



**ADDIS ABABA UNIVERSITY  
SCHOOL OF GRADUATE STUDIES**

**SCHOOL OF JOURNALISM AND COMMUNICATION  
MA PROGRAMME IN PUBLIC RELATIONS AND STRATEGIC  
COMMUNICATION**

**ATTITUDE OF EMPLOYEES' AND PUBLIC RELATION OFFICERS ON  
THE USE OF FACEBOOK AS A PUBLIC RELATION TOOL: CASE OF  
THE FEDERAL MINISTRY OF TRADE AND INDUSTRY**

**MAY, 2021  
ADDIS ABABA**

**ATTITUDE OF EMPLOYEES' AND PUBLIC RELATION OFFICERS ON  
THE USE OF FACEBOOK AS A PUBLIC RELATION TOOL: CASE OF  
THE FEDERAL MINISTRY OF TRADE AND INDUSTRY**

**THESIS SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF MASTERS OF ARTS IN  
PUBLIC RELATIONS AND STRATEGIC COMMUNICATIONS TO  
ADDIS ABABA UNIVERSITY, SCHOOL OF JOURNALISM AND  
COMMUNICATION**

**M.A THESIS**

**By**

**TIZITA GIRMA**

**MAY, 2021**

**ADDIS ABABA**

**ADDIS ABABA UNIVERSITY**  
**ATTITUDE OF EMPLOYEES' AND PUBLIC RELATION OFFICERS ON**  
**THE USE OF FACEBOOK AS A PUBLIC RELATION TOOL: CASE OF**  
**THE FEDERAL MINISTRY OF TRADE AND INDUSTRY**

**BY**

**TIZITA GIRMA**

**APPROVED BY BOARD OF EXAMINERS**

----- <b>DEAN GRADUATE STUDIES</b>	----- <b>SIGNATURE</b>	----- <b>DATE</b>
----- <b>ADVISOR</b>	----- <b>SIGNATURE</b>	----- <b>DATE</b>
----- <b>EXTERNAL EXAMINER</b>	----- <b>SIGNATURE</b>	----- <b>DATE</b>
----- <b>INTERNAL EXAMINER</b>	----- <b>SIGNATURE</b>	----- <b>DATE</b>

## Declaration

I declare that the thesis entitled “Attitude of Employees’ and Public Relation Officers on the Use of Facebook as a Public Relation Tool: Case of The Federal Ministry of Trade and Industry” is my original work and has not been presented for any degree in this university or any other university or colleges.

---

Name

Addis Ababa University, Addis Ababa

---

Signature

January, 2021

## **Advisor's Thesis Submission Approval Sheet**

This is to certify that the thesis entitled “**Attitude of Employees’ and Public Relation Officers on the Use of Facebook as a Public Relation Tool: Case of The Federal Ministry of Trade and Industry**” submitted in partial fulfillment of the requirements for the degree of Arts in Public Relations and Strategic Communications to Addis Ababa University, School of Journalism and Communication has been carried out by Tizita Girma, under my supervision.

Therefore, I recommend that the student has fulfilled the requirements and hence hereby can submit the thesis to the department for defense.

Name of advisor ----- Signature ----- Date -----

## Acknowledgments

First and for most I would like to thank the almighty God for everything. My grateful thank also goes to my thesis advisor Dr. Abdulhaziz Dino for his unreserved support, encouragement and offering me a different reference materials.

My special thanks also goes to my husband Ato Andualem Tadesse, my family and colleagues for their constructive comments and support.

Tizita Girma

## Acronyms

AAU	Addis Ababa University
PR	Public Relations
FDRE	Federal Democratic Republic of Ethiopia
MAU	Monthly active users
MSD	Media System Dependency Theory (MSD)
SPSS	Statistical Package for Social Sciences
SNS	Social Networking Sites

## Table of Contents

Contents	Page
Declaration.....	iv
Advisor’s Thesis Submission Approval Sheet.....	v
Acknowledgments.....	vi
Acronyms .....	vii
List of Tables .....	xii
List of Figure.....	xiii
Abstract.....	xiv
CHAPTER ONE .....	1
1. Introduction .....	1
1.1. Background of the study.....	1
1.2. Statement of the problem .....	3
1.3. Research Questions .....	4
1.4. Objectives of the study .....	4
1.4.1. General objective .....	4
1.4.2. Specific objectives.....	4
1.5. Significance of the Study.....	4
1.6. Scope of study.....	5
1.7. Limitations of the study .....	5
1.8. Structure of the thesis.....	5
CHAPTER TWO .....	7
2. Review of Related Literature .....	7
2.1. Introduction .....	7
2.1. Historical background of the Ministry of Trade & Industry .....	7

2.1.1. The Establishment of Ministry of Trade and Industry .....	7
2.1.2. Vision, Mission, Objectives .....	8
2.1.3. Strategic Directions .....	8
2.1.4. Objectives.....	9
2.2. Social Media .....	9
2.3. Facebook at a glance.....	10
2.4. The Role of Facebook as a Public Relations tool.....	11
2.5. Public Relations.....	13
2.5.1. Definition .....	13
2.5.2. Roles and activities of Public Relations.....	14
2.5.3. The Elements of Communication.....	16
2.6. Theoretical Framework.....	18
2.6.1. Media Dependency Theory.....	18
2.6.2. Technological Determinism Theory .....	20
2.6.3. Media Richness Theory .....	23
CHAPTER THREE .....	25
3. Research Methodology .....	25
3.0. Introduction .....	25
3.1. Research Design .....	25
3.2. Sampling Technique and Size.....	26
3.2.1. Population .....	26
3.2.1.1. Source Population.....	26
3.2.1.2. Target/Study Population.....	26
3.2.2. Type.....	26
3.2.3. Size .....	26

3.3. Data Collection Tools .....	27
3.3.1. Interview .....	27
3.3.2. Questionnaire .....	27
3.4. Reliability and Validity.....	28
3.5. Procedures of data collection & methods of analysis .....	28
3.6. Ethical Considerations.....	28
CHAPTER FOUR .....	30
Results and Discussion .....	30
4.0. Introduction .....	30
4.1. Data from the questionnaire .....	30
4.1.1. Objective 1: To assess the role of Facebook as a public relation practice in the Ministry of Trade & Industry .....	32
4.1.2. Objective 2: To describe the attitude of public relations practitioners and.....	45
4.1.3. Objective 3: To describe the challenges encountered by the Ministry of .....	48
4.2. Data from the Interview.....	52
4.3. Discussion.....	55
4.3.1. Objective 1: To assess the use of Facebook as a public relation practice in the Ministry of Trade & Industry .....	55
4.3.2. Objective 2: To describe the attitude of public relations practitioners and employees of the organization on the use of Facebook in organizational public relations practice in the organization .....	59
4.3.3. To describe the challenges encountered by the Ministry of Trade and Industry of Ethiopia in using Facebook as a public relations tool. ....	60
CHAPTER FIVE .....	64
Summary, Conclusion and Recommendations .....	64
5.1. Summary .....	64
5.2. Conclusion.....	68

5.3. Recommendation.....	70
6.3. Research Area .....	70
References: .....	71
Annex .....	76
Questionnaire .....	76

## List of Tables

Tables	Page
Table 1: Socio demographic characteristics of participants at the Trade and Industry of Ethiopia, Addis Ababa, 2020.....	31
Table 2: Assessing the role of Facebook as a public relation tool: Response from both PR officers & other employees of the organization .....	34
Table 3: Assessing the role of Facebook as a public relation tool: Response from employees of the organization.....	38
Table 4: Assessing the role of Facebook as a public relation tool: Response `from PR practitioners only	40
Table 5: Assessing the role of Facebook as a public relation tool: Response from both PR officers & other employees of the organization using Likert Scale .....	42
Table 6: Assessing the role of Facebook as a public relation tool: Response from PR practitioners only using Likert Scale .....	44
Table 7 : Assessing the attitude of the employees of the organization on the use of Facebook as a public relation tool: Response from employees of the organization.....	45
Table 8: Assessing the attitude of PR practitioners on the use of Facebook as a public relation tool: Response from PR practitioners only.....	46
Table 9: Assessing the attitude of public relations practitioners and employees of the organization on the use of Facebook as a public relation tool: Response from both PR officers & other employees of the organization using Likert Scale .....	47
Table 10: Assessing the challenges encountered by the Ministry of Trade & Industry on the use of Facebook as a public relation tool: Response from employees of the organization except PR officers.....	48
Table 11: Assessing the challenges encountered by the Ministry of Trade & Industry on the use of Facebook as a public relation tool: Response from PR practitioners only.....	49
Table 12: Assessing the challenges encountered by the Ministry of Trade & Industry on the use of Facebook as a public relation tool: Response from both PR officers & other employees of the organization using Likert Scale .....	50
Table 13: Assessing the challenges encountered by the Ministry of Trade & Industry on the use of Facebook as a public relation tool: Response from PR practitioners only using Likert Scale.....	51

## List of Figure

Figure	Page
Figure 1: Types of issues got more importance in the organizational communication in social media .....	36

## **Abstract**

The purpose of this study was to assess the use of social media, especially Facebook, as a public relation tool in the Ministry of Trade and Industry of Ethiopia. The study used an exploratory research design with both quantitative and qualitative data collection method. The study was conducted using the structured questionnaire and interview guided questions. The study also used the purposive sampling design. Data was analyzed through statistical percentage for quantitative data and thematic analysis was used to describe the qualitative data. The findings of the research indicated that social media was used mostly to find news and information, to share information with others; to get feedback from audience; and to see what is going on in the social media world. The study also tells us three forms or applications/mediums of social media are officially used to disseminate information in the organization. These applications were Facebook, Telegram & Twitter; where Facebook is the most preferred mode of social media (85.3% of respondents reported it). The research finding also revealed that the organization has no standardized social media ethics and codes of conduct. Finally, the study recommends that the organization should: have the standardized social media ethics and codes of conduct; and facilitate & provide the in-service training programs for the Public Relations Practitioners to update their knowledge & skill.

# CHAPTER ONE

## 1. Introduction

### 1.1. Background of the study

The technological advancement of the 21st century has revolutionized the business environment in such a way that corporate communication has been migrated from offline into online. The use of social media in corporate communication has resulted in the use of Facebook as a Public relations (PR) tool for organizations (Lydia & Philip, 2015).

Social media is defined as the platform that connects people together by ignoring the geographical factor, and also the opportunity to produce and share it with the community. Thus, social media have changed the community into online community where the popular social media sites used by millions of people on a daily basis (Wubareg, 2019). The widespread use of social media has fundamentally changed how Public Relation (PR) practitioners communicate and share information for practice. PR practitioners and journalists have changed the way they communicate because of the various social media tools available. Google and other Internet search engines have changed the way people find information online (Marcos, 2014).

Lattimore et. al. (2004) described public relations as a leadership and management role that aids the realization of organizational goals, definition of corporate philosophy as well as the facilitation of organizational change. In essence, public relations ensure that the communication with both internal and external publics to ensure continuous harmony between organizational objectives and public expectation. Public relations practitioners formulate, implement and evaluate strategies that enhance positive relationships and favorable image with their key publics or stakeholders of the organization (Lydia & Philip, 2015). Thus, PR practitioners are using social media as their best corporate communication tool. More than two-thirds of the current Fortune 2000 companies are using social networking sites. Among all the social media used for communication by practitioners, the most widely used is Facebook (Philip, 2014).

Facebook is a social networking service which was founded by Mark Zuckerberg and his friends and launched in February 2004 by Facebook, Inc. According to Mark Zuckerberg, the initial idea

for the website was motivated by a social need at Harvard to be able to identify people in their residential houses. However, organizations, groups, individuals and businesses now have Facebook pages on which information is frequently posted (Philip, 2014). It was designed to make the world a more accessible and connected place. People use Facebook to stay in touch with friends and family, to explore what is going on in the world, and to share and express what matters to them (Lydia & Philip, 2015). In its statistics, there were 2.32 billion active users of Facebook worldwide as of December 31, 2018 (Chaim, 2019).

Therefore, this study sought to assess the use of social media, especially Facebook, as a public relation tool in the Ministry of Trade and Industry of Ethiopia.

## 1.2. Statement of the problem

The rapid advancement of media technology has had a great impact on the way people communicate on a daily basis (Owusu-Acheaw & Larson, 2015). Social media can be deployed and applied in a variety of situations, particularly in the organizational setting. Indeed, organizations are embracing social media use for diverse activities including building brand awareness, promoting brand recognition, customer relationship management and market research (Lydia & Philip, 2015).

A major role of public relations practitioners is to communicate to their prospective targets to establish and maintain relationships (Philip, 2014). Public relations practice is the art and science of dissecting patterns and issues of the organization, anticipating their result, guiding all the general populations of the association and actualizing arranged program of activity which will serve both the association and its publics (Newsome, 2004). Black (2003) stated that the use of public relation is to persuade internal publics that the organization is “right” for them and make people feel good about working in , or with or for an organization and persuade them to do their best (Tesfaye, 2015).

Currently, there is a rich and deeply varied ecology of social media websites, such as LinkedIn, YouTube, Flickr and Twitter which differ in terms of scope and functionality, with Facebook being a major player (Lydia & Philip, 2015). Facebook represents a continually evolving marketing platform and communication channel especially given the recent news coverage and insights. As routinely hear customer/prospect insights about their views of all social media channels which require making well-informed, digitally driven decisions in ways to communicate with target audiences. Worldwide, there are over 2.32 billion monthly active users (MAU) as of December 31, 2018 (Chaim, 2019).

There were some researches have been conducted as to how some federal level government organizations of Ethiopia have used Facebook as their public relations tool. But, so far, no study has been conducted regarding the integration of Facebook as the formal public relations tool in the Ministry of Trade & Industry. Therefore, this study aimed to assess the use of Facebook as a tool to public relation practice in the Ministry of Trade & Industry.

### **1.3. Research Questions**

Questions should be addressed through this research will be as follows:

- How is Facebook used as a public relation practice in the Ministry of Trade & Industry?
- What are the attitudes of PR practitioners and staff of the organization on the use of Facebook in the Ministry of Trade & Industry?
- What are the challenges encountered by the Ministry of Trade and Industry of Ethiopia in using Facebook as a public relations tool?

### **1.4. Objectives of the study**

#### **1.4.1. General objective**

The general objective of this study is to assess how the Ministry of Trade and Industry of Ethiopia uses social media, especially Facebook as a public relations tool.

#### **1.4.2. Specific objectives**

The specific objectives of this study are:

1. To assess the use of Facebook as a public relation practice in the Ministry of Trade & Industry
2. To describe the attitude of public relations practitioners and employees of the organization on the use of Facebook in organizational public relations practice in the organization
3. To describe the challenges encountered by the Ministry of Trade and Industry of Ethiopia in using Facebook as a public relations tool.

### **1.5. Significance of the Study**

Since social media introduction as a public relations practice in Ethiopia is a new phenomenon. It is difficult to find adequate research materials as to how Facebook is used as a tool in government organizations. Therefore, the findings of this study are important to bridge the gap regarding the illusionist attitude towards Facebook as an important public relations tool.

Furthermore, the findings of this study will enable the organization's managers understand what kind of clients based services need to be set and also helps to properly arrange the organizational structures as per the standard. In addition to this, this study would help policy strategists to have a clear understanding as to how social media is playing a significant role as a public relations tool in government organizations.

Finally, this study would have an important input in assessing the role of Facebook as a public relation practice, in describing the attitude of public relations practitioners & employees of the organization on the use of Facebook in organizational public relations practice and in describing the challenges encountered by the ministry in using Facebook as a PR tool. The study will also provide a recommendation on the growing importance of social media in general & Facebook in particular as a public relations tool that will be helpful to fill research knowledge gaps.

#### **1.6. Scope of study**

The Ministry of Trade and Industry is selected as the study site. It is one of the federal sector offices in the country. It is found in Addis Ababa, Ethiopia. The study population was derived from the department of Public Relation Directorate and from the total staff in the Ministry.

