



ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATIONS

**OFFICIAL FACEBOOK PUBLIC RELATION IMPACT ASSESSMENT:
THE CASE OF ETHIOPIAN FEDERAL POLICE**

BY

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April 19, 2024

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ADDIS ABABA, ETHIOPIA

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Declaration

I, the undersigned, acknowledge that this thesis is my creative work. All sources of materials used for this study have been properly approved.

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Abstract

The study has identified in detail the Ethiopian Federal Police's inability to capitalize on the advancements in modern media and communication. Department leaders and media and communication specialists at the Ethiopian Federal Police headquarters make up the study's target informants. The inquiry has employed qualitative methodologies. Focus groups, questionnaires, interviews, and other methods were among the many techniques the researcher employed to gather data. The researcher then applied these approaches by coding the data using various clustering and classification schemes. The papers thorough analysis reveals both the organization's shortcomings and its virtues. In addition to analyzing the barriers inhibiting the Ethiopian Federal Police from taking advantage of the advancements in digital communication, this study looked at the relevance of news and related items posted on the official facebook page. EFP tends to use Facebook more than other new media platforms, according to the study's results. The addressability, accessibility, and user-friendliness of Facebook make it the preferred platform for the EFP. Despite leaders' superfluous engagement, lack of professionalism, outdated technology, and an unpleasant working atmosphere in the new media department, it nevertheless plays a consistent role in bridging the divide between the public and the police. According to the majority of respondents and a content analysis of security and law enforcement-related publications, there is stillroom for improvement regarding the EFP Facebook page's benefits. Data and research from the police organization indicate that people are willing to engage with the police in order to learn about security and public safety. Nevertheless, the response from the security establishment is inadequate. The purpose of police information is to elevate the public's perception of the police based on the findings. For EFP to effectively combat crime and manage an organization that is successful, public relations is essential, which makes social media use crucial. With regard to follow-up training and experience exchange, the organization hopes to give stakeholders further possibilities. The Facebook page should select competent and seasoned editors, reporters, assistant producers, and producers to enhance EFP's online visibility.

Keywords; - Ethiopian Federal Police, Social Media, combat crime and Effective Exploitation

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List of Acronyms

FPC-- Federal Police Commission

FP – Federal Police

EFP -- Ethiopian federal police

FGD -- Focus Group Discussion

IDI -- in-depth interview

PR --Public Relations

CSI -- Crime Scene Investigation

SSNO -- Services and Spy Network Organization

IR – International Relation

Approval

This certifies that the thesis prepared entitled “The New Media Utilization For Public Relations; a study of Ethiopian federal police official Facebook” is supported out by Yeshwas Brhanu under

the guidance and supervision of Dr. Abdulaziz Dino, submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards concerning originality and quality.

Advisor _____ Signature _____ Date _____

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In loving memory of my much-loved Mom, forever in my heart!

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Many people argue that because social media has made the world smaller, a global village has emerged. People from all around the world have become connected through exchanging information about marketing, fashion, peace, spirituality, and personal opinions as well as by asking each other about their everyday experiences. Beyond this brief justification, social media has made it possible for people from all over the world to connect with one another and form relationships that lead to cohabitation. We are grateful that globalization brought forth such a positive change. Web 2.0 initiatives, in the opinion of Porte, House, Buckley, and Blitz (2008), have opened up new channels for social media-based business communication.

Social media's commercial use of the Internet has improved business operations by bringing businesses and customers closer together. Thus, research on social media's impact on organizations conducted by Arca (2012) and Stelzner (2012) agrees that social media improves a company's search rankings and traffic awareness. In this globalized era, new media has taken over the world by creating a multitude of communication channels. Through the introduction of online contact, the internet has expanded its effect in diminishing the essence of traditional media outlets. Some academics claim that this transformation has had a significant impact on traditional media.

On the other hand, some people feel that social media platforms are still positively impacted by their predecessors. It is challenging to distinguish between new and old media because the former has abandoned its traditional techniques of representation in favor of new ones in digital formats. The term "new media" refers to the digital and multimedia forms of communication that occur on phones, tablets, desktop and laptop computers, and other devices. Instead of just watching media, it has ushered in user involvement. This magnificent culture may also be tailored to the desires of the user and selectively link from one arrangement of material to another. The constant pace of change in the modern world makes it inconceivable to draw conclusions. Both the general state of people's lives and the functioning of workplaces exhibit marked evolutionary trends.

Several innovations have been introduced via the process transitions. Notably, the previous version has undergone extraordinary alterations into the freshly adorned one, especially in the communication and media industry. The term "new media" refers to a broad range of electronic communications made possible by advancements in computer technology. Unlike "old" media, which consists of non-interactive media like books, television, magazines, newspapers, and the like.

1.2 Social Media and Public Relation

The art and science of public relations is in managing relationships with the public. From the beginning of time, it has been used through many means, such as using literature and songs to boost a monarch's stature or dispatching missionaries overseas to disseminate art and religion. Public relations (PR) are becoming a global practice, and leaders such as Mahatma Ghandi have profited from it. In Amharic, English, Afan Oromo, and other languages, over 20 million Ethiopians use Facebook out of a population of 100 million.

The police have long recognized that "we are living in a virtual communications world, and issues are being followed in real-time through a range of new technology and social media" (Her Majesty's Inspectorate of Constabulary, 2011: pp. 28–29). Clearly, they have taken note of this new reality in social communications. Social media use by the police to encourage increased community involvement has become standard practice in the context of their online presence. To maximize the outcomes of their work on crime prevention and investigation and to enhance the organization's public perception, validity, and reputation they have to wisely exploit the new magnitudes of application (Crump, 2011; Procter et al., 2013, Wood, 2020; Livingstone, 2022).

1.2.1 The Facebook Tenure

The first social media platforms appeared in Iran about 550 BC, at a time when mail was transported by horse-drawn wagons pulled by horse riders. The majority of mail was delivered from one location to another and contained official messages. The eighteenth century was the beginning of the era of long-distance message sending and receiving, with the invention of the telephone (1890), the telegraph (1792), and the radio (1891). The 20th century brought about the expansion and advancement of the internet, and the 21st century witnessed a surge in the creation

of social media platforms (Barua, 2012). According to Linke (2011), Mark Zuckerberg created Facebook in February 2004 while using the moniker Facebook.

The system was limited to pupils in the states having logic during its initial month of operation until September 2006. Three periods comprise Facebook's history as a media text: 2004–2006, 2006–2008, and 2008–2013, according to Brügger (2015). The separation of the site into phases corresponds to modifications made to the features that visitors can access. The phases would most likely have changed if a different topic of conversation had been chosen as the focal point. Five recurrent themes are used to assess Facebook's history: sharing, offline activities, network and profile, software development, and commercial activity. Hunt, Allcott (2019) 2018 had 2.3 billion active monthly users across the globe on Facebook, making it the largest new media firm.

Individuals have shared their thoughts and established social groupings based on mutual interests. As a result, social media are no more an extra set of media or form on top of the networking system; rather, they have evolved into a crucial element and a means of utilizing digital media as a brand-new social phenomenon on the Internet that processes user meanings. Facebook emerged as a major business-to-consumer communication channel. The contact between the police and the community has become more direct and autonomous from the mainstream media thanks to new social media technologies (Lee & McGovern, 2014). The public was formerly informed by radio, television, and news websites. However, in the modern era, information is also shared by the police on a variety of social media platforms, which operate in tandem with more conventional means of communication.

1.3 Social Media Use in the EFP

The Ethiopian Federal Police, the law enforcement agency of the Federal Democratic Republic of Ethiopia, was founded in 1995 G.C. with the objectives of maintaining or safeguarding constitutional law, human and democratic rights, and public safety. Fighting illegal activity and defending the public's general safety as well as the nation's sovereignty are the responsibilities of this security group. The significance of the data it collects via its official Facebook platform is unmatched as a result. Police can obtain intelligence, including information about possible alarms, by closely monitoring posts made by the public on social media, claims Melekian (2013). Police can utilize social media in some circumstances to alert the public, identify any

misinformation that is circulating, and correct it. Authorities can also use social media to carry out their investigations.

Furthermore, social media can be used for policing in ways that go beyond just broadcasting and notifying people, as pointed out by Edward (2014). Police may communicate directly and in a networked manner with the communities, they serve through the use of social media, thanks to the various platforms available today. With the advancement of technology, there are numerous creative ways to commit crimes nowadays. Seven components of information usage are outlined by Abrahamson (2014) and include knowledge construction, information practices, information search, information processing, information production, the application of information, and the significance of information use (Beshears, 2019). Law enforcement organizations may reach swiftly and affordably a wider audience through the internet and improving ties between the police and the community requires that each person be self-aware in order to forge personal connections.

Police information aims to enhance the public's opinion of law enforcement since it is important for the public to be aware of and have access to neighborhood information. Research has been conducted on the advantages and disadvantages of social media in general, but not on the importance of instant police news, especially when it comes to the Ethiopian Federal Police Commission. While journalistic working values have been examined in the news provided on the FPC Facebook page, the news mostly covers Addis Ababa and its surroundings. In addition to relieving the strain of routine crime fighting, lowering fear, and improving quality of life duties, social media also helps government organizations build relationships with the public. Social media sites have evolved into helpful resources for the public and law enforcement, but criminals are also using them for illicit purposes.

