents except one they believe Social media is Important for organization daily activity.

Table4 .The place of Using Social Media

No	Where PR officers and Mangers access Internet to Use Social Media	Ministry of Health		Ministry of Culture and Tourism	
		Frequency	Percentage	Frequency	Percentage
1.	At office	18	90%	8%	80%
2.	At Internet café	3	15%	2%	20%
3.	By their Owen cell phone	10	50	6%	60%
4.	Total	31	155%	16%	160%

Source: own survey (2019)

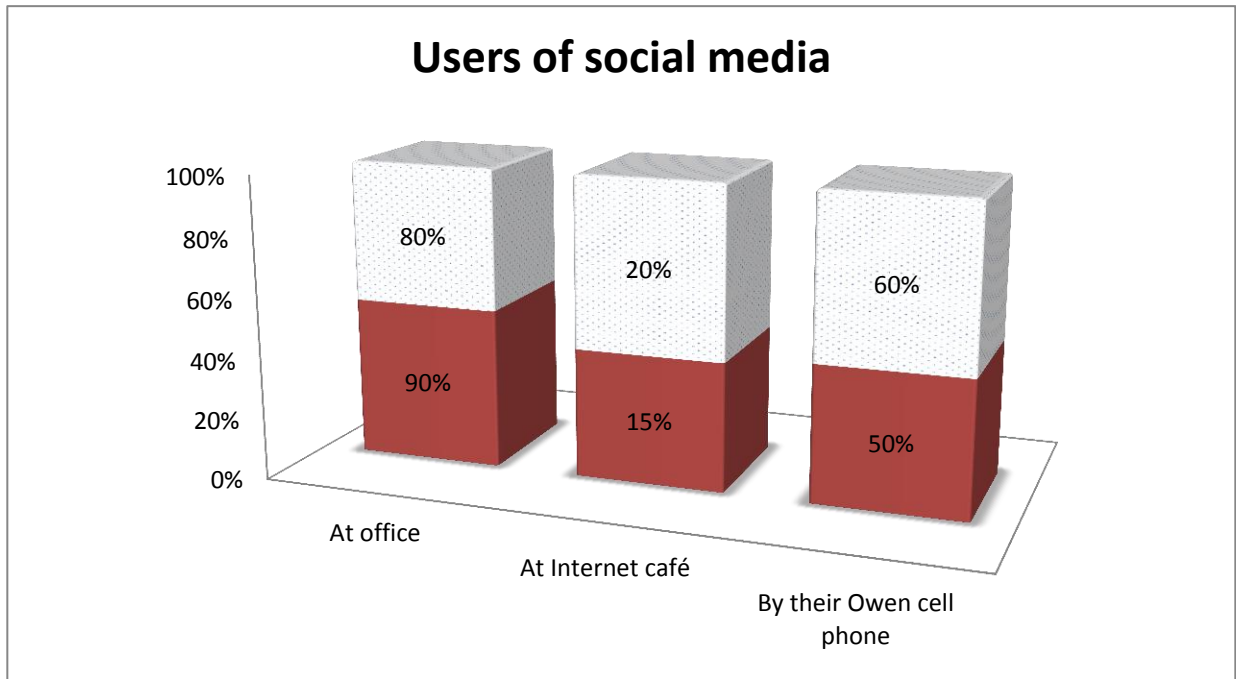


Figure 1 white colour represent Ministry of Culture and Tourism and the red one is Ministry of Health Ethiopia

## 1) The Frequency of Social media users

The table shows at Ministry of Health 50% of respondents are very high users of Social media, and 27% of respondents are High users the remain 22.2% are Medium users. As compare with Ministry of Culture and Tourism 12.5% PR respondents are very high and high frequently users of Social media, whereas 75% are Medium users.

## 2) visitors of social media

The following table reveals that over three-fourth of the respondents of MOH (72.2%) visits social media many times day and also 27.8% are social media uses a few days at a week .At MOCT also the data shows Majority 87.5% respondents visit social media many times a day, in this case Facebook and Email, many times a day while some (20%) visit these pages a few days in a week.

Table 5. visitors of social media

No.	How Often PRS Use Social Media at Organizations	(MOH) Percentage	(MOCT) Percentage
1.	More than two times a day	72.2%	87.5%
2.	Once a day	0	0%
3.	A few days in a week	27.8%	12.5
4.	Once a week	0	0%
Total		100%	100%

### 4.2.1. The important of social media

At Ministry of Health and Ministry of Culture and Tourism of respondents believed social media is important tool for daily activity of Organization.

Table 6 Social media at Ministries level

No	Types of Social Media PRs use at Ministries	Ministry of Health	Ministry of Culture and Tourism
		Percentage	Percentage
1	YouTube	44.4	30%
2	Twitter	33.3	12.50%
3	Face book	100	100%

The above data shows the PR activities of two ministries are dominated by using of Facebook while the others are Infant stage. It is indicated that 100% of the respondents use Facebook. Only using email comes second with 55% of the respondents claimed that they use it at Ministry of health. Whereas at ministry of culture and Tourism YouTube comes second 30%. The other social media platforms such as Twitter (33.3%) at MOH and at MOCT 12.5% users are participated at two ministries. This shows that the Facebook is the most preferred at Ministries. Almost more than 50% of Ministry of Health and Ministry of culture and tourism ministries Focused on at Health Issue. The reaming 33 % is cultural issue.