#### **1.7. Limitations of the study**

This study has been conducted in the midst of the national COVID-19 pandemic; it was very difficult to collect data since most of the employees of the organization had been obliged to work their task at home. Another limitation was, since the study will be conducted inside the ministry there will be the possibilities of social desirability bias. In order to minimize this bias, the respondents have filled the questionnaire in their own room.

#### **1.8. Structure of the thesis**

The thesis is organized into five chapters. The introduction of the study was contained in chapter one. The chapter described the background of study, statement of problem, research questions and objectives of the study. In addition to this, chapter one contains the significance, scope and limitation of the study and also the structure of the study. Chapter two contains a review of relevant literature; which elaborated more on what was already known with respect to the

problem being investigated and the aspects that were not covered and were being investigated by the researcher. Chapter three dealt with the methodology of the study; it comprises the design of the research, sampling techniques & size, data collection tools, reliability & validity, procedures of data collection & methods of analysis and ethical considerations. The results and findings of the study are presented and discussed in chapter four. Chapter five will entertain the summary, conclusion and recommendation. The research area is also presented in chapter five.

## **CHAPTER TWO**

### **2. Review of Related Literature**

#### **2.1. Introduction**

A literature review is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. It can help us gain an understanding of the topic or area of study.

In this chapter different scholars' writings and research findings in the field of social media is discussed. The chapter sought to review the historical background of the Ministry of Trade & Industry in which the audience can have an overview about the organization. The section also seeks to review about of social media in general and Facebook in particular. The role of Facebook as a Public Relations tool and Public Relations in general also gained attention in this section. Finally, three theoretical frameworks that can strengthen the study are also discussed.

#### **2.1. Historical background of the Ministry of Trade & Industry**

##### **2.1.1. The Establishment of Ministry of Trade and Industry**

The Ministry of Trade was re-established in August 1995 under -- proclamation No 4/1995 issued to provide for the definition of powers and duties of the executive organs of the Federal Democratic Republic of Ethiopia (FDRE).

The Ministry was again reorganized with a proclamation No 619/2003 issued to amend the reorganization of the executive organs of the Federal Democratic Republic Ethiopia Proclamation No 256/2001. With this proclamation and by other laws, the Ministry has been given the power to supervise and coordinate five government institutions that are involved in the promotion & development of trade, industry and investment activities.

The Ministry is organized under one minister, implementing departments, five support services, one Civil Service Reform office and trade branch office that enable the ministry to effectively perform its duties and responsibilities vested with it.

### 2.1.2. Vision, Mission, Objectives

#### **Vision :**

Becoming a globally competitive trade and manufacturing industry sector by 2022;

#### **Mission:**

Explain the process, by making it accessible and competitive, by establishing a fair trade and providing superior services and support to the local investor and increasing the human and technological capacity of the sector, ensure the benefit of the producer, consumer and business community by establishing an effective system.

#### **Values**

- Serving with participation, transparency and accountability;
- Focus on customer satisfaction;
- Developing a culture of collaboration;
- Strive for the success of the local investor,
- Always be ready to learn and change,
- Working for faster technology transfer and utilization;
- Standing for environmental safety and care;
- Work in coordination;

### 2.1.3. Strategic Directions

The trade sector plays a significant role in sustaining economic growth in market-oriented economic system. For the years to come, priority areas are given to, raising the efficiency and competitiveness of the sector, strengthening domestic and foreign investment and trade, eradicating rent seeking behaviors and activities, establishing a favorable environment for productive investors, promoting a competitive and efficient domestic trade and distribution system, ensuring consumers' rights, strengthening consumer's cooperatives, and strengthening the transparency, fairness and accountability of the legal framework of trade activities.

#### 2.1.4. Objectives

The main objectives for the sector are: to ensure modern and fair trading practices; - As such

- To enhance transparency and fairness of the institutional and organizational framework for trade operations.
- Emphasis will also be given to intensifying international trade and improving domestic marketing systems by strengthening consumers' cooperatives and supporting access to viable market opportunities

#### 2.2. Social Media

Social media as a concept has been defined by different authors with almost the same context. Among many definitions, the researcher tried to mention some of them. Kaplan and Haenlein (2010) define social media as “a group of internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content”. Sinclaire and Vogus (2011) also defined social media as “a broad term that describes software tools that create user generated content that can be shared”. Furthermore, Huang (2010) defined social media as the “web-based services that allow individuals and organizations to share and exchange information and connect with others”. In addition to these, Safko, and Brake’s (2009) defined social media as the “activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinion using conversational media”.

Social Media rely on existing technologies to and smartphones to produce a collaborative platform through which people and communities alike can share, participate in, discuss, and edit user-generated content. They go through large and spacious modifications on ways of correspondence amongst companies and organizations, societies and individuals. These changes are to focus on the emerging field of studies techno self. Social Media differ from traditional media or industry in many ways, including quality, access, and the frequency and ease of use, salt, and permanence. Social Media operating in the talk show transport system (many sources

for many of the receptors). This is in contrast to the traditional media, which operate under the monologist transmission model (a single source for many of the receptors) (Kaplan, 2010).

The phrase social networking sites are often used interchangeably with social media. However, social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles (Kaplan & Haenlein (2010). Thus, social media is the environment in which social networking takes place and has altered the way in which consumers gather information and make buying decisions.

There are many different forms of social media, crafted for differing reasons, but all to create interaction between users. Some of the different forms include those for professional connections, such as LinkedIn, and those for media sharing, such as Myspace, YouTube, and Flickr. There are also social media sites for social news, such as Reddit, Digg, and Delicious. Blogs can also be considered social media, especially since the ever-growing blogosphere is becoming increasingly connected. In addition to these forms of social media, there are also social networking sites (SNS). SNS are web-based platforms that people use to create a profile, to display their connections with others, and explore the profiles of others (Boyd & Ellison, 2007). According to Boyd and Ellison (2007), SNS “are primarily organized around people, not interests”. Different platforms that could be considered social networking sites include Facebook and Twitter, which do center on the social interactions of people through designated profiles.

### **2.3. Facebook at a glance**

Facebook is a social networking website launched in February 2004, and it is privately operated by Facebook, Inc. (Chas, 2019). Facebook was founded by Mark Zuckerberg and others when he was a student at Harvard; though when the site was initially launched, it was restricted to Harvard students only. Later the privilege was extended to high school students and later to everyone that is 13 years or older (Boyd, 2007). In January 2009, Facebook was ranked as the most used social network worldwide. Also, in May 2010, Google announced that more people visited Facebook than any other website in the world. It declares that this was discovered from findings on 1,000 sites across the world. (TIMES, 2010 as cited in Simeon et al.,2011). Users may create a personal profile; add other users as friends, and exchange messages, including

automatic notifications, photos and comments when they update their profile. Additionally, Facebook users may join common interest user groups, organized by workplace, school, college, or other characteristics. Facebook allows anyone who is at least 13 years old to become a registered user of the website

In its statistics, there were 2.32 billion active users of Facebook worldwide as of December 31, 2018 (Chaim, 2019). With over 2.7 billion monthly active users as of the second quarter of 2020, Facebook is the biggest social network worldwide. In the end of 2012, the number of active Facebook users surpassed one billion, making it the first social network ever to do so. Active users are those which have logged in to Facebook during the last 30 days. As of July 2020, India, India ranks first in terms of Facebook user base size.

Facebook users must register before using the social network and are free to create a personal profile in order to interact with other users which they can add as friends. Furthermore, Facebook users may join user groups based on workplace, college or school and can also categorize their Facebook contacts into lists. Users can post status updates or other content and message each other (Clement J. 2020).

Facebook is beneficial for users in maintaining a large, diffuse network of friends, and to enhance their social capital, which is defined as the benefit one receives from one's relationship with others (Ellison et al., 2007). Facebook began with a focus on colleges and universities, but now it has been widely used in high schools, professionals in corporate networks and other organizations such as nonprofit organization (Boyd & Ellison, 2008; Ellison et al., 2007; Acquisti, & Gross, 2006, as cited in Cheng & Frannie, 2013).

#### **2.4. The Role of Facebook as a Public Relations tool**

Despite the surge in popularity of social media, studies that explore the usage of social media for public relations remain few (Briones *et al*, 2011). Given the relative newness of social media, researches examining the relationship between social networking sites and public relations are still limited. As cited by Cheng & Frannie (2013), only a handful of studies have investigated the use of Facebook in PR such as Aloisio (2011); Wigley and Zhang (2011); Khaizuran (2010); and Wright and Hinson (2010) to name a few. Khaizuran's (2010) findings showed that half of the respondents have used Facebook for PR activities. Aloisio (2011) analyzed how PR practitioners

utilized Facebook as a publicity tool to disburse information to its online community of fans and the results show that Facebook was able to cultivate excitement, momentum, and a virtual relationship was formed with 3 million fans and to stimulate dialogue among them. Besides, Wigley & Zhang's study (2011) discovered that PR professionals have incorporated the use of Facebook into their crisis communication plans as it is used as an alternative communication tool to disseminate and monitor information in times of crisis. Even though PR practitioners are heavily reliant on traditional sources for information, they still utilize Facebook to find out about news in general and even for PR or communication-related news (Wright & Hinson, 2010).

Waters et al., (2009) undertook a content analysis of 275 non-profit organization profiles on Facebook to assess how they used social networking sites to promote their organizational mission and programs. Among others, they sought to answer the question of how non-profit organizations incorporate relationship development strategies into their Facebook profiles. They found that the non-profits had not integrated most of the numerous interactive Facebook applications on their profile. They failed to capitalize on the interactivity of social networking, and consequently Facebook. They also rarely distributed organizational news (Lydia & Philip, 2015).

McCorkindale (2010) also conducted a quantitative content analysis of 2008 Fortune 50 companies Facebook pages to assess how they used Facebook. The study analyzed 55 Facebook pages to determine what was posted or published about the company. Among other results, the findings from the study indicated that few companies were using Facebook as a channel for disseminating information. Moreover, the communication on the Facebook page was generally one-sided, resembled a monologue and thus, neglected the two-way, relationship building potential of Facebook. McCorkindale (2010) concluded that companies in the Fortune 50 were not taking full advantage of Facebook and needed to incorporate relationship building strategies on their social networking sites. Furthermore, Briones *et al* (2011) conducted a study by interviewing forty individuals from the American Red Cross to explore how social media is used in communication with key publics. The study sought to investigate how two-way dialogue had been accomplished primarily through Facebook and Twitter. The research showed evidence that

the study's participants were aware of the importance of social media, and how it could be used to build stronger relationships with publics such as volunteers and the community.

Facebook has been used in organizations of different field. In education, Facebook is used as a tool to facilitate communication and internationalization (Leeming & Danino, 2012, as cited in Cheng & Frannie, 2013). Ellison et al., (2007) discussed how Facebook helped users in maintaining the relationships as they change offline communities, and suggested colleges and universities should have taken advantage of this medium to maintain alumni relationships when the students graduated.

In addition, Facebook has facilitated the communication in an organization, and serve as a tool for users to complete their work. McCorkindale (2010) investigated how corporations have used Facebook for relationship maintenance, engagement and also information dissemination. Koufaris (2002, as cited in Yang & Lin, 2011) stated that Facebook provides a rich entertainment-based platform for employees to create and complete assignments. Joyce (2011, as cited in Cheng & Frannie, 2013) found the highest percentage of Facebook adopters is in the Technology sector. For other organizations, they tend to use Facebook for sharing investor-related material such as press releases, industry-related news articles, media coverage and information on conferences (Wright & Hinson, 2012, as cited in Cheng & Frannie, 2013).

## **2.5. Public Relations**

### **2.5.1. Definition**

As a profession, public relation (PR) has been defined by many scholars. But, before we go directly to the definitions, let us look at some essential components in defining PR.

Freitag & Stokes (2009) note that in defining public relations, three components become apparent. The first component is that of management and leadership; practitioners having access to top management and acting as though they were managers themselves. Stated another way, practitioners must have the support of top management, and public relations efforts must conform to corporate goals. The second component involves practitioners who must execute public relations responsibilities as well as keep in touch with the organisation's key publics. The

final component includes the fundamental and practical competences of designing, conducting and analysing both qualitative and quantitative research.

Seitel (2004, as cited in Zukiswa, 2010) defines public relations as a planned process to influence public opinion, through sound character and proper performance, based on mutual satisfactory two-way communication. On the other hand, Grunig & Hunt, (1984) also defined Public Relations as “the management of communication between an organization and its public” while Cutlip *et al.* (2000) define PR as “the management function that identifies, establishes and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends”. By “Public Relations” it is meant as communication within the organization or takes place in the organization- in or between departments, in or between subsidiaries, and between the organization and its external public such as local community, customers, government, suppliers, and investors

In Wilcox *et al.*, work (as cited in Theaker, 2004 & Lydia & Philip, 2015) public relations is defined as a separate management role which aids the establishment and maintenance of mutual communication channels, acceptance, concurrence and co-operation between an organization and its publics. Public relations (PR) is seen as encompassing crisis management, keeping abreast with and better responding to public trends and opinions. It also emphasizes the need for management to keep the public interests at heart, using research and ethical communication techniques as key aids.

The foregoing perspectives demonstrate the essence of public relations to organisations in their attempt to establish, maintain and enhance relationships with key publics. However, as new forms of communication develop and old forms evolve – especially with respect to the internet and social media – public relations practice seems to be headed for change (Lydia & Philip, 2015).

### **2.5.2. Roles and activities of Public Relations**

As cited in Zukiswa (2010), Seitel (2001) argues that, although modern public relations initially developed as a tool used in power struggles in America, its role in present day society is vastly different because we are living in a complex society and are confronted by a knowledge explosion which is fueled by advanced technology, which changes the role of public relations. In

short, as institutions have grown larger, they have been forced to refine their methods of communicating with their publics. This, therefore, is the role of public relations practitioners today, to interpret institutions to the publics they serve and to promote both the image and reputation of these institutions.

By supporting Seitel's idea, (2001, as cited in Zukiswa, 2010), Rensburg & Cant (2009) stated that public relations does not exist as a function on its own. It is an integral part of the communication function of an organization. Public relation affects almost everyone; all of us practice public relations in one way or another. During the past few decades public relations has increased prominence and professional stature. While marketing and sales have as their primary objective the selling of an organization's products, the aim of public relations is to sell the organization itself.

Public Relations have been present for over a decade but, the role it plays has been becoming far more important for an organization. Organizations' goal is not only a matter of providing goods or services to customers but also establishing good reputation by building image of the organization and maintaining good relationship. This is because brand image playing a very significant role in the success of an organization. Therefore, the Public Relation is mainly aimed at maintaining the image and reputation of the organizations (Kadek, 2009).

According to Cutlip *et al.* (2000:60), "public relations in organizations can often be traced back to unintended and humble beginnings. It can begin with someone simply answering letters from customers or members; with someone writing annual reports, handling visitors, conducting tours or even someone arranging the annual meeting. In other organizations, public relations started as a product and service publicity, as a news support for an advertising campaign or fundraising". Davis (2004:21) reinforces that public relations in organizations is the category that covers the routine of daily exchange of information to manage all corporate communication including marketing activities. Public relation is a very diverse profession with various functions. The functions and roles of public relations are important as they indicate the responsibilities of a public relations practitioner. Ravindran (2000:2) mentions that, public relation has a key role in developing understanding and support for a particular cause or event. Essentially, public relation

helps to define and explain relationships of mutual benefit between organizations and their key stakeholders both amongst their employees and their customers or clients. This, therefore, implies that public relations can play a managerial role within an organization, a position of managing relationships between an organization and its stakeholders and maintaining open communication amongst the various stakeholders (Zukiswa, 2010).

### **2.5.3. The Elements of Communication**

Communication is the act of developing meaning among entities or groups through the use of sufficiently mutually understood signs, symbols, and semiotic conventions (Wikipedia).