In growing nations such as Ethiopia, there may be numerous police establishments; nonetheless, these remarkable establishments need to be staffed by competent personnel who have undergone professional training. Integrated efforts will be beneficial in the investigation of such worldwide crimes. Without the Federal police and other peacekeeping forces operating effectively, it is inconceivable to envisage ensuring community stability, peace, and advancement in Ethiopia. Therefore, in order to integrate the two, communication should serve as a bridge between the

police and community organizations. In addition, communicators will also initiate the discourse. In addition to operationally focused services like Crime Scene Investigation (CSI), Forensic Science (FS) services, and Spy Network Organization (SNO), the Force boasts specialist units including Counter Terrorism, Airborne Special Forces, Rapid Response Teams, and Robbery Investigations Units.

It has established its first Technical Support Division to develop cutting-edge technology and an Academy to advance professional knowledge. The national police force in charge of upholding peace and order at the federal level is the Ethiopian Federal Police. It is in charge of acquiring intelligence, controlling traffic, preventing crime, conducting criminal investigations, and looking into federal offenses. The researcher to assess news values will unavoidably use the Ethiopian Federal Police Facebook page and other social media platforms. Social media sites could be used to plan a flash mob shooting, a heist by a mob, or a terrorist organization could use them to spread their message and find new recruits. They will be able to use social media tools and resources to avoid, minimize, respond to, and even look into criminal activities by doing this.

1.4 Statement of the Problem

The rate of crime has been rising dramatically despite the Ethiopian government and Ethiopian Federal Police having modified a number of legislation. Researchers have carried out numerous studies on public reactions. For example, a related study to this one has been conducted on CM in the Ethiopian federal police crisis. Here is how we present this research: A paper named "LAW ENFORCEMENT INFORMATION SHARING ON SOCIAL MEDIA AND NEWS VALUES IN ETHIOPIAN FEDERAL POLICE COMMISSION FACEBOOK PLATFORM" (Deguale Chane Adera, July 2021) was viewed by the researcher. 21), through conducting in-depth interviews, the researchers try to provide an explanation for the shortcomings in the EFP.

According to the researchers' assessment, the government agency Ethiopian Federal Police Authority has made a lot of encouraging developmental efforts with the aim of enabling a client's service and safety through the growth and expansion of its own service center. All of those developmental activities are to be promoted by the PR specialist. Furthermore, there has not been enough research done on this particular subject. The researcher's goal going forward was to emphasize to the EFP—, which is undergoing competitive reform—the significance of using

social media in the most sensible way. That being said, it makes extensive use of its Facebook account to solicit feedback and provide information to the public on a regular basis; yet, the department of new media still receives little to no attention. According to Abrhamson (2014), there is little knowledge and information sharing both inside and across police units and organizations.

A few years back, activists in several cities, including Gondar, Ambo, Bahirdar, Woliso, Debremakos, and others, coordinated and led politically charged protests. Facebook profile pictures were also altered to reflect the protest, and the security institutions kept a close eye on all of these campaigns. The Ethiopian Federal Police (EFP) has to improve the knowledge and skills of its employees working in the public relations department, especially those in the social media department. The EFP has to advance the knowledge and skill of its workers working in the media department, especially those in social media, to have up-to-date understanding of the status quo in globalization. Similarly, the Ethiopian Federal Police, through its public relations and media departments, had captured many important information inputs by using the social media platforms unduly administered by the organization. Nevertheless, it was very difficult to share adequate information to the public and get important facts of the events due to weak communication between police departments.

Social infraction uniqueness can only be recognized and eliminated when there is an efficient information management system in place through suitable channels of communication. The Ethiopian Federal Police may be able to discover, investigate, and prosecute criminals with the help of information obtained from these sites. To do this, law enforcement managers should ensure that their organization has a social media policy that not only emphasizes the value of civil rights, privacy, and civil liberties protections but also outlines the procedures for using information from social media in criminal intelligence and investigative actions. Therefore, in an effort to improve public relations strategies, the researcher looks for the most effective ways to use social media.

Additionally, it gives the EFP more details about the value of social media in giving people access to quick information and reducing criminal activities. The researcher is aware that the role of a public relations practitioner is restricted to event planning because they work in the EFP. Given Ethiopia's large population, the Facebook department's information dissemination and

workforce assignment are inconsiderate. The great majority of citizens are expected to receive services from the federal police organization. As a result, Facebook should consider this and expand its distribution network. The official Facebook account has a relatively small number of followers in relation to the whole population, which may be due to security concerns. It is anticipated that a significant portion of the page's followers come from the nation's cities.

Social media gives users the ability to share their thoughts and ideas with the entire globe, which gives them the power. Although the author's identity is not always obvious, the message may be specifically addressed to a certain person. Social media allows nearly everyone to freely express himself or herself and share their thoughts (Talpai, 2014). The knowledge gained from these platforms enables users to uphold interpersonal connections, which in turn satisfies their need for a sense of belonging. According to Ma (2018), some people utilize new media platforms to connect with like-minded people and obtain companionship and social support from others. One of public relations' most important responsibilities is to identify important publics and create plans for connecting with and sustaining those publics. To achieve the business objective, PR employs a range of techniques to gain the public's trust and support. In order to manage public relations, the media is essential.

PR cultivates a close relationship with the media in order to obtain favorable exposure, influence public opinion, and influence people's behavior in the desired manner. Public relations professional alerts management and helps organizations identify risk factors and possible dangers. By using social media platforms to communicate with the public and its stakeholders, the government may initiate a dialogue with the public. This dialogue will begin with the public being informed via social media and with the public being listened to and their ideas and feedback being taken into consideration. Social media's acceptance and features make it easier for stakeholders, including citizens, to obtain additional information that increases their knowledge of government actions (Mishaal, 2015).

1.5 Research Objectives

1.5.1 General Objectives

The general objective of this study is to assess Ethiopian federal police's official Facebook public relation impact.

1.5.2 Specific Objectives

The following particular goals are the specific focus points of this study:

- A. examine significance of crime prevention data sharing on the EFP Facebook page
- B. Assess the impact of the organizational reform on the social media sector
- C. Analyze the effects of Facebook page on EFP's overall public relations campaigns

1.5 Research Questions

The current study aims to address the following research questions in order to explore the problem:

1. What is the major significance of crime prevention data sharing on the EFP Facebook page?
2. What is the effect that the organization's Facebook page has had on EFP's overall public relations campaigns?
3. What is the reaction of audience on contents shared on Facebook?
4. What are the developments made in social media platforms via organizational reforms?

1.6 Significance of Study

Most importantly, the research would show the Ethiopian Federal Police weakness and basic reasons of slow social media use specifically on facebook platform. The study aims to address the new media utilization for public relations through an analysis of Ethiopian federal police official Facebook. It also helps to understand how social media are important to the security sector and to identify the strengths and weaknesses of the social media outlets. Furthermore, the study will assist staff members of the Ethiopian Federal Police, such as administrators, public relations experts, and representatives of other security agencies, in using Facebook and interacting with the public in an efficient manner. Finally yet importantly, this study is significant because it will provide policy makers and other researchers with valuable information on how people use social media to conduct further studies on the matter.

1.7 Scope of the study

This study examines the use of new media in public relations by Ethiopian federal police officials on Facebook, with a focus on the department's media and communication as well as other personal accounts. In addition, the researcher looks at the challenges and efficacy of the official Ethiopian federal police Facebook page, which is focused on Addis Ababa, Mexico,

which is home to EFP headquarters. As a result, department executives and police officers from the media and communication departments who use Facebook as a social media platform are included in the article. The study evaluated the trend of communication activities in the PR department of the EFP and its use of social media to gather feedback and inform the public about its mission.

1.8 Limitation of the study

Although Facebook is most widely used social media platform in this study, it must be mentioned that the EFP officers also make use of other public media channels. However, thesis is concentrated particularly on the Facebook. The examination of Facebook posts by Ethiopian federal police officials focuses the paper's attention on the use of new media. The Ethiopian Federal Police (EFP) contemplates the new media to play big role in reshaping the police-public interaction in a very fashionable manner. In addition, unavailability of PR leaders and front-runners due to the stiffness of the security duties challenged the data gathering process for the study. Furthermore, lack of various studies on the specific matter, financial shortcomings and time was considered quite interesting in the study process.

1.9 Organization of the study

This research is divided into five chapters: the first deals with the research introduction, outlining the background, problem statement, research objective, research question, significance, and scope of the study. The second deals with the literature review of the study; the third contains the methodology section; the fourth comprises the analysis and discussion section, wherein the researcher had interpreted and analyzed all of the data; and finally the fifth chapter deals with the research conclusion and recommendation section.

CHAPTER TWO

Review of Related Literature

2.1 Evolution of Public Relation

One of the most significant factors influencing police-public interaction has been the dynamic nature of the public relations industry. Social media are changing the face of police because they are digital platforms that increase chances for content creation, distribution, and accessibility online. Although researchers have examined the conflicting impacts of social media on the public perception and operational efficiency of law enforcement, little is known about the ways in which mainstream media outlets cover technological usage trends. Managing communication between an organization and its publics is known as public relations. This can involve addressing crises, reacting to media queries, managing a company's reputation, and establishing and sustaining relationships with stakeholders, consumers, and the public.

PR's objectives are to enhance an organization's brand and reputation and to foster a favorable public image of it. Social media, particularly Facebook, has been a crucial tool for communication during Ethiopia's recent political upheaval. In terms of providing a forum for communication between the public, politicians, activists, government reformists, and supporters, Facebook has been essential (Patterson, 2019). According to Andrews (2012), Facebook has cultivated remarkable relationships between people, businesses, and organizations, serving as a useful platform for collaboration and communication. Public relations are a vast field of study with few practical applications. It covers a wide range of subjects theoretically, including as mass communication, marketing, and management science. Actually, all social groups employ it.