#### 4.2.2. Social media training

The table below shows, 22.2 % of the MOH respondents think that the use of social media requires training while 66.7% or more than two-third of the respondents claim that it requires no training. The remaining 11 % found it difficult to decide where it requires training or not. Whereas at ministry of Culture and truism 25% respondents believe that the use of social media requires training while 75% majority of the respondents claims that it requires no training.

Table 7 Social media training

	Organization	
	Ministry of Health	Ministry of culture and Tourism
Yes	22.2%	25.0%
No	66.7%	75.0%
Difficulty to say	11.1%	
Total	100.0%	100.0%

### 4.2.3. Management of social media

The data shows management of Facebook, Twitter and YouTube form 39% the respondents of MOH think very high,22% of the respondents believed High,28 % of respondents answered Medium the reaming 6% respondents answered low. Whereas at Ministry of Culture andTourism 25% of respondent believe very high management of Social media at their Minstries.12% of the other respondents High Management and the reaming majority of responses 62.5% they think Medium Management of social media are there at Ministry.

Table8 Management of social media at MOH and MOCT

	Organization	
	Ministry of Health	Ministry of Culture and Tourism
No response	5.6%	-
Very high	38.9%	25%
High	22%	12.5%
Medium	27.8%	62.5%
Low	5.6%	
Total	100%	100%

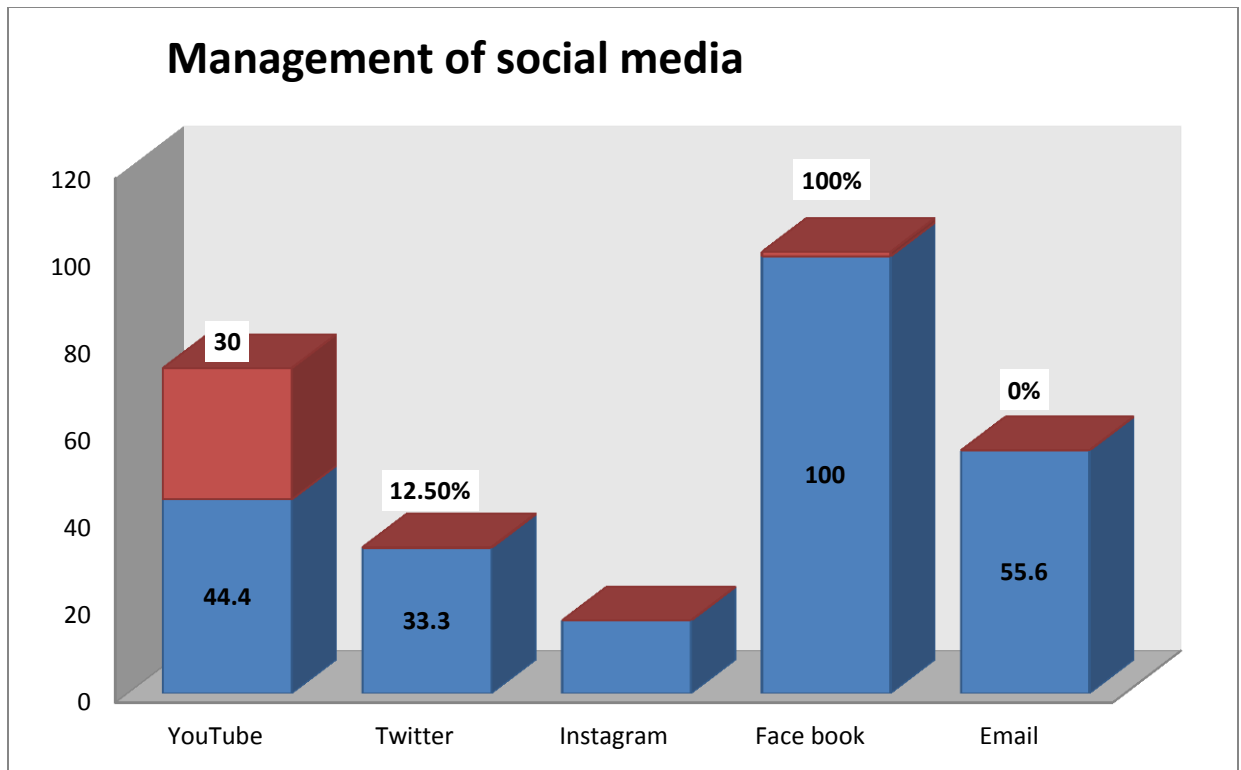


Figure 2 Blue Colour represents Ministry of Health and Red colour represent Ministry of Culture and Tourism.