It is comprehensively understood that individuals are making use of technologies to a major extent in communicating with others. But the effective use of technologies does not guarantee effective communication. With the advent of modernization and globalization and with advancements taking place, the senders need to ensure that they put into operation the communication processes in accordance to the needs and requirements of the receivers and keep pace with the changes taking place. For effective communication to take place, there are various elements in the communication processes, which need to be taken into account. Radhika (2020), described elements communications as follows. These are:

**Verbal Messages** - Verbal messages are referred to the use of sounds and words that are used to express oneself, particularly in contrast to the use of gestures and mannerisms. In the implementation of this element of communication, both the senders and receivers participate in the implementation of communication processes

**Non-Verbal Messages** – Non-verbal messages is the transmission of messages or signals through non-verbal means. These include eye contact, facial expressions, gestures, postures and body language.

**Clarity of Thought and Expression** – The senders of the information need to be well-aware of the concepts and other information that they need to impart to the receivers. Another important aspect is, they need to be aware in terms of purpose.

Precision and Appropriateness – The message, which the senders are conveying to the receivers of information should be correct, precise and appropriate. When one is conveying the message in a verbal manner, they need to ensure, they speak clearly, fluently and truth.

Conciseness – The message should be concise. When the message is concise, the senders are able to deliver it well through different sources, the receivers are able to understand it in an appropriate manner and it leads to alleviation of any kind of perplexity.

Conducive Environment –it is vital for the individuals to create a conducive environment in order to carry out the communication processes in an effective manner. The conducive environment is characterized by implementing the methods and approaches that are favorable, encouraging, and advantageous to the individuals.

Channel – Communication channel is referred to as the medium, manner or method, through which the message is imparted by the senders to the receivers

Feedback- feedback is regarded as an important element of communication as it enables the individuals to identify the limitations.

Completeness – The element of completeness is regarded as crucial because it enables the individuals to understand that communication intends to create meaning and understanding. When information is imparted to other individuals, it is vital to ensure that it is comprehensive.

Context – Context refers to the setting in which communication takes place. The context helps in establishing the meaning and has an impact on what is stated and how it is stated.

## 2.6. Theoretical Framework

In this study, the last section of the literature review, deals with the theoretical framework of the study. Three theories are applied; namely Media Dependency Theory, Technological Determinism Theory and Media Richness Theory

### 2.6.1. Media Dependency Theory

The Media System Dependency Theory (MSD) was enunciated by Sandra Ball-Rokeach and Melvin DeFleur in 1976. The theory explains that the length of time which people use for a particular medium, underscores the importance attached to that medium; and that the needs of an individual can be met through the use of a medium, which can result in a dependency. The theory also emphasizes that in times of emergencies or crises, individuals tend to depend more on the media to reduce their anxiety or even confirm their fears (Daniel et al., 2020). The theory of media dependency states that for societies in states of crisis or instability, citizens are more reliant on mass media for information and as such are more susceptible to their effects. It also posits that as turmoil and periods of political transitions exist, citizens are more likely to turn to media as a source of reassurance and information (Matthew, 2008). On the other hand, Ball-Rokeach & DeFleur (1976) described MDT as the relationship among audiences and the media and how that relationship affects society. Media dependency theory provides a multilevel and ecological framework to explain individual-level and societal-level conditions that influence the degree of importance of media in individuals' everyday lives (Jung, 2017).

Yang (2008) also described Media dependency theory as a systematic approach to the study of the effects of mass media on audiences and of the interactions between media, audiences, and social systems. Dependency theory conceives of dependency as a relationship in which the fulfillment of one party's needs and goals is reliant on the resources of another party. A main focus of the theory is the relationship between media and audiences. In industrialized and information-based societies, individuals tend to develop a dependency on the media to satisfy a variety of their needs, which can range from a need for information on a political candidate's policy positions (to help make a voting decision) to a need for relaxation and entertainment.

In general, the extent of the media's influence is related to the degree of dependence of individuals and social systems on the media. Two of the basic propositions put forward by Ball-Rokeach and DeFleur are: (1) the greater the number of social functions performed for an audience by a medium (e.g., informing the electorate, providing entertainment), the greater the audience's dependency on that medium, and (2) the greater the instability of a society (e.g., in situations of social change and conflict), the greater the audience's dependency on the media and, therefore, the greater the potential effects of the media on the audience.

Individuals should become more dependent on available media if their access to media alternatives is limited. The more alternatives there are for an individual, the lesser is the dependency on and influence of a specific medium, (Sun et al., 1999).

There are potentially three types of effects that result from an audience's dependency on the media: cognitive, affective, and behavioral. Cognitive effects are changes in an audience's attitudes, beliefs, and values, including changes brought about by the media in its role in political "agenda setting." Affective effects include, for example, the development of feelings of fear and anxiety about living in certain neighborhoods as a result of overexposure to news reports about violent events in such areas. An example of a behavioral effect is "deactivation," which occurs when individual members of an audience refrain from taking certain actions that they would have taken had they not been exposed to certain messages from the media. Not voting in political elections may be such an effect.

Ball-Rokeach and DeFleur stated three media needs determine how important media is to a person at any given moment:

1. The need to understand one's social world (surveillance)
2. The need to act meaningfully and effectively in that world (social utility)
3. The need to escape from that world when tensions are high (fantasy-escape)

When these needs for media are high, the more people turn to media to meet these needs, and therefore the media have a greater opportunity to affect them. None of these media needs are constant over long periods of time. They change based on aspects of our social environment.

The criticisms of dependency theory:

1. The theory is often difficult to empirically verify.
2. Dependency theory lacks power in explaining long-term effects.

The researcher believes that this criticism seems correct. In this dynamic world, nothing can be static. Meaning to say, the onetime society's priority agenda may be shifted to another as the social environment changes. For example, once unstable social environment may be changed to completely peaceful environment overtime.

### **2.6.2. Technological Determinism Theory**

The theory was developed by Marshall McLuhan in 1962. Technological determinism state that media technology shapes how we as individuals in a society think, feel, act, and how the society operates as we move from one technological age to another ,Tribal- Literate- Print- Electronic- Social media. In a determinist view, technology plays active and crucial role of its own and is seen as a leading mover of social phenomena. Social media brought about by emerging technology requires people to listen and engaged often. People then interpret the messages sent to them from social media in their everyday life. The theory believed that changes in technology are the primary source for changes in society. When medium is changed, it is known that the way the society communicates changes (McLuhan, 1962).

Technological determinism is the theory that a society's technology determines its cultural values, social structure, and history. According to the theory, social progress follows an inevitable course that is driven by technological innovation. As cited in MiddMidiaWiki encyclopedia, Technological determinism has two central concepts:

- Technological development itself follows a predictable, traceable path that is beyond any cultural or political influence and
- The technology in turn organizes society in a way to further develop itself.

As cited in Mahamuda (2016), Innis believed that the social, cultural, political and economic transformation of each historical era depends on the technology used for mass communication in that particular era. This change could be achieved by the means of the information people get via

technology based devices and in the basis of this, the medium is important to determine the message more than the content. This notion emerged from the central thought suggested by McLuhan, as he claimed, —*the medium is the message*. With the notion, “the medium is the message”, McLuhan explained in detail that, we learn, feel and think the way we do because of the messages we receive through the existing technology. The radio requires us to only listen and develop our sense of hearing, television involves both our hearing and visual senses and we then transfer those developed senses into our everyday lives, thus we requisite to apply them again, that is why McLuhan explains this occurrences as —technology is the extension of human sense.

McLuhan proposed that media themselves, not the content they carry, should be the central point. He cared little or not at all about the contents of media and the endeavor of a semiotics-oriented interpretation; he cared little or nothing about what was objective in the cathodic scaffolding of the television tubes. His interests were vested in the manner in which an outward reality was architecturally crafted, in ambience, in environ: this is why the medium is the message (Sergio & Carlos, 2016).

.

As cited in Mahamuda (2016), McLuhan (1964), argued that the medium changes on the basis of how we do things. It changes how we interact with information and thus, information must be modified to our new needs. The reasons to why McLuhan focuses on the medium than its specific content is attributable to the fact that, the medium has distinct influences or powers to organize human relations and actions. Therefore as a new form of medium arrives it brings about new form of interpersonal interaction, due to this, McLuhan has advised to focus on the medium than its specific contents since 60th of last century.

Technological determinism theory also suggests that society is shaped by its most dominant media. If we take and compare this notion with the current experience of media and users, we realize that people are shaped by the newly arrived media, say it cell phones, computers, social networking sites etc. So, this theory simply puts the notion that technology has important impacts on our lives (Adler, 2006 as cited in Mahamuda, 2016).

Adler (2006), has also noted that determinism is divide in to hard‘ and soft‘, where hard determinists indicate that technology is the only essential driver of social change while soft

determinists assert that technology is one of the important forces, but not the sole driver of social change. Besides, there are other views by anti-technology determinism, they also assume that technology is neutral, but its impacts basically stems from the way societies use it.

In his explanation of hot media, Adler (2006) illustrate that it is very hot to the extent it forces people not to touch them, assisting that following hot media makes individuals passive audience. He argues that hot media engages one sense, it is linear and spoon feed, likewise under this category TV is ranked as to him.

Moreover, cooler medium consumers are able to influence the media through feedback and possibly participation unlike hot media users. Concisely, in hot media, audiences are not able to influence the media and its contents rather than simply receiving what is sent, whereas in the case of cold media, audiences are able to influence the media and its contents through feedback and perhaps requires participation and more sense (Adler, 2006). In a broader interpretation, hot media discloses features of traditional or mainstream media; whereas cold media echoes characteristics of new media (SM).

Criticism on technological determinism:

One of the weakest forms of technological determinism must have a theory that locates the dynamic of technological change within technology itself (or perhaps in science) rather than in the social structures that technological determinism aims to explain. Many technological determinism proponents allow that capitalism (or some other feature of the social structure) stimulates the rate of technological change; but to preserve the causal role of technology, they must reject the “strong social constructionist” thesis that would explain technology’s overall direction of development by reference to social structures.

The social factors shaping technology’s effects: Clearly, any given technology’s effects depend to some extent on the social context. The context will encourage or discourage the technology’s adoption, and, if the technology is adopted, the social context will have important effects on how the technology is used and thus on its ultimate impact (Paul, 2006).

The researcher agrees with the critics. Although technology has made inevitable changes in society, it doesn't mean that technology has complete control over social environment. There is a mutual interdependence between technology and social settings. Technology by itself didn't create itself, it's a social environment manipulated technology; without society technology is nothing.

### **2.6.3. Media Richness Theory**

Media richness is defined as the potential information carrying capacity of data. If the communication of an item of data, such as a wink, provides substantial new understanding, it would be considered rich. If the datum provides little understanding, it would be low in richness. Media richness depends on the amount of cues (e.g. many and simultaneous irrelevant information), the response time, the customizability of the response, and the naturalness of the speech. According to Daft and Lengel, face-to-face has the highest richness and cannot be exceeded by other media (Tobias et al., 2017).

Media Richness Theory addresses the question of media choice by focusing on how the selection process is contingent on the level of uncertainty or lack of information, and the equivocality or ambiguity of the information that needs to be communicated. The fundamental tenet of the theory is that communication is optimal when the capabilities of the media are matched with the communication task (Daft, Lengel & Trevino, 1987). Thus, when information is inherently equivocal, and a person uncertain, that person will seek a communication medium that is capable of supporting clarification and providing a shared understanding of the situation. By contrast, unequivocal information can be communicated by simply transferring the information in a less rich medium (John, 2008).

The theory asserted that four factors influenced this media richness: the ability of the medium to transmit multiple cues (e.g., vocal inflection, gestures), immediacy of feedback, language variety, and the personal focus of the medium. Richer media, the theory claimed, enabled users to communicate more quickly and to better understand ambiguous or equivocal messages and, therefore, would lead to better performance on equivocal tasks. In contrast, leaner media were better for low equivocality tasks because rich media provided communicators with too much

information and superfluous messages. Thus Daft and Lengel (1986, p. 558) concluded that the use of richer media (such as face-to-face meetings) would lead to better performance for equivocal tasks (such as deciding whether to acquire a company), while use of leaner media (such as written memos) would lead to better performance for less equivocal tasks (such as determining customer reactions to product labels) (Alan & Susan, 1998).

Research on media richness has generally found that face-to-face interaction is the richest medium, followed by the telephone, written addressed documents and unaddressed documents (Daft et al., 1987; Rice 1992; Steinfeild, 1986; Trevino, Lengel & Daft, 1987 as cited in John, 2008).

From the literature review we understand that social media has the potential in allowing individuals and organizations to share and exchange information and connect with others and also promotes departmental activities. In addition to this, social media in general & Facebook in particular can reduce the gap between organization and citizens, and can make an easy access to government services. Furthermore, inputs gained from the review literature in general and from the theoretical framework in particular can also inform the study in formulating the research question, designing objectives and data collection tools.

## **CHAPTER THREE**

### **3. Research Methodology**

#### **3.0. Introduction**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

This chapter is a very important section as it can guide the researcher to conduct the study in a meaningful way. In this chapter, the research design, sampling technique & size is briefly discussed. The chapter also briefly discusses the data collection tool and reliability & validity of the findings. Data collection & methods of analysis and ethical consideration are also discussed in this chapter.

#### **3.1. Research Design**

This study followed qualitative and quantitative or mixed method. Mixed methods are especially useful in understanding contradictions between quantitative results and qualitative findings.

Mixed methods research is an approach to inquiry that combines or associates both qualitative and quantitative forms. It involves philosophical assumptions, the use of qualitative and quantitative approaches, and the mixing of both approaches in a single study or a longitudinal program of inquiry. Thus, it is more than simply collecting and analyzing both kinds of data; it also involves the use of both approaches in tandem so that the overall strength of a study is greater than either qualitative or quantitative research alone (Creswell, 2007).

An exploratory research design was conducted with both quantitative and qualitative data collection method. Exploratory research is most useful in situations where limited information is available and the researcher wishes to have the flexibility to future explore areas of research. The primary goal of exploratory research is to gain better understanding of an issue or situation and it is an appropriate way to provide ground work for more rigorous studies at later (Louise, 2008). Exploratory research is conducted when enough is not known about a phenomenon and a

problem that has not been clearly defined. Its theme is to tackle new problems on which little or no previous research has been done (Tesfaye, 2018). The focus of this research is on gaming insights and familiarity with the subject area for more rigorous investigation later. It's usually more appropriate in case of problem about which little research knowledge is available (Inaam, 2016).

## **3.2. Sampling Technique and Size**

### 3.2.1. Population

#### 3.2.1.1. Source Population

The source population was all staff members at the Ministry of Trade & Industry.

#### 3.2.1.2. Target/Study Population

The target population was selected from the staff working at the Ministry of Trade & Industry.

### 3.2.2. Type

The type of sampling used in this study is purposive sampling.

### 3.2.3. Size

This study used the purposive sampling design. In purposive sampling design, the sample size is determined by the deliberate decision of the researcher. In this type of sampling, items for the sample are selected deliberately by the researcher; his/her choice concerning the items remains supreme. In other words, under this type of sampling the organizers of the inquiry purposively choose the particular units of the universe for constituting a sample on the basis that the small mass that they select out of a huge one will be typical or representative of the whole (Kothari, 2004).

This study design used both qualitative and quantitative methods. Therefore, a total of 85 participants were selected (75 of them are the selected employees from the organization & 10 are from PR directorate). For qualitative section, 4 participants were selected for interview; and for the quantitative section 81 participants were selected from the Ministry of Trade & Industry by using purposive sampling technique. Each qualitative interview took 20 minutes in average. The

interviews were recorded by a smart phone with sound recorder App. Then, it was converted into text form for data analysis.

### **3.3. Data Collection Tools**

#### **3.3.1. Interview**

The interview is a conversation in which two parties exchange information. In this study, the purpose of the interview is to collect large amounts of relevant information about the experiences of employees of the organization and PR officers. In this method, some research questions are better answered and can also be flexible.