Numerous scholars have defined public relations and made arguments supporting their views. Consequently, public relations are defined as follows by (Cutlip, 1999), p. 6: a public relation is the management function that creates and upholds mutually beneficial interactions between a business and the publics that determine its success or failure. Essential conditions for the best possible operation of human society are peace, stability, and order. Anarchy, instability, and chaos are the antithesis of peace and orderliness; they are fundamental components that impede the advancement, growth, and harmonious coexistence of the many societal components.

Alemika (2004) stated that in contemporary societies marked by contradictions and diversities stemming from urbanization, industrialization, population heterogeneity, and opposing ideologies regarding the most suitable sociopolitical and economic structure of organization, the need for law enforcement "becomes even more evident." The "management of communication between an organization and its publics" is the definition of public relations given by Gruning (1984, p6). Public relations are a field in which a few Chinese academics have conducted research. Public relations is defined as "the so-called public relations is, in order to gain trust and support inside and of the public" (Ming, 1986), p. 124–125). A company or organization's use of a range of scientific dissemination techniques and policy initiatives in the analysis and management of all forms of internal and external connections it encounters also contributes to the creation of the optimal social environment for the growth of its business.

2.2 Historical background of social media

Facebook and Twitter are typically the first things that come to mind when someone thinks about social media, but there are other platforms as well. Visual and aural communications across great distances were most likely the first modes of communication. Iran had a well-established regular postal system in place by 550 BC, but mail was delivered by horse-drawn wagons. The majority of mail was sent from one location to another and contained official dispatches. In the 18th century, innovations such as the telephone (1890), telegraph (1792), and radio (1891) brought in a new era of long-distance message delivery and reception. The 20th century witnessed the expansion and advancement of the internet, whereas the 21st century witnessed a surge in the creation of social media platforms (Barua, 2012).

According to Linke (2011), Mark Zuckerberg created Facebook in February 2004 under the moniker Facebook. Students in states with logic were the only ones able to access the system from the first month until September 2006. Brügger (2015) divides the history of Facebook as a media text into three phases: 2004–2006, 2006–2008, and 2008–2013. This phase-by-phase breakdown relates to updates to the website and user-accessible features. The phases would have probably changed if a different topic of conversation had been chosen as the focus. Facebook's history is analyzed and interpreted through five repeating themes: software development, outside the Web, network and profile, sharing, and commercial activities.

Allcott Hunt (2019) Facebook continues to be the largest new media company, with 2.3 billion active users globally each month. Individuals have shared their thoughts and established social groupings based on mutual interests. As a result, social media are no more an extra set of media or form on top of the networking system; rather, they have evolved into a crucial element and a means of utilizing digital media as a brand-new social phenomenon on the Internet that processes user meanings. Lee (2014) states that social media reached the stage where media theorists refer to it as a phenomena around 2003, when it started to draw interest from mainstream organizations and large audiences.

Facebook has developed into a platform that is overwhelmingly significant for business-to-consumer communications. When people started utilizing Facebook in 2004, it swiftly surpassed its 13 competitors in terms of users. According to Torning (2015), social media has become a more popular and useful marketing and communication tool since 2009. Social media has seen a growth in technological advancements as well. As a result, social media is quickly taking over as the standard means by which businesses disseminate information. Big, international companies for a variety of multi-business tasks, including product creation, customer service, retention, recruitment, and sales and marketing, are using social media.

2.3 Social Media as PR Tool

Public relations (PR) are a strategic communication technique that helps organizations and its stakeholders develop mutually beneficial partnerships. Reputation management, crisis management, government relations, media relations, and staff communication are some of its duties. PR has changed over time, moving from a one-way communication paradigm to a two-way symmetrical one that prioritizes stakeholder participation, collaboration, and discourse. In recent years, the rise of social media and digital media has changed PR practices. A public relations practitioner is in charge of creating and carrying out communication plans, maintaining connections with key audiences, and calculating the results of PR campaigns.

Among the several means by which law enforcement can establish a connection with the public is social media. For example, they may use it to post wanted person bulletins and set up tip lines to collect possible leads for further investigation. When it comes to speed and reach, it is unrivaled by many other communication channels that law enforcement can utilize to engage with the public.

Researchers and officials have emphasized social media as a tool that, when utilized appropriately, can improve community policing. Public relations practitioners are extremely important. They must possess outstanding communication, interpersonal, analytical, and writing abilities in addition to being knowledgeable about a range of technology and communication channels. Public relations practice heavily relies on ethics. It is expected upon practitioners to uphold moral values including integrity, openness, equity, and privacy.

In addition, they must prevent conflicts of interest and strike a balance between the interests of many stakeholders. It is hard to overestimate the significance of social media, which are easily available and participatory platforms that make it easier to create and share content online, given that information production and management is a "decisive source of power" (Castells, 2013). These days, the ubiquitous, interactive, and networked nature of social media is changing knowledge and control systems; the effects are particularly apparent when considering security governance.

2.4 Globalization Effect on PR

PR is a global phenomenon that operates across cultural, linguistic, and political borders. PR practitioners need to be aware of cultural differences and adapt their communication strategies accordingly. One of the main responsibilities of public relations is managing the flow of information between an individual or an organization and the public. They also need to maintain an international perspective and stay up to date on global trends and issues. Maintaining happy, enduring, and trustworthy relationships with stakeholders and the public takes effective communication. It establishes a two-way communication process that facilitates information interchange between management and key publics and produces communication objectives in line with the organization's overall objectives.

It creates a summary of how the business wants to be seen and how it plans to portray a favorable image in cooperation with the management. The creation and execution of policies, procedures, and projects that demonstrate an organization's commitment to social responsibility and ethical behavior have an impact on the reputation of the organization. Public relations analyses and examines issues, concerns, and trends that may have an impact on an organization. Additionally, it creates a plan and puts it into action to address the problems. PR includes research, examination of public policy issues, and observation of the commercial environment.

PR is crucial in preserving an organization's reputation when there are unfavorable rumors and unwanted exposure that, if unchecked, could harm the organization. In addition to establishing rules and procedures to deal with emergencies that affect the public, PR also reacts to crises through efficient communication to allay public concerns. One of public relations' most important tasks is to identify important publics and create plans for connecting with and sustaining those publics. To achieve the business objective, public relations employs a range of techniques to gain the public's trust and support. The media play a critical role in public relations management. PR cultivates a close relationship with the media in order to obtain favorable exposure, influence public opinion, and influence people's behavior in the desired manner. Getting third-party support for a good, service, cause, or company also helps. A public relation assists businesses in recognizing potential threats and risk factors and notifies management. Additionally, it makes the changes recommended for avoiding the risk.

In order to develop solid strategies that are advantageous to the organization and the public, public relations collaborates with the management team of the company. It takes significant audiences' thoughts and worries into account when making administrative decisions for the company. Experts in corporate PR effectively adopt an outsider's perspective. They also provide the public's perspective to a corporation, turning it into a socially conscious enterprise. As was previously noted, creating and disseminating a favorable image of the company while simultaneously safeguarding its reputation is the primary objective of public relations. Developing a positive reputation for the business is another essential PR objective.

While it is true that public relations and communication are not exact professions like physics, it is also true that having measurable and quantitative criteria will always be very helpful to achieve amazing results. However, can one acquire them? Fortunately, technological advances in areas such as big data or machine learning allow us to have more tools and resources to quantify and measure the quality of our campaigns in different media. Tools like social media and other media programs, to mention a few, greatly facilitate this introspective, strategic, and necessary work for public relations, since they allow executives to take advantage of the power of technology to obtain a mill metric and precise view with which to improve their ideas. Through this advanced media monitoring platform, it is possible to measure all types of desired criteria, or as many as are necessary to ensure the success of a project.

2.5 Effects and Benefits of Social Media

The use of social media transformed communication by enabling regular people to have an active role in the production and dissemination of news. News is being distributed via social media more and more, sometimes even more so than through traditional media (Williams et al., 2020:, p. 99). As a result, a growing number of people take on the responsibility of reporting facts, which are then widely digested. Thus, social media (Murthy, 2011: p. 779) provide a “microphone for the masses”. As a result, a new type of journalism known as "citizen journalism" is practiced in modern times (Greer & McLaughlin, 2010: p. 1041). It is critical to keep in mind that the public is very interested in what the police do, for reasons ranging from basic curiosity to society's desire to know and be transparent (Goldsmith, 2015: p. 255). One goal of the police presence policy on social media is to increase public trust and confidence, among other things, by encouraging greater contact between the police and the community (Crump, 2011).

Without the red tape, expense, or time commitment of a press conference or information distribution through the traditional media, social media use has the potential to quickly reach a large number of people, many of whom receive the information instantly (Scholes-Fogg, 2012: p. 9). The study by Greer and McLaughlin (2010) on the process of making journalistic news from the perspective of citizens and deconstructing official narratives amply illustrates the potential of citizen journalism to deconstruct narratives. Although there is a benefit to having the ability to dispute facts, the widespread availability of social media also makes it possible for false narratives to be spread because users of these platforms often report facts independently and with unreliability (Williams et al., 2020: p. 99).

