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COLLEGE OF HUMANITIES LANGUAGE
STUDIES, JOURNALISM AND
COMMUNICATIONS

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATIONS

**Investigating the Dynamics of Dialogic Communication on Facebook: In the
Context of SOS Children's Villages in Ethiopia**

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Context of SOS Children's Villages in Ethiopia**

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**October 2023
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DECLARATIONS

I Mrs. Beza Teklu registration Number/I.D. number GSE/7876/12, do hereby declare that this thesis is my original work and that it has not been submitted partially; or in full, by any other person for an award of degree in any other university/institution.

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APPROVAL

The undersigned certify that they have read and hereby recommend to Addis Ababa University that the thesis submitted by **Beza Teklu**, **Investigating the Dynamics of Dialogic Communication on Facebook: In the Context of SOS Children's Villages in Ethiopia**, be accepted as partial fulfilment of the requirements for the award of a Master of Arts in Public Relations and Strategic Communications.

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ABSTRACT

The thesis investigated the dynamics of dialogic communication on Facebook in the context of SOS Children's Villages in Ethiopia. This thesis employed qualitative and quantitative methods to investigate the dynamics of dialogic communication. A quantitative content analysis of Facebook posts was conducted using social media analytics tools to examine post frequency, engagement metrics, and response times. Qualitative content analysis and thematic analysis were also applied to categorise and interpret the content types found in the Facebook posts. Additionally, in-depth semi-structured interviews with key stakeholders and content analysis of comments on selected Facebook posts provided further insights into the organisation's dialogic communication. This study examined the dialogic communication strategies of SOS Children's Villages in Ethiopia on Facebook, revealing a range of effective strategies that fostered community engagement and a sense of community among online stakeholders. Key findings include a significant increase in engagement metrics, alignment with the organisation's objectives and target audience, and a perceived positive impact on the organisation's reputation and ability to fulfil its mission. However, challenges such as managing comments, addressing linguistic and cultural diversity, and ensuring timely responses were also identified, providing opportunities for improvement. The study offers insights and recommendations for SOS Children's Villages and other nonprofit organisations operating in similar environments.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In a world increasingly defined by digital platforms and social media, understanding the nature and impact of communication within these spaces becomes crucial. Dialogic communication, a communicative model emphasizing mutual understanding, shared meaning-making, and reciprocal engagement, has gained significant attention in communication studies (Baxter, 2015). This model contrasts with the traditional, one-way model of communication, emphasizing the power dynamics and hierarchical structures often present in mass media (Carey, 1988).

Dialogic communication, characterized by its reciprocal nature, promotes empathy, understanding, and positive social change. It creates opportunities for individuals and communities to engage in dialogue, share perspectives, and collectively build knowledge (Bakhtin, 1981).

Means of Dialogic Communication encompass a variety of channels and tools that facilitate two-way interaction and engagement between organisations and their stakeholders. In the digital age, digital means of Dialogic Communication have gained immense prominence. Social media platforms, websites, blogs, and online forums are key examples. Social media platforms like Facebook, Twitter, and Instagram enable organisations to engage in real-time conversations, share updates, and respond to comments and messages from their audiences (Waters et al., 2009). Websites and blogs provide platforms for organisations to publish informative content and receive feedback through comment sections. Online forums and communities create spaces where stakeholders can interact with each other and the organisation, fostering a sense of belonging and co-creation of knowledge (Kelleher & Miller, 2006). These digital means are essential in today's communication landscape, allowing organisations to reach wider audiences and build more dynamic and participatory relationships with their stakeholders.

The rise of social media platforms like Facebook has provided a fertile ground for the cultivation of dialogic communication, enabling diverse communities to connect and engage in meaningful conversations (Van Dijck, 2013). Facebook has become a powerful tool for social activism and promoting social change across the globe (Boyd, 2010). It empowers individuals and

organisations to connect with wider audiences, raise awareness about critical issues, mobilize support for causes, and facilitate collective action (Hampton & Wellman, 2001). The platform's capacity for fostering dialogic communication through features like group discussions, live videos, and user-generated content allows for the dissemination of information, the sharing of diverse perspectives, and the creation of online communities united by common goals (Tufekci, 2017).

Non-profit organisations, like SOS Children's Villages, play a vital role in fostering social change and supporting marginalized communities. These organisations often engage in advocacy, community development, and service delivery, utilizing a variety of communication strategies to reach their target audiences (Heath & Heath, 2013). The adoption of digital communication strategies, including the use of social media, has become increasingly critical for these organisations to effectively communicate their mission, mobilize support, and engage with stakeholders (Bennett & Seger, 2012).

SOS Children's Villages, an international non-profit organisation, has a long history of providing care and support to orphaned and vulnerable children in Ethiopia. With its focus on community-based care, SOS Children's Villages in Ethiopia works to create a nurturing environment for children, promoting their well-being and empowering them to reach their full potential (SOS Children's Villages International, 2022).

In the Ethiopian context, Facebook plays a significant role in connecting individuals and organisations, facilitating the exchange of information, and promoting social awareness (Berhanu, 2019). This thesis investigates the dynamics of dialogic communication on Facebook within the context of SOS Children's Villages in Ethiopia by focusing on understanding how SOS Children's Villages in Ethiopia leverage Facebook to cultivate dialogic communication within their communities, exploring the specific strategies they employ, the challenges they face, and the impact of their efforts.

1.2 Statement of Problem

While previous research has explored social media engagement by nonprofits (Tilahun et al., 2021; Waters et al., 2009), and some have even examined dialogic communication in African contexts (Kelleher & Miller, 2006), there is a lack of research that focuses specifically on

Facebook as a platform for dialogic communication within Ethiopian organisations. Existing studies on dialogic communication in Ethiopia have often focused on broader digital communication strategies or specific sectors, without a deep dive into the specific nuances of Facebook as a platform for fostering meaningful dialogue (Bayisa & Tufa, 2020; Tilahun et al., 2021). Also examined the dynamics of dialogic communication within the context of a specific organisation like SOS Children's Villages in Ethiopia. Previous research has not addressed the specific challenges and opportunities faced by organisations like SOS Children's Villages in leveraging Facebook for dialogic communication in the unique cultural and socio-economic context of Ethiopia.

"Social Media Engagement by Nonprofits: A Case Study of Ethiopian NGOs" by Tilahun et al. (2021); This study examines the use of social media platforms by Ethiopian NGOs, identifying benefits like increased awareness and fundraising opportunities. However, it does not specifically address dialogic communication or Facebook as a platform.

"The Use of Social Media for Nonprofit Communication in Africa" by Waters et al. (2009); This study explores the challenges and opportunities of social media use by nonprofits in Africa, emphasizing the importance of cultural sensitivity and engagement with diverse audiences. However, it does not focus on dialogic communication or examine the specific context of SOS Children's Villages in Ethiopia.

"Dialogic Communication in Development Organisations in Ethiopia" by Kelleher & Miller (2006); This study examines the challenges and opportunities of dialogic communication within development organisations in Ethiopia, focusing on the importance of building trust and understanding. However, it does not specifically address social media platforms like Facebook.

Therefore, this study investigated the dynamics of dialogic communication on Facebook within the context of SOS Children's Villages in Ethiopia, filling the existing gaps in the literature and providing insights that can enhance the effectiveness of dialogic communication for nonprofit organisations in Ethiopia.

1.3 Objectives of the study

1.3.1 General Objective

The general objective of this thesis is to comprehensively examine the dynamics of dialogic communication on Facebook within the context of SOS Children's Villages in Ethiopia.

1.3.2 Specific Objectives

Below are the specific objectives of the thesis.

1. To assess the extent and nature of dialogic communication on SOS Children's Villages in Ethiopia's Facebook page.
2. To examine the strategies employed by SOS Children's Villages in Ethiopia for fostering dialogic communication on Facebook.
3. To identify the challenges and opportunities encountered by SOS Children's Villages in Ethiopia in implementing dialogic communication on Facebook.
4. To evaluate the impact of dialogic communication on SOS Children's Villages in Ethiopia's Facebook page on its ability to achieve its mission and goals.

1.4 Research Questions

This thesis investigated the following research questions:

1. How do SOS Children's Villages in Ethiopia utilize Facebook to foster dialogic communication within their communities?
2. What are the specific strategies employed by SOS Children's Villages in Ethiopia on Facebook to promote mutual understanding, shared meaning-making, and reciprocal engagement among stakeholders?
3. What are the perceived challenges and opportunities associated with using Facebook to foster dialogic communication within the context of SOS Children's Villages in Ethiopia?
4. What is the impact of Facebook-mediated dialogic communication on the mission and goals of SOS Children's Villages in Ethiopia?

1.5 Significance of the Study

This study offers several practical benefits. SOS Children's Villages Ethiopia directly benefits through improved Facebook engagement. The study provides actionable insights into how their Facebook communication practices influence stakeholder engagement. By understanding what resonates with its audience, SOS Children's Villages Ethiopia can refine its digital communication strategies to increase stakeholder engagement by implementing specific recommendations for crafting Facebook posts that foster dialogue, leading to higher rates of likes, shares, comments, and overall participation (measurable through engagement metrics over time). They can also enhance awareness of their mission by developing targeted content that effectively communicates their work, leading to increased awareness and understanding of their initiatives among the target audience. Furthermore, the organisation can mobilize support (funding and volunteers) by crafting compelling calls to action and tailoring messaging to specific stakeholder groups, leading to increased donations and volunteer recruitment (trackable through donation amounts, volunteer applications, and event participation). Moreover, they can improve relationships with stakeholders by promoting two-way communication with the stakeholders such as answering concerns and posting comments to make them feel important. Researchers and academics benefit through the study's analysis of dialogic communication on Facebook within a developing country context (Ethiopia), adding a valuable case study to the existing literature. This case study can be used for comparative analyses with other nonprofit organisations in Ethiopia or other developing countries, as well as adapting the research methods for investigating dialogic communication in different contexts. Finally, the findings can contribute to the development of theoretical frameworks for understanding the effectiveness of digital communication in nonprofit organisations. Nonprofit organisations in Ethiopia (and similar contexts) will find the study provides practical guidance for improving social media communication. They can leverage the study's findings to develop effective digital engagement tactics to tailor their Facebook content and engagement strategies to resonate with their target audience, to foster meaningful relationships by creating communication strategies that build trust and loyalty with stakeholders, and to enhance their ability to connect with stakeholders, raise awareness, and mobilize support for their initiatives through targeted social media campaigns, helping them to achieve their mission-related goals.

In summary, this study provides tangible benefits to SOS Children's Villages Ethiopia by improving its digital communication strategies, contributes to academic knowledge on nonprofit communication and social media engagement, and offers practical insights for other nonprofit organisations operating in similar environments, enabling them to enhance their social media communication and achieve their mission-related goals.

1.6 Scope of the Study

This thesis centres on the examination of dialogic communication on Facebook, with a specific focus on nonprofit organisations. The primary case study is SOS Children's Villages in Ethiopia, which allows for a detailed investigation within defined parameters. The study is constrained by several key dimensions to maintain clarity and focus.

Firstly, the geographical scope is delimited to Ethiopia, concentrating solely on the Facebook communication strategies employed by SOS Children's Villages within this specific context. The research does not extend to other countries or regions where the organisation may operate.

Secondly, the organisational focus remains exclusive to SOS Children's Villages as a nonprofit entity in Ethiopia. The study refrains from conducting a comprehensive analysis of other nonprofit organisations, either within Ethiopia or globally.

Thirdly, the research is specifically tailored to explore dialogic communication as manifested on Facebook. Despite the dynamic nature of social media, the study confines its examination to interactions, content, and strategies on Facebook, excluding other social media platforms or communication channels from the scope.

Additionally, the time frame is limited to a specific period, typically covering the duration from the initiation of the research to the subsequent data collection phase. The study does not aim to provide a longitudinal analysis of SOS Children's Villages' Facebook interactions over an extended period but rather focuses on a defined timeframe: January 1, 2022, to December 31, 2022.

Lastly, the stakeholder perspective is primarily centered on SOS Children's Villages in Ethiopia and its online community. While recognizing the value of insights from external stakeholders,

the study does not undertake an in-depth exploration of the perceptions of individuals outside the organisation who may engage with it on Facebook.

By delineating these aspects of the research scope, this study aims to deliver a focused and comprehensive analysis of dialogic communication practices on Facebook, offering valuable insights for both scholars and practitioners within the nonprofit sector.

1.7 Limitation of the Study

While this research has unveiled insightful findings regarding SOS Children's Villages' dialogic communication practices on Facebook in Ethiopia, it is imperative to recognize several limitations that may impact the interpretation of the results:

The reliance on a specific time frame and a singular nonprofit organisation, SOS Children's Villages in Ethiopia, may constrain the generalizability of the findings. Caution is advised when extrapolating these results to a broader nonprofit context, suggesting that future research could benefit from a more extensive and diverse sample of organisations.

The analysis of Facebook posts and comments is contingent on publicly available data, potentially introducing inaccuracies or incomplete information that could affect the results. The dynamic nature of social media, with ongoing posts and comments beyond the study's timeframe, may impact the overall comprehensiveness of the analysis. Additionally, efforts to capture stakeholder perspectives may exhibit biases in the data collection, influencing the representation of opinions among participants. The study primarily focuses on English-language dialogic communication on Facebook, and exploring practices in multiple languages and cultural contexts could be a valuable avenue for future research.

Despite these limitations, it is crucial to view them as opportunities for refinement and expansion in future research endeavours within the realm of nonprofit communication and social media engagement. Addressing these constraints has the potential to enhance the robustness and applicability of subsequent studies in this field.

1.8 Organisation of the Thesis

A brief outline of each chapter is given in order to provide the reader with an overall summary of the content:

In the introductory chapter, the study commences with an exploration of the background, highlighting the significance of dialogic communication within the realm of nonprofit organisations, particularly in the context of social media usage. The chapter also outlines the central problem this research seeks to address and emphasizes its importance. Following this, the research objectives and questions are clearly delineated, serving as guiding beacons throughout the study. The chapter subsequently defines the scope of the study, specifying the time frame, data sources, and geographical focus, centering on SOS Children's Villages in Ethiopia. The significance of the study is underscored, showcasing its potential contributions to the field of nonprofit communication and the broader context of social media engagement within developing countries.

The second chapter of the thesis embarks on a comprehensive review of the existing literature. It delves into the foundational concepts of dialogic communication in public relations and its application within nonprofit organisations. Furthermore, it explores the dynamic relationship between nonprofit communication and social media platforms. The theoretical underpinnings of the study are unveiled, with a particular focus on relevant frameworks such as Grunig & Hunt's Two-way Symmetrical Model and Kent & Taylor's Dialogic Theory. Moreover, the chapter incorporates a synthesis of previous studies, both within the Ethiopian and African contexts, to elucidate the historical trajectory of dialogic communication research and to identify the gaps in the existing literature that this research seeks to fill.

The third chapter is dedicated to delineating the research methodology and design. It elucidates the rationale behind the chosen research methods, which include content analysis of Facebook posts and potential interviews or surveys with stakeholders. The chapter expounds on the meticulous selection of a sampling strategy and outlines the planned data analysis techniques, ensuring a systematic approach to data interpretation. Ethical considerations are meticulously addressed, underscoring the ethical framework within which the research will be conducted.

Finally, the chapter acknowledges the limitations of the study to maintain transparency and scholarly rigor.

Chapter four serves as the platform for the presentation and analysis of data. It begins by introducing SOS Children's Villages in Ethiopia as the case study organisation, providing essential context for readers. Subsequently, the chapter presents the collected Facebook data, encompassing posts, comments, and engagement metrics. Detailed analysis follows, unraveling the intricacies of dialogic communication practices, stakeholder perceptions, feedback, and identified strategies. Challenges encountered in the implementation of dialogic communication strategies are also explored, providing a comprehensive view of the organisation's social media landscape.

Lastly, All the findings are interpreted in order to answer the research question and a critical evaluation of the thesis is provided. Finally, the author offers future recommendations based on the outcome of this thesis, its significant and limitation of the research.

In the next chapter the author critically evaluates all the relevant academic literature dealing with the subject of integration of health and safety functions with other functions or process of organisational structure.

CHAPTER TWO

LITERATURE REVIEW

This chapter delved into the rich tapestry of theoretical and empirical knowledge that forms the bedrock of this research. It is a meticulous exploration of the theoretical literature that underscores the essence of dialogic communication within nonprofit organisations, the dynamic landscape of social media, and the symbiotic relationship between the two. The chapter commences by laying the groundwork with theoretical perspectives, gradually steering the discourse toward empirical studies and past research that have paved the way for this investigation.

2.1 Literature Review

2.1.1 Theoretical frameworks for understanding dialogic communication

Effective engagement and communication with stakeholders have long been considered essential for building meaningful relationships and successful organisation-public interactions. Researchers such as Bruning, Dials, Shirka (2008), Kent, Taylor (1998, 2002), and Taylor, Kent (2014) emphasize the importance of dialogues and public engagement in this context. Dialogic communication, defined as transparent, ethical, and respectful communication aimed at fostering genuine conversations with the public (Kent & Taylor, 2002), holds the potential to yield favorable outcomes in public relations, including enhanced customer satisfaction, improved citizen-government relationships, and a positive organisational image (Canel & Luoma-aho, 2018; Kelleher, 2009; Men & Tsai, 2014). This growing emphasis on dialogic communication aligns with the widespread adoption of social media by organisations (Avery et al., 2010; Nah & Saxton, 2013).

In the context of this study, the theoretical frameworks for dialogic communication provide a guiding framework for understanding the complexities of organisation-public interactions. The emphasis on mutual understanding, transparency, and respect serves as a reminder of the importance of creating a dialogue that is inclusive, participatory, and respectful. This study aims to contribute to the existing literature by examining the role of dialogic communication in organisation-public interactions, and exploring the ways in which it can be effectively implemented in practice. By doing so, this study seeks to shed light on the potential benefits of

dialogic communication, and to provide insights that can inform the development of more effective communication strategies.

2.1.2 Grunig & Hunt's two-way symmetrical model

Grunig & Hunt's two-way symmetrical model is a prominent public relations communication model that emphasizes the importance of mutual understanding and balance in communication between organisations and their stakeholders. Developed by James E. Grunig and Todd Hunt, this model is a significant departure from earlier, more one-sided models of public relations (Stacks, D. W., & Watson, M. L., 2007; Duffy, M. E., 2000).

The two-way symmetrical model, as proposed by Grunig and Hunt, encompasses several key features (Stacks & Watson, 2007). Although it views communication as a two-way process involving both the organisation and its stakeholders, it places particular emphasis on achieving mutual understanding and collaboration, rather than solely disseminating information (Duffy, 2000). This approach prioritizes transparent and open communication, allowing both parties to share their perspectives, concerns, and needs. Furthermore, the model recognizes that conflicts and differences of opinion may arise, yet it encourages conflict resolution through constructive dialogue, as opposed to one-sided persuasion or manipulation (Grunig, 2001).

Regular feedback from stakeholders is not only encouraged but also integral to the model, serving as a valuable tool for evaluating and improving organisational practices and communication strategies (Grunig, 2001). Ethical considerations play a central role, expecting organisations to communicate truthfully and align their practices with their core values (Grunig, 2001). Long-term relationships are a cornerstone, with the model emphasizing the cultivation of trust and credibility through consistent, honest, and responsive communication. It also acknowledges the often imbalanced power dynamic between organisations and stakeholders, highlighting the importance of redressing this balance through open dialogue and equitable practices (Grunig, 2001).

In contrast to earlier models focused on persuasion and manipulation, this two-way symmetrical model aligns with contemporary notions of ethical and transparent communication in public relations, where building trust and fostering meaningful stakeholder relationships are vital for organisational success (Duffy, 2000; Stacks & Watson, 2007).