Data was collected using interview. Interview was used to collect data from a member of selected staffs in the Ministry of Trade and Industry. For interview guide, initially, the questionnaire was prepared in English language and then translated to Amharic language for the purpose of data collection.

The interview used in this study has three components. These are the purpose of the interview, the body of the interview and the closing of the interview.

#### **3.3.2. Questionnaire**

The main purpose of a questionnaire is to extract data from the respondents. It's a relatively inexpensive, quick, and efficient way of collecting large amount data even when the researcher isn't present to collect those responses first hand.

In addition to interview, data was collected using structured questionnaire. Questionnaire was prepared after reading different literature and studies that have similar objective; and it was adopted based on the nature of the study,

The major components of the questionnaire of this study are; the general instructions, personal information, and the body.

### **3.4. Reliability and Validity**

Reliability concerns the extent to which a measurement of a phenomenon provides stable and consistent result (Carmines and Zeller, 1979). On the other hand, validity basically means “measure what is intended to be measured” (Field, 2005)

In order to test the reliability of the instruments, the student researcher has tested the reliability and validity of instruments in one of the departments of the federal broadcasting corporation for its consistency.

### **3.5. Procedures of data collection & methods of analysis**

The researcher of this study is the most responsible person in managing the proper data collection process. With this regard, the researcher had the responsibilities of explaining the purpose and significance of the study to the respondents to help them respond the questions in an honest and sincere way. The researcher was strictly following the overall activities on daily basis to ensure the completeness of questionnaire during data collection. Data was first be checked manually for completeness and then coded and entered to SPSS version 26.0. The data was then cleaned by visualizing, calculating frequencies and sorting. Corrections have been made according to the original data. The questionnaires and the soft copy of the data have been kept in proper places with multiple backups.

To analyze data the researcher used both qualitative and quantitative data analysis methods. With this regard, the qualitative data have been analyzed thoroughly by interpreting the data. The quantitative data has been analyzed by using descriptive statistics (frequency tables and graphs) to summarize data. Furthermore, SPSS 26.0 has been applied to analyze the collected data.

### **3.6. Ethical Considerations**

The study was conducted after approval secured from the ethical review committee of Addis Ababa University (AAU). Formal letters from the ethical review committee of Addis Ababa University (AAU) was produced to the Ministry of Trade and Industry. Oral consent has been obtained from each study participants before data collection started. The participants were told that the information they provide is extremely important and valuable, as it helps the

organization improve service delivery. In addition to this, they were told that, all the responses will be kept confidential and anonymous and participants can withdraw from the study at any time during data collection.

## CHAPTER FOUR

### Results and Discussion

#### 4.0. Introduction

The broad summary of this chapter deals with the research findings that come from both quantitative and qualitative data collected during the study. The study was conducted using the structured questionnaire and interview guided questions in the Ministry of Trade and Industry of Ethiopia.

This chapter encompasses two sections. Section one deals with the presentation of data while section two will entertain the analysis and discussion of findings. Finally, this study was aimed at finding out the use of Facebook as a tool to public relations practice: Case of the Ministry of Trade and Industry of Ethiopia.

#### 4.1. Data from the questionnaire

In this study, 85 study subjects were participated making the response rate 100%. Majority of the participants 59 (69.4%) were male. Regarding the respondents age, 55.3% were aged between 31-45 years while 40% were aged between 18-30 years and the rest 4.7% were aged 46 years and above. Of the total participants, seventy five (88.2%) attended BA/BSC education; nine (10.6%) attended MA/MSc & above and only one participant (1.2%) was attended college level education. On the other hand, 46 participants (54.1%) were married and the rest 39 participants (45.9%) were single. As to work experience of the respondents in the organization which may be one of the main determinant factors in knowledge based response, 40% of the respondents had work experience of 3-5 years; 24.7% had the work experience of 9 years & above; 21.2 % of them had the work experience of 6-8 years and 14.1% of the participants had 1-2 years of work experience (Table 1).

Table 1: Socio demographic characteristics of participants at the Trade and Industry of Ethiopia, Addis Ababa, 2020

Characteristics	Employees of the organization		Public Relation (PR) Officers		Total		
	No	Percent	No	Percent	No	Percent	
Sex							
Male	51.0	68.0	8.0	80.0	59.0	69.4	
Female	24.0	32.0	2.0	20.0	26.0	30.6	
Age							
18-30 years	33.0	44.0	1.0	10.0	34.0	40.0	
31-45 years	38.0	50.7	9.0	90.0	47.0	55.3	
46 and above	4.0	5.3	-	-	4.0	4.7	
Educational Level							
MA/MSc and above	6.0	8.0	3.0	30.0	9.0	10.6	
BA/BSc	68.0	90.7	7.0	70.0	75.0	88.2	
College Diploma	1.0	1.3	-	-	1.0	1.2	
Others	-	-	-	-	-	-	
Marital Status							
Single	35.0	46.7	4.0	40.0	39.0	45.9	
Married	40.0	53.3	6.0	60.0	46.0	54.1	
Divorced	-	-	-	-	-	-	
Widowed	-	-	-	-	-	-	
Work experience in the organization							

Characteristics	Employees of the organization		Public Relation (PR) Officers		Total	
	No	Percent	No	Percent	No	Percent
1-2 years	10.0	13.3	2.0	20.0	12.0	14.1
3-5 years	32.0	42.7	2.0	20.0	34.0	40.0
6-8 years	16.0	21.3	2.0	20.0	18.0	21.2
9 years and above	17.0	22.7	4.0	40.0	21.0	24.7

#### 4.1.1. Objective 1: To assess the role of Facebook as a public relation practice in the Ministry of Trade & Industry

As it is pointed out in table 2 below, 79 (97.5%) respondents have claimed that they used social media as a public relation tool as well as for personal use; and the rest 2.5% replied that they do not use social media. Of the total respondents who were asked to respond with the structured questionnaire about the modes of social media that are installed in the organization, 80.2% have responded that Facebook is the modes of social media that is installed in the organization while 18.5% said Telegram & only 1.2% said that Instagram is the mode of social media that is installed in the organization.

Among the total study subjects, 25 (30.9%) respondents have replied that social media has been used in their organization from 3-5 years; and the same number 25 (30.9%) respondents said that it has been used for 6 years and above at the time of study; while 18 (22.2%) respondents have claimed that social media has been stayed only 1-2 years while the remaining 13 (16%) replied that they do not know for how long social media has been in their organization. On the other hand, twenty eight (34.6%) respondents replied that social issues have got more importance in the organizational communication in social media; while 23.5% and 22.2% of respondents claimed that economic and political issues get more importance respectively; on the contrary

only 4 (5%) respondents of the study subjects have responded that environmental and health issues get more importance.

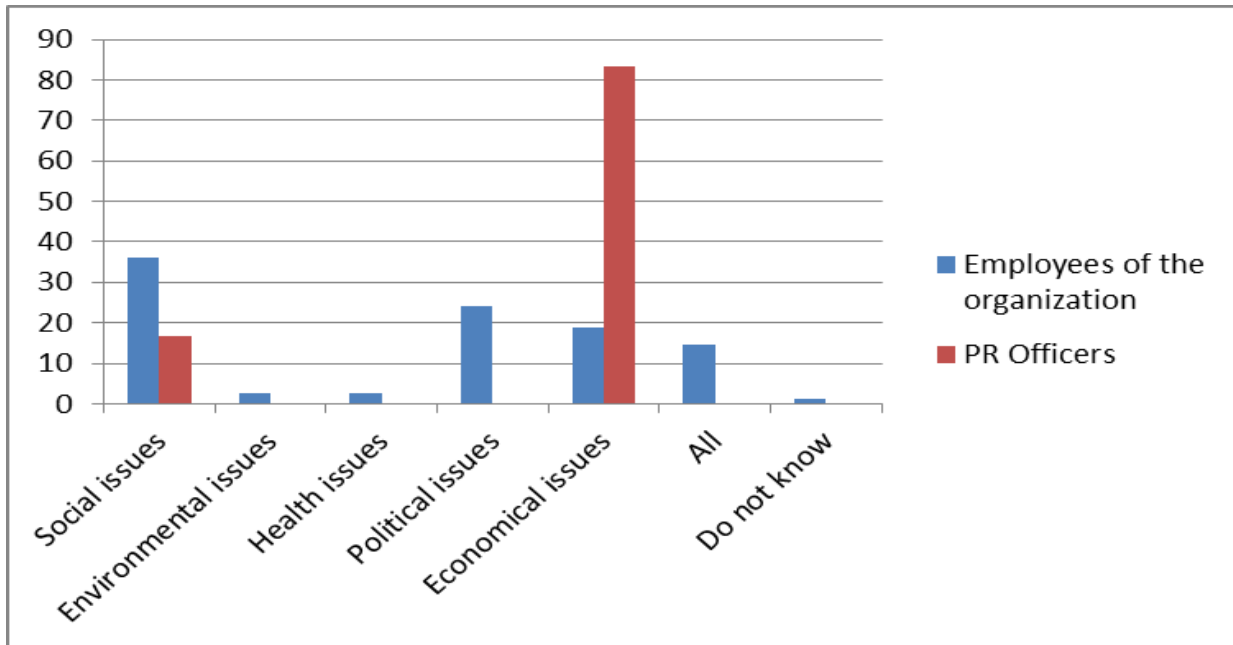
Of the total study subjects who were asked to respond about the frequency of Facebook use in the organization, Thirty-two (39.5%), 30 (37%) and 17 (21%) of respondents replied that they use Facebook once a day, twice a day and once a week respectively; the rest 2 (2.5%) respondents replied that it is difficult to say about it. But, when compared to employees of the organization, majority (66.7%) of Public Relations officers .have replied that they use Facebook twice a day (Table 2).

Table 2: Assessing the role of Facebook as a public relation tool: Response from both PR officers & other employees of the organization

Assessment tools	Employees of the organization		PR Officers		Total	
	No	Percent	No	Percent	No	Percent
Do you use social media?						
Yes	73	97.3	6	100.0	79	97.5
No	2	2.7	-	-	2	2.5
If yes to the above question, which modes of social media are installed in your organization? (you can mention more than one)						
Instagram	1	1.3	-	-	1	1.2
Facebook	59	78.7	6	100.0	65	80.2
WhatsApp	-	-	-	-	-	-
Telegram	15	20.0	-	-	15	18.5
Twitter	-	-	-	-	-	-
Other	-	-	-	-	-	-
How long has social media been in your organization?						
1-2 years	17	22.7	1	16.7	18	22.2
3-5 years	24	32.0	1	16.7	25	30.9
6 years and above	21	28.0	4	66.7	25	30.9
Do not know	13	17.3	-	-	13	16.0

Assessment tools	Employees of the organization		PR Officers		Total	
	No	Percent	No	Percent	No	Percent
What types of issues get more importance in your organizational communication in social media?						
Social issues	27	36.0	1	16.7	28	34.6
Environmental issues	2	2.7	-	-	2	2.5
Health issues	2	2.7	-	-	2	2.5
Political issues	18	24.0	-	-	18	22.2
Economic issues	14	18.7	5	83.3	19	23.5
All	11	14.7	-	-	11	13.6
Do not know	1	1.3	-	-	1	1.2
How often do you use Facebook at an organization?						
Once a day	30	40.0	2	33.3	32	39.5
Twice a day	26	34.7	4	66.7	30	37.0
Once a week	17	22.7	-	-	17	21.0
Difficult to say	2	2.7	-	-	2	2.5

**Figure 1: Types of issues got more importance in the organizational communication in social media**



The figure above shows that economic issues get more importance than any other issues according to the Public relations officers. But, on the view of other employees of the organization, social issues are more important.

As indicated in table 3 below, of the total study subjects i.e., employees of the organization who are involved in answering the questionnaire, almost two-third of respondents who use Facebook replied that they use Facebook to access information that is uploaded by PR directorate. On the other hand, sixty four (85.3%) respondents replied that Facebook is the most preferred social media type in the organization by the public to make inquiries and give feedback; followed by Telegram (8%) and Twitter (1.3%).

When asked whether they receive communication as internal public from public relations directorate through social media, 47 (62.7%) employees of the organization who are involved in answering the questionnaire replied ‘Yes’; and the rest 28 (37.3%) replied that they didn’t receive communication as internal public from public relations directorate through social media.

On the other hand, respondents were also asked about “for what purposes do they use social media in their organization”. Of the total study subjects i.e., employees of the organization who are involved in answering the questionnaire, nearly half (48%) of respondents reported that they use social media to find new information; while 23 (30.7%) respondents reported that they use social media to share information with others and 2 (2.6%) respondents replied that they use social media to get feedback from audience and to see what is going on ; the remaining 14 (18.7%) respondents reported that they use social media to get all information/update/new/feedback etc. (Table 3).

**Table 3:** Assessing the role of Facebook as a public relation tool: Response from employees of the organization

Assessment tools	No	Percent
If the installed mode of social media is Facebook in the organization, do you use it to access information that is uploaded by PR directorate?		
Yes	49	65.3
No	26	34.7
Which is the most preferred social media type in the organization by the public to make inquiries and give feedback?		
Facebook	64	85.3
Telegram	6	8.0
Twitter	1	1.3
Do not know	4	5.3
Do you receive communication as internal public from public relations section through social media?		
Yes	47	62.7
No	28	37.3
Is social media important for organization daily activity?		
Yes	49	65.3
No	8	10.7
Difficult to say	18	24.0
For what purposes do you use social media at your organizations?		
To find news and information	36	48.0
To get feedback from audience	1	1.3
Just only to see what is going on	1	1.3
To share information with others	23	30.7
All	14	18.7

As indicated table 4 below, regarding the number of Facebook followers the organization has, of the total study subjects (PR officers), half of them reported that they do not know how much Facebook followers the organization has. One-third of the respondents replied that the organization has 301-700 Facebook followers; and, 1 (16.7%) respondent reported that the organization has above 1000 Facebook followers.

Furthermore, the study subjects were also asked whether or not they receive comments from the public about the organization's service delivery. Majority, five (83.3%) of respondents reported that they receive comments from the public about the organization's service delivery; the rest 16.7% replied that the organization didn't receive any comments. Of the total comments given from the public so far, 51-75% are positive comments according to 2 (33.3%) of respondents, on the other hand, almost two-third of respondents reported that they do not know how much positive comments the organization receives from the public.

Concerning the update of Facebook page contents of the organization, the majority, five (83.3%) of respondents said that the Facebook page contents is updated every day; while one (16.7%) respondent reported that it is updated every 15 days. Respondents were also asked whether or not they send information to internal public through Facebook by using the "Yes" or "No question". Two-third of respondents replied that they send information to internal public through Facebook but the remaining one-third said "No".

Table 4: Assessing the role of Facebook as a public relation tool: Response `from PR practitioners only

Assessment tools	No	Percent
How many Facebook followers do your organization has?		
<300	-	-
301-700	2	33.3
701-1000	-	-
above 1000	1	16.7
Do not know	3	50.0
Do you receive comments from the public about your organization's service delivery?		
Yes	5	83.3
No	1	16.7
If yes to the above question, how much positive comment did you get so far?		
<30%	-	-
31-50%	-	-
51-75%	2	33.3
76-100 %	-	-
Do not know	4	66.7
How often do you update your Facebook page contents?		
Every day	5	83.3
Every week	-	-
Every 15 days	1	16.7
Every month	-	-
Do you send information to internal public through Facebook?		
Yes	4	66.7
No	2	33.3

As table 5 indicates below, both PR officers and other employees of the organization who were involved in the study were given a box to mark (x) on how they agreed or disagreed on the statements provided. They were given a statement in the box to mark their opinion in a Likert scale of 5 (where 5 is strongly agree, 4 is agree, 3 is undecided, 2 is disagree and 1 is strongly disagree). After respondents provided their decision on the statements in a likert scale of 5, it was finally squeezed to three scales i.e., agree, undecided and disagree.