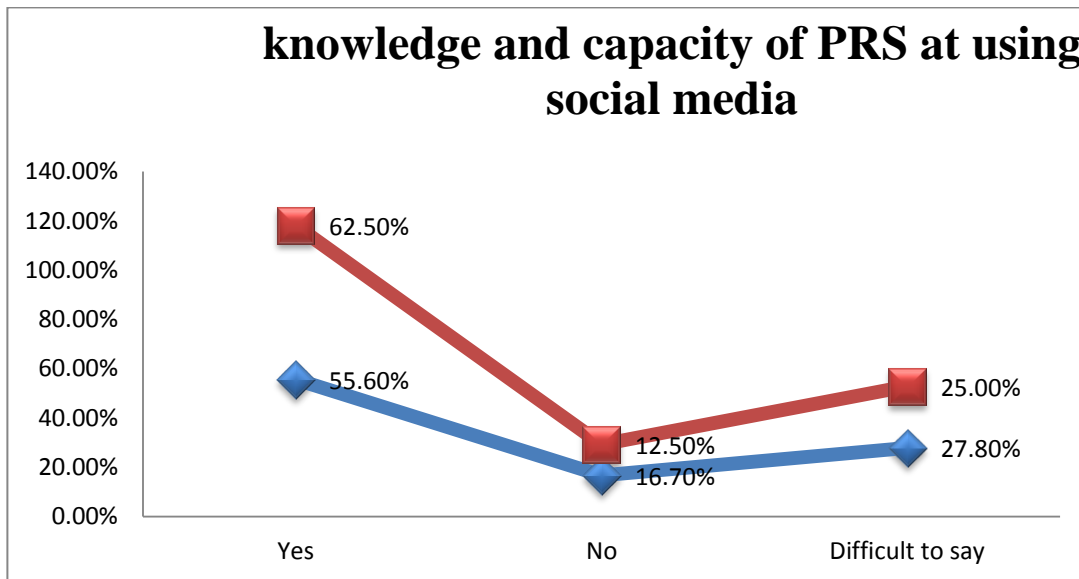


Figure 3 Blue Colour represents Ministry of Health and Red Colour represent Ministry of Culture and Tourism.

### 4.3. The purpose of social media

Table 9 Purposes of social media at MOH and MOCT

No	PRS Professional Use of Social Media	Ministry of Health		Ministry of Culture and Tourism	
		Frequency	%	Frequency	%
1.	To find news and information	14	72.2%	9	87.5%
2.	To get feedback from audience	12	55.6%	6	62.5%
3.	To download and upload audio/video	8	38.9%	6	62.5%
4.	Just only to see what is going on	9	44.4%	5	50%
6.	To share information with others	12	61%	5	50%

The above table indicates that 72% of Ministry of Health Ethiopia (MOH) respondents use social media to find news and information while 55% of them claim to have used it for getting, 38% from audience and to download and upload audio/video respectively, 44.4% Just only to see what is going on and 61% of the respondents use social media to share information with others, respectively.

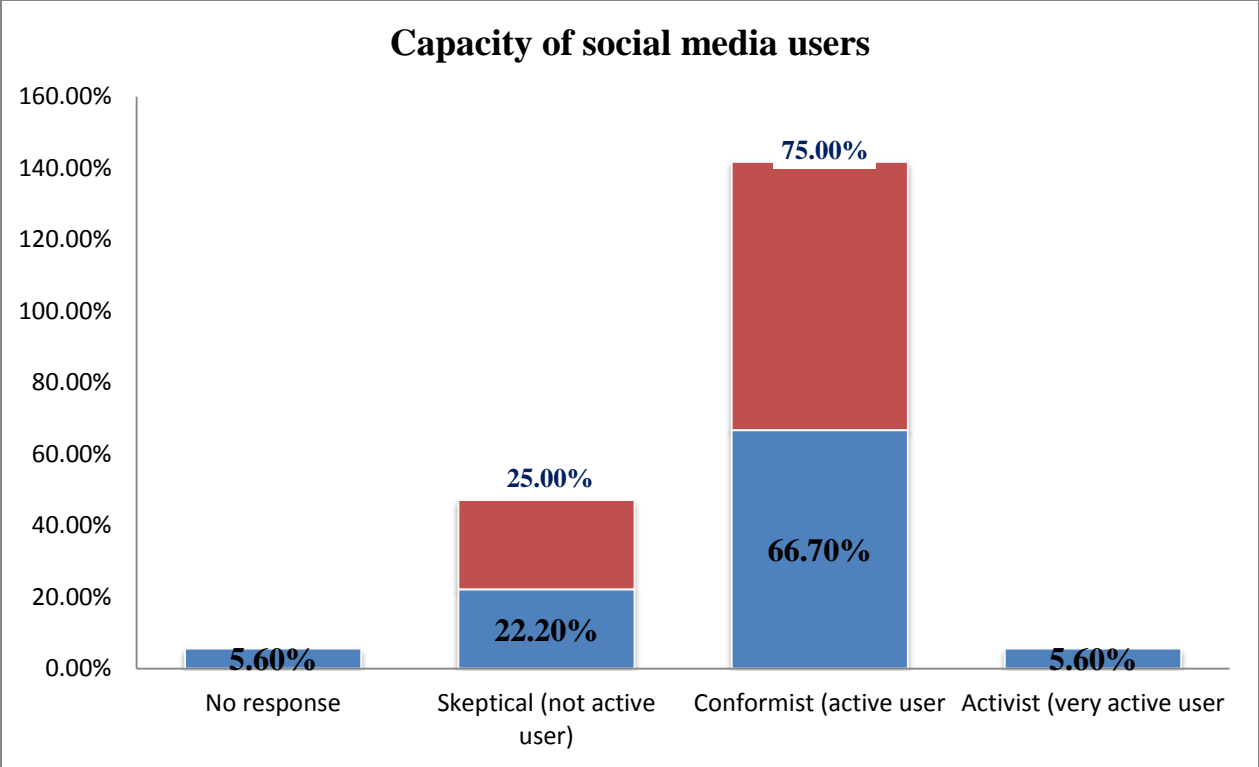


Figure 4 Capacities of Public relation officers measured by their Owen perception. The above graph shows that The Blue colour represents Ministry of Health and The Red Colour represent Ministry of Culture and Tourism. The above chart indicates that capacity measured by their questioner’s response.