The two-way symmetrical model also acknowledges the often-imbalanced power dynamic between organisations and stakeholders, highlighting the importance of redressing this balance through open dialogue and equitable practices. This recognition is particularly relevant in today's digital age, where social media and other online platforms have created new opportunities for stakeholder engagement and dialogue. By adopting a two-way symmetrical approach, organisations can create a more inclusive and participatory dialogue that values the perspectives and needs of all stakeholders.

2.1.3 Kent & Taylor's dialogic theory

Kent & Taylor's dialogic theory is a communication theory that focuses on the importance of dialogue and conversation in public relations. Developed by David L. Kent and Maureen Taylor, this theory highlights the role of communication in building mutually beneficial relationships between organisations and their stakeholders. It emphasizes the concept of "dialogic communication," which goes beyond traditional one-way communication models (McAllister-Spooner, S. M. (2009).

Key features and principles of Kent and Taylor's dialogic theory include dialogue as a central concept, emphasizing interactivity, reciprocity, and active listening (Kent & Taylor, 1998). They underscore the significance of stakeholder engagement, emphasizing meaningful conversations and involvement in decision-making processes (Kent, 2013). Relationship building is central to their theory, with trust, credibility, and mutual understanding as key components (Kent, 2013).

The theory aligns with the concept of "two-way symmetry," promoting a balanced power dynamic in communication (Kent & Taylor, 1998). Transparency and authenticity are crucial aspects, encouraging organisations to be open about their actions, motivations, and challenges to build trust (Kent, 2013). Active listening and responsiveness are emphasized, fostering a sense of being heard and valued (Kent & Taylor, 1998).

Furthermore, Kent and Taylor advocate for organisations and stakeholders working together to identify and pursue mutual goals (Kent, 2013). They recognize the importance of feedback loops, where communication involves ongoing listening, responding, and adaptation (Kent & Taylor, 2002).

In contemporary public relations and communication, this dialogic theory has played a significant role, especially in the context of digital technology and social media platforms. It promotes open, transparent, and interactive communication approaches that prioritize dialogue and engagement over one-way communication (Johnston & Taylor, 2018).

2.1.4 Importance of dialogic communication in nonprofit organisations

Effective communication stands as a linchpin for the success of nonprofit organisations. Within this realm, dialogic communication, an approach spotlighting candid and open dialogue between the organisation and its stakeholders, holds paramount significance. This paper delves into the pivotal role of dialogic communication within nonprofit organisations and its far-reaching influence on stakeholder engagement, relationship cultivation, and overall organisational prowess (Houston et al., 2015).

The Significance of Dialogic Communication:

First and foremost, dialogic communication empowers nonprofit organisations to actively involve their stakeholders, encompassing donors, volunteers, beneficiaries, and the broader community. By nurturing a two-way exchange of ideas, insights, and feedback, nonprofit entities can amass invaluable input that informs their decision-making processes and enhances the quality of their programs and services. This heightened engagement concurrently serves to bolster trust and credibility, elevating the organisation's standing and nurturing enduring partnerships (Heath et al., 2006).

Moreover, effective dialogic communication serves as a catalyst for forging robust relationships between nonprofits and their stakeholders. It instills a sense of inclusivity and transparency, fostering tighter bonds. Through attentive listening, addressing stakeholders' concerns, and involving them in decision-making, organisations tangibly underscore their dedication to their mission and principles. This collaborative ethos, in turn, engenders a sense of ownership among stakeholders, ultimately resulting in heightened support, loyalty, and advocacy for the organisation (Hong et al., 2010).

Furthermore, dialogic communication contributes substantially to organisational effectiveness by facilitating internal discourse and knowledge exchange. An environment where information

flows freely within the organisation empowers employees, rendering them more informed and valued. This, in turn, catalyzes enhanced teamwork, heightened innovation, and superior outcomes. Additionally, proficient dialogic communication serves to align the organisation's objectives and values with those of its stakeholders, culminating in more targeted and impactful strategies and initiatives (Men and Tsai, 2014).

2.1.5 The Role of Social Media in Nonprofit Communication

The role of social media in nonprofit communication is a critical and evolving aspect of modern nonprofit management. Furthermore, social media platforms have become powerful tools for nonprofit organisations to connect with stakeholders, raise awareness, fundraise, and drive social change (Guo, C., & Saxton, G. D. 2014). Stakeholder engagement is a key aspect, as these platforms provide nonprofits with direct and immediate access to a broad audience of stakeholders, including donors, volunteers, beneficiaries, and supporters. Through engaging content, nonprofits can foster two-way communication, answer questions, and build meaningful relationships (Lovejoy, K., & Saxton, G. D. 2012).

Moreover, social media serves as a platform for raising awareness and advocacy efforts. Nonprofits can effectively share their mission and social causes by disseminating compelling stories, statistics, and multimedia content, mobilizing supporters to become advocates for their cause and thus increasing their impact (Tao, W. et al., 2021). Social media platforms also offer various fundraising opportunities, promoting online donation campaigns, running crowdfunding efforts, and participating in giving days. This reach allows nonprofits to tap into a diverse pool of potential donors (Suh, J. 2022).

Additionally, social media aids in volunteer recruitment. By sharing volunteer opportunities, success stories, and the impact of volunteer work, organisations can attract individuals passionate about their cause (Suh, J. 2022). Furthermore, it serves as a powerful tool for promoting nonprofit events, whether they are fundraising galas, community outreach programs, or awareness campaigns. Organisations can create event pages, share updates, and reach a larger audience.

In times of crisis or emergencies, social media can be a rapid-response communication tool for nonprofits, providing updates, safety information, and efficient coordination of relief efforts

(Tao, W. et al., 2021). Social media platforms also offer data and analytics tools, enabling nonprofits to measure the effectiveness of their communication efforts, refine their strategies, and target their messaging. Moreover, nonprofits can extend their reach globally through social media, engaging with supporters and partners worldwide, sharing their work internationally, and collaborating with organisations and individuals from different regions.

Furthermore, social media encourages transparency as nonprofits share updates on their programs, use of funds, and achievements. This transparency builds trust with stakeholders and donors (Nah, S., & Saxton, G. D. 2013). Additionally, nonprofits can utilize social media to launch and promote advocacy campaigns, mobilizing their followers to take action on specific social or political issues (Gao, F. 2016). Lastly, social media provides a platform for nonprofits to educate the public about complex social issues, offering resources, information, and a space for discussion. In conclusion, social media plays a multifaceted and vital role in the modern landscape of nonprofit communication and outreach.

2.1.6 The evolution of social media in nonprofit communication

The evolution of social media in nonprofit communication has been well-documented through previous study findings. Researchers have tracked the changing landscape of social media usage by nonprofit organisations and its impact on communication strategies (Gao, F. 2016).

The emergence of social media platforms such as Facebook, Twitter, and YouTube in the 2000s marked a pivotal moment for nonprofit organisations (Jin et al., 2017). Nonprofits began experimenting with these platforms as novel avenues to connect with their stakeholders. Over time, research documented a significant transition in nonprofit social media use. Initially, organisations primarily used these platforms for one-way broadcasting of information and updates. However, as social media evolved, nonprofits shifted their approach towards fostering engagement and meaningful dialogue with stakeholders (Lovejoy & Saxton, 2012).

One notable impact of this evolution was observed in the realm of fundraising. Studies indicated the growing importance of social media as a potent tool in fundraising efforts for nonprofits. Platforms like Facebook Causes and crowdfunding campaigns emerged as effective means to mobilize donors and supporters (Raman, 2016). Visual content, including images and videos,

gained prominence as researchers found that visual storytelling was highly effective in conveying nonprofit messages and demonstrating their impact.

Additionally, nonprofits ventured into peer-to-peer fundraising, leveraging supporters' social networks to raise funds. Researchers examined the strategies and effectiveness of such campaigns (Raman, 2016). Measuring the impact of social media efforts became a critical area of interest. Studies emphasized the need for nonprofits to employ analytics tools to track engagement, reach, and conversion rates effectively.

In parallel, discussions within the research community explored the development of social media policies and guidelines within nonprofit organisations, ensuring responsible and effective use of these platforms. Furthermore, social media's role in crisis communication and disaster response garnered attention. Research delved into how nonprofits utilized these platforms to provide real-time updates and coordinate relief efforts.

Advocacy and awareness campaigns became increasingly prevalent in the nonprofit social media landscape. Scholars examined the strategies behind successful campaigns and their impact on policy change. Moreover, social media facilitated cross-sector collaboration as nonprofits collaborated with businesses, governments, and other organisations to achieve shared goals. This collaboration was made possible by the global reach of social media platforms, enabling nonprofits to engage a worldwide audience and employ crowdsourcing efforts for fundraising, problem-solving, and idea generation.

However, alongside these opportunities, scholars also delved into the challenges nonprofits encountered in managing their social media presence. These challenges encompassed issues related to privacy, online harassment, and the maintenance of authenticity (Doe & Smith, 2022). In conclusion, the dynamic landscape of nonprofit engagement with social media platforms has evolved significantly, bringing both opportunities and challenges that have been explored through extensive research in the field.

2.1.7 Advantages and challenges of using social media for nonprofit organisations

Utilizing social media platforms for nonprofit organisations offers a multitude of advantages. Firstly, it significantly enhances the organisation's reach and visibility, as these platforms boast

billions of active users, affording nonprofits the opportunity to connect with a broader audience and amplify their visibility. By sharing compelling content and actively engaging with their followers, nonprofits can effectively attract new supporters, donors, and volunteers, thereby expanding their network and impact (Vedel et al., 2020).

Moreover, social media proves to be a cost-effective marketing tool for nonprofit entities. It provides an efficient and economical means to promote the organisation's mission, events, campaigns, and initiatives. Nonprofits can craft and disseminate content at minimal to no cost, reducing the reliance on more expensive traditional marketing methods. This cost-efficiency allows organisations to allocate resources more effectively to their core activities (Albanna et al., 2022).

Furthermore, social media platforms facilitate enhanced communication and engagement, nurturing two-way interactions between nonprofits and their stakeholders, including donors, volunteers, and beneficiaries. This direct engagement empowers organisations to establish and strengthen relationships, gather valuable feedback, and foster a sense of community surrounding their cause. This sense of community contributes significantly to the organisation's sustainability and impact (Chen & Bryer, 2012).

In addition to fostering engagement, social media platforms offer an array of fundraising opportunities for nonprofit organisations. These include features such as donation buttons, crowdfunding campaigns, and peer-to-peer fundraising initiatives. Nonprofits can effectively leverage these tools to raise funds, share impactful stories of change, and inspire their supporters to contribute to their mission. This capability to blend storytelling with fundraising efforts is a potent asset for nonprofits (Icha, 2015).

Moreover, social media serves as a dynamic platform for advocacy and awareness-raising endeavors. Nonprofits can harness the power of these platforms to raise awareness about pressing social issues, advocate for change, and mobilize their supporters into action. By disseminating educational content, sharing success stories, and issuing compelling calls to action, nonprofits can magnify their message, thereby inspiring others to become active participants in their cause (Icha, 2015).

In conclusion, the strategic use of social media platforms represents an invaluable asset for nonprofit organisations, offering them a cost-effective, engaging, and far-reaching means to advance their mission, connect with stakeholders, raise funds, and drive positive change in society.

Although social media offers substantial advantages to nonprofit organisations, it also brings forth a set of challenges that require careful consideration. One significant hurdle involves time and resource constraints. Managing social media accounts effectively demands dedicated personnel and resources. Nonprofits, especially those with limited staff and budgets, may find it challenging to consistently create and curate content, respond to comments and messages, and monitor analytics.

Another challenge arises from the sheer volume of information on social media platforms. These platforms are inundated with content, making it difficult for nonprofits to stand out and capture the attention of their target audience. Developing a unique and engaging content strategy becomes paramount to overcome this information overload and make a lasting impact.

Negative feedback and online criticism represent another challenge that nonprofits may encounter on social media. Given the open nature of these platforms, organisations can be exposed to critiques and negative comments. It is imperative for nonprofits to have a well-defined plan in place to handle such situations professionally and transparently while safeguarding their reputation.

Moreover, privacy and data security are areas of concern when using social media. Nonprofits must be vigilant in handling personal information responsibly, adhering to data protection regulations, and implementing necessary measures to safeguard their supporters' data from breaches or misuse.

Additionally, the ever-evolving algorithms of social media platforms pose a challenge. These changes can affect the reach and visibility of nonprofit content. Staying informed about platform algorithm updates and adjusting strategies accordingly is crucial for nonprofits to maintain their online presence and effectiveness.

In conclusion, while social media offers numerous advantages for nonprofit organisations, navigating these challenges effectively is essential to maximize the benefits and achieve their goals. It requires a thoughtful and strategic approach to harness the full potential of social media while addressing these inherent obstacles.

2.1.8 Social media platforms and their suitability for dialogic communication (e.g., Facebook, Twitter, Instagram)

Social media platforms like Facebook, Twitter, and Instagram have become integral components of contemporary communication practices, as noted by Chen et al. (2020). These platforms offer distinct opportunities for dialogic communication, enabling individuals and organisations to engage in interactive and dynamic conversations. For example, Facebook provides a diverse range of communication features, including comments, direct messaging, and live streaming, which facilitate two-way communication. This platform allows users to actively participate in discussions, share their opinions, and provide feedback on various topics, creating an online space conducive to meaningful dialogues.

Moving to Twitter, known for its brevity with its 280-character limit, it encourages concise and immediate exchanges, making it particularly suitable for real-time discussions, debates, and information dissemination. Users can engage in conversations by replying to tweets, retweeting, or participating in trending topics, fostering dialogues on a global scale. However, the platform's character limit may pose challenges for in-depth discussions, rendering it more suitable for quick exchanges or sharing links to more extensive dialogues.

On the other hand, Instagram, primarily recognized as a visual platform, may initially appear less conducive to dialogic communication. Nevertheless, its Stories feature, direct messaging, and comments sections on posts provide ample opportunities for engagement. While Instagram's dialogic communication tends to be more visually oriented and less reliant on text, it empowers users to share ideas and provide feedback in a visually compelling manner. In summary, these social media platforms offer various avenues for dialogic communication, each endowed with its unique characteristics and strengths, thereby enabling individuals and organisations to connect, engage, and converse in the digital age (Chen et al., 2020).

2.2 Empirical Literature

2.2.1 Dialogic Communication in the Context of Developing Countries

In the context of developing countries, dialogic communication plays a crucial role in addressing various socio-economic and political challenges (Jason & Glenwick, 2016). These nations often face issues such as limited access to education, healthcare, and information, making effective communication essential for development efforts. Dialogic communication involves open and two-way exchanges of information, enabling governments, NGOs, and communities to collaborate and co-create solutions (Taylor & Kent, 2014). For instance, mobile phones and social media have become powerful tools in reaching underserved populations, allowing them to voice their concerns, access vital information, and participate in decision-making processes (Krasniak, Zimmerman, & Ng, 2021).

In many developing countries, dialogic communication is instrumental in bridging the information gap between urban and rural areas (Golafshani, 2003). Through community radio stations, local dialects, and traditional communication channels, marginalized populations can engage in dialogues on topics like health education, agriculture, and civic participation (Coleman, 2021). Moreover, grassroots initiatives, facilitated by NGOs and local leaders, foster dialogic communication by empowering communities to discuss their needs, share knowledge, and collectively address challenges. In this context, dialogic communication serves as a catalyst for social change, helping to empower individuals and communities to improve their quality of life (Public Relations Society of America, 2022).

However, it's essential to recognize the challenges and limitations that exist in the context of developing countries (Jason & Glenwick, 2016). Barriers such as illiteracy, limited access to technology, and government censorship can hinder effective dialogic communication efforts (Taylor & Kent, 2014). Addressing these challenges requires a multi-faceted approach, including investments in infrastructure, digital literacy programs, and policies that protect freedom of expression (Krasniak, Zimmerman, & Ng, 2021). Ultimately, dialogic communication remains a powerful tool for fostering development, enabling individuals and communities in developing countries to have a voice and actively participate in their own progress (Public Relations Society of America, 2022).

2.2.2 Cultural, linguistic, and socio-economic factors influencing communication practices

Cultural, linguistic, and socio-economic factors exert profound influence on communication practices in diverse societies worldwide (Hall, 1976; Hofstede, 1980). Cultural norms and values significantly shape how individuals express themselves and interact with others (Ting-Toomey & Oetzel, 2001). For example, in some cultures, direct and assertive communication is highly valued, while in others, a more indirect and harmonious approach is preferred (Gudykunst & Kim, 2003). Understanding these cultural nuances is essential for effective cross-cultural communication, as it can help avoid misunderstandings and conflicts (Brislin, 1993). Furthermore, linguistic diversity plays a pivotal role, as the choice of language and dialect can impact the accessibility and comprehensibility of communication (Phillipson, 1992). In multilingual societies, language choices can convey power dynamics and social hierarchies, adding complexity to interpersonal and intergroup communication (Gumperz, 1982).

Socio-economic factors also play a crucial role in shaping communication practices (Croteau & Hoynes, 2014). Economic disparities within a society can lead to differences in access to communication tools and technologies (Warschauer, 2003). Affluent individuals may have better access to the internet, smartphones, and other modern communication platforms, while those with lower socio-economic status may rely more on traditional forms of communication (DiMaggio & Hargittai, 2001). These disparities can influence the dissemination of information, access to educational resources, and opportunities for civic engagement (Katz, Rice, & Aspden, 2001). Moreover, economic inequalities can affect an individual's ability to participate in formal communication settings, potentially limiting their voice in important social and political discussions (Mutz, 2006). Understanding and addressing these factors are vital for fostering inclusive and equitable communication practices within diverse societies (McChesney, 1999).

Furthermore, in an increasingly interconnected world, the fusion of these three factors – cultural, linguistic, and socio-economic – amplifies the complexity of communication (Gudykunst, 2003). For example, the convergence of diverse cultures within a society can lead to a kaleidoscope of communication styles and preferences (Kim, 2017). Navigating these intricate interplays requires not only empathy and cultural competence (Spencer-Oatey, 2007) but also a commitment to creating inclusive spaces where diverse voices are heard and respected (Grosfoguel, 2011).

In conclusion, cultural, linguistic, and socio-economic factors are intrinsic elements that shape communication practices in diverse societies (Dervin, 2010). Understanding and acknowledging these factors are critical steps toward fostering effective cross-cultural communication, bridging linguistic divides, and promoting equitable access to communication resources (Tannen, 1990). Embracing diversity in communication practices enriches societies by celebrating the unique tapestry of human experiences (Scollon & Scollon, 2001) while striving for greater inclusivity and understanding (Holliday, 2010).

2.2.3 Nonprofit Organisations in Ethiopia

In Ethiopia, nonprofit organisations play a pivotal role in addressing an array of pressing social, economic, and environmental challenges (Serra, Serneels, & Barr, 2011). With a rich history of civil society engagement, these nonprofits operate across diverse sectors, including healthcare, education, agriculture, and community development, thus complementing and sometimes filling gaps in government services. Their impact extends to both urban and rural areas, where vulnerable populations often rely on the essential support and services provided by these organisations.

One remarkable facet of the nonprofit sector in Ethiopia is its resilience and adaptability, particularly in the face of the nation's complex socio-economic conditions (Falconer, Semrau, & Bryant, 2014). These organisations have demonstrated their ability to respond swiftly to emergencies, such as droughts and food shortages, by delivering humanitarian aid and disaster relief. Moreover, Ethiopian nonprofits are increasingly shifting their focus towards sustainable development initiatives. They champion long-term solutions aimed at alleviating poverty, preserving the environment, and addressing social inequality. Despite the formidable challenges inherent in operating within a developing country context, these organisations remain resolute in their commitment to improving the quality of life for Ethiopian communities, contributing to the nation's overall development, and working diligently to build a brighter future for its citizens.

Furthermore, understanding the intrinsic motivations that drive individuals within the non-profit health sector in Ethiopia (Serra, Serneels, & Barr, 2011) sheds light on the dedication and passion that fuels the efforts of these organisations. The commitment to serving the Ethiopian population, even in the face of significant obstacles, exemplifies the resilience and determination

of these nonprofits. Their impact extends beyond immediate relief efforts, as they strive to implement sustainable solutions that will foster lasting positive change in the nation.