The respondents were requested to answer whether or not Public Relations officers in the organization monitor social media contents. The study shows that, of the total respondents who were asked to respond their opinion in a likert scale, 53 (65.4%) respondents reported that they agree on public relations officers in the organization monitor social media contents properly, 19 (23.5%) were undecided and 9 (11%) were disagreed.

The study subjects were also asked whether or not public relations officers in the organization organize promotional events (For example press conferences, exhibitions, etc). In this case, the study revealed that 58 (71.6%), 19 (23.5%) and 4 (5%) of respondents agree, undecided and disagree on the matter respectively. On the other hand, regarding Facebook's role in promoting friendship and socialization, the vast majority of respondents 75 (92.6%) agree that Facebook promotes friendship and socialization while 4 (4.9%) and 2 (2%) of respondents had the position of undecided and disagreement regarding Facebook's role in promoting friendship and socialization respectively.

As it is illustrated in table 5 below, during the study, most of the respondents 68 (84%) were in agreement with Facebook's facilitation role in corporate communication through two way communication to promote mutual understanding while 10 (12.3%) and 3 (4%) were undecided and in disagreement on the issue respectively. Sixty-nine (85.2%) of respondents were agreed that social media is an effective tool in news search and redistribution while 5 (6.2%) and 7 (9%) were undecided and in disagreement with the subject respectively. The study also sought to determine whether or not social media is very important for reputation management of institutions. With this regard, 67 (82.7%) respondents were in agreement with the matter; while 10 (12.3%) and 4 (5%) of respondents prefer the position of undecided and disagreement with the subject respectively (Table 5).

Table 5: Assessing the role of Facebook as a public relation tool: Response from both PR officers & other employees of the organization using Likert Scale

Characteristics	Employees of the organization						PR Officers						Total					
	Disagree		Undecided		Agree		Disagree		Undecided		Agree		Disagree		Undecided		Agree	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Public Relations officers in your organization monitor social media contents	9	12.0	19	25.3	47	62.7	-	-	-	-	6	100.0	9	11	19	23.5	53	65.4
Public Relations officers in your organization organizes promotional events (For example press conferences, exhibitions, etc)	4	5.3	19	25.3	52	69.3	-	-	-	-	6	100.0	4	5	19	23.5	58	71.6
Facebook promotes friendship and socialization	2	2.7	4	5.3	69	92.0	-	-	-	-	6	100.0	2	2	4	4.9	75	92.6
Facebook facilitates corporate communication through two way communication to promote mutual understanding	3	4.0	9	12.0	63	84.0	-	-	1	16.7	5	83.3	3	4	10	12.3	68	84.0
Social media is an effective tool in news search and redistribution	7	9.3	4	5.3	64	85.3	-	-	1	16.7	5	83.3	7	9	5	6.2	69	85.2
Social media is very important for reputation management of institutions	4	5.3	9	12.0	62	82.7	-	-	1	16.7	5	83.3	4	5	10	12.3	67	82.7

As it is shown in table 6 below, the study revealed that public relations officers in the organization write and produce presentation and press releases; all respondents (100%) were in agreement with it. The study also eager to know whether or not Facebook helps in countering negative publicity. The result shows that two-third of respondents agreed that Facebook helps in countering negative publicity; while 1 (16.7%) and 1 (16.7%) were undecided and in disagreement with Facebook's role in helping countering negative publicity respectively.

Study participants were also required to answer about the Facebook's role in image building. With this regard, all participants (100%) have agreed that Facebook can be considered as an important public relations tool for image building of an organization. On the other hand, a majority of respondents 5 (83.3%) were in agreement with contents uploaded on the Facebook page of the organization are strong enough to get valuable input from the public while 1(16.7) participant was neither agree nor disagreed with the subject rather he/she has a position of undecided.

Table 6: Assessing the role of Facebook as a public relation tool: Response from PR practitioners only using Likert Scale

Characteristics	Disagree		Undecided		Agree	
	N	%	N	%	N	%
Public Relations officers in your organization write and produce presentations and press releases	-	-	-	-	6	100.0
Facebook helps in countering negative publicity	1	16.7	1	16.7	4	66.7
Facebook can be considered as an important public relations tool for image building of an organization	-	-	-	-	6	100.0
Contents uploaded on the Facebook page of your organization are strong enough to get valuable input from the public	-	-	1	16.7	5	83.3

4.1.2. Objective 2: To describe the attitude of public relations practitioners and employees of the organization on the use of Facebook in organizational public relations practice in the organization

In this study, employees of the organization were also questioned on their views on service delivery with the use of Facebook in their organization. They were asked through structured questionnaire whether or not the use of Facebook can improve service delivery of the organization. The result shows that almost three-fourth of respondents (74.7%) believe that Facebook can improve the service delivery in the organization; while the rest 25.3% do not believe in it.

Table 7 : Assessing the attitude of the employees of the organization on the use of Facebook as a public relation tool: Response from employees of the organization

Assessment tools	No	Percent
Do you think using Facebook can improve the service delivery in the organization?		
Yes	56	74.7
No	19	25.3

As shown in table 8 below, Respondents were also asked whether social media training is mandatory for public relations officers or not. Of the total participants, a majority 5 (83.3%) believed that social media training is mandatory for public relations officers; while 1 (16.7%) of respondent reported that it is difficult to say about it (Table 8).

Table 8: Assessing the attitude of PR practitioners on the use of Facebook as a public relation tool: Response from PR practitioners only

Assessment tools	No	Percent
Do you think social media training is mandatory for public relations officers?		
Yes	5	83.3
No	-	-
Difficult to say	1	16.7

As it is illustrated in table 9 below, both Public Relations practitioners and the rest employees of the organization who were involved in the study were also investigated on the trustworthiness of Facebook in a likert scale of 5 which was finally converted in to the scale of 3 (disagree, undecided and agree). Accordingly, of the total study participants, 35 (43.2%) have agreed that Facebook is not a trustful media; nearly quarter of respondents (23.5%) were undecided on the subject; while almost one-third (33.3%) of respondents were in disagreement that Facebook is a trustful media than traditional media.

This study was also revealed that the vast majority, 69 (85.2%) of respondents both Public Relations practitioners and employees of the organization who were involved in this study have agreed that Facebook is the lower cost way of relation building between organization and the public; while the smallest proportions 5 (6.2%) and 7 (8.6%) were undecided and disagreed on the subject respectively.

Table 9: Assessing the attitude of public relations practitioners and employees of the organization on the use of Facebook as a public relation tool: Response from both PR officers & other employees of the organization using Likert Scale

Characteristics	Employees of the organization						PR Officers						Total					
	Disagree		Undecided		Agree		Disagree		Undecided		Agree		Disagree		Undecided		Agree	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Facebook is not as trustful as that of traditional media	25	33.3	18	24.0	32	42.7	2	33.3	1	16.7	3	50.0	27	33.3	19	23.5	35	43.2
Facebook is the lower cost way of relation building between organization and the public	7	9.3	5	6.7	63	84.0	-	-	-	-	6	100.0	7	8.6	5	6.2	69	85.2

4.1.3. Objective 3: To describe the challenges encountered by the Ministry of Trade and Industry of Ethiopia in using Facebook as a public relations tool.

As it can be easily seen in table 10 below, employees of the organization were questioned on their views on whether Public relations officers have the necessary knowledge and skill with regard to posting standardized contents on organization’s Facebook page. Thirty four (45.3%) of respondents reported that public relations officers have the necessary knowledge and skill with regard to posting standardized contents on organization’s Facebook page; while 30 (40%) of study subjects replied that it is difficult to say; and the remaining 11 (14.7%) said that PR officers do not have the necessary knowledge and skill (Table 5).

Table 10: Assessing the challenges encountered by the Ministry of Trade & Industry on the use of Facebook as a public relation tool: Response from employees of the organization except PR officers

Assessment tools	No	Percent
Do public relations officers in your organization have the necessary knowledge and skill with regard to posting standardized contents on organization’s Facebook page?		
Yes	34	45.3
No	11	14.7
Difficult to say	30	40.0

As illustrated in table 11 below, during the study, public relations officers were asked whether or not the organization’s high level management supports the implementation of Facebook as PR practice. The study result revealed that, the overwhelming majority 5 (83.3%) of respondents reported that the organization’s management body supports the implementation of Facebook as PR practice; while One (16.7 %) respondent replied that it was difficult to say about managements contribution. On the other hand, public relations officers were asked about the suitability of infrastructure of the organization for social media implementation. With this regard, as it is clearly indicated in table 11, five (83.3%) of respondents said that the

organization’s infrastructure is suitable for social media implementation; while 1 (16.7%) respondent reported that the IT system of the organization is not convenient for social implementation.

Table 11: Assessing the challenges encountered by the Ministry of Trade & Industry on the use of Facebook as a public relation tool: Response from PR practitioners only

<b>Assessment tools</b>	<b>No</b>	<b>Percent</b>
Does the organization’s high level management support the implementation of Facebook as PR practice?		
Yes	5	83.3
No	-	0
Difficult to say	1	16.7
Is your organization’s infrastructure (IT system etc...) suitable for social media implementation?		
Yes	5	83.3
No	1	16.7
Difficult to say	-	0

Today, in the modern social media world, hackers are disrupting the websites and pages of different organization. In line with this, in this study, both public relations officers and employees of the organization who were participated in the study were asked whether or not the Facebook page of the organization is exposed to hackers. Almost the same number of participants 33 (40.7%) and 32 (39.5%) were in disagreement and in an undecided position as to how the page of the organization is exposed to hackers respectively while 16 (19.8%) participants agreed that the Facebook page of the organization is exposed to hackers .

Respondents were also given a question stated as “there is no standardized social media ethics and codes of conduct in the organization”. The result shows that, thirty-eight (46.9%) of study participants agreed that there is no standardized social media ethics and codes of conduct in the organization; while 28 (34.6%) of respondents were undecided and 15 (18.5%) were in disagreement (Table 12).

Table 12: Assessing the challenges encountered by the Ministry of Trade & Industry on the use of Facebook as a public relation tool:  
Response from both PR officers & other employees of the organization using Likert Scale

Characteristics	Employees of the organization						PR Officers						Total					
	Disagree		Undecided		Agree		Disagree		Undecided		Agree		Disagree		Undecided		Agree	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
The Facebook page of the organization is exposed to hackers	31	41.3	28	37.3	16	21.3	2	33.3	4	66.7	-	-	33	40.7	32	39.5	16	19.8
There is no standardized social media ethics and codes of conduct in the organization	12	16.0	25	33.3	38	50.7	3	50.0	3	50.0	-	-	15	18.5	28	34.6	38	46.9

This study also sought to know the organization’s dedication in building the PR practitioner’s capacity in social media. In line with this, PR practitioners were asked whether or not the organization is dedicated itself in building the capacity of PR practitioners in social media. As it is clearly illustrated in table 13, half of the respondents were in disagreement that the organization is dedicated itself in building the capacity of PR practitioners in social media; while 2 (33.3%) and 1 (16.7%) of respondents were undecided and in agreement with the subject respectively.

Public Relations officers who were involved in the study were also requested to provide their opinion on the statement sated as “the management of the organization doesn’t consider Facebook as an effective public relation tool”. Of the total respondents, majority 5 (83.3%) disagreed that the management of the organization doesn’t consider Facebook as an effective public relation tool while 1 (16.7%) of respondent was in an undecided position.

Regarding public relations professionals’ knowledge and skill on social media, PR officers were also asked whether or not Public relations professionals have the necessary knowledge & skills on social media. Of the total respondents two-third (66.7%) of respondents agreed that public relations professionals in the organization have the necessary knowledge & skills on social media; while 2 (33.3%) were neutral (Table 13).

Table 13: Assessing the challenges encountered by the Ministry of Trade & Industry on the use of Facebook as a public relation tool: Response from PR practitioners only using Likert Scale

Characteristics	Disagree		Undecided		Agree	
	N	%	N	%	N	%
The organization is dedicated itself in building the capacity of PR practitioners in social media	3	50.0	2	33.3	1	16.7
The management of the organization doesn’t consider Facebook as an effective public relation tool	5	83.3	1	16.7	-	-
Public relations professionals have the necessary knowledge & skills on social media	-	-	2	33.3	4	66.7

## **4.2. Data from the Interview**

### **The major roles of social media in the target organization**

Participants of study subjects were asked about the major roles of social media in their organization. All participants provided a response based on the given question. Participant K.W (on July 15/2020), said that “the role of social media is to properly communicate the services provided and disseminate the information of the organization; especially about organization’s plan and report via graphs, photos and videos to the general public and to the business community. He also replied that they post the proclamations and different regulations approved by the parliament regarding the organization on Facebook page to the public and media”. Participants K.L (on July 15/2020), replied that “the role of social media of the organization is to promote the core services of the organization and requesting the public opinion on the services provided”. Participant G.E (on July 16/2020), replied that “immediate and urgent communication of information to the public is the main role of social media in the organization”. Participant T.E (on July 16/2020), reported that “the role of social media is to disseminate the organization’s information to the public, facilitate the service provision and contribute for economic development of the nation in general & to the sector in particular”.

Generally speaking, almost all respondents reported that, the role of social media is disseminating reliable, immediate and relevant information to the public in general and to the business community in particular.

### **The major contents uploaded in the organization’s Facebook page**

The key to develop a winning fan page that builds fans and pushes the business forward is to post content that genuinely interests customers or clients. With this regard, study participants were asked about the major contents uploaded on their organization’s Facebook page.

Participant K.W and G.E (on July 15-16/2020), replied that “the contents uploaded are mainly news, bi-annual & annual plan and performance report; and also the next direction and way forwards. They added that, meetings conducted with different stakeholders and the opinions gained from the workshop with the necessary and relevant responses are also uploaded on Facebook. According to them, the response given to the public are critically analyzed.

Furthermore, in order to promote financial transparency, which is seriously required by the government, the organization uploaded the financial utilization in a quarterly basis. The organization also uploaded contents which indicate whether or not the organization is functioning as per the proclamations and regulations set by the government; and new reforms made will also be uploaded. On the hand, participant K.L and T.E (on July 15-16/2020), said that “since the organization is mandated for the economic and industrial transformation of the nation, the main contents uploaded are economic; with some emphasis given to social issues.

### **Enhancement of public relations practice in the organization through social media**

Participants were asked how social media does enhance public relations practice in the organization. Participant K.L. (on July 15/2020), reported that, social media enhances the organizational public relations practice by improving the skills and knowledge of PR practitioners in posting organizational responsibilities and obligations given by the government; by improving the skills & knowledge of the public relations practitioners in online monitoring of the public opinion & in providing responses for the feedbacks gained from the public. Participant T.E (on July 16/2020), said that, “in today’s world public relations practices are changed from manual to digital method. Therefore, social media as a digital method can enhance the public relations practice by impacting on public relations skills & knowledge, enhancing relationships with people through two-way communication, and posting and sharing information on the newly emerging guidelines and methodologies of PR practices.

### **The possible strengths, weakness, opportunities, challenges & best practices of social media in the organization, especially administrative**

Study participants K.W & K.L. (on July 15/2020), responded that “one of the greatest strengths of social media is that, it is the most cost effective way to broadcast the message, news, press release, relevant information and events shared to the public on the Facebook page of the organization. They also added that, the information of the organization that is easily accessed from the Facebook page of the organization by the public and transmitted by media can also be considered as strength”. Participant K.L. (on July 15/2020), said that “tracking and online monitoring of public opinion and the subsequent responding system is available. Frequent

tracking of comments before they might become viral for the wrong reasons is properly monitored. It also helps the organization maintain a positive brand image among consumers and identify potential influencers”. Participant G.E and T.E (on July 16/2020), said that “with Facebook, the organization can share updates, photos and events at least once a day”. On the other hand, participant T.E (on July 16/2020), said that “so far, trade registration and licensing is being given in person or in one's physical presence but thanks to social media platform, online trade registration and licensing program is on the verge of launching; the website and infrastructure development is underway”.