The below table shows that 16.7 % respondents are neutral at professionals using of social media carefully at their organization. 44.4% respondents agreed at PRs professionals are capable of their works to integrate all works of the organization. The other 22% of respondents are neutral their works to integrate all works of the organization and furthermore also 22.2% respondents disagreed at using of properly social media at Ministries. 16% of the respondents answered there is no effective social media at day to day activities of the Ministries.

Table 10 Ministry of Health users' social media

No	Public relations(PR)s use of social media	Strongly agree	Agree	Neutral	Disagree
1	PRs in your organization practice social media use	50%	44.4%	5.6%	
2	PRs practitioners are professionals at using of social media carefully in their organization.	33.3%	27.8%	16.7%	22.2%
3	PRs professionals are media capable of works to integrate all works of the organization on social	22.2%	44.4%	22.2%	11.1%
4	Effective using of social media is a day today activity of the Organization	44.4%	27.8%	16.7%	11.1%

Table 11:- Ministry of Culture and Tourism users of Social media

No	Public relations using of social media	Strongly agree	Agree	Neutral	Disagree
1	PRs in your organization is practice the use of social media	62.5%	37.5%		-
2	PRs practitioners are Professionals at using of social media carefully in their Organization.	12.5%	62.5%	25%	-
3	Public relation professionals are media capable of their works to integrate all works of the Organization on social media	12.5%	75%	12.5%	-
4	Effective using of social media is a day today activity of the Organization	-	87%	-	12.5%

The above table shows that 62.5 % respondents agreed at professionals using of social media carefully at Ministries.25% of respondents are disagreed on it.

75% respondents agreed at PRs professionals are capable of their works to integrate all works of the organization. The other 12.5% of respondents are neutral their works to integrate all works of the organization. In the other point 87% respondents agreed at using of properly social media at Ministries. 12% of the respondents are disagreed at effective social media day to day activities of the Ministries.

Table 12:- Attitudes of Social media at Ministry of Health Ethiopia

No	Attitudes of social media at Ministry of Health Ethiopia	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	Social media is very useful for image building at the organization	44.4%	38.9%	11.1%	5.6%	
2	The use of social media by the Organization you are working would help to improve the relationship with the customer	5.6%	33.3%	33.3%	27.8%	
3	Social media is very important for reputation management of institutions	5.6%	22.2%	39%	28%	5.6%

More than 80% of respondents agreed that social media is very useful for image building at the organization. 39% of respondents are neutral to answering social media is very important for reputation management of institutions. 28% of respondents are Disagreed Social media is very important for reputation management of institutions.

**Table13-** Attitudes of social media at Ministry of Culture and Tourism Ethiopia

No	Attitudes of social media at Ministry of Culture and Tourism	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Social media is very useful for image building at the organization	75%	25%			
2	The use of social media by the Organization you are working would help to improve the relationship with the customer	50%	37.5%	12.5%		
3	Social media is very important for reputation management of institutions		50%	12.5%	12.5%	25%

At the above table 16 Ministry of Culture and Tourism (MOCT) 75%% of respondents strongly agreed and 25% respondents agreed at Social media is very useful for image building at the organization. 50 % of respondents are agreed Social media is very important for reputation management of institutions.12 % of respondents is neutral, 12.5% respondents Disagreed and 25% of respondents strongly. Disagreed at Social media is very important for reputation management of institutions.

Table 14 Challenges of social media at Ministry of Health (MOH)

No	Challenges and problems of social media	Strongly agree	Agree	Neutral	Disagree	Strongly dis agree	No response
1	Frequently using of Social media is not considered as a job	5.6%	38.9%	22.2%	16.7%	11.1%	5.6%
2	The organization top Management do not carry out research for organization	22.2%	16.7%	33.3%	16.5%		12.5%
3	Less attention is given to Social media at Ministries	-	11.1%	22.2%	33.3%	33.3%	-
4	Organizational managers do not believe in the importance of Social media	-	5.6%	22.2%	50%	22.2%	-
5	The pages of the organization are secured from hackers	11.1%	16.7%	44.4%	11.1%	11.1%	-

Table 15 Challenge of Social Media

No	Challenges and problems of social media at MOCT.	Strongly agree	Agree	Neutral	Dis agree	Strongly Dis agree	No response
1	Frequently using of Social media is not considered as a job	12.5%	37.5%	37.5%	-	-	12.5%
2	The organization top Management do not carry out research for organization	12.5%	37.5%	25%	25%	-	-
3	Less attention is given to Social media at Ministries	25%	12.5%	12.5%	37.5%	-	12.5%
4	Organizational managers do not believe in the importance of Social media	50%	12.5%	12.5%	25%	-	-
5	The pages of the organization are secured from hackers	50%	-	-	37.5%	12.5%	-

#### 4.4. Managers Interview Responses

Interviewee response the researcher asked PRs managers 10 fundamental questions from Ministry of Health 2 Managers and one PR manager was interviewed at ministry of culture and Tourism. The researcher asked 10 fundamental questions at face-to-face interview session .