Therefore, there is good reason why there are police officers on social media: to provide the public with official information that can be trusted, including the ability to dispel rumors, conjecture, and fake news. Police forces are given independence from the press and the ability to launch and organize their own news agenda in accordance with their strategic and social communication plans because they are the main subject of the news, regardless of what the mainstream media believes is worthy of publication (Colbran, 2020: p. 301).

2.5.1 Connecting Police and Society

Police departments are becoming more conscious of and worried about their authority, legitimacy, and reputation (Mawby, 2002, cited in Greer & McLaughlin, 2010: p. 1043). Improving the company's standing in the eyes of the public is one approach to guarantee legitimacy. The police employed a variety of techniques over time to preserve their good reputation. Using social media and other forms of technology is one approach to accomplish this (Kudla & Parnaby, 2018: p. 2). As Bottoms and Tankebe (2012) note, an institution of the criminal justice system's legitimacy (as a power holder) is a highly relevant factor when evaluating its degree of acceptance in the community, adherence to the law, and the cooperation of citizens (audience) in relation to these organizations.

This is based on the idea that people will cooperate with an institution and its representatives more when they perceive it to be legitimate. "Citizens will cooperate and comply with the police when they accept police legitimacy," according to Ralph (2022) (p. 824), makes this crucial. Social media platforms are therefore places where efforts are made to uphold the police's legitimacy in the eyes of the public. Ralph (2022) carried out a research in Scotland between November 2016 and September 2017 with police, police staff, and residents to learn "how social media fits into everyday policing" and how the usage of social media affects police legitimacy (Ralph, 2022: p. 820). The study showed that the police still strive for legitimacy in their work, and they are now using social media to help them accomplish this goal. It is important to note, though, that in order to accomplish this goal, social media is still relevant.

In addition, in-person interactions are still crucial to establishing the credibility of the police (Ralph, 2022: p. 818). Scholars assert that the ability to resist the changes that are brought about in our day-to-day lives extends beyond the police to the entire international community. As a result, changes in human life paradigms, technological advancements, and survival phenomena all have an immediate impact on our daily routine. Social media is at the forefront of this significant shift in the global landscape.

2.5.2 Simplification of Complex Tasks

According to Williams et al. (2013), on page 464, the three most common uses of social media by law enforcement were finding illegal activity, identifying individuals and places, and obtaining evidence. Social media can be a very helpful tool in the investigation and resolution of crimes. In fact, police use social media more and more as a source of information (Scholes-Fogg, 2012: p. 7). This shows how social networks can support investigative efforts (Colbran, 2020: p. 295). "Some police forces are now using online monitoring to track and follow web-based conversations in addition to interacting with communities through digital technology" (National Policing Improvement Agency, 2010: p. 19). An intriguing instance of how social media interactions between users and law enforcement can aid in the investigation of criminal activity and prompt prompt action was witnessed during the London Olympics.

It involved a teenager who harassed British athlete Tom Daley on Twitter. Evidently, social media was how the police learned about the case and moved quickly. Not only does this demonstrate good communication, but the user community also gains legitimacy and credibility from the institution since it thinks it can work with the police and that it is taken seriously. Artificial intelligence programs are a powerful tool for monitoring social networks, given that "social media streams can therefore be considered as new sources of information on the perceptions, opinions, actions, feelings, and tensions expressed by individuals and their neighborhoods" (Williams et al., 2013: p. 462). in support of the police in their challenging work of averting confrontations, or, alternatively, utilizing data from social media to comprehend and predict societal disputes. According to Innes and Thiel (2008), social media monitoring can also be helpful in stopping riots and other violent protests that are planned via social media.

2.5.3 Effect on Crime Prevention

Police must be ready for the increasing number of criminals who specialize in committing crimes online as well as a society in which social contact, conflict, and criminal activity all occur online. For instance, the Scottish police logged an expected 14,130 cybercrimes in 2020–2021. By comparison, this has increased by 95% or nearly twice as much as the predicted 7240 cybercrimes that were reported in 2019–20 (Scottish Government, 2022). Because the number of crimes committed in cyberspace is increasing and surpassing traditional forms of crime, cybercrime is one of the top security objectives worldwide.

According to Wall and Williams (2013), the police to respond to this novel situation have established dedicated units, and they have received investments to assist them in preventing cybercrimes. An "association between Twitter hate speech targeting race and religion and offline racially and religiously aggravated offences" has been shown by Williams et al. (2020: pp. 111-113) through their research conducted in London. The report emphasizes the necessity of using predictive policing techniques on social media more extensively. Due to the rapid dissemination of content on social media and its ability to transcend national boundaries, there is a great deal of potential for harm. When hate speech appears in this material, it incites people with similar viewpoints to act in the same way.

Social media posts that propagate hate speech online have turned into a dangerous social issue (Williams et al., 2020: p. 94). In this regard, significant research conducted in 2017 by Awan and Zempi on the reporting of hate crimes (Islamophobia) against the Muslim community demonstrated that these crimes are becoming more common in virtual settings as opposed to just the more conventional face-to-face setting. They have a significant impact on victims' life regardless of how they are carried out. According to Awan and Zempi (2017) on page 370, social media is the arena where this kind of violence happens most frequently and has become into a breeding ground for the spread of anti-Muslim rhetoric and feeling. This is especially true for young Muslims.

Because the terrorist attack was publicized on Facebook, the Christchurch case from 2019 in New Zealand serves as further evidence of the intimate connection between hate crimes and social media. Even though the video was taken down in less than an hour, it had already gone viral (Williams et al., 2020: p. 97). In addition to the positive consequences of social media use by law enforcement, there are significant obstacles that must be addressed. Businesses are aware of this, acknowledging that "its use also poses risks which need to be understood and managed" (Her Majesty's Inspectorate of Constabulary, 2011: p. 37).

2.6 Adapting to the New Ways

Considering that one of the objectives of utilizing social media is to facilitate increased public-police contact, it is imperative that this engagement be successful. If not, all we will have is a different kind of broadcast data. There are two ways to interpret what social media participation is, according to Wood (2020: p. 43). The first definition of engagement is the response that users give to postings and material by using commands like "like," "share," and "comment." However, engagement may refer to more than just the dialogic exchange between the public and the police. In the dialogic analysis, this link is essentially nonexistent, but if we consider involvement as something as simple as share and comment, then the cops are fine.

According to Bullock (2018) on page 245, the manner in which social media proponents have suggested that they should be revolutionizing police agencies' communication methods are not yet in effect. Upon analyzing the primary Twitter accounts of law enforcement agencies in England and Wales, a study conducted in 2011 by Cramp revealed that the platform has been mostly utilized as an additional means of information dissemination rather than as a means of fostering community engagement. In additional studies, Brainard and McNutt (2010) examined the online exchanges between the locals and the Washington, D.C. police. The goal of the inquiry was to determine whether the virtual interactions between the police department and the public were informational, transactional, or collaborative. Ultimately, they concluded that there is far more information exchanged and transactions made throughout the contact than there is cooperative activity.

As a result, the police are increasingly "doing old tasks in new ways" when they use internet platforms (Brainard & McNutt, 2010: p. 852). Police therefore seldom interact meaningfully with other social media users; when they do, it is usually only with an audience that supports their activities and ignores those who raise doubts about their authority (Kudla & Parnaby, 2018: pp. 10-11). Police must do image work as well as what is sometimes called engagement work because of the logic of social media (Wood, 2020: pp. 43-44). Having a large number of likes, following, or published content does not equate to engagement. The ability to communicate effectively is crucial. As a result, it is critical to understand engagement as something substantial when discussing social media, meaning that it should serve as a tool for genuine communication as well as a means of spreading information and advertising (Kudla & Parnaby, 2018: p. 13).

However, there are also good stories, like the one Ralph (2022: p. 827) describes, that highlight the proactive and direct involvement between the police and the community as a successful approach. Upon receiving criticism for their police posts on Facebook, the organization reached out to individuals and answered their queries directly, enabling them to provide detailed reports of their grievances. Likewise, “citizens can contribute to police operational goals on social media, for example by acting upon current and future risks broadcast by the police” and helping with appeals, Ralph (2022: p. 824). Inauthentic communication also impedes community participation in police investigations by keeping people from talking with one another.

In the event that social media reporting of crimes has been disapproved of (Police Scotland, 2021: p. 41, for example), then this is a topic that should be addressed going forward. Utilizing a lot of followers and messages makes it difficult to communicate on social media successfully; it also requires careful planning and management. For instance, Scholes-Fogg (2012) of Greater Manchester Police provided an intriguing chart guide for social media comment analysis that offered strategies for handling the demand for comments. This approach could serve as a springboard for all forces to consider and formulate a course of action that is genuinely interactive with users and does not leave them in the dark.

2.7 Acceptability of the Social Media

People are more comfortable commenting, criticizing, and highlighting unfavorable views about police activity on social media when they have freedom, including the ability to remain anonymous and create false identities (Ralph, 2022: p. 826). Social media “allow citizens to expose, discuss, and mobilize around perceived injustice” (Walsh & O’ Connor, 2019: p. 2) and “presentational as well as operational and individual flaws are rendered visible and open to judgment by outsiders” (Goldsmith, 2015: p. 252). Performance, whether excellent or poor, can easily be made publicly apparent through social media sites like Facebook, as noted by Goldsmith (2015: p. 255). The way that the police department and its agents conduct themselves on a daily basis is how the legitimacy of the force is assessed on social media. In other words, the force’s online presence needs to reflect its offline presence in order to avoid a crisis of legitimacy. Therefore, “police services cannot ignore the influence that real-world policing has on the perception of police legitimacy on the internet.”