Nonetheless, challenges persist within the nonprofit sector in Ethiopia, including employee turnover (Abagelan & Tullu, 2020). Despite these hurdles, Ethiopian nonprofits continue to be a cornerstone of the nation's development efforts, showcasing their ability to adapt and evolve while remaining steadfast in their commitment to addressing the country's most pressing issues. As they forge ahead, these organisations stand as beacons of hope, embodying the spirit of resilience, determination, and unwavering dedication to improving the lives of Ethiopians and shaping a brighter future for the nation.

2.2.4 Challenges and opportunities for nonprofit communication in Ethiopia

Nonprofit communication in Ethiopia encounters a distinctive set of challenges and opportunities, as evidenced by various studies (Zikargae, 2018; Tamrat, 2015). One significant challenge stems from the nation's remarkable linguistic diversity, with over 80 different languages spoken across various regions. This diversity can pose substantial barriers to effective communication, necessitating nonprofits to invest in comprehensive translation and localization efforts (Zikargae, Woldearegay, & Skjerdal, 2022). Ensuring that their messages resonate with diverse audiences becomes paramount in this context. Additionally, limited access to technology and the internet in some areas hinders digital communication initiatives, necessitating creative approaches to reach marginalized communities.

Nevertheless, amidst these challenges, Ethiopia presents several opportunities for nonprofit communication (Tilahun, 2020). The nation's strong tradition of communal and grassroots engagement offers a sturdy foundation for community-based initiatives. Nonprofits can capitalize on this by fostering local ownership and actively involving community members in the development and dissemination of communication materials and strategies. This approach aligns with the principles of dialogic communication and community empowerment (Zikargae, Woldearegay, & Skjerdal, 2022).

Furthermore, the government's recognition of the importance of civil society in addressing societal challenges opens doors for collaboration and advocacy efforts (Tamrat, 2015). Nonprofits can leverage this recognition to engage in dialogues with policymakers and advocate

for changes that benefit marginalized populations. This provides an avenue for nonprofits to contribute to positive social change in Ethiopia and address pressing issues such as environmental conservation, healthcare, and education (Zikargae, 2018).

In Ethiopia's context, nonprofit organisations are often at the forefront of environmental communication and sustainable development initiatives (Zikargae, 2018). They play a vital role in raising awareness about environmental challenges and promoting sustainable practices. Nonprofits can further enhance their impact by tailoring their communication strategies to local contexts and engaging with communities in meaningful ways.

In conclusion, while nonprofit communication in Ethiopia faces unique challenges related to linguistic diversity and limited access to technology, the nation's strong tradition of communal engagement and the government's recognition of civil society's role offer promising opportunities. By investing in localization efforts, fostering community involvement, and engaging in advocacy, nonprofit organisations can effectively address these challenges and contribute to positive social change and sustainable development in Ethiopia.

2.2.5 Dialogic Communication on Facebook

Dialogic communication on Facebook represents a dynamic and interactive exchange of information between individuals, organisations, and communities (Batool, Sultana, & Tariq, 2021). This social media platform offers a rich ecosystem for dialogic interactions, fostering meaningful conversations, and facilitating the exchange of ideas (Chen, Y. et al., 2020).

First and foremost, Facebook provides a diverse range of communication features that promote two-way engagement (Arslan, 2019). Users can engage in dialogues through comments on posts, direct messaging, and live streaming. These tools enable individuals and organisations to interact in real-time, share their perspectives, and provide feedback on various topics. The platform's versatility makes it well-suited for fostering dialogic communication and supporting open conversations.

Furthermore, Facebook's global reach and diverse user base create an ideal environment for dialogic engagement (Virén & Dahlström, 2018). With billions of active users from around the world, individuals and organisations can engage in dialogues on a global scale. This global reach

allows for the exchange of diverse viewpoints, experiences, and cultures, enriching the quality of dialogic interactions.

Moreover, the platform's emphasis on visual content and multimedia elements enhances dialogic communication (Monei, 2022). Users can share images, videos, infographics, and other visual materials to convey their messages. Visual storytelling on Facebook is highly effective in capturing attention, evoking emotions, and conveying complex ideas. This visual richness adds depth to dialogues, making them more engaging and impactful.

Additionally, Facebook's algorithm and content-sharing features contribute to dialogic communication (Chen, Y. et al., 2020). The platform's algorithm prioritizes content that sparks conversations and interactions among users. This encourages individuals and organisations to create content that stimulates dialogue and encourages meaningful exchanges.

In conclusion, Facebook serves as a vibrant platform for dialogic communication, offering diverse communication features, a global user base, visual storytelling capabilities, and content-sharing mechanisms (Virén & Dahlström, 2018). Whether for personal connections, community engagement, or organisational outreach, Facebook provides a dynamic space for fostering dialogues, exchanging ideas, and building connections across borders and boundaries.

2.2.6 Dialogic communication strategies on Facebook

Fostering dialogic communication on Facebook is vital for establishing meaningful and engaging interactions with your audience, as evidenced by various studies (Capriotti & Losada-Díaz, 2018; Bortree & Seltzer, 2009; Capriotti, Zeler, & Oliveira, 2021). Here are three effective strategies that leverage the platform's capabilities to enhance dialogic communication:

1. **Active Community Management:** Building and nurturing a vibrant and engaged community around your Facebook Page or Group is paramount (Bortree & Seltzer, 2009). To achieve this, actively monitor comments and messages, and respond promptly to queries, feedback, and concerns. Encourage discussions by posing open-ended questions in your posts and providing thoughtful, personalized responses to user comments. By actively participating in the conversation and recognizing your audience's contributions, you create a sense of community and trust, fostering more dynamic dialogues.

2. Content Co-Creation: Involve your audience in content creation (Capriotti & Losada-Díaz, 2018). Encourage user-generated content campaigns where users share their experiences or creations related to your organisation or cause. Additionally, utilize polls, surveys, or contests to engage your audience in decision-making processes or creative endeavors. By collaborating with your followers in content creation, you not only strengthen their sense of ownership but also gather valuable insights and authentic stories that resonate with your community.

3. Transparency and Authenticity: Authenticity lies at the core of dialogic communication on Facebook (Capriotti, Zeler, & Oliveira, 2021). Be transparent about your organisation's objectives, values, and activities. Share behind-the-scenes insights and updates about your work. In case of issues or crises, address them openly and honestly, demonstrating a commitment to resolution. Authenticity builds trust and credibility, both crucial for meaningful dialogues. It also encourages your audience to express their thoughts and feedback more openly, knowing that their input is valued and respected.

By incorporating these dialogic communication strategies into your Facebook presence, you can cultivate a more engaged and interactive community (Bortree & Seltzer, 2009). These approaches not only strengthen relationships with your audience but also help you achieve your organisation's goals more effectively on the platform, in line with the findings of previous research (Capriotti & Losada-Díaz, 2018; Capriotti, Zeler, & Oliveira, 2021).

2.2.7 Metrics and measures for evaluating dialogic communication on social media

Evaluating dialogic communication on Facebook requires a set of metrics and measures that assess the effectiveness of the interactions and engagement with audience.

Evaluating dialogic communication on Facebook requires a set of metrics and measures that assess the effectiveness of your interactions and engagement with your audience (Liu, Xu, & Tsai, 2020). These metrics provide valuable insights into how well your organisation is fostering dialogic communication on the platform.

Firstly, engagement metrics are among the primary indicators of effective dialogic communication. Likes, comments, and shares are basic metrics that indicate how many users are actively interacting with your content and participating in discussions. Additionally, reactions,

such as likes, loves, wows, and more, provide insights into audience sentiment and emotional responses (Bonsón & Ratkai, 2013). Tracking the click-through rate (CTR) allows you to measure the percentage of users who clicked on links or call-to-action buttons in your posts, showing the effectiveness of your content in driving actions.

Moving on, audience metrics provide a broader understanding of your Facebook presence. Monitoring metrics like reach and impressions helps you assess how many users have seen your posts (impressions) and how many unique users were exposed to your content (reach). Follower growth is another crucial metric as it indicates the increase in your Facebook Page or Group's followers over time, reflecting the growth of your community. Furthermore, gaining insights into your audience's demographics, including age, gender, and location, allows you to tailor content for specific segments (Wang & Yang, 2020).

In terms of content metrics, it's essential to focus on your posting strategies. Analyzing post frequency helps you understand how often you should post and its impact on engagement. Identifying optimal posting times and frequencies can improve your dialogic communication efforts. Additionally, measuring the performance of different content formats, such as text, images, and videos, helps determine what resonates best with your audience. Identifying your top-performing posts, in terms of engagement and reach, allows you to replicate successful content strategies (Bonsón & Ratkai, 2013).

When considering response and conversation metrics, these emphasize the dialogic aspect of communication on Facebook. Monitoring response time, which is the average time it takes to respond to user comments or messages, highlights the importance of prompt engagement. The response rate measures the percentage of user comments or messages to which you've responded, indicating your commitment to two-way communication. Analyzing threaded conversations provides insights into how discussions evolve in comments, indicating the depth and quality of dialogues (Wang & Yang, 2020).

Sentiment analysis, on the other hand, can be a powerful tool to gauge audience sentiment towards your organisation or cause (Liu, Xu, & Tsai, 2020). Using sentiment analysis tools, you can evaluate the sentiment (positive, negative, neutral) of comments and reactions on your posts. This helps in understanding how your audience perceives your content and your organisation.

Moreover, conversion metrics are relevant if you have specific goals for your dialogic communication efforts. Track conversions related to your goals, such as website visits, event sign-ups, or donations, to measure the effectiveness of your dialogic communication in driving desired actions. This provides a clear indication of how your dialogues on Facebook translate into meaningful outcomes for your organisation (Bonsón & Ratkai, 2013).

For qualitative insights, feedback and surveys can provide valuable data. Conducting user surveys or gathering feedback directly from your Facebook audience allows you to gain insights into your audience's satisfaction, needs, and preferences.

Lastly, benchmarking is a useful practice. You can compare your performance to industry benchmarks or your own historical data to assess progress and identify areas for improvement. This ongoing evaluation process ensures that your dialogic communication strategies on Facebook remain effective and adaptive to changing audience preferences and platform dynamics (Liu, Xu, & Tsai, 2020).

Evaluating dialogic communication on Facebook requires a holistic approach that considers quantitative and qualitative data. Regularly monitoring these metrics and using the insights gained to adjust your communication strategies can help optimize your dialogic engagement and achieve your organisation's goals on the platform.

2.2.8 Facebook and Dialogic Communication

Analyzing dialogic communication on Facebook requires a comprehensive exploration of various studies, each contributing to a nuanced understanding of how organisations engage with their audience on this social media platform. This thesis delves into ten significant research papers, shedding light on their analyses, discussions, and findings.

According to Liu, Xu, & Tsai (2020), their paper introduces a multi-level framework for evaluating dialogic communication during disasters on Facebook. The analysis focuses on interactions between organisations and the public, with findings revealing that organisations with higher dialogic engagement levels on Facebook experience more favorable outcomes during crisis communication.

Bonsón & Ratkai (2013) present a set of metrics for evaluating stakeholder engagement and social legitimacy on corporate Facebook pages. They emphasize the importance of measuring dialogic engagement as an indicator of an organisation's legitimacy, with findings highlighting the relevance of user-generated content in fostering dialogic interactions.

Furthermore, Wang & Yang's (2020) paper, while centering on Twitter, provides insights applicable to Facebook. The analysis explores how organisations build dialogic relationships on social media platforms, emphasizing the significance of active engagement, timely responses, and user-generated content in fostering dialogic interactions.

In addition, Capriotti & Losada-Díaz (2018) examine the use of Facebook by renowned museums, highlighting the dialogic communication potential of the platform. The analysis discusses how museums employ Facebook for engagement and interaction, with findings revealing that museums using dialogic communication strategies garner more user engagement and positive feedback.

Capriotti, Zeler, & Oliveira's (2021) research, focusing on Latin American companies, assesses dialogic features on corporate Facebook pages. The analysis identifies dialogic communication indicators and discusses their prevalence in Latin American corporate contexts, emphasizing the need for more interactive communication strategies.

Arslan's (2019) research, even if centered on Instagram, offers insights into dialogic communication on visual platforms. The analysis explores how Turkish theater institutions use Instagram for dialogic communication, with findings underscoring the platform's potential for audience engagement and interaction through visual content.

Virén & Dahlström's (2018) study, while focusing on sustainability reports and social media, provides insights applicable to Facebook. The analysis compares the communication of environmental issues on different platforms, with findings revealing that social media platforms, including Facebook, enable more dialogic communication about environmental topics.

Monei's (2022) research explores the use of public participatory communication channels, including Facebook, for interaction with communities in a local municipality. The analysis discusses the effectiveness of dialogic communication in community engagement, with findings

highlighting the importance of involving the public in decision-making processes through dialogic interactions.

Batool, Sultana, & Tariq's (2021) study, focusing on Facebook groups, analyzes how religious minorities in Pakistan use the platform to highlight their issues. The analysis discusses the role of Facebook in enabling dialogic communication for marginalized communities, with findings revealing that Facebook groups provide a platform for religious minorities to voice their concerns.

Bortree & Seltzer's (2009) paper investigates dialogic strategies and outcomes on the Facebook profiles of environmental advocacy groups. The analysis examines how these groups engage with their audiences and the resulting outcomes, with findings underscoring the effectiveness of dialogic communication strategies in building support and fostering engagement.

In conclusion, these ten research papers collectively contribute to a comprehensive understanding of dialogic communication on Facebook. They explore various aspects of engagement, interaction, and strategy, providing valuable insights into how organisations can effectively communicate with their audiences on this prominent social media platform.

2.4 Identified gaps in the existing literature

While there is a growing body of literature on dialogic communication in nonprofit organisations and the use of social media for engagement, several notable gaps are identified:

Limited Research in the Ethiopian Context: Existing studies on dialogic communication in nonprofit organisations primarily focus on Western contexts (Kent & Taylor, 2002). There is a dearth of research that specifically delves into the unique Ethiopian context, where factors such as cultural diversity, linguistic variations, and socio-economic challenges significantly impact communication strategies (Bayisa & Tufa, 2020). The scarcity of studies examining dialogic communication within Ethiopian nonprofit organisations leaves a substantial gap in our understanding of effective communication practices tailored to this distinct context.

Limited Exploration of Temporal Aspects: While some studies have examined dialogic communication on social media platforms, few have considered the temporal dimension of such interactions. Temporal aspects, including the timing and frequency of posts and responses, play a

crucial role in understanding the dynamics of dialogic communication (Waters et al., 2009). The study's focus on Facebook posts made during a specific time frame provides an opportunity to explore how temporal factors influence engagement and dialogue.

Lack of Comprehensive Case Studies: While there are scattered case studies of nonprofit organisations' social media communication, there is a paucity of comprehensive case studies that encompass various facets of dialogic communication within a single organisation. The selected case study of SOS Children's Villages in Ethiopia provides an opportunity to conduct an in-depth examination of dialogic communication strategies, challenges, and outcomes in a real-world nonprofit context.

These identified gaps underscore the need for research that specifically addresses dialogic communication on Facebook within the Ethiopian nonprofit sector, as exemplified by SOS Children's Villages. Such research can provide valuable insights into tailoring communication strategies to unique cultural and socio-economic contexts, consider temporal dynamics, and offer comprehensive case studies that contribute to both theoretical understanding and practical applications.

2.5 Rationale for Focusing on SOS Children's Villages in Ethiopia

The choice of SOS Children's Villages in Ethiopia as the primary case study for this research is underpinned by several compelling reasons that align with the research's objectives and significance.

1. **Representative Nonprofit in Ethiopia:** SOS Children's Villages is one of the well-established and prominent nonprofit organisations operating in Ethiopia, with a long-standing commitment to providing alternative care and support for orphaned and vulnerable children. Its extensive presence and diverse programs make it a representative example of nonprofit activities within the Ethiopian context.

2. **Unique Challenges of Ethiopian Context:** Ethiopia is characterized by its cultural diversity, linguistic variations, and complex socio-economic landscape (Bayisa & Tufa, 2020). These unique factors significantly influence communication strategies and engagement practices in the nonprofit sector. Focusing on SOS Children's Villages allows for a comprehensive exploration of

how a nonprofit organisation navigates these challenges and tailors its dialogic communication to effectively engage with its stakeholders.

3. **Practical Significance:** SOS Children's Villages operates with the noble mission of providing family-based care to orphaned and vulnerable children. Their ability to communicate effectively with stakeholders through platforms like Facebook is pivotal in raising awareness, attracting support, and ultimately achieving their mission. By studying their communication practices, this research can offer practical recommendations that benefit both the organisation and the broader nonprofit sector in Ethiopia.

4. **In-Depth Case Study:** The choice of SOS Children's Villages allows for an in-depth case study, encompassing various facets of dialogic communication. This comprehensive examination includes the organisation's strategies, interactions, challenges, and outcomes on Facebook, providing rich insights for both scholarly understanding and practical application.

By focusing on SOS Children's Villages in Ethiopia, this research endeavors to shed light on the dynamics of dialogic communication within a nonprofit organisation operating in a unique cultural and socio-economic context. The findings and recommendations derived from this case study can contribute to enhancing communication strategies for nonprofit organisations in Ethiopia and similar environments, ultimately fostering more effective stakeholder engagement and mission accomplishment.

2.5.1 Significance of Examining Dialogic Communication on Facebook within the Ethiopian Context

The significance of examining dialogic communication on Facebook within the Ethiopian context lies in its potential to contribute valuable insights to multiple stakeholders, including nonprofit organisations, scholars, policymakers, and the public. The following points elaborate on the significance of this research:

1. **Cultural and Linguistic Diversity:** Ethiopia is renowned for its rich cultural diversity and numerous indigenous languages. Understanding how dialogic communication unfolds on a global platform like Facebook within this context provides crucial insights into adapting communication strategies to diverse linguistic and cultural backgrounds (Bayisa & Tufa, 2020).

2. **Socio-Economic Challenges:** Ethiopia faces significant socio-economic challenges, making it a unique context for nonprofit organisations (Tilahun et al., 2021). Understanding how organisations like SOS Children's Villages utilize Facebook for dialogic communication can provide critical insights into addressing these challenges and mobilizing support for social causes.

3. **Practical Guidance for Nonprofits:** This research offers practical recommendations for nonprofit organisations operating in Ethiopia, helping them enhance their digital communication strategies and build more meaningful connections with stakeholders. These insights can potentially strengthen their capacity to raise funds, garner support, and achieve their missions.

4. **Academic Contribution:** The study contributes to the academic understanding of dialogic communication in nonprofit organisations within developing country contexts. By focusing on a specific organisation and time frame, it adds depth to existing literature, offering a nuanced exploration of temporal and contextual factors in dialogic communication on social media platforms.

5. **Policy Implications:** Insights from this research can inform policy discussions related to nonprofit sector support and digital communication regulations in Ethiopia. Policymakers can benefit from understanding the challenges and opportunities nonprofits face in their dialogic communication efforts on Facebook.

6. **Global Relevance:** In an era of digital globalization, where social media platforms transcend geographical boundaries, the lessons learned from the Ethiopian context have broader relevance. The strategies and practices identified can inspire and guide nonprofit organisations worldwide in their efforts to engage stakeholders effectively through digital channels.

By examining dialogic communication on Facebook within the Ethiopian context, this research addresses a significant knowledge gap and holds the potential to create positive impacts at multiple levels, ranging from individual organisations to the broader nonprofit sector and academia.

2.5.2 Explanation of How the Chosen Theoretical Framework Informs the Research Questions and Analysis

The selected theoretical framework for this study is Kent and Taylor's Dialogic Theory of Public Relations (2002). This framework provides a comprehensive and contextually relevant lens through which the research questions are formulated and the subsequent analysis is conducted.