At interview session the researcher take note by help of audio recorder. They are aware about the Social media. Social Media plays a crucial role in connecting people and developing relationships, not only with key influencers and journalists covering our college’s issues, but also

provides a great opportunity to establish patient and clients service by gathering input, answering questions and listening to their feedback.

Regarding the impact of Social media, they stated that it creates easy interaction with people, expedite circulation of information, more direct contact with people, and create unique and engaging content. It also helps PRreaching broader audience and customer, enables to reach people directly, makes getting feedback possible, serves as a source for breaking news &stories, strengthens media relations, and saves company's money. The Culture and Tourism PR manager argues social media poses no threat and its opportunity outweighs. There is no threat it is only an opportunity at Ministries.

As a PR manager, they believed social media help to improve the relationship with the audience .It is a wonderful channel to easily create interaction with people and reach wide audience within the country and worldwide. The Managers explain the major roles of social media in their Ministries there is a lot of roles Health and culture education, Service promotion, news and different Announcements. The main weakness and strengths of social media at Ministries were misunderstanding skill gap, the managerial/administrative challenges of social media use and management organizations the managers believed there is no challenges there.

(SWOT) analysis of MOH AND MOCT Strengths, Weaknesses, Opportunities and Threats explain the Managers the following key points.

### **Strengths:-**

- 1) Speed was identified as a first strength by stakeholders and experts. Social media is the perfect tool to speed up communication and, for all practical purposes, it speeds up awareness. It is a way to get a message out instantly and it gives the opportunity to communicate in “real-time”.
- 2) Secondly, interaction was perceived as strength of social media. It offers interested parties the opportunity of increased involvement in the communication process. There is the possibility to interact with the public and organizations receive instant feedback from consumers.

- 3) -The third strength, according to stakeholders and experts was accessibility. The development of and increased access to the internet is a key driver in the emergence of new media. Social media tools are in many cases easily accessible and require low technological knowledge. And on top of that most popular tools like Facebook, YouTube and Twitter are free to use.
- 4) -The technological possibilities of social media were perceived as the fifth strength. Social media tools make it easy to post lots of information and material, including photos and videos online and are a growing field in combination with mobile technologies.

### **Weaknesses:-**

The participants mention the lack of control on accurate information, on the source and the anonymity of lots of information posted often by lay people. This often creates a gap between facts and perceptions.

- 1) This low trust in source can be enhanced by the speed of social media. The rapid spread of a false message, e.g. there is no room to check the value, the source or the dependability of message
- 2) The absence of a filter is seen as weakness of social media. Everybody (experts, companies, consumers) is able to post information online through social media and can become a source of information. There is no filter with respect to accessing social media and very few barriers to stop people from publishing what comes to mind.
- 3) Unrecognized Facebook health pages were opened at plat forms of Social Media.

### **Opportunities:-**

- 1) A first identified opportunity is the need to reach specific audiences: More and more situations arise where a targeted, specific audience should be used. Especially in terms of reaching a younger audience, social media can provide opportunities. But the perceived limited demographic audience and the focus on young people is also seen as a limitation.
- 2) Crisis communication is seen as a second opportunity for communication through social media. A growing number of situations arise where a large audience rapidly needs to receive information.

- 3) -Thirdly, there is a high current societal popularity of communication technologies involving the internet and mobile phones. Several experts and stakeholders saw this growing market as an opportunity to spread their message in, for instance, applications for cell phones and tablets. This is believed to result in high reach.
- 4) Community feeling is recognized as a forth opportunity. Consumers with common interests congregate in online communities.
- 5) The experts and stakeholders were very positive about the opportunity to engage with these communities and share expertise and experiences.
- 6) The possibility of having a conversation with the public gives the opportunity to identify needs and worries in relation to ministry.
- 7) Finally, the experts and stakeholders recognised an opportunity to provide detailed, unbiased and easily accessible information about the organization based on reliable facts that can be consulted when a need is felt. Social media easily reach large audiences.

### **Threats:-**

- 1) The overload of information was identified as a threat. Users are confronted with an overload of information and communication. Information gets lost in the noise. Because of all this existing noise, it's hard to get the message through according to the respondents.
- 2) There is a low consumer interest in online information: Audiences choose their interests: People can't be forced to listen or attend, and they won't spread information if it's not interesting enough.
- 3) Emotional behaviour can play a role on social media. There is a tendency in society that people say/write what they want and don't think about possible consequences. The low threshold to post an opinion has as a negative effect that consumers react too fast and emotional without thinking about the consequences.