Regarding the weaknesses in the implementation of social media, almost all participants claimed that “although the organization is expected to reach large base of audiences and customers, the internet capacity remains poor; which could have been upgraded. Furthermore, participant K.L (on July 15/2020), said that “the department heads of the organization/directors have no culture of monitoring what is going in the Facebook page of the organization”.

Having high-speed internet connectivity is crucial for government organization to compete in the competitive world. If the connectivity slows, then inevitably, so will the work pace. The amount of time lost from having poor internet connection can have a huge impact on both the growth and results of businesses. With this regard, all participants said that “slow & limited internet connectivity of the nation hampers the service delivery as per the standard, especially during video conferencing, during uploading videos on YouTube and twitter”. In addition to this, they said that “they encountered challenge in reaching the public with relevant updates when they were out of office for field work”.

Regarding the opportunities, participants K.W, K.L and T.E (on July 15-16/2020), have replied that, the organization is equipped with the necessary infrastructure; which is led by IT directorate. Furthermore, almost all participants concluded that “Social media has created the opportunity for the organization to thrive, participating in social media forums, allows communication and information-sharing with large groups of people instantaneously”.

Being present and responsive is crucial in social media. Social media accounts must be logged into a minimum of once per day to monitor and respond to posts, answering users' questions and

monitoring comments. With this regard, almost all participants replied that “public opinions, comments and suggestions are collected, analyzed and finally posted to the public is considered to be best practice of social media in the organization”.

## **Evaluating the use of social media in the Ministry of Trade & Industry**

Respondents were asked how they evaluate the use of social media in Ministry of Trade & Industry. Of all social media types, the organization uses only three, i.e. Facebook, Twitter and Telegram. Almost all participants reported that “the use of social media in the organization is at medium level which needs to be improved to meet the large base of business community and the general public. The contents uploaded are of high quality and evaluated before being posted, balancing public opinion is being the culture of the social media management of the organization; and institutional rather than individual view is entertained”.

### **4.3. Discussion**

The Federal Ministry of Trade and Industry is one of the most important sectors in the country, which provides services to the people of the nation. The main purpose of this study was to assess how the Ministry of Trade and Industry of Ethiopia uses social media, especially Facebook as a public relations tool. Therefore, this study would benefit the organization’s managers to improve effectiveness and efficiency of the service delivery in the future.

The discussion presented by each objective as follows:

#### **4.3.1. Objective 1: To assess the use of Facebook as a public relation practice in the Ministry of Trade & Industry**

The findings of this study revealed that there is a usual use of social media in the government public relations practice as well as for personal interest. The study shows that there is a high level of usage of social media in the Federal Ministry of Trade and Industry, which marks 97.5%. During the study, most of employees of the organization agreed that the social media was used mostly: to find news and information, to share information with others, and some of them said social media was used to get feedback from audience and to see what is going on in the social media world. This study is in agreement with the study conducted by Wubareg (2019), in

which all the public relations practitioners and many of the staffs in the ministry of Innovation and Technology use social media for their professional practices and personal use.

Regarding the installed social media in the organization, Facebook is the best social media mode installed followed by Telegram and Instagram. This study is in congruent with study conducted by Sakali (2015), where Facebook is the preferred social media installed in the Kenyan Immigration department. Concerning the duration of social media in the organization, respondents have different opinion; as it is clearly indicated at data presentation/result section 53.1 % of them reported that social media in their organization has been used from 1-5 years. This suggests that social media use is in its emerging stage in the organization with the experience of less than 5 years as more than half of study participants agreed. From this we can probably conclude that, social media use in the organization is in its beginning phase as compared to the developed world where it has an experience of more than a decade history.

As it is clearly shown in table 2, the study also suggests that, there was a persistent use of social media on a daily basis by most of the respondents. Of the total respondents 39.5% & 37% of them said that they use social media once a day & twice a day respectively. That means, 76.5 % of them use social media on a daily basis. On the other hand, when compared to other employees of the organization, almost two-third of Public Relations officers have replied that they use Facebook twice a day. This implies that the public relations practice of the organization demands the daily interaction or communication with the public. That is to mean, the daily routine activities of the organization needs a daily follow up, monitoring and timely response to comments and questions.

By most of the respondents, Facebook is the preferred social media type in the organization by the public to make inquiries and give feedback. In this study, 85.3 % of the employees of the organization prefer Facebook; followed by Telegram & twitter; where the latter two have less preference. This study is in agreement with the study conducted by Sakali (2015) and Mahammuda (2016), where Facebook is the preferred social media in the Kenyan Immigration department and on the traditional Dagu communication in Afar respectively. By referring Adoyo, (2014), Sakali (2015) said that Facebook and Twitter were the main social media forms employed in state agencies public relations practice. This may be attributed to its simplicity and

functionality that it has improved over the years that probably started to attract young and online community. Furthermore, Facebook may be preferred because it helps for free communicating with friends, loved ones, express opinions, and at the same time Facebook earns from advertisements.

This study finding also suggests that, the organization has 301-700 Facebook followers according to one-third of PR officers who were involved in the study. On the other hand, 50% of them replied that they do not know how much followers they have. This may implies that the organization's public relations practice through the use of Facebook page is in its infancy stage.

Another finding of the study suggests that, according to 83.3% of public relations officers, the organization receives comments from the public about the organization's service delivery. Of the total comments they receive, according to one-third of participants only 51-75 % was positive. This may suggests that the service delivery of the organization is in a good shape; but needs improvement to compete with the ever changing or dynamic world.

The study also revealed that the Facebook page of the organization is updated in a daily basis according to 83.3% of public relations officers who were included in the study. This may indicate that there is a frequent visit of the Facebook page by the public. This may in turn suggests that updating of the Facebook page becomes a daily business and role of the public relations officers of the organization to meet the need of clients who are the veins of the organization to survive.

Social media contents monitoring was one of the crucial finding of this study. 65.4% of respondents agreed that public relations officers in the organization monitor social media contents properly. Since social media monitoring involves the use of a tool to actively observe what is being said across the internet on both traditional publishing and social media platforms, it needs a regular monitoring. The research finding implies that the public relations officers are aware of quickly receiving alerts of client criticism or complaints, monitoring social media reputation in real time and also gaining insights on the effectiveness of the organization's social media strategy.

The study finding also tells us how important promotional event managements are. Event management involves overseeing all logistics leading up to and during an event. As it is clearly indicated in table 5, majority of respondents agreed that PR officers organize events. From this we can infer that, PR officers are doing well in communicating the public about their organization; they were also boosting the brand of the organization. Furthermore, we can also suggest that they can improve the service delivery of the organization; and by doing so they can also improve their event management and planning skill. Another thing that can be mentioned here is; almost quarter of the respondents had neutral position with this regard. This may be because they were unaware of what is going on in the organization's task of promotional event organization. Therefore, they must be informed about and involved in the promotional event organization since they are part & parcel of the system.

This study also indicates that Facebook promotes friendship and socialization. 92.6% of respondents agreed that Facebook can help people socialize himself to the remaining world. The internet, while involving millions of people from countless different countries and backgrounds, has developed some cultural quirks all its own. This study is in agreement with the study conducted by Tanase et. al. (2012), in which more than 73.6% of users login to Facebook for the purpose of socialization. Social media in general and Facebook in particular have changed the way public relations practice act and also enhances the two way communication between the organization and the public both internal and external. With this regard, in this study, 84% of respondents were agreed that Facebook has a facilitation role in corporate communication through two way communication to promote mutual understanding. This finding is also in agreement with the study conducted by Marcos (2014), where 88% of study subjects reported that emergence of social media has changed PR practice in Cyprus by enhancing two-way and effective communication between the organization and its different publics. Furthermore, in this study, 85.2% and 82.7% of respondents agreed that social media is an effective tool in news search and redistribution and also it is very important for reputation management of institutions respectively.

Today, in the modern world, the role of social media is very high both negatively and positively. Since online media is open for everybody, it's up to the user to post, write, comment etc. on the

social media; which may result in unintended results. With this regard, Esomar's (2010) definition of social media can best describe this "...social media is "internet based platforms and technologies that permit users' interaction and/or facilitate the creation and exchange of user generated content. In line with this, 66.7% of PR officers who are involved in the study agreed that, Facebook helps in countering negative publicity. This may imply that, they are aware of handling negative comments or complaints in social media that are very crucial for organizational reputation management. Understanding negative publicity on the social media and timely responding to each complaint in the public stream is very essential.

#### **4.3.2. Objective 2: To describe the attitude of public relations practitioners and employees of the organization on the use of Facebook in organizational public relations practice in the organization**

Social media in general and Facebook in particular can enhance the service delivery of the organization if it is used properly. The findings of this study revealed that 74.7% of employees of the organization reported that the use of Facebook can improve service delivery of the organization. This finding is in agreement with the study conducted by Abul et. al. (2016), in which they stated that "Using social media especially Facebook for government organizations means that they are moving toward interacting with the citizens in new ways. Some of the organizations were found successful in engaging the citizens by giving quick response to public post and taking action on important public issues. It is also true that government Facebook pages provided the space for public discussion and often interacting with the government officers. The Facebook page activities of District Administration office in Bangladesh indicate that the public engagement has rapidly increased and service delivery has improved. The distance between government officers and citizens has reduced". They also stated in their finding that" the organizational integration and behavior pattern has positively changed and in turn productivity has increased". This study also in agreement with the study conducted by Sakali (2015) in which his finding stated it as "...service delivery is enhanced through responsive communicative practices via social media to external publics. Dialogues, immediate feedback and accessibility are the major factors that the respondents appreciated. It is therefore a rich tool in fostering relations with publics, and achievement of the departmental goals".

This research finding also revealed that, 83.3% of public relations officers believed that social media training is mandatory for public relations officers. This implies that in order to maximize the advantages of using social media in the workplace and to avoid public relations and legal disasters, social media training is inevitable for public relations officers. In addition to this, social media training for PR officers may help minimize employee turnover.

“The growing popularity of social media in recent years has resulted in the creation of an enormous amount of user-generated content. A significant portion of this information is useful and has proven to be a great source of knowledge. However, since much of this information has been contributed by strangers with little or no apparent reputation to speak of, there is no easy way to detect whether the content is trustworthy. Search engines are the gateways to knowledge but search relevance cannot guarantee that the content in the search results is trustworthy. A casual observer might not be able to differentiate between trustworthy and untrustworthy content” (Moturu & Liu, 2011). This study finding revealed that, Facebook is not as trustful as traditional media. As cited by Muhammed (2019), this study finding is in agreement with the study conducted by Freckleiot in which the vast majority of the respondents to the survey (86%) felt that fake news was a serious problem on Facebook.

The study finding also revealed that, 85.2% of the total respondents agreed that Facebook is the lower cost way of relation building between organization and the public. This may imply that, since Facebook is one of the most comprehensive online advertising platforms today, the organization’s public relations officers uses products or activities to pinpoint those who fall into the organization’s demographics, making Facebook advertisements incredibly effective with the lower cost.

#### **4.3.3. To describe the challenges encountered by the Ministry of Trade and Industry of Ethiopia in using Facebook as a public relations tool.**

Traditional public relations practice skills, such as compelling writing and media relations are not enough in this modern social media world. Because of advances in technology, additional skills, like social media content creation, analytics and programming must complement traditional skills in order to create and analyze public relation in the era of information. 45.3% of employees of the organization reported that PR officers of the organization have the necessary

knowledge and skill with regard to posting standardized contents on organization's Facebook page; while 14.7% of them said that the PR officers have no necessary knowledge and skill. On the other hand, 66.7% of PR officers said that Public relations professionals have the necessary knowledge & skills on social media; while 33.3% were unsure about it. This may imply two things; the first one is that, PR officers of the organization were bridging gaps in understanding between the organization and the public; and also dealing with a crisis or bad publicity. Secondly, there may be still in skills gap of PR officers which must be addressed as much as possible.

The study finding also discloses that high level management of the organization supports the implementation of Facebook as PR practice. The finding from both structured questionnaire and interview guide revealed that the infrastructure (IT system etc...) of the organization is suitable for social media implementation; the organization is equipped with the necessary infrastructure; and which is led by the Information Technology directorate. Both questions, from questionnaire, were confirmed by the vast majority of public relations officers; which falls at 83.3% in affirmative. The finding of this study regarding infrastructure, fulfilled some criteria needed for effective social media implementation. With this regard, as cited by Adaptive (2014), Says Eddy Badrin, stated as follows "Before you start to build your social following, you need to evaluate your internal policies and processes. You need to have a clear (yet adaptable) plan that outlines how content goes from creation to publication. You need to know every role of every individual and department. Without a carefully developed infrastructure, it might take you two days to respond to a simple Twitter question. And we all know that two days is a lifetime on social".

Social media plays an essential role in the modern society, enabling people to be better connected to each other and creating new opportunities for businesses. At the same time, social networking sites have become major targets for cyber-security attacks due to their massive user base. Many studies investigated the security vulnerabilities and privacy issues of social networking sites and made recommendations on how to mitigate security risks. Users are an integral part of any security mix. Lei & Elizabeth (2014) revealed that social media sites are the focus of vulnerabilities, because of their large user base and the instant attention that is brought about by the attack. This study revealed that there is a significant number of respondents do not

know whether or not the Facebook page of the organization is exposed to hackers; and nearly 20% of them agreed that the Facebook page of the organization is exposed to hackers.

This study also revealed that, 46.9% of respondents agreed that the organization has no standardized social media ethics and codes of conduct. This study finding is in disagreement with “Federal Association of Digital Economy” (Bundesverband Digitale Wirtschaft - BVDW), according to Daniela (2010). It defined Social Media Code of Ethics & that recommends companies when communicating with bloggers or social network users not to be offended by reviews from users or critical blog posts, and above all not to respond with legal action that would deny the constructive potential of social media. This may imply that the organization would not have the protection from legal trouble, security risks, intellectual property exposure, and brand damage; protection from conflicts arising from personal use of social media and also protection from inappropriate online behavior.

This study also discloses that 83.3% of respondents were in disagreement for the question stated as “the management of the organization doesn’t consider Facebook as an effective public relation tool “. This may imply that the management of the organization understood the scope, the cost effectiveness and the feedback options of Facebook. By the scope we mean, the organization with its large user base, it can connect to thousands of people on Facebook that might have an interest in the organization’s service provision, especially those who prefer the Web to traditional media; they also may understood the cost effectiveness of Facebook i.e., with a limited PR and advertising budget, Facebook can be a cost effective way to promote the services provided because opening an account is free and they may also understood the advantages of feedback options.

The study finding from interview guide revealed that social media can enhance the public relations practice by impacting on public relations skills & knowledge, enhancing relationships with people through two-way communication, and posting & sharing information on the newly emerging guidelines and methodologies of PR practices. This study finding is in agreement with the study conducted by Awofadeju & Philip (2019), which states that” social media has indeed had great impacts on the public relations practice as it has changed the way media organizations generally communicate, be it internally or externally. Public relations practitioners have the opportunity to reach their target audience remotely through the use of social media, unlike in the

olden days when the only ways they could do so were through telephone, fax, and telegram which were relatively expensive and unreliable, today instant messaging has made it possible to have live interactions thereby making it easy to receive response to one's inquiry without delays”.

## CHAPTER FIVE

### Summary, Conclusion and Recommendations

#### 5.1. Summary

The final chapter deals with conclusion and recommendations of the research topic. The possible suggestions for further research will also be discussed.

The main objective of the study was to assess how the Ministry of Trade and Industry of Ethiopia use social media, especially Facebook as a public relations tool. Three research question were tried to answered; such as assessing the role of Facebook as a public relation practice in the Ministry of Trade & Industry; describing the attitudes of PR practitioners and staff of the organization on the use of Facebook in the Ministry of Trade & Industry and describing the challenges encountered by the Ministry of Trade and Industry of Ethiopia in using Facebook as a public relations tool.