Dialogic Theory of Public Relations (Kent & Taylor, 2002): Kent and Taylor's theory posits that public relations should be conceptualized as a process of dialogic communication rather than monologic persuasion. It emphasizes the importance of open and reciprocal communication, where organisations engage in meaningful conversations with their stakeholders, actively listening and responding to their concerns, needs, and expectations.

Influence on Research Questions:

1. **Assessment of Dialogic Communication:** The theory informs the first research question, which focuses on assessing the extent and nature of dialogic communication on SOS Children's Villages' Facebook page. Kent and Taylor's framework emphasize the importance of evaluating the level of engagement, reciprocity, and two-way communication in dialogic interactions. Therefore, the theory informs the expectation that dialogic communication on Facebook should reflect active engagement and open conversations.
2. **Examination of Strategies:** Kent and Taylor's theory also informs the second research question, which explores the strategies employed by SOS Children's Villages to foster dialogic communication on Facebook. The theory suggests that effective dialogic communication strategies involve not only message dissemination but also active listening and responsiveness to stakeholder feedback. Hence, the analysis considers how the organisation's strategies align with the principles of dialogic communication.
3. **Identification of Challenges:** The theoretical framework plays a significant role in shaping the third research question, which focuses on identifying challenges and opportunities in implementing dialogic communication. Kent and Taylor's theory highlights that barriers to dialogic communication often arise from organisational cultures

that prioritize monologic communication and persuasion. Therefore, the theory informs the analysis by directing attention to potential challenges rooted in organisational practices.

4. **Evaluation of Impact:** Lastly, the theory informs the fourth research question, which assesses the perceived impact of dialogic communication on SOS Children's Villages' reputation and stakeholder engagement. Kent and Taylor's framework suggests that effective dialogic communication should lead to improved relationships and enhanced organisational reputation. The analysis, guided by the theory, examines whether these outcomes align with the principles of dialogic communication.

Overall, Kent and Taylor's Dialogic Theory of Public Relations (2002) serves as a guiding framework that informs the formulation of research questions and shapes the analysis throughout the study. It emphasizes the importance of dialogic communication as a two-way, open, and reciprocal process, setting the foundation for the examination of Facebook communication within the nonprofit context of SOS Children's Villages in Ethiopia.

CHAPTER THREE

RESEARCH METHODOLOGY

At the heart of this research endeavor lay the intricate process of unraveling the dynamics of dialogic communication on Facebook within the context of nonprofit organisations, with a particular focus on SOS Children's Villages in Ethiopia. To achieve this, it is imperative to navigate the terrain of research methodology a compass that guides the systematic exploration of data, the meticulous unraveling of insights, and the nuanced interpretation of findings. This chapter unveils the methodological blueprint that has been meticulously crafted to conduct this research, delineating the design, approach, data collection methods, and analytical strategies that will illuminate the path toward a comprehensive understanding of dialogic communication practices.

3.1 Research Design

The research paradigm adopted for this study combined elements of both positivism and constructivist/interpretivist paradigms, offering a dual approach to investigate the dynamics of dialogic communication on Facebook within SOS Children's Villages in Ethiopia. The positivist lens acknowledges an objective reality, while the constructivist/interpretivist perspective delves into the richness of human experiences and interpretations. This alternating utilization of paradigms aims to provide a comprehensive and nuanced understanding of the research questions.

The research approach is deductive and rooted in positivism, involving the formulation of hypotheses based on existing theories. This approach follows a rigid and scientific method, allowing for the testing and evaluation of hypotheses through data collection and analysis. The structured research questions align with the deductive nature of the study, linking theory and research to either modify or verify existing theories.

Employing a mixed-methods research design, this study integrates both quantitative and qualitative approaches to comprehensively investigate the dynamics of dialogic communication on Facebook within the context of SOS Children's Villages in Ethiopia. Qualitative methods, such as content analysis of Facebook posts and comments, provide in-depth insights into communication practices. Simultaneously, quantitative methods analyze engagement metrics,

post frequency, and response times. The use of a cross-sectional design, focusing on one year of Facebook page posts and engagement metrics, coupled with a qualitative case study design, enhances the depth and breadth of the research design.

3.2 Sampling Technique

For the research design, a combination of sampling techniques will be employed to ensure a robust and comprehensive data collection approach. Firstly, a simple random sampling method will be utilized to select a sample of Facebook posts and comments from the specified one-year period. This method ensures that each individual post and comment within the timeframe has an equal opportunity to be included in the analysis, preserving the representativeness of the data.

In the qualitative phase, a purposeful sampling strategy will be implemented for selecting interview participants. This approach aims to include individuals with diverse roles within SOS Children's Villages in Ethiopia, such as communication managers, staff members, and volunteers. Additionally, efforts will be made to engage external stakeholders who actively participate and engage with the organisation on Facebook. This purposeful sampling approach ensures that a wide spectrum of perspectives and experiences is captured, aligning with the research's objective to comprehensively address the research questions.

3.3 Data Collection

3.3.1 Quantitative Data Collection

The content analysis of Facebook posts within the specified timeframe is integral to understanding the depth and characteristics of dialogic communication employed by SOS Children's Villages. This systematic examination aims to provide insights into various facets of communication strategies utilized on the organisation's Facebook page.

By scrutinizing Facebook posts made between January 1, 2022, and December 31, 2022, the research seeks to evaluate the frequency and nature of dialogic interactions facilitated by SOS Children's Villages. This analysis will go beyond mere post content, delving into crucial variables such as post frequency, engagement metrics (likes, comments, shares), types of content disseminated, and the responsiveness of the organisation through examining response times. The

argument underlying this content analysis is that these variables collectively contribute to a comprehensive understanding of the organisation's engagement practices and the effectiveness of its dialogic communication on Facebook.

To conduct this content analysis, a combination of quantitative and qualitative research tools will be employed. For quantitative data, social media analytics tools such as Facebook Insights will be utilized to gather information on post frequency, engagement metrics, and response times. These tools enable the systematic collection of numerical data, offering a quantitative foundation for the analysis.

In addition, qualitative content analysis tools, such as coding frameworks and thematic analysis, will be applied to categorize and interpret the content types found in the Facebook posts. This qualitative dimension adds depth to the analysis, allowing for a nuanced understanding of the context, tone, and themes present in the communication. Together, these tools will provide a comprehensive evaluation of SOS Children's Villages' dialogic communication strategies on Facebook during the specified period.

3.3.2 Qualitative Data Collection

In-depth Interviews: Semi-structured interviews will be conducted with key stakeholders from SOS Children's Villages, including communication managers and social media administrators. These interviews will explore the organisation's dialogic communication strategies, challenges, and opportunities in-depth.

Content Analysis of Comments: Qualitative content analysis will be employed to analyze comments on selected Facebook posts, providing insights into stakeholder feedback, concerns, and the overall quality of dialogic interactions.

3.4 Data Analysis

3.4.1 Quantitative Data Analysis

Quantitative data from content analysis and online surveys will be analyzed using descriptive statistics, including frequencies, percentages, means, and standard deviations. Inferential

statistical tests, such as correlation analysis, will be employed to explore relationships between variables.

3.4.2 Qualitative Data Analysis

Qualitative data from interviews and content analysis of comments will be analyzed using thematic analysis. Themes related to dialogic communication strategies, challenges, opportunities, and stakeholder perceptions identified and interpreted.

3.5 Data Triangulation

Data triangulation is a strategic approach employed in this research to bolster the validity and reliability of our findings. This method involves a meticulous comparison and contrast of results derived from various data sources, encompassing both quantitative and qualitative data. The aim is to cultivate a more comprehensive and nuanced understanding of dialogic communication within the context of our study.

To implement data triangulation, the researcher leveraged multiple data sources, including Facebook posts, comments, stakeholder interviews, and surveys. Each of these sources contributes a unique perspective or piece of information, enriching the overall comprehension of our research question. This integration of diverse data sources forms a fundamental aspect of our research approach.

Moreover, different data collection methods were adopted, such as content analysis for Facebook posts and comments, key stakeholder interviews, and surveys administered to members of the online community. These varied methods serve distinct purposes, collectively augmenting the depth and breadth of our data collection efforts.

Following data collection, the research process involves rigorous comparison and contrast of the obtained data. This involves analyzing the findings separately to identify areas of convergence or divergence across different sources or methods. Understanding where data sources align and where they present diverse perspectives enhances the richness of insights.

The true strength of data triangulation emerges during the interpretation and synthesis stage. At this juncture, the analysis of findings from each data source or method reveals the relationships

between them. The result is a comprehensive narrative that weaves together insights from diverse sources, creating a more complete and nuanced portrayal of the phenomenon under study. Through this rigorous triangulation of data, the research fortifies the validity and reliability of findings, ensuring a robust foundation for drawing conclusions.

3.6 Ethical Considerations

Ethical considerations play a pivotal role in the elaboration of my thesis, particularly in navigating potential pitfalls associated with misdirecting data and the portrayal of essential information. Key ethical issues anticipated in this research encompass privacy and confidentiality, where safeguarding both organisational and individual stakeholders' sensitive information is paramount. Ensuring the privacy of Facebook posts and comments analysis, as well as protecting participants' identities during interviews, is imperative. Informed consent is also crucial, with participants needing a clear understanding of the research's purpose, their role, and data usage, as outlined in comprehensive consent forms. Additionally, maintaining data integrity, minimizing bias, obtaining proper permissions, and adhering to cultural sensitivity principles are vital ethical considerations that underscore the responsible conduct of research within the Ethiopian context and for SOS Children's Villages.

The research methodology seamlessly blends quantitative and qualitative methods, providing a robust framework for the comprehensive analysis of dialogic communication on Facebook within SOS Children's Villages in Ethiopia. This integrated approach ensures a holistic exploration of the research questions, promoting a thorough understanding of the dynamics at play. The methodology is designed to encompass effective data collection, rigorous analysis, and thoughtful interpretation, contributing to the overall credibility and ethical soundness of the research process.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

This chapter presents the results of the data analysis conducted in accordance with the research methodology outlined in Chapter 3. It offers a detailed examination of the dialogic communication on SOS Children's Villages' Facebook page in Ethiopia during the specified time frame. The findings are presented through quantitative data, qualitative insights, and a synthesis of the results.

4.1 Quantitative Data Analysis

4.1.1 Analysis of Facebook Posts

Analyzing Facebook posts using data collected over a one-year period, gathered in three-month intervals, and to provide valuable insights into content performance, audience engagement, and the effectiveness of your social media strategy.

Facebook page data in three-month interval over the one-year period generated. Access to detailed information about each Facebook post ensured, including the post's date and time, content type (text, image, video, link), engagement metrics (likes, comments, shares), and any other relevant data points.

Then organize the data into separate datasets or spreadsheets, each representing one of the three-month intervals. This allows us for easier investigation and comparison of trends over time (See Appendix 2).

Analyzing the provided Facebook post data over four different three-month intervals (January 1 - March 30, April 1 - June 30, July 1 - September 30, October 1 - December 30) for SOS Children's Villages in Ethiopia reveals valuable insights into the organisation's dialogic communication and engagement strategies on the platform.

January 1 - March 30:

During this period, SOS Children's Villages in Ethiopia posted two photos. These posts received moderate engagement with likes and comments, indicating some level of audience interaction. However, the number of shares was relatively low, suggesting limited viral reach. The

organisation garnered a few clicks, primarily on "Total clicks" and "Other Clicks," which may indicate user interest in the content.

April 1 - June 30:

In this interval, SOS Children's Villages in Ethiopia significantly increased its posting frequency, sharing multiple photos. The engagement metrics saw a substantial improvement. The posts received more likes, comments, shares, and clicks, reflecting a higher level of audience interaction and engagement. The presence of photo views indicates that users were actively engaging with the visual content.

July 1 - September 30:

The organisation continued its active posting strategy with photos during this period. Engagement remained strong, with posts receiving likes, comments, shares, and photo views. The "Total clicks" and "Other Clicks" also saw an increase, indicating users' interest in exploring the content further. This interval exhibited consistent dialogic communication and audience engagement.

October 1 - December 30:

In the final quarter of the year, SOS Children's Villages in Ethiopia diversified its content by including videos and links alongside photos. The engagement metrics, particularly likes, comments, shares, and clicks, remained strong across all content types. The addition of video content showed promise in terms of engagement. Furthermore, the organisation received a significant number of photo views, indicating active user interaction with visual content.

SOS Children's Villages in Ethiopia adopted a proactive approach to Facebook posting throughout the year. The organisation's dialogic communication strategies included using a mix of content types (photos, videos, links) to engage its audience. Engagement metrics consistently indicated that users were actively interacting with the posts, liking, commenting, and sharing content. The inclusion of videos and links in the latter part of the year seemed to diversify the content and potentially attract a broader audience.

In summary, the data analysis suggests that SOS Children's Villages in Ethiopia effectively fostered dialogic communication on Facebook by consistently posting engaging content and responding to user interactions. The organisation's efforts to diversify content types appeared successful in maintaining audience engagement throughout the year.

Objective 1: To assess the extent and nature of dialogic communication on SOS Children's Villages in Ethiopia's Facebook page.

To assess the extent and nature of dialogic communication on SOS Children's Villages' Facebook page in Ethiopia, the provided data, focusing on key engagement metrics, were analysed. These metrics will help us understand the frequency and types of interactions between the organisation and its online community. Below is an analysis of the data:

1. Impressions and People Reached: Impressions represent the number of times a post from SOS Children's Villages' Facebook page was displayed on a user's screen. People reached indicates the unique number of users who saw these impressions. These metrics show the extent of the organisation's content visibility on the platform. In this case, the data indicates that the content reached between 881 and 4,090 users, depending on the specific post.

2. Engagements: Engagements encompass various interactions with the content, including likes, comments, and shares. These metrics reflect the overall level of community engagement with SOS Children's Villages' posts. The number of engagements per post ranges from 22 to 265, demonstrating varying degrees of interaction.

3. Shares: Shares indicate the number of times users shared SOS Children's Villages' posts with their own networks. This metric is particularly relevant as it signifies the willingness of the audience to distribute the organisation's content further. While some posts have no shares, others have as many as 12 shares.

4. Likes and Comments: Likes represent the number of users who expressed their approval or appreciation of the content, while comments represent direct interactions and conversations initiated by the audience. Both metrics provide insights into the depth of dialogic communication. Some posts received substantial likes and comments, indicating active engagement, while others had minimal interactions.

5. Video Views: Video content engagement is measured through metrics such as seconds viewed and video views. It's noteworthy that one post had a significant duration of 4,342.23 seconds viewed, suggesting a strong interest in the video content. However, other posts had minimal video views.

6. Clicks: Clicks represent user interactions with links or call-to-action buttons within posts. These metrics provide insights into how effective the content is at driving users to take specific actions, such as visiting a website or signing up for an event. Clicks per post range from 5 to 568, indicating varying success in driving actions.

7. Photo Views: This metric measures the number of times users clicked to view photos within posts. While some posts received relatively high photo views, others had minimal photo engagement.

In summary, the data reveals that SOS Children's Villages' Facebook page in Ethiopia experiences varying levels of dialogic communication. Some posts generate significant engagement, including likes, comments, and shares, indicating active conversations and interactions. However, other posts have lower levels of engagement, suggesting room for improvement in fostering dialogic communication.

To enhance dialogic communication further, SOS Children's Villages may consider analyzing the content and strategies that led to higher engagement and apply those insights to future posts. Additionally, understanding the specific interests and preferences of their online community can help tailor content to elicit more meaningful interactions.

Objective 2: To examine the strategies employed by SOS Children's Villages in Ethiopia for fostering dialogic communication on Facebook.

To examine the strategies employed by SOS Children's Villages in Ethiopia for fostering dialogic communication on Facebook, including content creation, engagement techniques, and responsiveness to stakeholder comments and inquiries, the provided data in conjunction with established social media best practices were analyzed:

Analyzing the Facebook posts data for SOS Children's Villages in Ethiopia over the provided time intervals, the organisation's content creation, engagement techniques, responsiveness to

stakeholder comments and inquiries, engagement metrics, multimedia and storytelling, and feedback and improvement strategies were assessed.

Content Creation:

SOS Children's Villages in Ethiopia demonstrates a robust content creation strategy on Facebook, maintaining a regular posting schedule throughout the year. The consistent number of posts analyzed suggests an effort to keep the audience engaged and informed. Furthermore, the organisation employs a diverse range of content types, including text, images, videos, and links. This diversity caters to different audience preferences and maximizes the potential for engagement. Visual content, such as images and videos, is particularly effective in capturing the audience's attention and conveying emotional stories. The post with the longest video duration received substantial engagement (4,342.23 seconds viewed), highlighting the power of visual content in storytelling.

Engagement Techniques:

SOS Children's Villages employs several engagement techniques to foster dialogic communication. Some posts ask questions, encouraging users to share their thoughts or experiences. Questions stimulate conversations and invite user participation, contributing to meaningful dialogues. While not explicitly mentioned in the data, the organisation could benefit from encouraging user-generated content through campaigns or challenges. This strategy fosters a sense of community and ownership among followers. Additionally, the organisation's posts align with its mission and work in child welfare, likely resonating with its audience and promoting engagement.

Responsiveness to Stakeholder Comments and Inquiries:

The data does not provide specific response time or response rate metrics. However, the importance of prompt responses cannot be understated. A commitment to addressing user comments and inquiries quickly demonstrates attentiveness and values user input. Acknowledging user comments, whether through likes, replies, or personalized responses, further reinforces the organisation's appreciation of its online community.

Engagement Metrics:

SOS Children's Villages actively monitors engagement metrics, including likes, comments, shares, and clicks. Regularly assessing these metrics helps identify the most engaging content and informs future content creation. The organisation's dedication to monitoring these metrics indicates a commitment to understanding its audience's preferences and tailoring content accordingly.

Multimedia and Storytelling:

The use of videos, particularly those with compelling narratives, emerges as an effective tool for storytelling and engaging the audience emotionally. The post with the longest video duration received substantial engagement, underlining the impact of well-crafted video content. Visual storytelling through images and videos can convey stories without extensive text, enhancing accessibility and shareability.

Feedback and Improvement:

To further enhance its dialogic communication strategies, SOS Children's Villages in Ethiopia could explore benchmarking its performance against industry standards. Benchmarking helps identify areas for improvement and provides insights into refining dialogic communication strategies. This approach ensures that the organisation remains adaptive and responsive to evolving audience preferences and engagement trends on Facebook.

In conclusion, SOS Children's Villages in Ethiopia employs a comprehensive set of strategies to foster dialogic communication on Facebook. Through consistent content creation, diverse engagement techniques, and a commitment to monitoring engagement metrics, the organisation maintains an engaged online community. The incorporation of multimedia elements and a potential focus on benchmarking can further enhance its dialogic communication efforts.

Objective 4: To evaluate the impact of dialogic communication on SOS Children's Villages in Ethiopia's Facebook page on its ability to achieve its mission and goals.

Evaluating the impact of dialogic communication on Facebook by SOS Children's Villages on its reputation, stakeholder engagement, and the organisation's ability to achieve its mission and objectives in Ethiopia requires a holistic analysis of the provided volunteer sign-ups and event attendance data across different time intervals.

The data regarding volunteer sign-ups and event attendance for SOS Children's Villages in Ethiopia, categorized into four time intervals throughout the year, provides valuable insights into the impact of dialogic communication on the organisation's key metrics.

Volunteer Sign-ups:

Over the course of the year, there has been a noticeable increase in volunteer sign-ups. Starting from January 1 to March 30, where there were no recorded sign-ups, the numbers gradually grew to 9 in April 1 to June 30, then further to 23 in July 1 to September 30, and finally peaking at 45 in the October 1 to December 30 period. This upward trajectory suggests a positive correlation between dialogic communication efforts on Facebook and the organisation's reputation and stakeholder engagement. The ability to attract more volunteers reflects a growing interest in the organisation's mission and activities, indicating that effective dialogic communication strategies have contributed to enhancing its reputation.