## **4.5. Documents analysis of Ministry of Health and Ministry of Culture and Tourism**

### **4.5.1 Ministry of Health (MOH)**

The researcher stressed at three variables i.e.(Social media Communication Content, Time of posting information, Management, Monitoring, followers and Ministries relationship activity, Ministry of Health having platforms like Facebook, twitter, and website. YouTube by itself it is good for posting and displaying urgent and fresh information gives opportunities to target audience. Different healthy related articles were posted at especially at Facebook pages. Majority of the information depending on Health related news. Rather than detail articles. Redundancy of news, Videos and many times the information is based on the same content was posted at the Facebook and Twitter pages. Most posts the positive extremes, achievement on track, celebrity, dominated it is imbalance or skewed information. Note taking seriously the feedbacks provided through comments. This offends target audience. Whereas the ministry of culture and truism there is 3 social media plat forms Facebook, Twitter and YouTube. At this Ministry it expected National and International for promoting the country. But the opportunities of Social media not effectively and efficiently used at Ministry of culture and tourism and Ministry of Health Ethiopia. The content of news and related articles sided to politics events.

When compare and contrast Social media use at two Ministries both ministries mostly used Facebook rather than others social Medias. Like Twitter, YouTube and Instagram all are still at an infant stage. This difference can be attributed to the low consciousness of the officers, the technology and related things are there.



External situation, accountability, stake holders, resource, and action plan. Of SM the daily update information's post on time at wool. The challenge is Fake account were open by different peoples. PR department staff of the ministry they are well organized.



**4.5.2 Ministry of Culture and tourism (MOCT)**

This ministries use social media. The ministry has more than five face book pages at the same name. to identify the official face book page it is difficult. Like Ministry of health the PR department it is not properly use as an organization brand.

Ministry of Culture and tourism:-it decrements news, Historical pictures, urgent Promotion, to call meeting. The ministries PR department not well organized to use social media of the organization.

The official page reaches not more than 12,000 peoples. Lack of boosting and not frequently use as job at Ministries. Confused pages are presented at the wall.

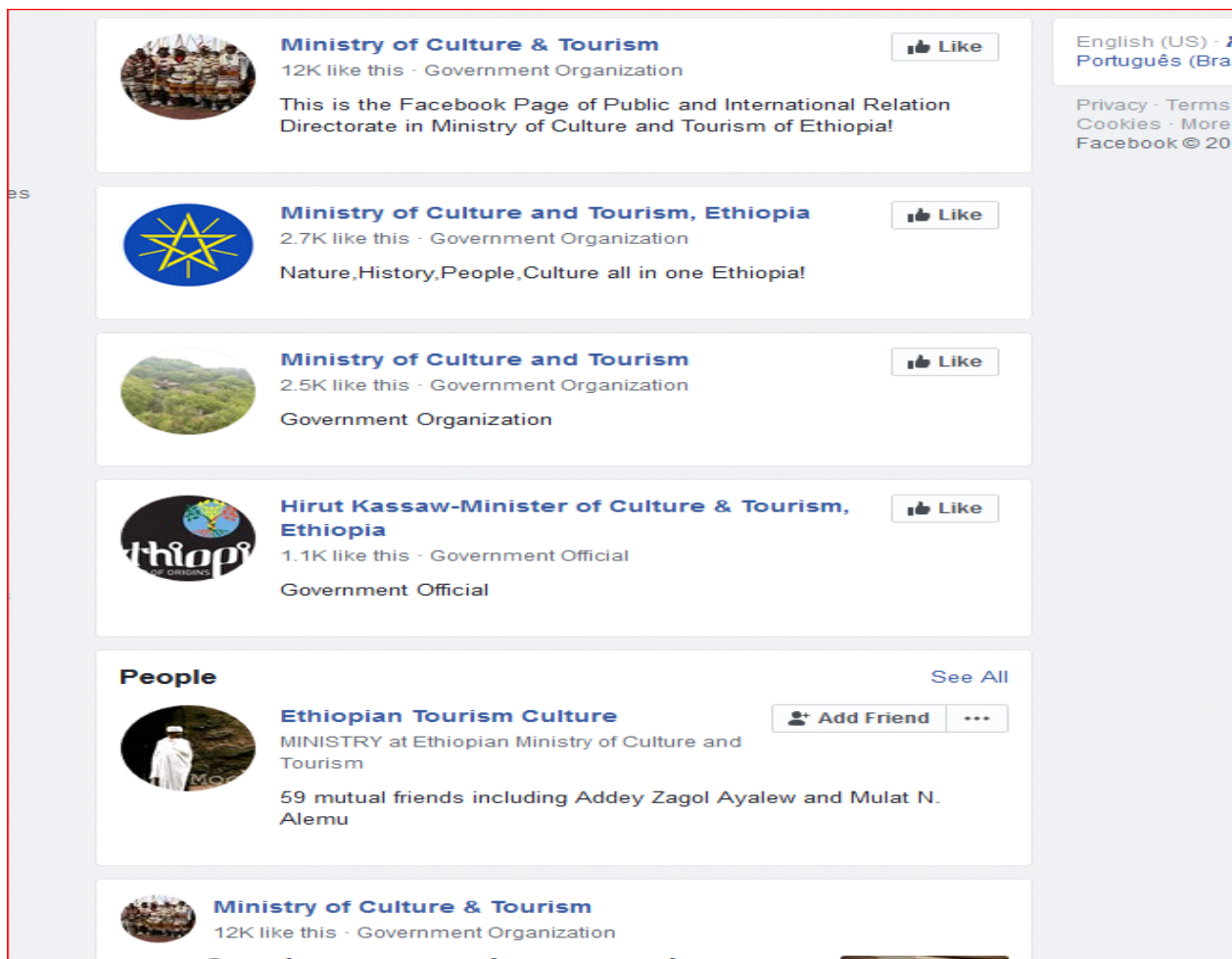


Table 14 Social media statistics of Ministry of Culture and Tourism (MOCT) and Ministry of Health (MOH)