In literature review section, the historical background of the Ministry of Trade & Industry is discussed. The concept of social media in general and Facebook in particular, the role of Facebook as a public relations tool and the roles & activities of public relations are also briefly discussed. Three theories which are related to the study are briefly entertained in the theoretical framework section; such as Media Dependency Theory, Technological Determinism Theory and Media Richness Theory.

An exploratory research design was conducted with both quantitative and qualitative data collection method. The study was conducted using the structured questionnaire and interview guided questions in the Ministry of Trade and Industry of Ethiopia. The structured questionnaire was applied to the selected employees of the organization from different departments and PR Practitioners; while interview was applied to the public relations practitioners and the director of the public relations directorate.

The major findings of the study are summarized below. The findings of this study revealed that there is a usual use of social media in the government public relations practice as well as for

personal interest. Social media was used mostly to find news and information, to share information with others, and to get feedback from audience and to see what is going on in the social media world. This study also confirmed that there has been active use of social media in the Ministry of Trade and Industry for duration not less than 1 year; social media in the organization has been used from 1-5 years. This may imply that social media use in the organization is in its beginning phase as compared to the developed world where it has an experience of more than a decade history.

Three forms or applications/mediums of social media are officially used to disseminate information. These applications were Facebook, Telegram & Twitter; where Facebook is the most preferred mode of social media. Facebook's preference above others may be attributed to its simplicity and functionality that it has improved over the years that probably started to attract young and online community. In addition to this, Facebook may be preferred because, it helps for free communicating with friends, loved ones, express opinions and at the same time Facebook earns from advertisements.

The study also revealed that social media contents are monitored in a regular basis. The research finding implies that the public relations officers are aware of quickly receiving alerts of client criticism or complaints, monitoring social media reputation in real time and also gaining insights on the effectiveness of the organization's social media strategy.

This study also indicates that Facebook promotes friendship and socialization. Social media in general and Facebook in particular have changed the way public relations practice act and also enhances the two-way communication between the organization and the public both internal and external. Furthermore, social media is an effective tool in news search and redistribution; and also it is very important for reputation management of institutions.

The analysis of the study revealed that, Facebook helps in countering negative publicity. Since online media is open for everybody, it's up to the user to post, write and comment on the social media; which may result in unintended results. To avoid such negatively motivated attitudes, beliefs and actions, Facebook is an important tool; if not the only one. This may imply that, the PR practitioners of the organization are aware of handling negative comments or complaints in social media that are very crucial for organizational reputation management. Understanding

negative publicity on the social media and timely responding to each complaint in the public stream is very essential.

The finding also revealed that Facebook has a positive impact on the service delivery of the organization. This may be attributed that Facebook had created a convenient environment for the general public and business community to make enquiries and receive feedback. Furthermore, the service delivery may be enhanced through responsive communicative practices via social media to external public. Dialogues, immediate feedback and accessibility may be the major factors that the respondents appreciated. In addition to this, Facebook may have created an easy access to information, whereby the public can get the necessary information or service without any physical presence to the office.

The finding showed that, social media training is mandatory for public relations officers. This may imply that in order to maximize the advantages of using social media in the workplace and to avoid public relations & legal disasters, social media training is important. Moreover, regarding the necessary knowledge and skills of PR officers with regard to posting standardized contents on organization's Facebook page, PR officers have the necessary knowledge and skill with some limitations. On the other hand, the organization is not dedicated itself in building the capacity of PR practitioners in social media.

Searching the answer for the trustworthiness of Facebook is one of the major issues to be dealt with. The study revealed that, Facebook is not a trustworthy communication method as compared to traditional media.

It was discovered that, the organization has understood developing an infrastructure to manage the future the organization's social media development is vital to its success. With this regard, the infrastructure of the organization is suitable for social media implementation; the organization is equipped with the necessary infrastructure. Moreover, the study finding from interview guide revealed that social media can enhance the public relations practice by impacting on public relations skills & knowledge, enhancing relationships with people through two-way communication, and posting and sharing information on the newly emerging guidelines and methodologies of PR practices.

The study also revealed that the opinion given by the participants about the vulnerability of the Facebook page of the organization is unclear. The participants gave vastly different opinions, as either the Facebook page of the organization is highly exposed to hackers; or not completely exposed to hackers; and the significant number of them also claimed that they even do not know whether it is vulnerable to cyber-attack or not. Moreover, the information regarding the estimated number of followers of the organization is still unclear. There is vastly a different view in this regard; even almost half of the respondents do not know how much followers the organization has at the time of the study.

The research finding also tells us the organization has no standardized social media ethics and codes of conduct. This may imply that the organization would not have the protection from legal trouble, security risks, intellectual property exposure, and brand damage; protection from conflicts arising from personal use of social media and also protection from inappropriate online behavior.

## 5.2. Conclusion

The study concluded that the organization's public relations practice is in a good shape and also adopting social media to boost organizational reputation. The mediums of social media used to disseminate information are Facebook, Telegram & Twitter; where Facebook is the most preferred mode of social media. Facebook's preference may be attributed to its simplicity and functionality that it has improved over the years that probably started to attract young and online community. In addition to this, Facebook may be preferred because, it helps for free communicating with friends, loved ones, express opinions and at the same time Facebook earns from advertisements.

The study also determined that the PR officers were monitoring social media contents regularly. That means they are aware of quickly receiving alerts of client criticism or complaints, monitoring social media reputation in real time and also gaining insights on the effectiveness of the organization's social media strategy. The study also decided that, the PR practitioners of the organization are aware of handling negative comments or complaints in social media that are very crucial for organizational reputation management. Understanding negative publicity on the social media and timely responding to each compliant in the public stream is very essential.

The study assessed that Facebook had created a convenient environment for the general publics and business community to make enquiries and receive feedback whereby the service provision can be assured. Furthermore, the service delivery may be enhanced through responsive communicative practices via social media to external publics. In addition to this, Facebook has created an easy access to information, whereby the public can get the necessary information or service without any physical presence to the office.

The study also determined that, social media training is mandatory for public relations officers. In order to maximize the advantages of using social media in the workplace and to avoid public relations & legal disasters, social media training is important. The way the organization's public relations officers approach social media can work as a guidepost for the future of the organization's reputation. A single social media post not adhering to the organization's vision could throw everything down. Therefore the training is mandatory.

The study concluded that the fake news and misinformation prevails in the Facebook world is one of the major issues that made Facebook untrusted. Hence, depending on Facebook to communicate with public is the challenging task the organization is going to face.

It was discovered that the infrastructure of the organization is suitable for social media implementation. That means the organization is equipped with the necessary infrastructure. It was also revealed that social media can enhance the public relations practice by impacting on public relations skills & knowledge, enhancing relationships with people through two-way communication, and posting and sharing information on the newly emerging guidelines and methodologies of PR practices.

The study also concluded that the opinion given by the participants about the vulnerability of the Facebook page of the organization is unclear. The participants gave vastly different opinions, as either the Facebook page of the organization is highly exposed to hackers; or not completely exposed to hackers; and the significant number of them also claimed that they even do not know whether it is vulnerable to cyber-attack or not. This indicates that there were no assessments conducted about the possible vulnerability of the social media. Moreover, the information regarding the estimated number of followers of the organization is still unclear. There is vastly a different view in this regard; even almost half of the respondents do not know how much followers the organization has at the time of the study. This shows that the organization is lagged behind the culture of conducting assessments for evidence based decision making with respect to social media.

Nonetheless, for all its good, the study determined that the organization has no standardized social media ethics and codes of conduct. That means, the organization would not have the protection from legal trouble, security risks, intellectual property exposure, and brand damage; protection from conflicts arising from personal use of social media and also protection from inappropriate online behavior.

### **5.3. Recommendation**

The study recommends that the Ministry of Trade and Industry should equip the Public Relations Practitioners with the trainings of the needed organizational standard, i.e., the Ministry should facilitate and provide the in-service training programs for the Public Relations Practitioners to update their knowledge & skill so that they will be able to provide acceptable standard of service provision. The organization should dedicate itself in building the capacity of PR practitioners in social media implementation.

It was noted that, among the Public Relations Officers, there was different views regarding the vulnerability of Facebook page of organization to cyber -attack; and also different views about the estimated number of followers of the organizations Facebook page. Therefore, the study recommends that the Public Relations Directorate in general and the Public Relations Officers in particular should be in the same page about the major developments happening in the department.

Finally, the study also recommends that the organization should have the standardized social media ethics and codes of conduct which may be supported by the organizational social media policy/strategy. This in turn may help the organization would protect itself from legal trouble, security risks, intellectual property exposure, and brand damage; protection from conflicts arising from personal use of social media and also protection from inappropriate online behavior.

### **6.3. Research Area**

Since the basic objective of each research is to find out the real problem and to find out means to solve it, further research should be done with wider scope within the organization in order to minimize any bias related to the use of Facebook as a tool to public relations practice in the organization; and also further research should be conducted in the organization in the areas where this study did not cover.

## References::

- Abul, K., & Sanaul, H. (2016). *Use of Social Media in Government for Improving Service Delivery and Government-Citizen Interaction: The Case of Bangladesh*.
- Alan, R., & Susan, T. (1998). Testing Media Richness Theory in the New Media: The Effects of Cues, Feedback, and Task Equivocality. *Information Systems Research*. Vol. 9, No. 3 September 1998
- Adaptive. (2014). Social Media Infrastructure-Getting is right
- Awofadeju, P., & Philip O. (2019). Impact of Social Media on Public Relations Practice. *IJRDO - Journal of Social Science and Humanities Research*. ISSN: 2456-2971.
- Ball-Rokeach, J., & DeFleur, L. (1976). A Dependency Model of Mass-Media Effects. <https://doi.org/10.1177/009365027600300101>
- Boyd, M., & Ellison, B. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*.
- Briones, L., Beth. K., Brooke. F., & LiuaYan. J. (2011). Keeping up with the digital age: How the American Red Cross uses social media to build relationships. <https://doi.org/10.1016/j.pubrev.2010.12.006>
- Carmines. E., & Zeller, R. (1979). Reliability and validity assessment
- Chaim, G. (2019). Facebook keeps growing despite scandals and privacy outrage. <https://www.theverge.com/2019/1/30/18204186/facebook-q4-2018-earnings-user-growth-revenue-increase-privacy-scandals>
- Chas, E. (2019). February 4, 2004: Facebook is launched, sparking a social media revolution
- Cheng, E., & Frannie, L. (2013). Social Media and Public Relations: The perception and adoption of Facebook by Malaysian Public Relations Consultancies as effective external communication tool. *The Asian Conference on Media and Mass Communication 2013 Official Conference Proceedings*. <https://www.researchgate.net/publication/308899384>.
- Clement, J. (2020). Facebook: number of monthly active users worldwide 2008-2020. <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>
- Creswell, W. (2007). An Introduction to Mixed Methods Research.
- Daft, L., & Trevino, K. (1987). Media Symbolism, Media Richness, and Media Choice in

Organizations: A Symbolic Interactionist Perspective.

<https://doi.org/10.1177/009365087014005006>

- Daniel C., Kierian N., & Aniekeme, O. (2020). Media Dependency and Information Seeking Behavior of UYO Residents during the COVID\_19 Pandemic in Nigeria. *International Journal of Civil Engineering, Construction and Estate Management*. Vol.8, No.3, pp.1-10, September 2020. ISSN 2055-6578(Print), ISSN 2055-6586(online).
- Daniela, M. (2010). A "Social Media Code of Ethics" Does Exist.
- Ellison, B., Steinfield, C., and Lampe, C. (2007). The Benefits of Facebook "Friends:" Social Capital and College Students' Use of Online Social Network Sites. *Journal of Computer-Mediated Communication*
- Field, A. (2005). *Discovering Statistics Using SPSS*, Sage Publications Inc.
- Freitag, A., & Stokes, A. (2009). Global Public Relations. Spanning borders, spanning cultures.
- Grunig, J., & Hunt, T. (1984). *Managing Public Relations*.
- Huang,C. (2010). Web 2.0 and Internet Social Networking: A New tool for Disaster Management? Lessons from Taiwan. *BMC Medical Informatics and Decision Making volume 10, Article number: 57 (2010)*
- Inaam, A. (2016). Research in Social Science: Interdisciplinary Perspectives: <https://www.researchgate.net/publication/308915548>.
- John, N. (2008). Media Richness and Social Norms in the Choice to Attend Lectures or to Watch them Online. *Journal of Educational Multimedia and Hypermedia (2008) 17(4), 453-475*
- Jung, Y. (2017). Media Dependency Theory. <https://doi.org/10.1002/9781118783764.wbieme0063>
- Kadek, P. (2009). Public Relations: Roles, Entry Requirements and Professionalism. <https://www.researchgate.net/publication/282156792>
- Kaplan, M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons (2010) 53,59-68*.
- Kothar, C. (2004). Research Methodology. Methods & Techniques. *New Age International (P) Limited Publishers, New Delhi. Bangalore*
- Lei, L., & Elizabeth, F. (2014). A survey of security vulnerabilities in social networking media – The case of Facebook <https://www.researchgate.net/publication/289911773>
- Louise, K. (2008). Teenagers' Perceptions of advertising in the online social Networking

- Environment: Queensland University of Technology. <https://eprints.qut.edu.au/26966/>
- Lydia, A., & Philip, A. (2015). The Use of Social Media in Public Relations: A Case of Facebook in the Ghanaian Financial Services Industry. *New Media and Mass Communication* www.iiste.org ISSN 2224-3267 (Paper) ISSN 2224-3275 (Online) Vol.41, 2015
- Mahamuda, D. (2016). Impacts of Social Media on Dagu Communication: The Perception of Facebook Users
- Marcos, K. (2014). A Study of PR Practitioners' Use of Social Media Tools in Cyprus. *Journal of Developmental Entrepreneurship* Vol. 19, No. 2 (2014) 1450011.
- McCorkindale (2010). A Content analysis of the Fortune 50's Facebook social networking sites. *Public Relations Journal* Vol. 4, No. 3, Summer 2010
- Muhammed, Z. (2019). *Survey Regarding Facebook's Trustworthiness Reveals Mixed Results.*
- Matthew, L. (2008). Media Dependency: Mass Media as Sources of Information in the Democratizing Countries of Central and Eastern Europe, 15:1,162 — 183.  
<http://dx.doi.org/10.1080/13510340701770030>
- MiddMediaWiki encyclopedia. Media Technology and Cultural Change. Technological Determinism. *MiddMediaWiki, an online, user-generated encyclopedia/glossary of terms from the spring 2007*
- Moturu, S., & Liu, H. (2011). Quantifying the trustworthiness of social media content. *Distrib Parallel Databases* 29, 239–260 (2011). <https://doi.org/10.1007/s10619-010-7077-0>
- Owusu-Acheaw M., & Larson A. (2015). Use of Social Media and its Impact on Academic Performance of Tertiary Institution Students: A Study of Students of Koforidua Polytechnic, Ghana. *Journal of Education and Practice* www.iiste.org ISSN 2222-1735 (Paper) ISSN 2222-288X (Online) Vol.6, No.6, 2015
- Paul, S. (2006). Technological Determinism. *The International Encyclopedia of Organization Studies.*
- Philip, D. (2014). The Use of Facebook in Organizational Public Relations Practice: A Study of Selected Organizations in Ghana. *International Journal of ICT and Management. Vol – II Issue – 2*
- Radhika, K. (2020). The Elements of Communication. <https://www.researchgate.net>

publication › 344215245

- Safko, J., & Brake, D. (2010). *The Social Media bible: Hoboken*. New Jersey: Wiley; 2009
- Sakali, E. (2017). *Examining The Use of Social Media in Public Relations Practice in the Kenyan Government: A Case of Immigration Department*.
- Sergio, R & Carlos A. (2016). Marshall McLuhan: The Possibility of Re-Reading His Notion of Medium. [www.mdpi.com/journal/philosophies](http://www.mdpi.com/journal/philosophies)
- Simeon E., Sitalaskshmi k., Doriane K., Jonelle W., & Tom S. (2011). The History of Social Media and its Impact on Business. *The Journal of Applied Management and Entrepreneurship*, 2011, Vol. 16, No.3
- Sinclair, K., & Vogus, C. (2011). Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations. *Inf Technol Manag* 12, 293–314 (2011). <https://doi.org/10.1007/s10799-011-0086-5>
- Tanase, T., Mihaela, S., & CiacuGrasu, N. (2012). Facebook, between socialization and personal image promotion, *Revista Comunicare si Marketing*. <https://www.researchgate.net/publication/235217318>
- Tesfaye, B. (2015). The Practice and Challenges of Public Relations in Ethiopia: The Case of Government Universities. *Journal of Advertising and Public Relations*, Volume 1, Issue 2, PP 27-37 ISSN 2639-1953
- Tesfaye, B. (2018). Reserach Design and Methodology. University of South Africa. <https://www.researchgate.net/publication/329715052>
- Tobias, S., Anne, W., & Annette, I., Kristin P., & Udo, L. (2017). Media Richness Theory in Agile Development: Choosing Appropriate Kinds of Prototypes to Obtain Reliable Feedback. <https://www.researchgate.net/publication/318012405>
- Wigley, S., & Zhang, W (2011). A Study of PR Practitioners' Use of Social Media in Crisis Planning. *Public Relations Journal* Vol. 5, No. 3 ISSN 1942-4604
- Wikipedia, the Free Encyclopedia
- Wright, D., Hinson, D. (2010). An Analysis of New Communication Media Use in Public Relations: Results of a Five Year trend Study. *Public Relations Journal* Vol. 4, No. 2, Spring 2010
- Wubareg, Y. (2019). *The Use of Social Media as a Public Relations Tool at Ethiopian Ministry of Innovation and Technology*. MA Thesis, Addis Ababa University, Ethiopia