Ralph (2022: p. 829), or "the micro-level, in-person, street-level interactions between law enforcement and the public are important" (Henry, 2021: p. 1066). It is evident that police agencies are quite concerned about social media communication. The establishment of internal divisions dedicated to this subject (Goldsmith, 2015: p. 255) demonstrates this worry. Additionally, there is a rise for money allocated to the police's presence on social media and in the online community at large (Ralph, 2022: p. 829). According to Mawby (2012), the departments responsible for communication have grown more intricate throughout time. Their duties have expanded to include managing the media, enhancing the institution's good name, and managing critical situations and emergencies.

The need for a large number of professionals with specialized training in communication, such as journalists, public relations officers, marketers, audio-visual and graphic design technicians, and police officers, is due to the constantly expanding demand for information, the expansion of responsibilities, and the necessity to assert oneself in front of the public through active campaigns (Mawby, 2012: (p. 274)). Studies, however, suggest that this rise in demand is not necessarily matched by an increase in the quantity of experts engaged or for resources (Cartmell & Green, 2011, cited in Mawby, 2012: p. 275).

2.8 Police-Public Communication

The emergence of social media has altered our communication patterns. People now have another venue to comment about an organization, company, or product and services thanks to the increased popularity of social media platforms like twitter, Facebook, Instagram, blogs, and google. Social media allows for incredibly rapid and simple conversational diffusion. This platform's ability to spread quickly can build or ruin a reputation. Social media is dynamic and user-friendly by design. It provides extensive user reach, customizable capabilities, and a global user base. People are drawn in by social media's writing, sharing, uploading, linking, networking, and commenting capabilities as well as its fun and entertainment alternatives. Organizations can communicate directly with industry-related journalists, reporters, bloggers, and opinion leaders using social media. The likelihood of receiving notice in the media and on third-party forums rises when you interact with these influencers.

Media organizations have been impacted by the rise of social media as well because they are always searching for fresh and compelling content. PR specialists produce content that people want to share and discuss online in order to satisfy the media's growing need for compelling information. Social media also enables direct communication with people, cutting out intermediaries. This promotes improved communication between organizations and stakeholders. To engage with clients, the media, and other stakeholders, PR professionals must master social media management. The increasing usage of social media by contemporary society has significant implications for public relations as a field. It is necessary to advance democracy and enhance public discourse. In addition to receiving input and comments from the public, it allows organizations to disseminate information to as many people as possible.

According to (Cole, 2014), social media is valuable for both individuals and businesses since it enables fast and direct customer contact at a lesser cost and with greater capabilities than traditional communication methods. Understanding how social media affects internal and external communication is crucial as it takes over more and more workplace activities. Social media can help with disaster response, preparedness, costs, decision-making clarity, and increasing the acceptance of consequences. Furthermore, social media is a crucial Web 2.0 function that enables the creation and sharing of user-generated content. It is a useful tool in many different industries, including NGOs, sustainable community development, and workplace communication strategies, because of its accessibility and participation. Social media systems that enable users to co-create, edit, share, and discuss user-generated content promote ongoing conversation and turn the attention from companies to their clients.

The charity sector is aware of social media's impact on customer behavior and sustainability expertise. Social media has also grown to be a crucial component of organizational communication plans, influencing customer experiences and adjusting to shifting customer demands. Furthermore, social media can promote toxic cultures by fostering animosity or conflict among users or by fostering tolerance and moderation. A web-based platform makes it easier for people to engage, communicate, and share material within online communities. Social media, by definition, is a kind of electronic communication that people use to create online networks for exchanging ideas, information, and private messages.

Since the telegraph and Internet relay conversations' heyday, social media has changed and is still changing. Major social media platforms often update and adapt their platforms; thus, growth is expected to continue in the near future. Users of social networking services can set up online profiles or personal homepages to develop a social network. Overall, utilizing social media in PR practice has many advantages, including expanded reach, direct communication, improved brand recognition, and crisis management skills.

2.9 Social Media for Police

Social media, as used in public relations, refers to online platforms and websites that let people and organizations produce, it use as information source for local media, Social media uses to distribute and exchange information and ideas. Kudla and Parnaby (2018) state that improving the police's public image and reputation is one of their primary uses of social media. According to Goldsmith (2015), social media usage increases the visibility of people and organizations (p. 250). Being active on these platforms is a great way for law enforcement to increase their visibility and publicize their campaigns, strategic plans, and actions—in other words, to promote a positive public image of police forces (Mawby, 2012: p. 272). The exposure of the police on social media is higher than that of the courts, according to an analysis by Johnston and McGovern (2013). This example demonstrates how the police use social media as a tool to project a favorable picture of the organization.

Through postings that depict the day-to-day experiences of regular people who work in law enforcement, social media outlets also have the ability to humanize police personnel and the police department as a whole, winning over the public's compassion. According to Wood (2020), the New South Wales Police Force (NSW Police) uses social media communication as a means of increasing engagement and following. The force approached the community by using humor, or the "meme strategy," which is more successful when targeting younger people (Ralph, 2022: p. 825). This included creating memes. From an acquisition perspective, the approach proved to be highly effective. Facebook followers of NSW Police surpassed one million in August 2017. It was also praised and effective to utilize humor to highlight important themes and highlight the more human side of the police.

In the near term, the application of "humour and cuteness" was successful in boosting interactions with the NSW Police Facebook page. However, because dialectical engagement was

absent, this approach raises concerns about its long-term efficacy (Wood, 2020: p. 41). Some examples of social media platforms are Facebook, YouTube, LinkedIn, Instagram, Twitter, and many more.

These platforms allow for real-time communication with a large audience and participation, making them useful tools for public relations professionals to disseminate information, manage reputation, and interact with stakeholders. The use of public relations ideas and techniques inside a police organization is referred to as "police organization" in public relations practice. Public relations are used by police organizations to increase openness, foster community ties, and successfully communicate with the public. Publishing news releases, planning community events, answering media questions, keeping up a social media presence, and running public awareness programs for safety and crime prevention are all examples of public relations operations for police organizations.

2.10 Policing and New Adoptions

James P. W. (2018) claims that since the dawn of the twenty-first century, information has played a major role in police, with data-driven, intelligence-led, and technologically assisted order maintenance. More than law enforcement officers committed to sporadic patrols and prompt action. Officers make up a large portion of the knowledge workers that process and evaluate data. In response to this inclination, law enforcement agencies throughout several nations have leveraged social media platforms, utilizing intelligence divisions to conduct virtual surveillance, piece together past events, and get legal insights on the characteristics, pursuits, and admiration of both suspects and gullible parties (Xiaochen, 2019). The use of technology in law enforcement has increased, and it is now more closely associated with civic associations, religious organizations, businesses, community level organizations, and social service agencies.

Communication channels between the police, the public, and stakeholders are now among the most important parts of contemporary policing. The two main ways that citizens learn about the police are through firsthand experiences they have had and secondhand experiences they have heard from others. Furthermore, police departments can use social media to inform the community, according to Williams (2019). To improve the public's perception of crime prevention, police provide information that promotes themselves. Crime prevention organizations can communicate with the public through new media in a way that is appropriate

and productive. The use of social media by law enforcement also affects how they interact with the public and oversee the caliber of their officers and operations. Information regarding risk can be directly transmitted by police services through digital media, which the public can then share and repost to spread the word.

The police can effectively display their organizational identity on social media, which is also utilized for expressive objectives (James, 2018). The usage of social media by police agencies is higher in those with higher organizational complexity than in those with lower complexity. According to Xiaochen h. (2019), larger police departments typically have fewer resources than smaller ones.

2.11 Policing in New Media

According to (Rodgers, 2016), public education about crime prevention has advanced significantly in recent years. The rise of social media has brought entirely new opportunities and challenges to the already major and complex relationship between the public and the police. Law enforcement organizations are utilizing social media more and more, partly because to the need to keep up with a technologically advanced culture and partly due to the possible basic benefits of media consumption. (Struziska, 2018) Claims that the three incidents where social media's participation was: one involved police agency responders discussing obstruction relating to this kind of communication. As stated by (Langer, 2014), an organization's ability to function depends on how successfully its members can communicate and apply key information. The ideal form of communication for an organization is still face-to-face interaction, but doing so on a regular basis is no longer possible in many.

As a result, most organizational procedures must be completed by other means, which is dependent on organizational efficiency. The capacity of organizational members to connect more effectively on a regular basis thanks to technological improvements has continued to raise the standard of work, increasing the organization's overall effectiveness. Due to the accessibility, speed, and low cost of this option's access, Williams (2019) said that traditional media have lost some of their power with the introduction of Internet news sources. Before social media first came out, these older forms of communication were denigrated for being quicker, even though their dependability and purity would distinguish them from vague messages on social media.

Law enforcement officials claim that the public information office can leverage the speed of the Internet without compromising its credibility as a trustworthy source of information.

The framework for understanding how communication influences all facets of organizational functioning has been established, according to Langer (2014). In order for an organization to succeed and for members to be able to influence the culture with their attitudes, effective communication is a key component. This strengthens organizational identity. A system of human interactions is used to create exchange, interpret correctly or erroneously, and store data as an expression of organizational communication. As of Langer (2014) because it offers a chance to hear from its customers, additional social media can help boost an organization's reputation and bring satisfaction to the company.