	Ministry of health	Ministry of Culture and Tourism
Twitter	33%	12%
Facebook	100%	100%
No of Likes Facebook	108000	12000 Until May 2019

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATION

This chapter deals with summary of major findings of the study, conclusions and Recommendations of the study.

#### 5.1 Summary

The research has 27 respondents these findings based on the findings a number of conclusions generated as follows. The interviews gave us a chance to hear, understand, compare and contrast participants' answers concerning their particular forms of online and offline activity and their political interests. To describe social media-Ministries are High dominated by face book use that mean they are very highly frequently use Facebook in their Organizations Other social medias are not Active. The Ministries do not have professional social media users. Ministry of Culture and Tourism have more than five Facebook pages. It is difficult to select the official Facebook page. Ministry of Health is found to be better than Ministry of Culture and Tourism by using Social media effectively and efficiently. Both ministries have no Social Media Guideline. They have no social media policy and guide lines at both Ministries. The Management of Social media at Ministry of Culture and tourism is weak.

The line-up of Ministry of Health SM is at good level. The PR activities of two ministries are communicated via Social media plat forms such as Face book (68%) YouTube (57.2%) And Instagram (15.3 %).In terms of the reaming Twitter, MOH better than MOCT. The major challenge of social media at the ministries is lack of skill. Some officers consider it is not a job. Many of PRs professionals spend time on the social media for Personal issue rather than treating the issues of the Ministries.

## 5.2 Conclusions

Ideally speaking the Public relation departments Objective is bridge between the peoples and the organisation by means of Communication tools such as Social media. But practically they have not effectively used to make sure integrate Social media in there organizations. That is the case. It is also to be noted that both Ministries do not allocate adequate budget to effectively and efficiently run their social media activities in a much more professional way. Based on the findings of the study and conclusions made, the following recommendations were drawn.

## 5.3 Recommendation

On social media is lack of truthfulness that leads the audience for wrong decision. So, it needs to be controlled including establishing rule, regulation and procedures at Ministry of Health and Ministry of culture and Tourism Ethiopia.

Better to post balanced information since we are living in many challenges. The positive achievements, the off tracks and undone activities from plan

1. Critically responding for every concerns and issues provided in comment section
2. Using the constrictive comments in correcting the mistakes, errors, gaps, and weakness.  
Challenges
3. Using area experts in order to smartly and wisely address the issue and give robust lessons to the target population.
4. The Ministries should work hard properly on using and Management of SM on their Job.
5. Social media page can manage easily by using most popular social media management Like, Buffer prefers. With the free version, you can manage up to three social media accounts in various channels including Face book, Twitter and LinkedIn. It's an essential tool that can manage and schedule posts, track conversations and measure campaign results.
6. Pay attention to Web traffic reports to confirm time of day visitors tend to land on the site.
7. Test social media updates and their effectiveness during off hours and weekends.
8. The ministries Officers, officials should give attention for the development of new media.

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## Appendix A

**Dear Respondents,**

The purpose of this questionnaire is to collect data for the research to be carried out by M.A students/researchers from the School of Journalism and Communication, Public relation and strategic communication program Addis Ababa University. We would like to state that you're genuine and accurate responses will have greater contribution to the dependability of the research findings. Therefore, we kindly request you to provide your genuine answers to the questions that appear below. We would like to remind you that the answers you will provide us is solely used for research purpose and kept confidential. We would like to thank you in advance for your cooperation.

**Part I- Personal information- Please encircle or write your responses for the following personal information based on the type of questions provided here under**

**Please encircle your responses for the following personal information**

- 1) Gender A/Male                      B/ Female
- 2) Age    A/18-30    B/31-40    C/41-50    D/>51
- 3) Education level A/ College Diploma B/ BA Degree C/MA/MSC D PHD
- 4) Marital status    A/ Single B/Married C/Divorced
- 5) Please write your response for the following personal information
- 6) Educational Qualification-----
- 7) Work position-----
- 8) Years of experience-----

Part II—Basic Questions

9) Do you follow your Organization Social media

A/ yes B/ No

10) If your answer to above question Yes, where do you accesses internet to use Social media?  
(you can mark more than one)

A/ at office B/at internet Cafe C/ by cell phone D/both

11) Is Social Media important for Organization daily activity?

A/yes B/No C/ difficult to say

12) Which type of communication is more practically used in public relations of your organization in using of social media ((You can mark more thanone)?