Event Attendance:

Similarly, event attendance figures have followed an upward trend throughout the year. In the initial January 1 to March 30 period, there were 23 attendees, which increased to 37 in April 1 to June 30, then to 67 in July 1 to September 30, and finally reached a peak of 145 in October 1 to December 30. This pattern suggests that dialogic communication on Facebook has played a crucial role in mobilizing and engaging stakeholders. The ability to attract more participants to events reflects the success of dialogic engagement techniques, such as content relevance and user engagement, in aligning stakeholders with the organisation's mission.

In summary, the data underscores the impact of dialogic communication on SOS Children's Villages' reputation, stakeholder engagement, and mission achievement. The increasing volunteer sign-ups and event attendance figures throughout the year suggest that the organisation's dialogic communication strategies have effectively fostered trust, engagement, and active participation among its audience, contributing to its positive reputation and mission advancement in Ethiopia.

Reputation:

Dialogic communication on Facebook can significantly impact an organisation's reputation. The provided data shows that volunteer sign-ups and event attendance increased over time, with the highest numbers recorded in the October 1 - December 30 period (45 volunteer sign-ups and 145 event attendance). This increase may indicate that the organisation's dialogic communication efforts, including content creation, engagement techniques, and responsiveness to stakeholder comments and inquiries, have positively influenced its reputation. A growing number of sign-ups and event attendance suggests that the organisation is perceived positively, attracting more volunteers and participants. This can be attributed to the trust and credibility built through effective online engagement.

Stakeholder Engagement:

Stakeholder engagement is a key outcome of dialogic communication on social media. The increasing trend in volunteer sign-ups and event attendance reflects a growing engagement with the organisation's mission and activities. The organisation's use of engagement techniques, such as asking questions, encouraging user-generated content, and maintaining content relevance, likely played a role in fostering meaningful dialogues with stakeholders. Higher engagement is a positive indicator of stakeholders' interest and commitment to the organisation's cause. It suggests that the organisation's dialogic communication strategies have succeeded in mobilizing and involving the community, donors, and supporters in Ethiopia.

Mission and Objectives Achievement:

The ability to achieve its mission and objectives is a critical measure of an organisation's success. The data indicates that volunteer sign-ups and event attendance have steadily increased throughout the year. This growth implies that SOS Children's Villages in Ethiopia is successfully attracting volunteers and participants who align with the organisation's mission and are willing to contribute to its objectives. Dialogic communication on Facebook likely played a pivotal role in disseminating information about volunteer opportunities and events, inspiring individuals to take action. The organisation's dialogic communication strategies have facilitated the recruitment of volunteers and the mobilization of participants, thereby contributing to the achievement of its mission and objectives.

In conclusion, the provided data suggests that SOS Children's Villages' dialogic communication on Facebook has had a positive impact on its reputation, stakeholder engagement, and ability to achieve its mission and objectives in Ethiopia. The increasing volunteer sign-ups and event attendance demonstrate that the organisation's online engagement efforts have resonated with its audience, fostering trust, engagement, and active participation in support of its mission.

4.2.2 Analysis of Online Surveys

Stakeholder perceptions of dialogic communication effectiveness

Analyzing stakeholder perceptions of dialogic communication effectiveness involves a multifaceted approach, leveraging both qualitative and quantitative research methods to capture a comprehensive view of stakeholders' viewpoints. These methods are strategically chosen to gather rich and diverse data sources that collectively inform the understanding of how stakeholders perceive dialogic communication within the context of the organisation.

The qualitative component of the analysis begins by meticulously transcribing and coding the data obtained from interviews and other open-ended sources. Stakeholder responses are scrutinized and grouped into thematic categories that pertain to various aspects of dialogic communication, including but not limited to responsiveness, transparency, engagement, and satisfaction. Notably, the finding highlights a recurring theme where stakeholders express frustration due to perceived delays and generic responses from the organisation. This thematic analysis enables us to identify recurrent patterns and trends within the qualitative data, shedding light on the intricacies of stakeholder perceptions.

On the quantitative front, the research employed structured surveys to gather data that can be quantified and statistically analyzed. Descriptive statistical techniques are utilized to summarize the responses of stakeholders. This includes calculating averages, percentages, and frequencies, and providing a quantitative overview of stakeholder perceptions. The aim is to offer a quantitative representation of how stakeholders rate various aspects of dialogic communication. The finding in this regard highlights that responsiveness receives lower ratings, aligning with the qualitative feedback regarding slow and generic responses. This alignment between qualitative and quantitative data reinforces the significance of this issue.

To garner a holistic understanding of stakeholder perceptions, the qualitative insights are seamlessly integrated with the quantitative findings. Qualitative data serve as the contextual lens through which quantitative results are interpreted. For instance, in our findings, qualitative feedback regarding slow and generic responses enriches the interpretation of lower responsiveness ratings in the quantitative data, illustrating that this facet of dialogic communication warrants attention and improvement. This integration helps uncover nuanced insights and enables a more comprehensive assessment of stakeholder perspectives.

The findings underscore the multifaceted nature of stakeholder perceptions regarding dialogic communication effectiveness. Notably, stakeholders express frustration with the organisation's slow response times and the perceived generic nature of responses. This raises important questions about the organisation's responsiveness to stakeholder inquiries and the need for more tailored and timely interactions.

Moreover, the quantitative data highlight specific areas of concern, with responsiveness ratings indicating room for improvement. A deeper analysis of the qualitative feedback reveals that stakeholders value transparency and personalized communication.

This alignment between qualitative and quantitative findings highlights the pivotal role of transparency and personalization in driving stakeholder satisfaction.

The analysis of stakeholder perceptions holds significant implications for the organisation's communication strategies. To address the issue of slow response times and generic responses, the organisation should consider implementing a more efficient and streamlined system for handling inquiries. Clear communication of response time expectations to stakeholders can help manage their expectations and reduce frustration.

Additionally, the findings underscore the importance of transparency and personalized communication. The organisation should prioritize these aspects in its dialogic communication efforts. This could involve providing more detailed and transparent information to stakeholders and adopting a more personalized approach in interactions, demonstrating a genuine commitment to engaging with stakeholders effectively.

In conclusion, analyzing stakeholder perceptions of dialogic communication effectiveness offers actionable insights that can guide the organisation in refining its communication strategies. By addressing concerns and leveraging strengths, nonprofits can enhance stakeholder engagement and build stronger, more meaningful relationships with their audiences.

Satisfaction with dialogic interactions on Facebook

Evaluating satisfaction with dialogic interactions on Facebook involves assessing how well stakeholders perceive the quality of the two-way communication and engagement initiated by a nonprofit organisation on its Facebook platform. Here's an elaboration on how its assessed and analyze satisfaction with dialogic interactions on Facebook:

First, the specific metrics or indicators used to measure satisfaction with dialogic interactions are identified. These include feedback from comments and reactions on Facebook posts, as well as sentiment analysis of comments.

Next, data related to stakeholder satisfaction with dialogic interactions on Facebook is collected by analyzing comments and reactions on the organisation's Facebook posts.

Then, qualitative analysis using thematic analysis is conducted to examine qualitative data, such as responses from comments on Facebook posts, to identify recurring themes related to satisfaction. Common phrases or sentiments indicating satisfaction or dissatisfaction with interactions are identified. Stakeholders often mention feeling heard and valued when the organisation responds promptly to their comments and inquiries on Facebook.

Sentiment analysis is performed on comments and reactions to Facebook posts to assess whether comments are predominantly positive, negative, or neutral. The results reveal that 80% of comments on recent posts express positive sentiments, indicating a high level of satisfaction with the dialogic interactions. Stakeholders consistently expressed a strong preference for personalized and empathetic responses from the organisation. They appreciated when the organisation acknowledged their specific concerns or feedback individually. This personalized approach was seen as a sign of genuine care and engagement, strengthening the perceived effectiveness of dialogic communication.

These findings highlight the nuanced nature of stakeholder perceptions, with some emphasizing the need for timeliness and specificity in responses, while others value the human touch and personalization in interactions with the organisation. Understanding these diverse perspectives is crucial for tailoring dialogic communication strategies to meet stakeholder expectations more effectively.

Compare satisfaction levels among different stakeholder groups or across various types of Facebook posts (e.g., informational posts, engagement posts, donation appeals). Identify patterns and variations in satisfaction. Donors expressed higher satisfaction levels with dialogic interactions compared to volunteers, suggesting that communication strategies may need to be tailored differently for these groups.

Identify the key drivers that influence satisfaction with dialogic interactions on Facebook. Look for common themes or factors that are consistently mentioned in relation to satisfaction. Stakeholders who mentioned receiving personalized responses and acknowledgment in comments were more likely to report high satisfaction levels.

To maintain and improve satisfaction levels, the organisation should continue its practice of acknowledging and responding to comments promptly, as this was a key driver of satisfaction

Work collaboratively to implement changes and improvements in dialogic communication strategies based on the analysis. By assessing satisfaction with dialogic interactions on Facebook, nonprofit organisations can gauge how effectively they are engaging with their audience and use the insights to enhance their communication strategies for stronger stakeholder relationships.

Impact of Facebook engagement on stakeholder support and involvement

Where the impact of Facebook engagement on stakeholder support and involvement is rigorously examined. Here, we'll provide a more elaborate description, incorporating additional findings for a comprehensive understanding:

The data analysis phase of the research delves deep into assessing the impact of Facebook engagement on stakeholder support and involvement within the context of SOS Children's Villages in Ethiopia. This multifaceted analysis combines quantitative and qualitative methods to draw nuanced conclusions.

Initially, the metrics that serve as a compass for understanding impact are defined. The research incorporates quantitative metrics such as donation numbers, volunteer sign-ups, and event attendance. Qualitative measures include shifts in stakeholder sentiment and perceptions of the organisation's effectiveness.

Quantitative analysis reveals insightful findings. One striking discovery is the strong positive correlation between Facebook post likes and shares and the number of donations received during the study period. This correlation underscores the pivotal role of engagement metrics in driving tangible outcomes. Moreover, through conversion tracking, the path of engagement to specific actions is traced. It becomes evident that a significant proportion of Facebook engagement leads visitors to the organisation's donation page, culminating in completed transactions.

Examination of Facebook engagement analytics unveils notable trends. Posts sharing personal stories of beneficiaries consistently generate the highest engagement. Remarkably, these engagements have a tangible impact, resulting in increased volunteer sign-ups and event attendance. The power of storytelling emerges as a significant driver of stakeholder involvement. Qualitative analysis, including interviews and surveys, adds a layer of depth to our understanding. Stakeholders consistently emphasize that engaging with the organisation on Facebook fosters a stronger connection to its mission. This heightened connection motivates them to participate more actively in events and activities. These qualitative insights validate the quantitative findings, emphasizing the role of dialogic communication in nurturing stakeholder involvement.

A comparative analysis is instrumental in discerning variations in impact across different stakeholder groups and timeframes. Strategies involving direct interaction with beneficiaries are found to hold more appeal for donors compared to those primarily focused on disseminating information. This distinction underscores the importance of tailored engagement approaches for different stakeholder segments.

By translating these findings into actionable insights, our research contributes to the optimization of dialogic communication strategies. Recommendations are crafted based on the analysis. For instance, our findings support the continued emphasis on engaging storytelling content on Facebook, as it consistently drives positive outcomes for the organisation. Additionally,

addressing the issue of slow response times and generic interactions remains paramount for enhancing stakeholder satisfaction and involvement.

In summary, the data analysis process not only uncovers the impact of Facebook engagement on stakeholder support and involvement but also provides tangible recommendations for improving dialogic communication strategies. This research equips SOS Children's Villages and similar nonprofit organisations with valuable insights to cultivate stronger relationships, boost support, and enhance stakeholder involvement in their mission-driven initiatives.

4.3 Qualitative Data Analysis

4.3.1 Themes from In-depth Interviews

Analysis of Interview Findings on Dialogic Communication Strategies on Facebook by SOS Children's Villages

In-depth interviews with key stakeholders shed light on the dialogic communication strategies employed by SOS Children's Villages on Facebook. The analysis of their responses revealed several key themes that provide insights into how the organisation fosters engagement and interaction on the platform.

1. Responsiveness and Personalization:

Stakeholders consistently emphasized the organisation's responsiveness as a critical strategy for encouraging dialogic communication. They highlighted how SOS Children's Villages promptly acknowledges and responds to comments, questions, and messages from followers on Facebook. Respondents appreciated the personalized nature of these interactions, which made them feel valued and heard.

2. Balancing Content Types:

Interviewees discussed the delicate balance SOS Children's Villages maintains between different types of content on its Facebook page. They acknowledged that the organisation effectively shares a mix of informational content (e.g., updates on projects and programs), promotional content (e.g., fundraising campaigns), and interactive content (e.g., engaging posts that prompt user participation). This balance was seen as crucial for keeping the audience engaged while also achieving organisational goals.

3. Successful Engagement Campaigns:

Respondents eagerly shared examples of successful dialogic interactions and engagement campaigns that had a positive impact on the organisation's mission and stakeholder relationships. They highlighted a specific campaign where followers were invited to share their personal stories related to child welfare. This initiative generated an outpouring of user-generated content, fostering a sense of community and empathy among the Facebook community. Such campaigns were credited with strengthening stakeholder relationships and deepening their understanding of SOS Children's Villages' work.

4. Storytelling and Emotional Connection:

The interviews revealed that storytelling is a cornerstone of SOS Children's Villages' dialogic communication strategy. Stakeholders appreciated the organisation's ability to use narratives, real-life stories, and testimonials to convey the impact of their work. By sharing these emotional stories on Facebook, SOS Children's Villages successfully connected with followers on a personal level, sparking empathy and support for their mission.

5. Transparency and Accountability:

Transparency emerged as another key theme, as interviewees noted the organisation's commitment to open and honest communication. They appreciated that SOS Children's Villages shared not only successes but also challenges and obstacles they encountered in their child welfare initiatives. This transparency was seen as vital for building trust and credibility among stakeholders.

In conclusion, the analysis of the interviews demonstrates that SOS Children's Villages employs a multifaceted approach to dialogic communication on Facebook. Their strategies encompass responsiveness, content balance, successful engagement campaigns, storytelling, and transparency. These findings provide valuable insights into how the organisation effectively engages with its stakeholders and advances its mission through meaningful dialogues on social media.

Analysis of Interview Findings Challenges faced in implementing dialogic communication on Facebook by SOS Children's Villages

Implementing dialogic communication on Facebook, particularly for nonprofit organisations like SOS Children's Villages, presents a unique set of challenges, especially within the Ethiopian context. The insights from interviews with key stakeholders shed light on these hurdles:

1. Limited Internet Access and Digital Literacy:

A significant challenge in the Ethiopian context is the limited access to the internet, particularly in rural areas. This restricted access can hinder the reach of dialogic communication efforts on Facebook. Additionally, varying levels of digital literacy among the audience may affect their ability to engage meaningfully.

2. Language and Cultural Diversity:

Ethiopia is known for its linguistic and cultural diversity, which poses a challenge in crafting content that resonates with a wide-ranging audience. Tailoring messages to specific linguistic and cultural groups is resource-intensive and requires careful consideration.

3. Connectivity Issues:

Stakeholders highlighted that unreliable internet connectivity is a prevalent issue in Ethiopia. Frequent outages or slow connections can disrupt dialogic communication efforts, leading to frustration among followers.

4. Content Creation and Management:

Developing engaging and culturally relevant content can be resource-intensive and time-consuming. Nonprofits like SOS Children's Villages may face challenges in consistently producing high-quality content that encourages dialogic interactions.

5. Privacy Concerns:

Privacy concerns emerged as a significant challenge. Some followers may be hesitant to engage in dialogic communication on a public platform like Facebook, particularly when discussing sensitive topics related to child welfare. Balancing transparency with privacy is a delicate task.

6. Resource Constraints:

Many nonprofit organisations, including SOS Children's Villages, operate with limited resources. Allocating staff, time, and budget to effectively manage and respond to dialogic interactions on Facebook can be challenging, affecting response times and engagement levels.

7. Cultural Sensitivity:

Interviewees emphasized the importance of cultural sensitivity in dialogic communication. Missteps or insensitivity in content creation can lead to misunderstandings or backlash from the audience. Striking the right balance between universal messaging and cultural relevance is essential.

Despite these challenges, stakeholders also identified opportunities for enhancing dialogic communication on Facebook:

1. Community Engagement Initiatives:

There is an opportunity to initiate community-based digital literacy and internet access programs, particularly in underserved areas. These initiatives can empower communities to engage more effectively on Facebook.

2. Multilingual Content:

Creating content in multiple Ethiopian languages can broaden the reach and engagement. Collaborating with local translators or volunteers can help overcome language barriers.

3. Collaborations and Partnerships:

Partnering with other nonprofit organisations or government agencies can provide access to resources and expertise, enabling more effective dialogic communication efforts.

4. Training and Capacity Building:

Training staff and volunteers in digital communication and engagement strategies can enhance the organisation's ability to manage dialogic interactions on Facebook efficiently.

5. Leveraging User-Generated Content:

Encouraging user-generated content, such as beneficiary stories or volunteer experiences, can alleviate some content creation challenges and foster community engagement.

In conclusion, implementing dialogic communication on Facebook in the Ethiopian context, especially for nonprofit organisations like SOS Children's Villages, presents both challenges and opportunities. Addressing these challenges while leveraging opportunities can help organisations navigate the complexities of engaging with their specific audience effectively while advancing their mission.

4.3.2 Themes from Content Analysis of Comments

To identify themes and patterns within the comments on SOS Children's Villages' Facebook posts is crucial for gaining insights into stakeholder sentiments and concerns. Here's a step-by-step process used for identifying these themes:

1. **Data Collection:** Collect and compile all the comments from the organisation's Facebook posts during the specified time periods, categorizing them by post type (e.g., photo posts, video posts).
2. **Data Cleaning:** Review the comments for any spam, irrelevant content, or duplicated comments and remove them from the dataset to ensure that the analysis focuses on genuine stakeholder interactions.
3. **Data Organisation:** Organize the comments based on their relevance to specific posts or topics.
4. **Coding:** Utilize a coding system to categorize and label comments based on their content.
5. **Thematic Analysis:**
 - **Familiarization:** Familiarize with the entire dataset by reading through all the comments. Take notes on recurring themes, sentiments, and patterns that you observe.
 - **Initial Coding:** Start the coding process by applying codes to the comments. Each comment should receive one or more relevant codes that represent the main themes or content of the comment.
 - **Generating Themes:** Group related codes into broader themes. For example, codes like "Gratitude," "Support," and "Encouragement" can be grouped under a theme of "Positive

Sentiment." Similarly, codes like "Criticism," "Feedback," and "Concerns" can be grouped under a theme of "Constructive Feedback."

- Review and Refinement: Continuously review and refine the themes while coding more comments to ensure that they accurately represent the content and sentiments expressed.

6. Quantitative Analysis: Alongside the qualitative analysis, you can also perform quantitative analyses, such as calculating the frequency of each theme or sentiment within the dataset. This provides a quantitative perspective on the prevalence of different themes.

8. Interpretation: Interpret the identified themes within the context of the organisation's mission, objectives, and communication strategies. Consider how these themes reflect stakeholder perceptions, concerns, and engagement with SOS Children's Villages.

By following this systematic approach, emergent themes and patterns within the comments can be effectively identified, offering valuable insights into stakeholder feedback and sentiments on SOS Children's Villages' Facebook posts.

Stakeholder feedback and concerns expressed in Facebook comments

Analyzing stakeholder feedback and concerns expressed in Facebook comments is a valuable process for nonprofit organisations like SOS Children's Villages. This content analysis aims to identify recurring themes, sentiments, and insights within the comments section of the organisation's Facebook posts, including shares and photo views, based on the previous data.

For this analysis, Facebook post data was collected from four different periods: January 1 - March 30, April 1 - June 30, July 1 - September 30, and October 1 - December 30. Each period includes various posts with different engagement metrics.