Businesses must consider the ways in which social media may be incorporated into their marketing strategies, but they also need to consider the ways in which this interactive process will involve customers in a deep and constructive dialogue that will be advantageous to the company itself. Finally, in the framework of public relations practice, social media may be a powerful tool for police organizations to immediately distribute information, respond to complaints, publish updates, and interact with the public. The facilitation of prompt and straightforward communication has the ability to improve transparency and promote goodwill between law enforcement agencies and the communities they serve.

2.12 Theoretical Framework

Security as per the modern theories is one of the most important key of life that human being highly strives to assure in the world. The definition of security in terms of Maslow's Hierarchy of Needs Theory is the requirement for someone to feel safe and secure. The person must be safe in an environment where there is no security threat (Deniz Gurhan, Jul 2021). According to the theory of Abraham, the need for safety and security is not only inherent but is also an instinctual need. Man craves the need to be safe, sound and free from attacks of any kind. Therefore, striving to assure security is the biggest human need. Hence, to assure security is the priority of the police organization throughout the globe.

2.12.1 The Media and Securitization

Securitization procedures depend on the link between perception and the media. The public's perception of a given phenomena as a challenge or even an existential threat to social stability, economic prosperity, public security, or cultural homogeneity can and is influenced by the media through the adoption of specific wordings and storylines. Political actors manipulate media narratives to their advantage, instrumentalizing or promoting securitized concerns to position themselves as the only ones capable of offering a solution. The media is a vital part of society and our everyday lives. They are frequently used to obtain information and remain current on events taking place in our surroundings. They become a crucial player as a result, able to provide us with real-time updates on events occurring across the globe. However, there are issues with the media. The first is the extent to which we can trust them and, in particular, the impact they can have on us. According to a number of studies, the public's perspective and interpretation of events are greatly influenced by the media.

As a result, it is critical to comprehend how the media shapes public opinion by endorsing specific words and altering perceptions in order to sway public opinion. Securitization is therefore based on the notion that a problem only qualifies as a security problem if the public views it as such. This is a crucial component because, based on this understanding, the participants in the securitization industry may be able to legitimately utilize the instruments they portray as suitable to deal with a problem. Thus, it may be claimed that securitization blends the process of defining an issue with the process of governing it.

2.12.2 Framing

Use of the theory of framing is part, of the theoretical framework for measuring public relations practice on social media, particularly on the Facebook platform. According to the framing theory, how information is presented or framed can affect how people perceive and interpret it. According to (Matthews, 2009), (Borah, 2011), (cacciatore et al, 2016), one of the most active and pertinent communication study areas today is framed theory, which has undergone extensive application in recent decades. Having a strong relationship to fields like psychology, behavioral economics, or political science (D'angelo, 2002) (burgers, 2018) (Brugman, 2018)), Political communication has been identified as the most promising area for the notion of "frame" to evolve in the twenty-first century (Brugman, 2017). The relationship between political speech, the media creation process, and the formulation of social meaning can be analyzed using this

method to comprehend how public opinion is produced (Matthes, 2012). It has become one of the prevailing viewpoints in the field because of all these causes (Muiz, 2020).

On the other hand, there is a wealth of information regarding its level of activity and influence in the industry (weaver, 2007). As a result, difficulties with saturation in the field have been caused by its intensive and erroneous application (D'angelo a., 2019). The key points of contention and this theory's weaknesses are then listed, which paradoxically have a lot in common. According to the framing theory approach, media content is framed in accordance with a particular ideology and present within particular frames. This aids in influencing the viewpoint of the intended audience. Framing theory can be applied to the context of social media public relations to explain how companies or individuals deliberately construct the material and language they provide on Facebook in order to influence public opinion or further certain goals.

Analysis of the many frames utilized in the communication, including problem, value, and solution frames, is required. The researcher can assess the content uploaded on Facebook by businesses or individuals and examine the various frames used. This will allow them to estimate the use of framing in public relations practice on social media. This analysis can include identifying the dominant frames in use, evaluating how well the frames fit with the organization's aims or objectives, and reviewing how well the framing tactics worked to sway public opinion or produce the desired results. Utilizing the theoretical framework of framing to measure the practice of communications on social media, researchers can gain additional insight into the messaging strategies, persuasion tactics, and overall impacts of PR activities on platforms like Facebook.

2.12.3 Social Exchange Theory

According to Pan (2012), it is crucial to comprehend the reasons for people's engagement on social media platforms, as they do not exclusively depend on user-generated material. The social exchange hypothesis originated with studies conducted in sociology that looked at exchanges between individuals or small groups. The concept explains how individuals connect with one another, form ties with one another, and use a cost-benefit analysis and option comparison to make decisions. Through communication exchanges, communities are formed. People refrain from taking acts that have a significant cost and instead engage in behaviors that they find

satisfying. Put differently, the decisions made by each actor on the advantages and disadvantages of participating in a social interaction dictate every action.

2.12.4 Social Network Analysis

According to Pan (2012), social network theory makes use of mathematical models to analyze the structure, growth, and creation of a community of connected agents. In social network analysis, every individual within a group is viewed as a node, and the interactions among them are referred to as ties, linkages, or connections. People, families, towns, and even entire nations can develop social networks. Communication events, friendship, kinship, money transactions, sexual relationships, shared interests, and ideologies are just a few examples of these links.

2.12.5 Agenda-Setting Theory

According to (Andrew, 2014), the media's emphasis on various issues gives individuals hints about their relative relevance. Applying this to social media, one can draw the conclusion that this moderating influence is achieved via social media's selective reflection of traditional media and promotion of citizen journalism. It might be a mixed blessing to convey positive messages. The issue is more important to a larger audience due to social media's capacity to amplify the effects of traditional media. On the other hand, the effects of popular conspiracy theory tweeting and blogging could unfairly favor negative beliefs. The most noteworthy effect of mass media is its ability to psychologically arrange and control the world for us. To sum up, while the media may not always be lucky in dictating our thoughts, they are incredibly lucky when it comes to directing our attention toward certain topics (Asya, 2018).

2.12.5.1 Agenda Setting On Social Media

The political system has used social media to define news coverage and, more crucially, to challenge journalism standards and practices. Social media has also been studied as a representation of the dominant discourse in the public attitude. In the field of agenda building, there are two conceivable lines of inquiry. Two things to consider are the degree of political agenda pressure on media agendas and the use of social media by journalists. While some people place particular value on the concept of impact, there is interest in examining the type of relationship that currently exists between political and media agendas (Charron, 1998). In accordance with the two-step flow theory, network opinion leaders are committed people who

help disseminate information to audiences who might not otherwise pay attention, hence extending and enabling the media's role in defining public agendas (Jessica, 2017).

Specific effects of the public agenda are felt in the social media agenda. Media or public audiences' interests must be somewhat reflected in social media. Ratings, open research, surveys, market analysis, and audience consumption habits can all be used to identify these. Due to social media's continued connection to different viewers' environments, this is permissible. Furthermore, the agenda and interests of the public shape these surroundings. In order to attract and sell to media audiences, social media must respond to what their audiences want and need (Walgrave, 2018). Aside from that, lawmakers and public relations specialists can determine the agenda. Additionally, there are instances where the government plays a part in advancing its policies through the social media platforms that determine the agenda.

2.13 Conceptual Framework

Given that the International Association of Chiefs of Police (2015) reports that Facebook, Twitter, and YouTube are the most popular social media platforms, the dependent variables in this study are the police's use of these sites. The primary justification for avoiding combining all three dependent variables into a single variable is the possibility that various social media sites serve distinct roles for law enforcement organizations. Liebman et al. (2013), for instance, argue that Facebook's ability to send longer messages in a single post (p. 457) makes it a better platform for "a two-way dialogue between the police and the public," while Twitter's character limit makes it a better choice for urgent alerts. Furthermore, it makes sense to assume that police departments will devote varying amounts of time to uploading a YouTube video, tweeting, or making a Facebook update. As per Arron Lewis Cullen (2022), the digital society was one of the main ideas, and it has given police forces new chances to use social media to form online communities. According to Arron Lewis Cullen (2022), to understand how digital technologies have driven changes in police practice, it is critical to take into account the digital society.

Image work is another important idea that sheds light on how the police interact with the public and conduct themselves. Following the growth of police corporate communications divisions, image work has undergone numerous phases. This study aims to conceptualize how the digitalization of police image work has led to the advancement of image work in the modern world through social media. The study identifies the ways in which law enforcement improves

public relations and police operations to strengthen their legitimacy, address community issues, and modify organizational structures.

This study's primary focus is on the use of new media for public relations; it examines the Facebook page of an Ethiopian federal police. The factor of the study in particular was exposure and access, audience perceptions of relevance and quality, audience satisfaction and discontent, and strength and weakness in social media use of EFP.

Generally, three particular concerns focused in this research concerning the following points:

1. Public Relations Practice In social media on Facebook platform of EFP
2. Respondents perception about Ethiopian federal police regarding the relevance and quality of Public Relations Practice on Facebook platform
3. Ethiopian federal police satisfaction/dissatisfaction of EFP Public Relations Practice In social media on Facebook platform news report, the strength and weakness

2.14 Review of Empirical Studies

There are Facebook pages for almost all EFP police agencies. The data and initiatives offered by the EFP departments are accessible to the public. The EFP works to deter crime by providing guidance and information. This reduces crime and increases community safety. On Facebook, the EFP has been able to inform the public by posting updates on their everyday activities. Additionally, the public may use the internet to get in touch with the EFP. However, by liking their Facebook pages and interacting with the public, the EFP hopes that more people will be aware of their existence, which will lend them greater legitimacy. Researchers have conducted studies on popular responses. For instance, we have conducted research on the role of CM in the federal police crisis in Ethiopia, which is relevant to this topic.