A/ YouTube B/ Twitter C/ Instagram D/ Face book E/ Email

13) What is the degree of public relations activities played by the public relations directorate of your organization?(Please put them in order as ABC, etc)?-----

A/ Twitter B/ Face book C/ YouTube D/ Instagram

14) What types of issues get more importance in your organizational communication in social media? A/ Cultural issues B/ Environmental issues C/ Health issues

D/Political issues E/ Social issues

15) .Do public relations require Social media training?

B/ Yes B/ No C/ Difficult to say

16) What is the degree of emphasis given for public relations directorate/department of your organization/to use social media frequently in institution?

A/ Very high B) High C/ Medium D/ low E/ very low

If you say low or very low what is the reason? -----

17) How do you see the role of public relation directorate/department in

Organizational social media management in your Organization?

A/Very high B/ High C/ medium D)/low E) very low

17. Is public relations directorate/department seen as High users of social media?

A/Yes B/ No C/ Difficult to say

If you say NO what is the reason? \_\_\_\_\_

18. Does public relations experts enabled to use social media effectively on appropriate knowledge capacity and skills for the organization development?

A/ Yes B/ No C/ Difficult to say

19. How often do you use social media at Organization?

A/ Many times aday

B/ Once aday

C/ few days in a week

D/ Once aweek

20. For what purposes do you use social media at your organizations? (Mark as many as youuse).

A/ To finding news and information

B/ To get feedback from audience

C/ To download and upload audio/video

D/ Just only to see what is going on

E/ To share information with others

21. On which category of social media user do you put yourself as APR of your Organization?

A. Skeptical(not activeuser)

B. conformist(activeuser)

C. Activist(very activeuser)

**Part III- Major Questions**

Your answers in this part are to be given by making a tick (√) mark on your choice that is Provided in front of each question.

1=Strongly Agree    2=Agree    3=Neutral    4= Disagree    5= **Strongly Disagree**

No.	Items	1	2	3	4	5
<b>I-</b>	<b>Public relations(PRs) using of social media</b>					
1.	PRs in your organization is practiced the use of social media					
2.	PRs practitioners are professionals at using of social media carefully in their Organization.					
3.	PRs professionals are capable of their works to integrate all works of the organization on social media					
4.	PRs professionals have the necessary knowledge & skills of social media					
5	Effective using of social media is a day today activity of the Organization					
<b>II-</b>	<b>Role of social media in organization</b>					
6	Social media is very useful for image building at the organization					
7	Social media activities are more of promotion and publicity					
8	The use of social media by the Organization you are working would help to improve the relationship with the customer					
9	Social media is very important for reputation management of institutions					
<b>III-</b>	<b>challenges and problems of social media</b>					
10	Frequently using of Social media is not considered as a job					

11	The organization top Management do not carry out research for organization					
12	Public relations heads or directors do not have much power on social media management.					
13	Less attention is given to Social media at Ministries					
14	PRs employees are NOT professionally assigned at communication of social media					
15	Organizational managers do not believe in the importance of Social media					
16	There are no Social media ethics and codes of conduct in organization					
17	PR does NOT play management and advisory roles in the organization using Social media platforms.					
18	The pages of the organization are secured from hackers					

**I AM MOST GRATEFUL FOR YOUR RESPONSES. MANY THANKS FOR YOU FOR COMPLETING THIS QUESTIONNAIRE**

## **Interview guidelines for Managers PR Directors**

### **Appendix B /Research area MOH &MOCT**

Dear Respondents, the purpose of this interview guideline is to collect data for the research to be carried out by M.A students/researchers from the School of Journalism and Communication, Public relation and strategic communication program Addis Ababa University. We would like to state that you're genuine and accurate responses will have greater contribution to the dependability of the research findings. Therefore, we kindly request you to provide your genuine answers to the questions that appear below. We would like to remind you that the answers you will provide us is solely used for research purpose and kept confidential. We would like to thank you in advance for your cooperation.

#### **List of Questions for PR Managers**

##### **Part one: For introduction**

- 1. Please introduce yourself self -----**
- 2. What is your education status-----**
- 3. What was your position at the Organization-----**
- 4. What is your job experience can you tell me-----**

**I proceed the questions what it is related with my research.**

##### **Part two Interview questions:**

5. What is your knowledge of social media? What understanding do you have of using social media for Pr? Do you think social media has an impact on PR profession?
6. What is your view of social media sphere in your Ministry? (A threat or an opportunity?) Could it challenge your institution in circulating public opinion
7. As a PR manager, do you think social media would help you in improving your relationship with the audience? And how?

8. What are the major roles of social media in your organizations
9. What are the weakness and strengths of social media in your organizations?
10. What are the managerial/administrative challenges of social media use and management in your organizations?
11. What should be done for improving Social media practices of your organization?
12. Does the Ministry you are working in encourage you to use social media for professional Public relation Organizational purpose? E.g. giving training

---

13. How do you interact the Organization social media with followers? And how react feedback, comments

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14. How you differentiate their personal use of Social Media and Organizational use? Do you mix it.? \_\_\_\_\_

15. If you have any other comments?

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**I AM MOST GRATEFUL FOR YOUR RESPONSES.MANY THANKS FOR YOU.**

# Appendix C

## Observational Guide lines

1. Content analysis
2. Monitoring of social media pages
3. Dissemination of Information
4. Management practice of Social media
5. Activities of Social media