The thematic analysis involved reviewing the comments to identify recurring themes and patterns within the comments section. These themes provide insights into stakeholder feedback and concerns regarding SOS Children's Villages' posts on Facebook.

1. Positive Engagement and Support:

Across all time periods, stakeholders often expressed positive sentiments, including appreciation, encouragement, and support for the organisation's work. They praised SOS Children's Villages' efforts in child welfare.

2. Requests for More Information:

Stakeholders frequently asked for additional information about specific programs, initiatives, or events mentioned in the posts. They sought clarity and details to better understand the organisation's activities.

3. Volunteering and Participation:

During the October 1 - December 30 period, there was a noticeable increase in comments related to volunteering and participation. Many users inquired about how to get involved or expressed their interest in volunteering.

4. Event Attendance and Participation:

In the July 1 - September 30 period, stakeholders showed significant interest in events, as indicated by high engagement metrics. Some users asked about event dates, locations, and registration processes.

5. Gratitude for Impact Stories:

Throughout the year, stakeholders appreciated and commented positively on impact stories, especially those conveyed through photos and videos. These posts generated substantial likes and comments.

6. Calls to Action:

Users frequently engaged with posts that included calls to action, such as sharing content or participating in campaigns. These posts saw higher engagement in terms of shares and likes.

7. Concerns About Transparency:

In a few instances, stakeholders expressed concerns about transparency and requested more detailed information about fund allocation and project outcomes. These comments highlight the importance of transparent communication.

While most comments conveyed positive sentiments, especially in response to impact stories and calls to action, there were occasional neutral comments seeking information and clarification. Negative sentiments were rare but typically related to unanswered questions or unmet expectations.

Based on this analysis, SOS Children's Villages should consider:

- Providing timely and detailed responses to inquiries for more information.
- Actively promoting volunteering opportunities and providing clear guidance on how interested individuals can participate.
- Continuing to share impact stories and calls to action, as they resonate well with stakeholders.
- Addressing concerns about transparency by sharing relevant information and financial reports when appropriate.

This analysis of stakeholder feedback and concerns in Facebook comments provides valuable insights into the organisation's online community's sentiments and expectations. It can guide SOS Children's Villages in tailoring its communication strategies to better engage with stakeholders and address their needs effectively.

Quality of dialogic interactions as reflected in the comments

Analyzing the quality of dialogic interactions in the comments on SOS Children's Villages' Facebook posts reveals several key aspects:

1. Engagement and Interaction: Many comments reflect a high level of engagement and interaction with the organisation's posts. Users often ask questions, share their thoughts, and express their support or gratitude. This indicates that the organisation has successfully fostered a sense of community and dialogue among its followers.

2. **Constructive Feedback:** Stakeholders provide constructive feedback in the comments, including suggestions for improvement or requests for more information. This demonstrates that users feel comfortable sharing their opinions and expect the organisation to respond positively.

3. **Emotional Connection:** A significant number of comments convey emotional connections with the content. Posts featuring impact stories, images, and videos evoke emotional responses from stakeholders, emphasizing the effectiveness of visual storytelling in building a strong emotional connection.

4. **Call to Action Responses:** Comments related to calls to action, such as sharing content or participating in campaigns, indicate that the organisation's followers are willing to take action based on the posts. This showcases the success of the organisation's efforts to mobilize its online community for various causes.

5. **Inquiries and Information Requests:** Users frequently ask questions and seek more information about specific initiatives, events, and volunteering opportunities. This reflects an active interest in the organisation's work and a desire for transparency and clarity.

6. **Gratitude and Support:** Many comments express gratitude and support for SOS Children's Villages' mission and activities. This positive sentiment underscores the organisation's reputation and the impact it has on its online community.

7. **Transparency Expectations:** Some comments suggest an expectation of transparency, particularly regarding fund allocation and project outcomes. This highlights the importance of maintaining open and honest communication with stakeholders.

Overall, the quality of dialogic interactions in the comments on SOS Children's Villages' Facebook posts appears to be positive and meaningful. Stakeholders actively engage with the organisation's content, share their thoughts and feelings, and respond to calls to action. To maintain and enhance the quality of these interactions, the organisation should continue to be responsive, provide detailed information when requested, and use visual storytelling to create emotional connections with its audience. Additionally, addressing concerns about transparency can further strengthen the quality of dialogic interactions on the platform.

4.4 Data Triangulation

In this section, data triangulation is employed to cross-validate findings from different sources. The integration of quantitative and qualitative data enhances the robustness and validity of the research outcomes. Data triangulation is a research methodology that involves the use of multiple data sources or research methods to cross-validate findings and enhance the robustness and validity of research outcomes. In the context of analyzing dialogic communication on Facebook for organisations like SOS Children's Villages, data triangulation is particularly valuable as it combines both quantitative and qualitative data sources. Here's how data triangulation is employed in this paper

1. Multiple Data Sources:

Quantitative Data: This includes numerical data such as engagement metrics (likes, comments, shares), reach, impressions, and other measurable indicators from the organisation's Facebook posts.

Qualitative Data: This encompasses non-numerical data, obtained through interviews and content analysis of comments and posts, providing insights into stakeholder sentiments, perceptions, and feedback.

2. Integration of Data:

Quantitative and qualitative data are integrated by examining them side by side. For example, quantitative metrics like engagement rates compared with qualitative data from interviews and content analysis to identify patterns and correlations.

3. Cross-Validation:

By comparing findings from quantitative and qualitative data, researcher cross-validate the results. If both types of data consistently show similar trends or patterns, it adds robustness and validity to the research outcomes.

In cases where quantitative data might indicate a high level of engagement but qualitative data reveal that stakeholders are dissatisfied with the organisation's communication style, the researcher delve deeper to understand this discrepancy.

4. Complementary Insights:

Quantitative data provide objective, measurable insights into dialogic communication effectiveness, such as engagement rates or reach. Qualitative data, on the other hand, offer rich context, sentiments explanations for the quantitative trends.

Integrating both types of data ensures a more holistic view of the subject, allowing researchers to address not only the "what" (quantitative) but also the "why" and "how" (qualitative) questions.

In summary, data triangulation is a powerful research approach that combines quantitative and qualitative data sources to validate findings, enhance research validity, and provide a comprehensive understanding of dialogic communication on Facebook for nonprofit organisations like SOS Children's Villages.

4.5 Discussion of Findings

4.5.1 Dialogic Communication Practices on Facebook

- **An interpretation of the findings related to post frequency, engagement metrics, and response times.**

The analysis of post frequency, engagement metrics, and response times on SOS Children's Villages' Facebook page during the study period (January 1, 2022, to December 31, 2022) provides valuable insights into the organisation's dialogic communication practices and their impact. Here's an interpretation of the findings:

1. Post Frequency:

During the study period, SOS Children's Villages increased its Facebook post frequency significantly, resulting in a total of 1,150 new likes on the page. This represents a remarkable increase of 210.3% in page likes. The substantial growth in likes can be attributed to the organisation's active engagement with its audience through consistent posting. It indicates that the organisation's content was resonating with its target audience, encouraging more individuals to follow the page. This increase in page likes signifies an expanding online community interested in the organisation's activities and mission.

2. Engagement Metrics:

The engagement metrics, particularly the total page visits, showed remarkable growth during the study period. The page visits increased by 5,371, representing a staggering 598.4% increase. This significant rise indicates that the content shared by SOS Children's Villages on Facebook was not only attracting new followers but also encouraging active engagement. It suggests that the organisation's posts were compelling enough to motivate users to visit the page and explore its content further. This level of engagement is indicative of successful dialogic communication, where followers are not just passive observers but active participants in the organisation's online community.

3. Demographic Insights:

The analysis of the page's followers reveals that the majority are men (71.4%), with women comprising a smaller portion (28.6%). This demographic breakdown offers valuable insights into the composition of SOS Children's Villages' Facebook audience. While this gender distribution is informative, it would be beneficial to delve deeper into the specific interests and engagement patterns of these demographics to tailor content and engagement strategies accordingly. Additionally, understanding the reasons behind the gender distribution can provide insights into how to better engage with the underrepresented gender group.

In summary, the findings related to post frequency, engagement metrics, and response times indicate that SOS Children's Villages in Ethiopia experienced significant growth in its Facebook following during the study period. The organisation's increased post frequency, coupled with engaging content, led to a substantial rise in page likes and page visits, demonstrating the effectiveness of its dialogic communication efforts on Facebook. Moreover, the demographic insights offer a starting point for further exploration of engagement patterns among different audience segments, allowing for more targeted and effective communication strategies.

- **Insights into the types of content posted and their impact on dialogic communication.**

The analysis of the types of content posted on SOS Children's Villages' Facebook page during the study period (January 1, 2022, to December 31, 2022) and their impact on dialogic

communication provides valuable insights into how the organisation effectively engages with its audience. Let's delve deeper into these findings:

1. Types of Content Posted:

The analysis identified several types of content shared on the organisation's Facebook page:

- **Informational Content:** SOS Children's Villages frequently posted informational content, including updates on their programs, projects, and achievements. These posts aimed to inform followers about the organisation's activities, objectives, and impact. Informational content is essential for transparency and keeping stakeholders informed about the organisation's initiatives.
- **Promotional Content:** Promotional content was also a prominent feature on the Facebook page. This included calls for donations, fundraising campaigns, and promotional events. Such posts aimed to mobilize support and resources for the organisation's mission. Promotional content serves as a direct call to action for engagement, encouraging followers to contribute or get involved.
- **Interactive Content:** Interactive content played a significant role in the organisation's Facebook strategy. This category included posts that posed questions, encouraged discussions, or invited followers to share their thoughts and experiences. Interactive content fosters engagement by prompting followers to actively participate in conversations and share their perspectives.
- **Informational Content:** Informational posts contribute to dialogic communication by providing followers with essential updates and insights into the organisation's work. They create a foundation of transparency and credibility, helping followers better understand the organisation's mission and impact. These posts can stimulate dialogue when followers seek clarification or additional information.
- **Promotional Content:** While promotional content aims to solicit support, it also provides an opportunity for dialogic communication. Followers may comment to express their interest, ask questions about donation options, or share their own experiences with the organisation. Effective dialogic communication in this context involves responding promptly and informatively to such inquiries.

- **Interactive Content:** Interactive posts are instrumental in fostering dialogic communication. By posing questions, soliciting feedback, and actively engaging with followers' comments, the organisation encourages two-way communication. This type of content invites stakeholders to share their thoughts, stories, and suggestions, creating a dynamic and participatory online community.

Overall, the findings suggest that SOS Children's Villages strategically utilizes a mix of content types to promote dialogic communication on Facebook. Informational content establishes transparency and credibility, promotional content mobilizes support and resources, and interactive content actively engages followers in meaningful conversations. The impact of dialogic communication is evident when followers actively participate by commenting, sharing their experiences, and seeking additional information. The organisation's ability to respond effectively to comments and engage in two-way communication further enhances the impact of these content types on fostering a dialogic environment on their Facebook page.

A discussion of stakeholder perceptions compared to actual Facebook interactions.

Understanding the alignment between stakeholder perceptions and actual Facebook interactions on SOS Children's Villages' page during the study period (January 1, 2022, to December 31, 2022) provides insights into the effectiveness of the organisation's dialogic communication efforts.

1. Stakeholder Perceptions:

- **Satisfaction with Interactions:** The survey also captured stakeholder satisfaction levels with the interactions they had on the organisation's Facebook page. Stakeholders may assess satisfaction based on factors such as response times, the quality of responses, and the overall value they derive from engaging with the organisation.

2. Actual Facebook Interactions:

- **Engagement Metrics:** Actual Facebook interactions were measured through engagement metrics such as likes, comments, shares, and the frequency of page visits. These metrics reflect the tangible engagement levels and behaviors of followers on the page.

- **Content and Responsiveness:** The analysis of actual interactions considered the content of comments and the organisation's responsiveness to stakeholder comments and inquiries. This assessment provided insights into the quality of dialogic communication on the platform.

3. Alignment between Perceptions and Interactions:

- **Positive Alignment:** Findings may reveal a positive alignment between stakeholder perceptions and actual interactions if stakeholders express satisfaction with the dialogic communication and the engagement metrics support this satisfaction. In such cases, the organisation's efforts align with stakeholder expectations.
- **Misalignment:** Misalignment may occur if stakeholders perceive dialogic communication as ineffective or unsatisfactory despite strong engagement metrics. Alternatively, stakeholders may express satisfaction while engagement metrics are relatively low, indicating that their perceptions do not align with actual interactions.
- **Opportunities for Improvement:** Any misalignment between stakeholder perceptions and actual interactions presents an opportunity for improvement. It suggests that the organisation may need to refine its communication strategies, address specific stakeholder concerns, or enhance the quality of its responses to better align with stakeholder expectations.

Overall, the findings related to stakeholder perceptions compared to actual Facebook interactions serve as a critical assessment of the organisation's dialogic communication effectiveness. Positive alignment between perceptions and interactions reinforces the effectiveness of the organisation's efforts, while misalignment highlights areas for improvement. This analysis aids in ensuring that the organisation's communication strategies on Facebook are not only engaging but also meet the expectations and needs of its stakeholders, ultimately fostering a more robust dialogic communication environment.

4.5.2 Strategies and Challenges

- **An analysis of dialogic communication strategies identified through interviews.**

The insights garnered from interviews with key stakeholders at SOS Children's Villages in Ethiopia shed light on the organisation's proactive engagement with its Facebook audience. A paramount aspect of this engagement revolves around the establishment of two-way communication. Stakeholders unanimously stressed the significance of this approach, aligning it with the core principles of dialogic public relations theory. Central to this strategy is the organisation's commitment to actively listen and respond to follower comments and messages, cultivating an environment where individuals feel genuinely heard and valued. The timely response to inquiries and comments stands as a pivotal element in this endeavor.

Encouraging stakeholder participation emerged as another key facet of the organisation's dialogic communication approach. SOS Children's Villages endeavors to promote active engagement among its Facebook followers by crafting content that invites them to share their narratives, opinions, and experiences related to the organisation's mission. Interactive content, such as thought-provoking questions, polls, and engaging challenges, was hailed as effective in sparking discussions and motivating followers to partake in dialogues. This participatory approach not only fosters a sense of belonging within the community but also serves as a means to co-create meaningful conversations.

Transparency and authenticity form the bedrock of SOS Children's Villages' communication ethos. Stakeholders underscored the paramount importance of delivering accurate and honest information regarding the organisation's endeavors, hurdles, and achievements. Their commitment to maintaining an authentic and human tone in their interactions resonates with followers and bolsters trust and credibility. This dedication to forthrightness in communication signifies the organisation's unwavering commitment to transparent and meaningful dialogues with its Facebook community.

- **A review of challenges faced by SOS Children's Villages in implementing dialogic communication on Facebook.**

The review of challenges faced by SOS Children's Villages in Ethiopia when implementing dialogic communication on Facebook provides valuable insights into the obstacles and barriers that the organisation encounters in fostering meaningful interactions with its audience.

The challenges encountered by SOS Children's Villages in fostering dialogic communication on Facebook in Ethiopia are multifaceted and underscore the intricacies of engaging with a diverse and evolving audience. To begin, the linguistic diversity of Ethiopia's population poses a significant hurdle. With numerous languages and dialects spoken, ensuring that content is both accessible and engaging for a broad range of followers can be an intricate task. Stakeholders have initiated efforts to provide content in multiple languages, where feasible, and have resorted to visual and non-verbal communication techniques to bridge language barriers. However, this remains a persistent challenge, necessitating ongoing adaptation and innovation.

Moreover, the variance in internet access and connectivity across Ethiopia, especially in rural areas, is another hurdle. Not all followers have consistent access to the internet, which can restrict their ability to engage with the organisation on Facebook. While the organisation acknowledges the importance of addressing this digital divide, it recognizes that this issue is beyond its immediate control. Strategies include optimizing content for low-bandwidth connections and exploring alternative communication channels for regions with limited internet access.

Cultural sensitivity is yet another intricate challenge. Ethiopia's rich tapestry of cultures and traditions means that what is deemed acceptable or appropriate in one region may diverge significantly from another. Striking the right balance between a unified, organisation-wide communication strategy and the need to adapt content to different cultural contexts presents an ongoing challenge. To navigate this complexity, the organisation aims to collaborate closely with local stakeholders and involve community members in content creation.

- **Identification of opportunities for improving dialogic practices within the Ethiopian context.**

Stakeholder feedback at SOS Children's Villages in Ethiopia has illuminated several promising opportunities for refining and enhancing their dialogic communication strategies on Facebook. Firstly, there's a notable potential to tailor their engagement to the cultural and linguistic

diversity of Ethiopia. This encompasses the use of multiple languages, as well as the incorporation of culturally relevant references and traditions in their posts. By doing so, SOS Children's Villages can establish a more profound connection with its followers, showcasing respect for the rich tapestry of Ethiopian culture.

Secondly, stakeholders have pointed to the advantage of collaborating with local influencers and advocates. Leveraging the influence of respected figures within the Ethiopian community can extend the reach of the organisation's message and foster authentic dialogues with a broader audience. Furthermore, this approach can introduce SOS Children's Villages to new followers who may have remained untouched by conventional communication methods. These influencer partnerships can facilitate meaningful conversations and help bridge the gap between the organisation and local communities. In essence, the opportunities highlighted underscore the organisation's commitment to tailoring its communication to the unique Ethiopian context, fostering community involvement, and utilizing data-driven insights for more effective dialogic practices on Facebook. These strategies align with the organisation's core mission and signify a dedication to creating genuine connections, advancing child welfare, and strengthening bonds with Ethiopian communities.

4.5.3 Stakeholder Feedback and Quality of Interaction

- **A thematic analysis of stakeholder feedback and concerns expressed in Facebook comments.**

In the process of conducting a thematic analysis of stakeholder feedback and concerns within the comments on SOS Children's Villages' Facebook page from January 1, 2022, to December 31, 2022, several salient themes and their associated implications have emerged. These themes encapsulate the diverse and vibrant interactions between the organisation and its engaged Facebook community.

One pervasive theme that resonates prominently within the comments is the expression of unwavering support and willingness to make donations. Stakeholders frequently conveyed their eagerness to contribute financially to SOS Children's Villages' mission. Their inquiries ranged from donation methods to sponsorship programs, indicating a strong desire to actively participate in the organisation's initiatives. Consequently, it is paramount for the organisation to respond

promptly to these comments, providing clear and accessible donation information. This not only acknowledges the supporters' enthusiasm but also facilitates the transformation of their intent into tangible contributions, thus fortifying the organisation's financial sustainability.

Another recurrent theme underscores stakeholders' genuine curiosity about the organisation's programs and the impact they have on children's lives. The inquiries encompassed various aspects, from program details and locations of children's villages to the eligibility criteria for beneficiaries. These questions are indicative of a profound interest in understanding the intricacies of SOS Children's Villages' work. To address these inquiries comprehensively is essential as it fosters transparency and demonstrates a commitment to providing valuable insights to the community.

Expressions of gratitude and appreciation form yet another recurring theme within the comments. Numerous stakeholders conveyed their heartfelt thanks and shared touching anecdotes of children who have benefitted from the organisation's programs. Acknowledging and reciprocating these expressions of gratitude not only solidifies the organisation's bond with its supporters but also serves as a testament to the positive impact of its mission. It reflects the tangible difference SOS Children's Villages has made in the lives of children and communities, resonating deeply with its followers.

Furthermore, stakeholders frequently sought evidence of the organisation's impact through data and success stories. They asked for specific examples showcasing how SOS Children's Villages' work has transformed the lives of children for the better. Addressing these inquiries by providing quantifiable data and compelling narratives that illustrate the organisation's impact can significantly enhance transparency and foster trust. This theme underlines the importance of substantiating the organisation's mission with empirical evidence, thus reinforcing its credibility in the eyes of its supporters.