Deguale Chane Adera conducted the research under the title "LAW ENFORCEMENT INFORMATION SHARING ON SOCIAL MEDIA AND NEWS VALUES IN ETHIOPIAN FEDERAL POLICE COMMISSION FACEBOOK PLATFORM" in July of 2021. Through in-depth interviews, the researchers attempt to clarify the shortcomings in EFP social media utilization. The researchers' analysis highlights the encouraging developmental efforts made by the government agency Ethiopian Federal Police Authority, which aims to enable a client's

service and safety through the growth and extension of its own service center. Promoting each of those developmental projects is the responsibility of the PR specialist. Furthermore, there is insufficient research available on this specific topic.

CHAPTER THREE

RESEARCH METHODOLOGY

Explanations of the research methods used in this thesis are provided, as well as the rationale behind the approach chosen for the empirical study. The methodology of data collection, including how it was processed and analyzed is also showcased. Based on this, it is explained selection of the respondents was made from the police and the public. Lastly, thorough discussion of validity, reliability, ethics, and bias are discussed in this chapter.

3.1 Research Design and Approach

The audience for whom the research will be published, the nature of the research problem, the researcher's personal experience, and the philosophical viewpoint (research paradigm) can all be taken into consideration when selecting a research approach (Creswell 2017). According to Kothari (2019), the subjective evaluation of attitudes, views, and impressions is the focus of the qualitative research approach. The investigator employed a qualitative approach, drawing from firsthand observation and interviews. The relationships and perspectives that impacted individuals and communities hold are examined through qualitative research (Habte, 2019). Following this logic, the researcher had selected qualitative approach to conduct the study, because the facebook use of EFP would be better to identify through such a system.

This method allows the researcher to collect data freely from the subject. The methodology facilitated the researcher's ability to pose WHs, or why-and how-questions (Ibid). According to Punch (1998), qualitative research is empirical research in which the data are not numerical. The researcher was helped in extrapolating meaning from the participants' facial expressions by the fact that qualitative research involves interpretation and a naturalistic approach to the subject. Furthermore, this approach is focused on the subjective evaluation of beliefs, attitudes, and actions (Kothari, 2004 p. 5). According to (O'Sullivan, 2003), p. 280, "interviews are a research method that can be employed to investigate a wide variety of research problems and projects." Interviews are a qualitative research method that aims to unearth observations and interpretations from the audience. Furthermore, "direct access to unique forms of experience and expression often denied by other methods" is provided through in-depth interviews.

Interviews are typically characterized by their qualities, which include their flexibility (the interviewee and the interviewer are free to explore and negotiate the specific topic); their directness in contact, feedback, and responses; and their comprehensive detail. As a result, the members will be a great source of knowledge for the researcher, who is eager to learn about the surroundings. To understand the purpose and the undiscovered facts of the study's concern, the researcher employed a qualitative approach. Within a research strategy, research designs are forms of inquiry that offer particular guidance for the conduct of a research project (Creswell, 2016). The attitudes, beliefs, habits, and experiences of people who will be participating in the paper are examples of intangible aspects that can be effectively identified with this method.

Actually, a research design helps the researcher effectively address the research questions by assisting in the selection of the appropriate data required for the study. By using a qualitative research technique, the researcher examined how new media is used for public relations through a study of Facebook posts made by Ethiopian federal police officials. The researcher uses an exploratory type research design since it is necessary for the design to be properly chosen in order to help the study identify relevant and suited components of the problem. Studies in fields that are new or have not received much attention often employ the exploratory research design. As a result, the researcher came to the conclusion that more study in this field is necessary. As per Creswell (2014), the utilization of exploratory research design facilitates a thorough comprehension of specific concerns by the researcher.

Furthermore, the design is fundamentally a kind of research design that concentrates on providing a thorough explanation of each study component. Although it is not anticipated that this design would provide definitive proof on the matter, it is highly beneficial to comprehend the main components of the issue. As a result, this research approach might be useful in examining the true impact and implications of the unfavorable social media narratives.

3.2 Method of Data Collection

Throughout the article, primary and secondary sources was used to collect data from the Ethiopian Federal Police. The primary source was consulted for information, which will be obtained through discussions with the director of the public relations department's social media curator. Official letters, research studies, and government documents will all be used as

secondary sources of data in the EFP to assess how public relations is used on social media sites like Facebook.

Both primary and secondary data sources are used in the research (Tucho, 2021). The major source for the study will be a range of primary data collected through qualitative techniques. The researcher will take notes in order to further understand and analyze the data from the in-depth interview and content analysis of the Facebook page. The researcher will be able to ask the five W and H questions using this method (Ibid).

3.3.1 Target Population

The study's target population consists of the MC practitioners at EFP headquarters as well as the department leader for this profession. These are among of the larger offices, which is why they were chosen. To share information with their stakeholders and the public, three MC department officers have Facebook pages. The rationale behind choosing this particular group of MC practitioners was that they were people with social media usage expertise and experience.

3.3.2 Sampling

The study made use of purposeful sampling. An advantage of purposeful sampling is that it guarantees the selection of participants with a wealth of information (Patton 200, P. 6), who are pertinent to addressing the study objectives (Bryman 2012, p. 13), and who are therefore most likely to assure insightful contributions to research findings. The target department's MC practitioners were therefore specifically chosen. Also included in the investigation were Facebook post contents from December 1, 2023, to February 1, 2023.

3.3 Data Analysis Method

Qualitative methodologies were employed in the investigation. Consequently, in order to apply these techniques, the researcher will gather data through a range of methods (such as focus groups, questionnaires, interviews, and so on); code the data using various clustering and classification schemes; classify the data; allocate concepts to categories; connect and integrate (integrate) abstract concepts; create a theory based on emerging themes; and write an understanding. Metaphors are useful instruments for interpretation, heuristics (guiding) or for creating theory components in this process (Knopp, 2007). Due to the previously listed reasons,

this study's use of a qualitative data analysis method encourages the use of social media in public relations practice, particularly the Facebook platform in the EFP.

3.4 Validity and Reliability

It is possible for a measuring device to be valid and accurate at the same time, but if it valid and accurate, it is probably also dependable. Nevertheless, validity is not guaranteed by reliability alone. Even if a test is dependable, it might not precisely reflect the desired behavior or quality (Lutfi, 2020). Through now on, this study made every effort to guarantee its validity by employing an extensive and in-depth questionnaire made up of questions that were successful in gathering the needed data. Verifying the facts, opinions and reflection through investigations, observation and rechecking sources was conducted.

The stability and consistency of the used measuring device over time are referred to as reliability. Put differently, the capacity of a measurement tool to produce comparable outcomes when used at various times is known as dependability. Purposive sampling was used in this study to interview employees who are heads of their CM divisions and have direct knowledge of the organization's usage of the Facebook social media platform. Although it is challenging to articulate the reliability of qualitative measuring, this paper attempted to assure its reliability.

3.5 Ethical Considerations

Maintaining user privacy and sustaining stakeholder trust throughout the entire process requires the researcher to collect data in an ethical and transparent manner. The ethical conundrums that arise in any scientific investigation were thus considered in this work. The respondents provided consent for the researcher to collect the data, and the researcher honored that consent. The researcher provided a brief summary of the goals of the study before starting the work of gathering data. Prioritizing confidentiality and exclusive usage for research reasons, the researcher asked participants if they would be prepared to supply the data needed for the study. As a result, the ethics of the study were carefully reviewed during the data collection stage.

Additionally, because some respondents may find certain personal questions uncomfortable or trigger sensitive feelings, the researcher asked the informants if they were uncomfortable providing answers to questions regarding their age, education, marital status, and years of job

experience.

As a result, every effort was made to ensure that the data gathering procedure took the study's ethics into account. The study also cautions that certain participants might feel uncomfortable or overly intimately questioned regarding their age, education, marital status, and length of employment.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Overview

This chapter presents the results of a qualitative investigation of the use of new media in public relations, specifically focusing on the Facebook page of an Ethiopian federal police official. Face-to-face interviews, questionnaires, and group discussions made up the data gathering techniques. Furthermore, evaluations of the EFP Facebook page were conducted. A sample of public relations practitioners from this organization was created through the technique of purposeful sampling. This chapter presents the research findings according to major themes that are pertinent to the study's goals and research objectives.

The Ethiopian Federal Police's official Facebook page is called "Ethiopian Federal Police." It was established on April 13, 2015, and as of right now, 267,460 people are following it. One senior PR practitioner (informant 1) was interviewed and seven practitioners (informant 2, 3, 4, 5, 6, 7,) were part of the Group discussion to learn about their views and practices about Facebook's use in PR for EFP. The study includes both male and female samples, with ages ranging from 30 to 42. Every informant said they had been involved in public relations for 5–15 years on average. The head of PR who bosses the whole media departments is a Master degree holder in Journalism and Communication and other three respondents have BA in Journalism and other related fields. The rest three respondents who took part are certificated with different field of studies.