Yang, Lin. (2008). Media dependency theory. Encyclopedia of Political Communication.  
<https://www.britannica.com/topic/media-dependency-theory>

Zukiswa, G. (2010). The role of public relations: A case of selected corporate organisations within the greater Durban area

## Annex

### Questionnaire

#### 1. Questionnaire for the employees of the organization (for quantitative purpose)

English Version

Addis Ababa University, School of Journalism and Communication

Questionnaire designed for employees of the Ministry of Trade and Industry on the use of Facebook as a tool to public relations practice, Addis Ababa, Ethiopia.

#### Identification of the respondents

Sub-city..... Woreda.....Kebele \_\_\_\_\_ Respondent ID \_\_\_\_\_

Consent Form for study participants

Greetings:

Hello, how are you?

My name is Tizita Girma. I am a post graduate student at Addis Ababa University, school of journalism & communication. Now, I am working the research paper entitled “Attitude of Employees’ and Public Relation Officers on the Use of Facebook as a Public Relation Tool: Case of The Federal Ministry of Trade and Industry” at your organization. I would like to interview you a few questions about your experience and opinion on the use of Facebook as a tool to public relations practice.

The objective of this study is to assess how the Ministry of Trade and Industry of Ethiopia uses social media, especially Facebook as a public relations tool, which is important to improve services provided by the organization. Your cooperation and willingness for the interview is helpful in identifying best practices observed and problems & challenges encountered by the organization. Your name will not be written in this form. All information that you give will be kept strictly confidential. Your participation is voluntary and you are not obliged to answer any question which you do not wish to answer. You may refuse to answer any question and choose to stop the interview at any time. The information you provide us is extremely important and valuable, as it will help the organization to achieve its goal.

Do I have your permission to continue?

1- Yes

2 - No

If the answer is yes, thanks! Conduct the interview.

If the answer is no, Thanks! Proceed to the next eligible

Date of interview \_\_\_\_\_ Time started \_\_\_\_\_ Time finished \_\_\_\_\_

**PART 1: SOCIO-DEMOGRAPHIC CHARACTERSTICS**

S.N		
1	Sex of the respondent	1. Male 2. Female
2	Age	1. 18-30 yrs 2. 31-45 yrs 3. 46 & above
3	Educational Level	1. MA/MS& above 2. BA/BSC 3. College Diploma 4. 9-12 <sup>th</sup> grade 5. Others
4	Marital Status	1. Single 2. Married 3. Divorced 4. Widowed
5	Work experience in the organization	1. 1-2 years 2. 3-5 years 3. 6-8 years 4. 9 years above

**PART 2: Assessing the use of Facebook as a public relation tool.**

**(Questions prepared for the employees of the Ministry of Trade & Industry).**

1. Do you use social media?  
A) Yes (  ) B) No (  )
2. If yes to the above question, which modes of social media are installed in your organization? (you can mention more than one)  
  
A) Instagram (  ) B) Facebook (  ) C) WhatsApp (  ) D) Telegram (  )  
E) Twitter (  ) F) Other.....
3. If the answer is Facebook for the above question, do you use it to access information that is uploaded by PR directorate?  
A) Yes (  ) B) No (  )
4. Which is the most preferred social media type in the organization by the public to make inquiries and give feedback? A) Instagram B) Facebook C) Whatsapp D) Telegram E) Twitter F) Other G) Do not know
5. How long has social media been in your organization?  
A) 1-2 years B) 3-5 years C) 6 years & above D) Do not know
6. Do you think using Facebook can improve the service delivery in the organization?  
A) Yes **B) No**
7. Do you receive communication as internal public from public relations section through social media? Yes (  ) No (  )
8. Is social media important for organization daily activity?  
A) Yes B) No C) difficult to say
9. What types of issues get more importance in your organizational communication in social media? **A) Social issues** B) Environmental issues C) Health issues D) Political issues E) Economical issues F) all G) Do not know
10. Do public relations officers in your organization have the necessary knowledge and skill with regard to posting standardized contents on organization's Facebook page?  
A) Yes B) No C) Difficult to say
11. How often do you use Facebook at an organization?

A) Once a day B) Twice a day C) Once a week D) Difficult to say

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

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

F) All

G) Others.....

**Please mark (X) your opinion against the following statement in the relevant box.**

5- Strongly agree 4- Agree 3-Undecided 2- Disagree 1- Strongly disagree

S.N	Statement	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
1	Public Relations officers in your organization monitor social media content					
2	Public Relations officers in your organization organizes promotional events (For example press conferences, exhibitions, etc					
3	Facebook promotes friendship and socialization					
4	Facebook facilitates corporate communication through two way communication to promote mutual understanding					
5	Social media is an effective tool in news search and redistribution					
6	The Facebook page of the organization is exposed to hackers					
7	There is no standardized social media ethics and codes of conduct in the organization					
8	Social media is not as trustful as that of traditional media					
9	Facebook is the lower cost way of relation building between organization and the public					
10	Social media is very important for reputation management of institutions					

**Thank you for your time!!**

## 2. Questionnaire for PR officers (for quantitative purpose)

### English Version

#### Addis Ababa University, School of Journalism and Communication

Questionnaire designed for **PR officers** of the Ministry of Trade and Industry on the use of Facebook as a tool to public relations practice, Addis Ababa, Ethiopia.

#### Identification of the respondents

Sub-city..... Woreda.....Kebele\_\_\_\_\_ Respondent ID\_\_\_\_\_

#### Consent Form for study participants

Greetings:

Hello, how are you?

My name is Tizita Girma. I am a post graduate student at Addis Ababa University, school of journalism & communication. Now, I am working the research paper entitled “Attitude of Employees’ and Public Relation Officers on the Use of Facebook as a Public Relation Tool: Case of The Federal Ministry of Trade and Industry” at your organization. I would like to interview you a few questions about your experience and opinion on the use of Facebook as a tool to public relations practice.

The objective of this study is to assess how the Ministry of Trade and Industry of Ethiopia uses social media, especially Facebook as a public relations tool, which is important to improve services provided by the organization. Your cooperation and willingness for the interview is helpful in identifying best practices observed and problems & challenges encountered by the organization. Your name will not be written in this form. All information that you give will be kept strictly confidential. Your participation is voluntary and you are not obliged to answer any question which you do not wish to answer. You may refuse to answer any question and choose to stop the interview at any time. The information you provide us is extremely important and valuable, as it will help the organization to achieve its goal.

Do I have your permission to continue?

1- Yes                      2 - No

If the answer is yes, thanks! Conduct the interview.

If the answer is no, Thanks! Proceed to the next eligible

Date of interview \_\_\_\_\_ Time started \_\_\_\_\_ Time finished \_\_\_\_\_

**PART 1: SOCIO-DEMOGRAPHIC CHARACTERSTICS**

S.N		
1	Sex of the respondent	3. Male 4. Female
2	Age	4. 18-30 yrs 5. 31-45 yrs 6. 46 & above
3	Educational Level	6. MA/MSc & above 7. BA/BSc 8. College Diploma 9. 9-12 <sup>th</sup> grade 10. Others
4	Marital Status	5. Single 6. Married 7. Divorced 8. Widowed
5	Work experience in the organization	5. 1-2 years 6. 3-5 years 7. 6-8 years 8. 9 years above

**PART 2: Assessing the use of Facebook as a public relation tool.  
(Questions prepared for the Public Relations Officers).**

1. What is your position in the public relations directorate? A) PR team leader B) Senior PR expert C) PR expert D) Senior Editor E) Other
2. Do you use social media for public relations practice? A) Yes ( ) B) No ( )
3. If yes to the above question, which modes of social media are installed in your organization? (you can mention more than one)  
A) Instagram ( ) B) Facebook ( ) C) Whatsapp ( ) D) Telegram ( )  
E) Twitter ( ) F) Other.....
4. How often do you use Facebook at an organization?  
A) Once a day B) Twice a day C) Once a week
5. How many Facebook followers do your organization has?  
A) <300 B) 301-700 C) 701-1000 D) above 1000 E) Do not know
6. How long has social media been in your organization?  
A) 1-2 Years ( ) B) 3-4 Years ( ) C) 5 or more years ( )
7. Do you receive comments from the public about your organization's service delivery?  
A) Yes B) No
8. If yes to the above question, how much positive comment did you get so far?  
A) <30% B) 31-50% C) 51-75% D) 76-100 E) Do not know
9. How often do you update your Facebook page contents?  
A) Every day b) Every week C) Every 15 days D) Every month
10. What types of issues get more importance in your organizational communication in social media? A) Social issues B) Environmental issues C) Health issues D) Political issues  
E) Economic issues F) Sport related issues
11. Do you send information to internal public through Facebook? A) Yes ( ) B) No ( )
12. Do you think social media training is mandatory for public relations officers?  
A) Yes B) No C) Difficult to say  
A) Yes ( ) B) No ( ) C) Difficult to say
13. Does the organization's high level management support the implementation of Facebook as PR practice?  
A) Yes ( ) B) No ( ) C) Difficult to say

14. Is your organization's infrastructure (IT system etc...) suitable for social media implementation?

A) Yes ( ) B) No ( ) C) Difficult to say

Please mark (X) your opinion against the following statement in the relevant box.

5- Strongly agree 4- Agree 3-Undecided 2- Disagree 1- Strongly disagree

S. N	Statement	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
1	The organization's social media contents are monitored properly					
2	Public Relations officers in your organization organizes promotional events (For example press conferences, exhibitions, etc)					
3	Public Relations officers in your organization write and produce presentations and press releases					
4	Facebook promotes friendship and socialization					
5	Facebook facilitates corporate communication through two way communication to promote mutual understanding					
6	Facebook helps in countering negative publicity					
7	Social media is an effective tool in news search and redistribution					
8	Facebook can be considered as an important public relations tool for image building of an organization					
9	The Facebook page of the organization is exposed to hackers					

S. N	Statement	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
10	The organization is dedicated itself in building the capacity of PR practitioners in social media					
11	There is no standardized social media ethics and codes of conduct in the organization					
12	The management of the organization doesn't consider Facebook as an effective public relation tool					
13	Facebook is not as trustful as that of traditional media					
14	Contents uploaded on the Facebook page of your organization are strong enough to get valuable input from the public					
15	Public relations professionals have the necessary knowledge & skills on social media					
16	Facebook is the lower cost way of relation building between organization and the public					
17	Social media is very important for reputation management of institutions					

**Thank you for your time!!**

### 3. Interview guide PR officers & Directors (for qualitative purpose)

#### English Version

#### Addis Ababa University, School of Journalism and Communication

Questionnaire designed for **managers/Director** of the Ministry of Trade and Industry on the use of Facebook as a tool to public relations practice, Addis Ababa, Ethiopia.

#### Identification of the respondents

Sub-city..... Woreda.....Kebele \_\_\_\_\_ Respondent ID \_\_\_\_\_

#### Consent Form for study participants

Greetings:

Hello, how are you?

My name is Tizita Girma. I am a post graduate student at Addis Ababa University, school of journalism & communication. Now, I am working the research paper entitled “Attitude of Employees’ and Public Relation Officers on the Use of Facebook as a Public Relation Tool: Case of The Federal Ministry of Trade and Industry” at your organization. I would like to interview you a few questions about your experience and opinion on the use of Facebook as a tool to public relations practice.

The objective of this study is to assess how the Ministry of Trade and Industry of Ethiopia uses social media, especially Facebook as a public relations tool, which is important to improve services provided by the organization. Your cooperation and willingness for the interview is helpful in identifying best practices observed and problems & challenges encountered by the organization. Your name will not be written in this form. All information that you give will be kept strictly confidential. Your participation is voluntary and you are not obliged to answer any question which you do not wish to answer. You may refuse to answer any question and choose to stop the interview at any time. The information you provide us is extremely important and valuable, as it will help the organization to achieve its goal.

Do I have your permission to continue?

1- Yes                      2 - No

If the answer is yes, thanks! Conduct the interview.

If the answer is no, Thanks! Proceed to the next eligible

Date of interview \_\_\_\_\_ Time started \_\_\_\_\_ Time finished \_\_\_\_\_

**PART 1: SOCIO-DEMOGRAPHIC CHARACTERSTICS**

S.N		
1	Sex of the respondent	5. Male 6. Female
2	Age	7. 18-30 yrs 8. 31-45 yrs 9. 46 & above
3	Educational Level	11. MA/MSc & above 12. BA/BSc 13. College Diploma 14. 9-12 <sup>th</sup> grade 15. Others
4	Marital Status	9. Single 10. Married 11. Divorced 12. Widowed
5	Work experience in the organization	9. 1-2 years 10. 3-5 years 11. 6-8 years 12. 9 years above

**PART 3: INTERVIEW GUIDE (For PR Director/manager and Team Leader at PR directorate)**

1. What are the major roles of social media in your organizations?
2. What are the major contents uploaded on your organization's Facebook page?
3. How social media does enhance public relations practice in your organization?
4. What are the possible strengths, weakness, opportunities, challenges & best practices of social media in your organization, especially administrative?
5. How do you evaluate the use of social media in Ministry of Trade & Industry?

**የአማርኛ መጠይቅ**

1. በመ/ቤትዎ የማህበራዊ ሚዲያ ዋናው ሚና ምንድነው?
2. በመ/ቤትዎ የፌስቡክ ገጽ ላይ የሚጫኑ ዋና ዋና ይዘቶች ምድናቸው?
3. ማህበራዊ ሚዲያ የመ/ቤትዎን የህዝብ ግንኙነት ሥራ እንዴት ሊያሻሻል/ሊያሳድግ ይችላል ብለው ያምናሉ?
4. በመ/ቤትዎ ከማህበራዊ ሚዲያ ጋር በተያያዘ የሚታዩ ጥንካሬዎች፣ ክፍተቶች ፣ መልካም አጋጣሚዎች፣ ተግዳሮቶች እና ምርጥ ተሞክሮዎች ምንድናቸው?
5. በአጠቃላይ የመ/ቤትዎን የማህበራዊ ሚዲያ አጠቃቀምን እንዴት ይገመግሙታል?

**አመሰግናለሁ!**

Thank you for your time!!