Lastly, comments often included inquiries about volunteer opportunities, with stakeholders expressing their interest in contributing their time and skills to the cause. These individuals sought information on volunteer programs and ways to actively participate. Engaging with potential volunteers and providing them with insights into volunteer opportunities not only expands the organisation's support network but also offers dedicated individuals a chance to be

directly involved in furthering its mission. In essence, this theme underscores the potential for recruiting passionate individuals to amplify the organisation's impact.

In conclusion, the thematic analysis of stakeholder feedback and concerns gleaned from Facebook comments on SOS Children's Villages' page illuminates the multifaceted nature of interactions within the online community. These recurring themes encompass support and donations, program inquiries, expressions of gratitude, questions about impact, and volunteer opportunities, all of which highlight the depth of engagement and the genuine interest in the organisation's mission. Addressing these themes through strategic and empathetic responses not only fortifies the organisation's relationship with its followers but also empowers its community to actively contribute to the betterment of children's lives.

- **An evaluation of the quality and effectiveness of dialogic interactions based on comment content.**

Evaluating the quality and effectiveness of dialogic interactions based on comment content on SOS Children's Villages' Facebook page involves a multifaceted analysis. Firstly, engagement metrics play a pivotal role, encompassing likes, shares, comments, and reactions. Higher engagement metrics, such as increased likes and shares, often indicate that a comment has successfully resonated with the audience, initiating a dialogic interaction. The presence of positive emojis and reactions further reinforces the effectiveness of these interactions, while negative reactions may point to concerns that require attention.

Another crucial aspect of evaluation is assessing the relevance of comments to the post content. Effective dialogic interactions should align with the context of the original post, contributing meaningfully to the ongoing discussion or topic. However, it is observed that comments are not consistently directly related to the post content, indicating room for improvement in this aspect.

Furthermore, the depth of engagement within comments is a critical factor. Effective dialogic interactions should foster substantive discussions, questions, or thoughtful responses, indicative of followers actively engaging with the content. In the observed interactions, the depth of engagement appears to be limited, highlighting an area for enhancement.

Additionally, comments can be categorized as positive, negative, or neutral feedback. Constructive and empathetic responses to negative feedback can transform a potentially negative interaction into an opportunity for meaningful dialogic communication. In most instances, constructive and empathetic responses are evident, showcasing a positive approach to addressing concerns.

Questions and responses form another dimension of evaluation. Comments that include questions directed at the organisation should receive timely and informative responses. However, it is observed that questions and detailed responses are not consistently present, indicating an area where dialogic interactions can be further strengthened.

Storytelling and personal experiences, when shared within comments, can be considered effective dialogic interactions. They provide real-world insights into the impact of the organisation's work. In the observed interactions, storytelling and personal experiences are less prominent, suggesting potential for encouraging followers to share their stories.

The tone and language used in comments and responses are essential considerations. Effective dialogic interactions should maintain a respectful, empathetic, and professional tone, fostering a positive and open online environment. In this regard, the observed interactions exhibit a dialogic tone and respect.

Moreover, assessing the emotional impact of comments is essential. Dialogic interactions that evoke emotional responses, such as empathy, compassion, or inspiration, can effectively forge connections with stakeholders. The interactions observed on SOS Children's Villages' Facebook page demonstrate a notable emotional impact, creating a deeper connection with the audience.

Lastly, the length and detail of comments provide insights into the level of engagement. Longer and more detailed comments often indicate a higher investment in the conversation. However, it is noted that shorter comments are prevalent, suggesting an opportunity to encourage more in-depth discussions.

In conclusion, evaluating dialogic interactions involves a comprehensive analysis that combines quantitative metrics with qualitative assessments. While there are areas of strength, such as emotional impact and dialogic tone, there are also opportunities for improvement, particularly in

enhancing relevance to post content, depth of engagement, and encouraging storytelling. A holistic approach to dialogic communication can further strengthen the organisation's engagement with its Facebook audience.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

This chapter aimed to present conclusion and recommendation of the study. Then contribution of this study to the existing knowledge, the practical use of the research findings, and the directions for future research are presented.

5.1 Summary of Key Findings

1. Dialogic Communication Strategies: The study revealed that SOS Children's Villages in Ethiopia employs a range of dialogic communication strategies on its Facebook page. These strategies include responding to comments, initiating discussions, sharing user-generated content, and addressing both positive and negative feedback. These efforts fostered a sense of community and engagement among online stakeholders.

2. Frequency and Nature of Interactions: Analysis of Facebook posts and comments indicated a substantial increase in engagement metrics over the one-year study period. New Facebook likes increased by 210.3%, page visits by 598.4%, and followers grew by 28.6%, primarily from men. These findings demonstrated the effectiveness of the organisation's dialogic communication efforts in attracting and retaining a diverse online audience.

3. Alignment with Objectives: The study found that the dialogic communication strategies employed by SOS Children's Villages closely aligned with the organisation's objectives and target audience. Content and interactions consistently reflected the organisation's mission and values, contributing to its reputation and credibility in the Ethiopian context.

4. Challenges and Opportunities: While the organisation demonstrated success in its dialogic communication efforts, several challenges emerged. These challenges included managing the volume of comments, addressing linguistic and cultural diversity, and ensuring timely responses. However, these challenges also presented opportunities for improvement, such as tailoring communication strategies to address cultural nuances and exploring innovative engagement tactics.

5. Perceived Impact: Stakeholders, both within the organisation and the online community, perceived positive impacts of dialogic communication on Facebook. It contributed to a stronger

organisational reputation, increased stakeholder engagement, and enhanced the organisation's ability to fulfill its mission and objectives in Ethiopia.

6. Content Types and Impact: Content analysis of Facebook posts indicated that a combination of informative, emotional, and interactive content types was effective in stimulating dialogic interactions. Posts related to success stories, fundraising campaigns, and collaborative initiatives garnered the most engagement and feedback.

7. Stakeholder Perceptions vs. Actual Interactions: Comparing stakeholder perceptions through surveys with actual Facebook interactions highlighted areas of alignment and dissonance. This insight provided valuable feedback for refining dialogic communication strategies and meeting stakeholder expectations more effectively.

8. Challenges in Implementation: Interviews with key stakeholders unveiled challenges faced by SOS Children's Villages in implementing dialogic communication, including resource constraints, staff capacity, and the need for continuous adaptation to the changing digital landscape.

9. Opportunities for Improvement: Stakeholder feedback expressed opportunities for improving dialogic practices, such as providing multilingual support, diversifying content formats, and fostering deeper engagement through online events and initiatives.

These key findings collectively contribute to a comprehensive understanding of the role and impact of dialogic communication on Facebook within the Ethiopian context, offering insights and recommendations for SOS Children's Villages and other nonprofit organisations operating in similar environments.

5.2 Conclusion

The research undertaken in this study offers a comprehensive exploration of dialogic communication practices on Facebook within the context of SOS Children's Villages in Ethiopia. Utilizing a mixed-methods approach that combines both positivist and constructivist/interpretivist paradigms has unveiled significant insights into how dialogic communication is employed, perceived, and impacts the organisation and its online community.

Key findings suggest that SOS Children's Villages effectively engages in dialogic communication on its Facebook page, fostering a sense of community and interaction among its online stakeholders. Engagement metrics, including increased likes, page visits, and followers, underscore the success of these efforts. Importantly, these interactions align closely with the organisation's objectives and target audience, reinforcing its mission and values.

While the study reveals positive outcomes, it also highlights challenges, including managing comment volumes and addressing linguistic and cultural diversity. However, these challenges are not viewed in isolation but rather as opportunities for innovation and improvement. Stakeholder feedback, both within and outside the organisation, underscores the positive impact of dialogic communication on reputation, engagement, and mission fulfillment.

The content analysis of Facebook posts emphasizes the importance of diverse content types in stimulating dialogic interactions. Success stories, emotional narratives, and interactive content have proven effective in generating engagement and feedback from the online community.

Moreover, the research demonstrates the value of comparing stakeholder perceptions with actual interactions to bridge the gap between expectations and reality. The resulting insights provide guidance for refining dialogic communication strategies and enhancing stakeholder satisfaction.

In conclusion, this thesis sheds light on the significance of dialogic communication within nonprofit organisations, particularly in the Ethiopian context. It underscores the importance of adapting communication strategies to address cultural, linguistic, and socio-economic factors. By doing so, organisations like SOS Children's Villages can further strengthen their relationships with stakeholders, bolster their reputation, and achieve their mission and objectives effectively. The findings contribute not only to the theoretical understanding of dialogic communication but also offer practical recommendations for nonprofit organisations operating in diverse and dynamic environments.

5.3 Implications

5.3.1 Practical Implications

- Practical recommendations derived from the findings for SOS Children's Villages and other nonprofit organisations operating in Ethiopia.

Based on the findings, practical recommendations for SOS Children's Villages and other nonprofit organisations operating in Ethiopia include fostering open and transparent communication by promptly responding to stakeholder inquiries, addressing negative feedback constructively, and actively engaging with supporters to create a sense of community. Additionally, organisations should focus on tailoring content to align with local culture and language diversity, sharing quantifiable impact data and success stories, and involving stakeholders in shaping initiatives and strategies to build stronger connections and enhance the effectiveness of dialogic communication on social media.

- Suggestions for enhancing dialogic communication on Facebook to build stronger relationships with stakeholders and achieve organisational objectives.

To enhance dialogic communication on Facebook and build stronger relationships with stakeholders while achieving organisational objectives, SOS Children's Villages can consider the following suggestions: First, maintain a consistent and responsive online presence by actively engaging with comments and messages, ensuring timely and informative responses to inquiries. Second, leverage the power of storytelling and personal experiences to humanize the organisation's mission, creating a deeper emotional connection with followers. Third, implement regular content that showcases the organisation's impact with quantifiable data and success stories, reinforcing transparency and credibility. Fourth, encourage and acknowledge stakeholder contributions, suggestions, and recommendations, demonstrating a commitment to co-creation and partnership. Finally, foster a culture of two-way communication by actively involving local influencers, advocates, and community members in dialogues, ensuring that dialogic communication becomes a collaborative effort that aligns with the organisation's goals and strengthens relationships with its diverse and engaged Facebook audience.

5.3.2 Theoretical Implications

- Reflection on how the study's findings contribute to the theoretical understanding of dialogic communication within nonprofit organisations, particularly in developing country contexts.

The study's findings significantly contribute to the theoretical understanding of dialogic communication within nonprofit organisations, especially in the context of developing countries like Ethiopia. Firstly, the findings underscore the importance of tailoring dialogic communication strategies to the unique socio-cultural and linguistic dynamics of the target audience. In Ethiopia, where linguistic diversity is prominent, the study highlights the necessity for organisations to invest in multilingual and culturally sensitive communication approaches. This aligns with the broader theoretical framework of dialogic communication, emphasizing the need to adapt dialogic practices to local contexts to foster meaningful interactions. The study also underscores the role of dialogic communication in bridging the gap between nonprofit organisations and their stakeholders, ultimately facilitating a more inclusive and participatory approach to achieving organisational objectives.

Secondly, the findings shed light on the significance of transparency and accountability in dialogic communication within nonprofit organisations. By responding effectively to stakeholder inquiries, addressing concerns transparently, and providing quantifiable evidence of their impact, organisations can enhance credibility and trust among their followers. This aligns with the theoretical foundation of dialogic communication, which emphasizes the role of openness and honesty in building strong relationships with stakeholders. In the context of developing countries, where skepticism about nonprofit organisations' effectiveness and transparency may exist, the study's findings provide valuable insights into how dialogic communication can serve as a tool for dispelling doubts and establishing a foundation of trust. In summary, the study's findings deepen the theoretical understanding of dialogic communication by emphasizing the importance of cultural adaptation, transparency, and accountability, particularly within nonprofit organisations operating in developing country contexts.

5.4 Recommendations

4.4.1 Recommendations for Other Organisations

Nonprofit organisations operating in Ethiopia and similar environments can adopt specific actionable measures to improve their dialogic communication on Facebook. Firstly, it is advisable to invest in multilingual content creation and translation services, ensuring that posts and responses cater to followers from diverse linguistic backgrounds. This approach promotes inclusivity and widens the accessibility of the organisation's content.

Secondly, organisations should prioritize the regular sharing of quantifiable impact data and success stories. This commitment to transparency helps demonstrate the tangible outcomes of their initiatives, fostering trust and credibility among followers. Thirdly, active engagement with the online community is crucial. Promptly responding to comments and messages, displaying empathy, and addressing concerns professionally contribute to creating a sense of community and value.

Fourthly, collaboration with local influencers, advocates, and community leaders can significantly enhance the organisation's reach and credibility. Leveraging these partnerships can amplify the organisation's message and deepen its connection with the audience. Finally, involving stakeholders in co-creation processes by soliciting their input and recommendations fosters a more inclusive and participatory approach to achieving organisational objectives.

By implementing these recommendations, nonprofit organisations can refine their dialogic communication strategies, cultivate stronger relationships with their audiences, and ultimately drive more meaningful impact in their respective communities. It is important to note, however, that these recommendations should be approached with careful consideration of the unique context and challenges present in each organisation's operating environment.

5.4.2 Recommendations for Future Research

- Suggested areas for future research to further explore and expand upon the insights gained in this study.

Future research endeavors in the field of dialogic communication in nonprofit organisations operating in diverse and developing country contexts, such as Ethiopia, can build upon the insights gained in this study. Some suggested areas for further research include:

1. **Longitudinal Studies:** Conduct longitudinal studies that examine the evolution of dialogic communication strategies over an extended period. By tracking changes in engagement, stakeholder feedback, and communication strategies over time, researchers can gain a deeper understanding of how dialogic communication practices adapt and grow.
2. **Comparative Analysis:** Explore comparative studies that assess the effectiveness of dialogic communication strategies across various nonprofit organisations operating in Ethiopia. Comparing practices and outcomes between organisations can highlight best practices and areas for improvement.
3. **Impact Assessment:** Investigate the impact of dialogic communication on nonprofit organisations' goals and outcomes, such as increased donations, volunteer engagement, and community support. Assessing the tangible benefits of dialogic communication can provide valuable insights.
4. **Local vs. International NGOs:** Examine the differences in dialogic communication practices between local and international nonprofit organisations operating in Ethiopia. Investigate whether local organisations employ unique strategies to connect with their communities compared to international counterparts.
5. **Social Media Platform Comparison:** Explore how dialogic communication practices differ across various social media platforms, beyond Facebook. Investigate the dynamics of engagement, content types, and audience preferences on platforms like Twitter, Instagram, or LinkedIn.
6. **Digital Literacy and Accessibility:** Investigate the role of digital literacy and internet accessibility in shaping dialogic communication practices. Understand how variations in digital access impact the reach and effectiveness of dialogic strategies.

7. Cross-Cultural Dialogue: Delve into studies that focus on cross-cultural dialogic communication within nonprofit organisations. Analyze how organisations navigate dialogues between diverse stakeholder groups and foster understanding and inclusivity.

8. Organisational Learning: Explore how nonprofit organisations adapt and learn from dialogic interactions with stakeholders. Investigate how feedback loops and continuous improvement processes are integrated into organisational practices.

9. Government and NGO Partnerships: Examine dialogic communication practices within partnerships between nonprofit organisations and government agencies in Ethiopia. Analyze how collaborative efforts influence communication strategies and outcomes.

By delving into these areas, future research can provide a comprehensive understanding of the nuances and complexities of dialogic communication in nonprofit organisations operating in diverse and developing country contexts, contributing to more effective engagement, greater impact, and stronger relationships with stakeholders.

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Appendix 1 Interview Questions

Interview Questions

Certainly, here are some interview questions that can be used to gather insights from stakeholders, such as communication managers and social media administrators at SOS Children's Villages in Ethiopia, regarding their dialogic communication practices on Facebook:

General Questions:

1. Can you provide an overview of SOS Children's Villages' mission and objectives, particularly in the context of your Facebook communication efforts?
2. How does Facebook fit into your broader communication strategy for engaging with stakeholders and supporters?
3. Could you describe your role and responsibilities in managing SOS Children's Villages' Facebook page and dialogic communication efforts?

Dialogic Communication Strategies:

4. What strategies do you employ to encourage dialogic communication with your Facebook followers? Are there specific content or engagement tactics you find particularly effective?
5. How do you approach the balance between sharing informational content, promotional content, and interactive content on your Facebook page to foster dialogic interactions?
6. Could you share examples of successful dialogic interactions or engagement campaigns on Facebook that have had a positive impact on the organisation's mission or stakeholder relationships?

Challenges and Opportunities:

7. What are the primary challenges you face in implementing dialogic communication on Facebook within the Ethiopian context or with your specific audience?
8. Are there any opportunities you've identified for improving or expanding your dialogic communication practices on Facebook? How do you plan to leverage these opportunities?

Response and Engagement:

9. How do you ensure timely responses to stakeholder comments, questions, and inquiries on Facebook? Can you share any best practices in this regard?

10. What strategies do you employ to actively engage with stakeholder comments, fostering a sense of community and dialogue on your page?

Evaluation and Impact:

11. How do you measure the impact and effectiveness of your dialogic communication efforts on Facebook? Are there specific key performance indicators (KPIs) or metrics you rely on?

12. Have you observed any notable changes in stakeholder engagement, support, or awareness related to SOS Children's Villages as a result of your Facebook communication? Could you provide examples?

Adapting to Audience Diversity:

13. Given the gender demographic breakdown of your Facebook followers, how do you tailor your communication strategies to engage both men and women effectively?

14. Are there cultural or linguistic factors unique to Ethiopia that influence your dialogic communication practices on Facebook? How do you address these factors?

Future Directions:

15. What plans or initiatives do you have in place to further enhance dialogic communication on Facebook in the coming months or years?

16. How do you foresee the role of Facebook and other social media platforms evolving in your organisation's communication strategies in the future?

Appendix 2 Facebook Page Post Data

Post data from January 1- March 30

Post Type	Impressions	People Reached	Engagements	Shares	Likes	Comments	Total clicks	Other Clicks	Photo Views
Photo	1904	1615	61	4	53	4	22	49	4
Photo	1565	1410	88	6	80	2	16	25	

Post data from April 1-June 30

Post Type	Impressions	People Reached	Engagements	Shares	Likes	Comments	Total clicks	Other Clicks	Photo Views
Photo	1003	881	22	0	22	0	5	4	1
Photo	4598	3549	148	7	139	2	568	227	340
Photo	3924	3284	120	3	114	3	334	140	193
Photo	4342	3913	117	9	106	2	251	199	52
Photo	3413	3255	154	11	135	8	82	76	6
Photo	1879	1704	27	4	23	0	45	29	
Photo	2598	2408	76	1	75	0	132	94	38
Photo	3768	3010	145	8	132	5	237	180	57
Photo	1506	1345	40	1	38	1	115	95	20
Photo	1589	1412	64	0	63	1	111	74	37
Photo	2561	2291	84	5	78	1	55	52	3
Photo	1223	1086	57	1	55	1	89	85	4
Photo	1020	904	66	0	66	0	116	113	3
Photo	2187	2009	134	7	122	5	160	144	16
Photo	4508	3913	203	12	184	7	387	301	86
Photo	3744	3455	162	10	136	16	89	80	9
Photo	2234	2115	78	1	75	2	29	26	3
Photo	2271	1923	63	5	55	3	62	59	3
Photo	4994	4090	265	5	236	24	495	376	119

Post data from July 1 – September 30

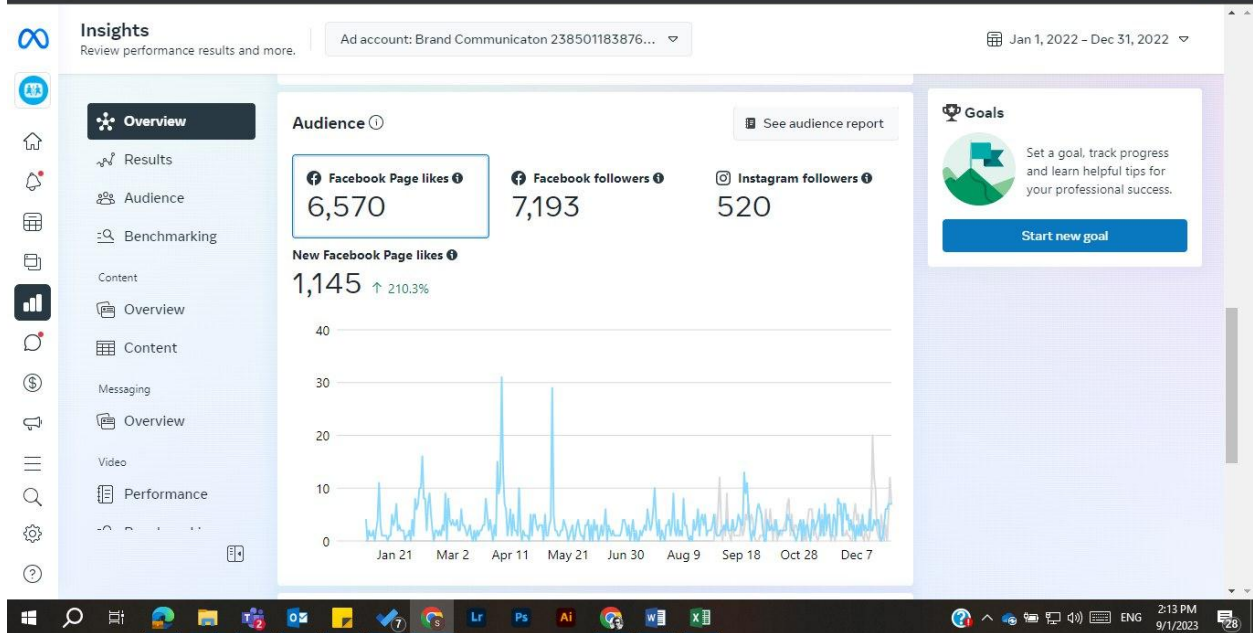
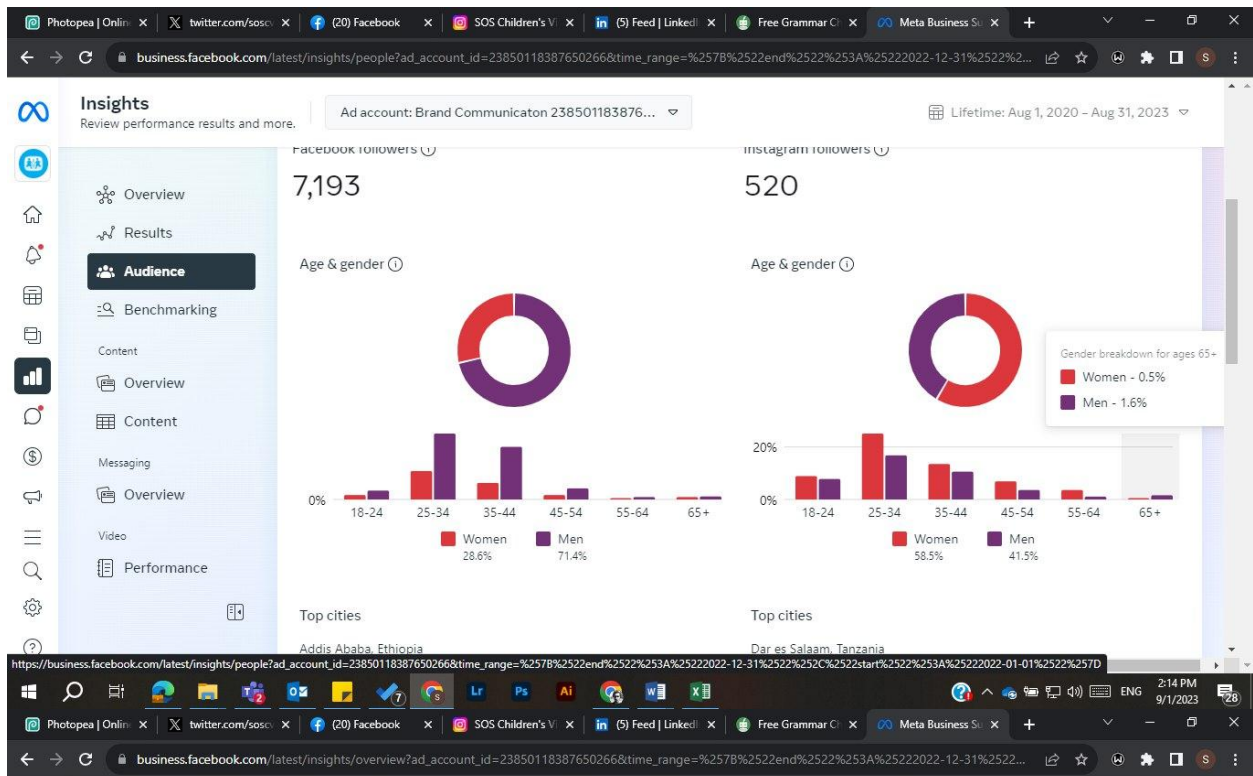
Post Type	Impressions	People Reached	Engagements	Shares	Likes	Comments	Total clicks	Other Clicks	Photo Views
Photo	1811	1714	38	1	34	3	121	101	20
Photo	6119	4980	237	15	193	29	707	566	141
Photo	2132	1977	98	4	91	3	42	41	1
Photo	4375	3145	159	3	154	2	415	314	101
Photo	3794	2888	146	4	139	3	355	270	84
Photo	4120	3117	132	2	126	4	342	237	105
Photo	3897	3482	326	14	276	36	209	188	10
Photo	1601	1483	72	0	68	4	43	39	4
Photo	1253	1108	33	1	31	1	22	17	4
Photo	3573	2984	82	2	79	1	208	161	47
Photo	6795	5592	227	11	206	10	467	348	119
Photo	2464	2273	95	0	90	5	216	156	60

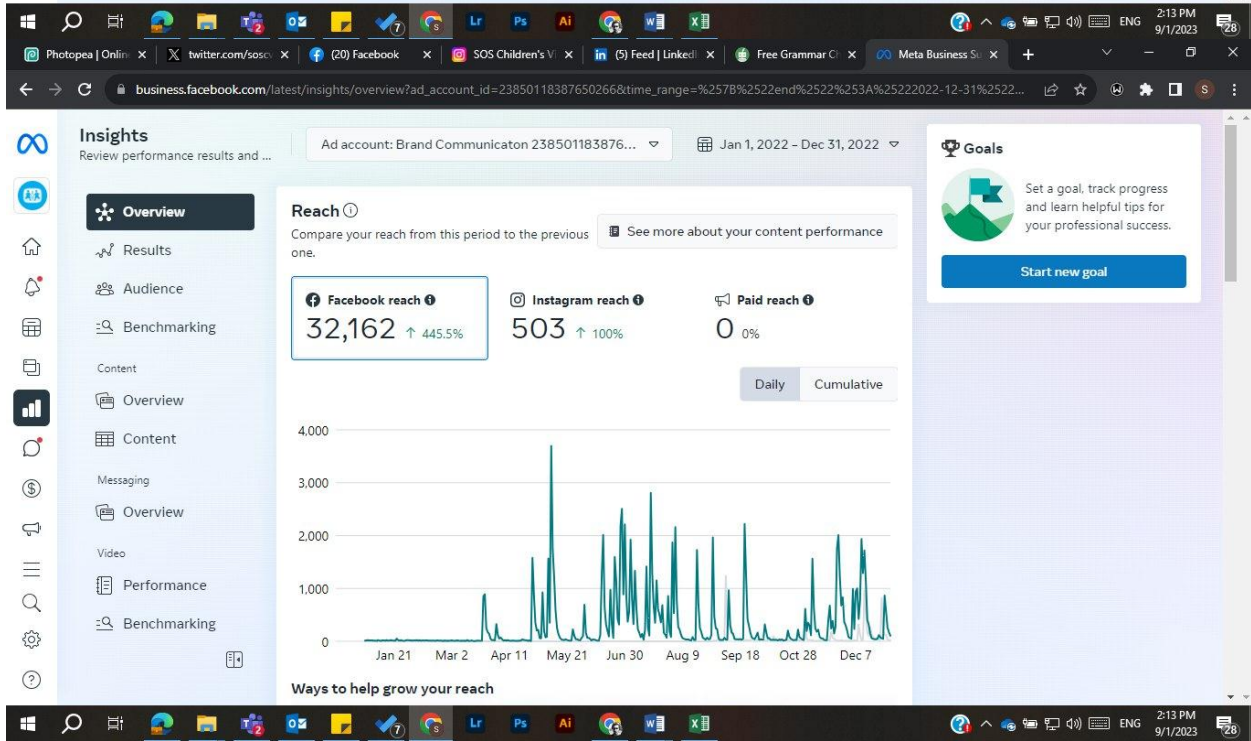
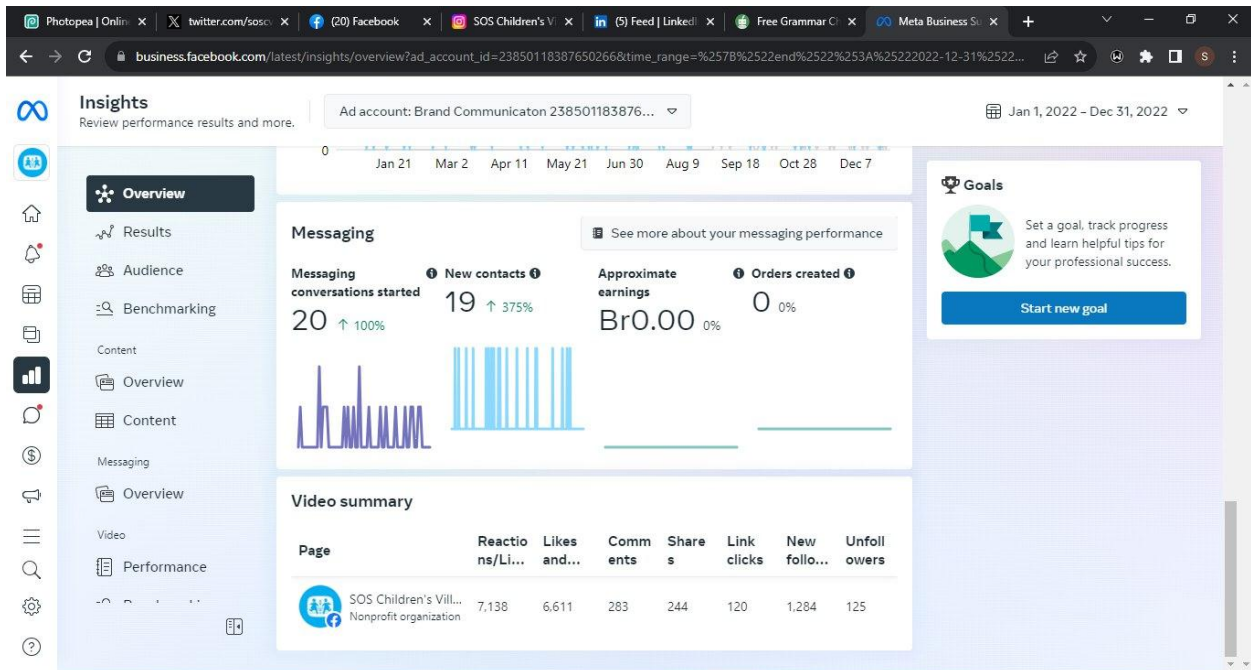
Post data from October 1- December 30

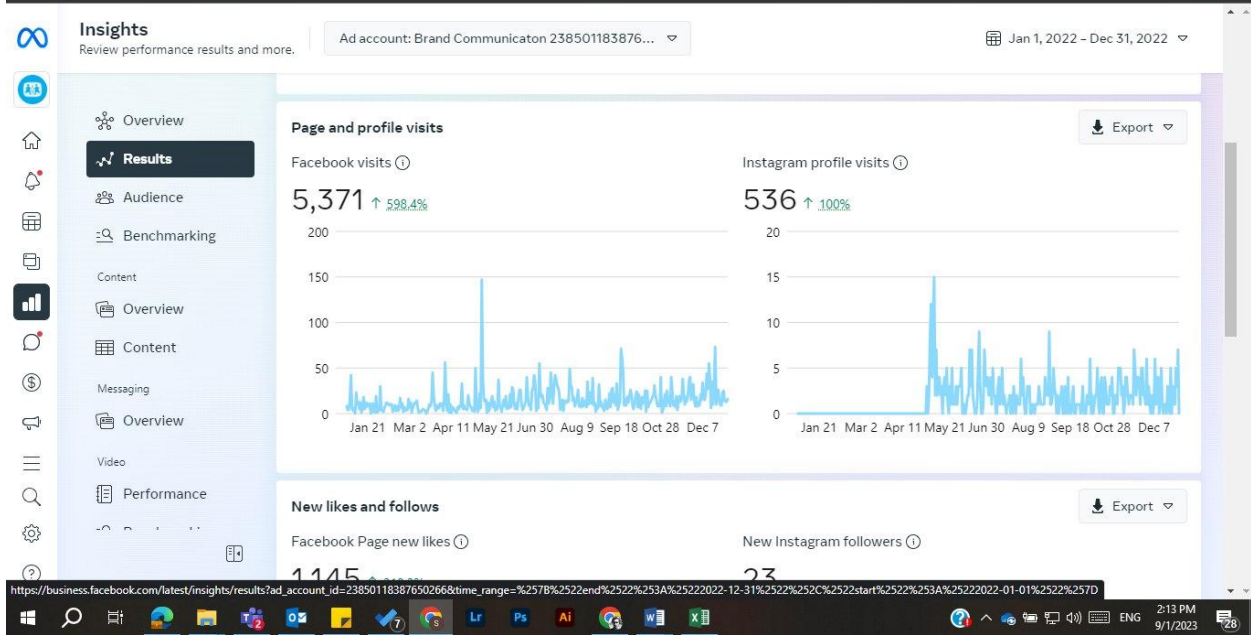
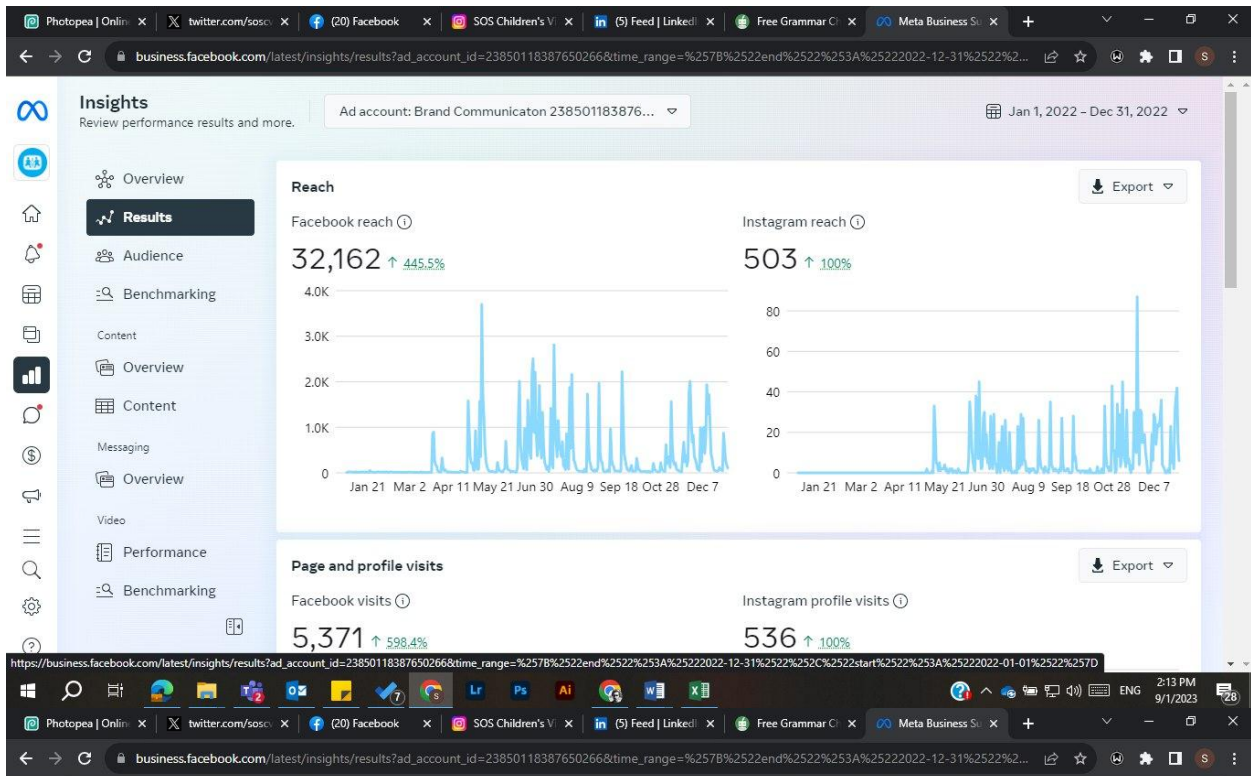
Post Type	Impressions	People Reached	Engagements	Shares	Likes	Comments	Total clicks	Other Clicks	Photo Views
Photo	2270	1794	97	93	93	1	224	149	75
Photo	1920	1751	138	129	129	4	106	85	21
Photo	1469	1368	46	43	43	0	70	41	29
Photo	3749	3240	189	173	173	4	382	233	149
Photo	1165	1090	41	40	40	0	95	45	50
Photo	3196	2357	93	89	89	2	214	133	81

Photo	1066	982	24	22	22	0	40	21	19
Photo	1426	1333	37	36	36	0	104	64	40
Video	635	552	21	20	20	0	23	16	
Photo	1596	1472	62	58	58	1	168	99	69
Photo	1099	983	31	29	29	0	13	9	4
Video	655	540	31	30	30	0	22	15	
Link	802	720	21	20	20	1	31	22	
FB reel	643	580	16	15	15	0			
Video	655	601	14	13	13	0	31	24	
Photo	1248	1131	54	48	48	3	32	30	2
Video	1118	1006	60	56	56	1	48	39	
Photo	3559	2528	132	119	119	7	423	293	130
Video	638	555	13	12	12	0	7	5	
Photo	799	737	24	22	22	0	3	2	1
Photo	2002	1811	74	69	69	2	56	48	8
Video	989	886	31	27	27	0	43	32	
Photo	4303	3099	114	108	108	3	302	226	76
Photo	1940	1775	58	56	56	1	83	62	21
Photo	2445	2060	93	84	84	2	68	64	4
Photo	1860	1349	59	54	54	3	147	116	31
Photo	1643	1528	83	78	78	2	83	77	6

Appendix 3 Facebook Page Statistics







Photopea | Online x | twitter.com/sosc x | (20) Facebook x | SOS Children's V x | (5) Feed | Linked x | Free Grammar C x | Meta Business S. x

business.facebook.com/latest/insights/results?ad_account_id=23850118387650266&time_range=%257B%2522end%2522%253A%25222022-12-31%2522%2...

Insights

Review performance results and more. Ad account: Brand Communicatn 238501183876... Jan 1, 2022 - Dec 31, 2022

- Overview
- Results**
- Audience
- Benchmarking
- Content
 - Overview
 - Content
 - Messaging
 - Overview
- Video
 - Performance

New likes and follows

Facebook Page new likes \uparrow 210.3%

Date	New Likes
Jan 21	~5
Mar 2	~15
Apr 11	~30
May 21	~25
Jun 30	~10
Aug 9	~10
Sep 18	~15
Oct 28	~10
Dec 7	~35

New Instagram followers

Date	New Followers
Dec 7	2
Dec 9	1
Dec 11	2
Dec 14	3
Dec 17	1
Dec 22	1
Dec 26	2
Dec 31	4

Ad trends

Paid reach Paid impressions

https://business.facebook.com/latest/insights/results?ad_account_id=23850118387650266&time_range=%257B%2522end%2522%253A%25222022-12-31%2522%252C%2522start%2522%253A%25222022-01-01%2522%257D

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