The senior practitioner respondent has rich skill on areas of media operations and public relations. A practitioner clearly understands not only media but also the media politics and complex interests of government officials behind the scenes. Moreover, the practitioner had served various political systems and also acquired the needed educational requirements. The respondent understands the social media platform, policing, mainstream media and interests from different perspectives. The other seven practitioners are also well experienced, understand their tasks in detail and strive for betterment of the department. Most of them have studied journalism, literature and acquired necessary trainings in related fields. They have been working in the social media department developing their career from infantry policing duty.

4.2 Data Presentation And Analysis

Qualitative research methods are utilized to address the research questions, taking into account the primary and particular goals of the study. Therefore, the data obtained using the three methodologies are given in order to provide a better knowledge of the subject matter.

❖ Major significance of information sharing for Crime Prevention

The question of how and to what extent Crime Prevention Information Sharing is important was posed to the respondents on the EFP Facebook page. According to the informants, many organizations use their official Facebook profiles because they think it's a useful platform for public outreach. They use it to provide their audience with up-to-date information. Furthermore, the majority of PR professionals applauded the offices for fully utilizing social media platforms, particularly Facebook, in company public relations practices. In their opinion, "It has many significant; Police duty is not accomplished without public participation, so that to get them one by one is impossible Therefore we have to use social media to address them. We inform public about crime, warning not to do something dangerous for the public, Improving relationship with public, to prevent crime and accidents, public research for missing /witnesses/ delinquents; it improves the image of the EFP force, and recruitment of new police. We can get from public feedback from them and respond to it. The criminal case reports, which has human element in its content. The police use social media for operational policing at the front because it informs the public about the cases before it is wrongly disseminated. If the police give recent information about operation going on the public could informed and help police or they abstained from rumor so that the public became cool down.



Figure 1 EFP Facebook Page

A PR leader and social media team leader of EFP noted that: "We posted information on Facebook that includes press releases, annual reports, mission and vision of the office and messages to the public. Here people on this platform and media get it easily and use it as a source of news. We can reach our followers quickly and easily. The other media are late when compared to Facebook." Further contents analyzed from the offices' Facebook pages also show that it is used to disseminate news, their organization plan, performance, events, and various new or current activities of their organization, there as well. Expertise assigned to manage and disseminate information Facebook pages

The results of this study appear to support the theory that since its debut, public relations practitioners have switched their focus from traditional to social media. (Cole, 2014), social media is valuable for both individuals and businesses since it enables fast and direct customer contact at a lesser cost and with greater capabilities than traditional communication methods. Press releases, annual reports, lectures, corporate social responsibility initiatives, and information about their services are all posted on Facebook.



Figure 2 EFP press releases

(James p w, 2018) Enforcing law and order through data-driven, intelligence-led, and technologically assisted means has required information time management. When questioned about their opinions, the majority of public relations professionals advised offices to fully utilize social media platforms, according to the informants. They contend that Facebook's cost-effectiveness, speed of information dissemination, and highly participatory features make it an essential tool for modern public relations campaigns. There are no limits to the ease with which you can reach your audiences in the country, the area, and worldwide simultaneously.

According on the researcher's content analysis results, Facebook was utilized by the EFP bureaus through Police organizations' public relations activities include news release publishing, community event organizing, media relations, responding inquiries from the media, maintaining a social media presence, and coordinating public awareness campaigns for safety and crime prevention. Due to this inclination, law enforcement agencies worldwide have utilized social media platforms, assigning intelligence teams to conduct virtual surveillance, piece together past occurrences, and gather legally-required details regarding the characteristics, pursuits, and admiration of both suspects and gullible people (Xiaochen, 2019).

❖ Impacts of Facebook on PR practice of the EFP

The influence that the organization's Facebook page has had on EFP's overall public relations efforts was another question posed to the informants. According to the informants, Facebook is routinely used for public relations.

Updates from their bureaus are released every day, including plans, reports, job openings, and responses to inquiries from the media regarding their organization. The EFP posts two or more pieces of content every day. Based on an analysis of the Facebook page's content, it can be shown that 101 posts were made on EFP in the three months between December 1, 2023, to February 1, 2023.



Figure 3 EFP posted daily

Table 1: Quarter-annual (tri-yearly) report of the Facebook performance

NO	Dec 1 to Feb 1, 2023 all posts	People looks	Likes	Shares	Comments
1	101	3,506.895	82,938	6,835	5,678

As it is shown in the above quarter-annual report table, EFP has shared 101 total information's, news stories and productions on its official new media outlets, which is not as much as it had to be shared in the quarter year. Security issues, police operations, and directly related occasions have been high in the country. Additionally, the horn of Africa is also center of security attention and the EFP alongside other security institutions strives to bring sustainable peace. Therefore, in a continental region and specifically in a country where every minute has many news stories, to report only such a few amounts of stories is not enough.

Apart from this, the report had to contain description of dislikes, negative comments and complaints to understand and efficiency of the department. Compared to the high population density of Ethiopia, the number of likes, comments, shares and frequency of releasing contents is below the average. They distribute information provided by the organization to the public for various purposes, such as amusing, warning, or informing the public through press releases. Our followers can then like the content shared, comment on it, and share it. This allows it to readily access wherever.

In particular, details regarding criminal case records that contain human elements. We also share information on our Facebook page that can be utilised as input for the public. The organization has a single PR directorate with the authority to manage all facets of police-public relations. The EFP PR bureaus are divided into three Facebook page sections. The majority of them are open to sharing initiatives that fall under their purview. It improves the image of the EFP force and recruitment of new police.



Figure 4 EFP PR and Facebook Page directors'

According to eight informants in total, 3 informants, 5 informants, and 7 informants (Feb. 19, 2024) identified the following difficulties with using Facebook for PR campaigns. They agreed that the factors affecting the use of Facebook for PR purposes was a poor or slower internet connection. Social media is the recommended media because it can reach quickly a large number of individuals. As a result, an internet connection ought to be constant. Using social media regularly eases the very difficult tasks of police.

Getting information from the society, updating people about security issues, Understanding them on community participation and creating a favorable understanding environment between police and community. An informant (informant 2, Feb 18/2024), who is in charge of editing the content on Facebook Stories, Outlined the difficulties they have while using Facebook for public relations activities. He said that several authorities and specialists spread bureau information without our communication team's permission. It is possible that instruction is provided, or that every activity is seen to be shared by specific Facebook sites. One accountable body should be associated with a single organization as a source of information. Certain directorates refuse to provide details. There is a lack of cooperation. Another issue is the apparent lack of expertise in using Facebook for public relations. It can be difficult for us to spread information on days when there is a poor or nonexistent connection.

One other issue that has been brought up regarding the challenges of using Facebook for public relations is that it cannot be the lone method used to reach all audiences. Your message will not reach all of your target audiences as a result. The bulk of people in our nation, in particular, live in rural areas with restricted access to the internet in urban areas. Reaching these publics through Facebook is therefore difficult. Facebook management ought to follow a plan and set of rules. Additionally, a problem of adequate knowledge about media operation is the biggest hindrance in the organization. The social media department is not free to post following the media guidelines alone. The commanders should interfere in every news stories posted on the Facebook account. As a result, this is something that the government ought to consider. Facebook needs guidelines that assist practitioners in making the most use of the tool in order to advance the PR industry in our nation, which is still in its infancy.

This will help the government and practitioners alike by providing the public with information. As of right now, Facebook is run without any rules, and practitioners publish anything they believe would be helpful to others. The social media team and PR leaders manage the social media initiatives of the offices. They are in charge of doing the duties on social media, particularly Facebook. At the time of the study, the EFP Office had specialists in charge of these departments' operations. The objectives for which the bureaus use Facebook are spelled out in guidelines and strategies. Lack of confidence on the media professionals by the higher leaders, and participating while writing on big issues, not allowing posting timely stories and waiting until the strategic leaders show the green light is considered to one of the challenges.

❖ Improvements in the overall activities on the Facebook outlet of the EFP

All informants (informant 1, 2, 3, 4, 5, 6, 7, 8, Feb 19/2024) were also asked how the improvements in changing the overall activities on the Facebook outlet of the EFP. The informants noted that the usage of Facebook has altered the way public services are delivered, either by lowering the rate of crime, allowing the organization to react to public proposals more swiftly, or by instantly informing the public about the departments' actions. Every informant emphasized that Facebook made it possible for their office to respond to concerns linked to stakeholders as quickly as feasible. There used to be a suggestion box where the public could leave comments and make suggestions. This has been modified now. On Facebook, all feedback, recommendations, and corrections pertaining to these bureaus are welcome.

Furthermore, it is believed that Facebook decreases in-person and phone communication because individuals have so much faith in the content we share on social media that we collect comments, sort them into positive and negative categories, and occasionally remove offending posts. For the negative comment and again we select dangerous one, which needs to be responded. Removing unnecessary comments or negative words from the posts may look good, but for those who are following then it cannot be taken in such a way. Therefore, replying for some positive ideas may help than deleting the negative ones. Complaints are not always bad, since police also makes plenty of blunders in the daily duty. Knowing that the officers make mistake, but blocking complaints from the victims is not modern way of reacting to faults. In fact, police profession cannot be free from complaints. Less compliments but many complaints are worldwide features of policing.

Informant 1 (Feb 19/2024) said, "Using Facebook offers a lot of advantages. It ensured that the material was published quickly and facilitated its flow. We employed traditional media to spread information to our audiences in the past. We employed newspapers and broadcast media lobby journalists. These days, as soon as we finish a piece of content, we immediately put it on Facebook to reach our audience. We are required to cover the costs of print and broadcast media whenever we run an advertisement. But since Facebook was introduced, we have saved a lot of money, are confident that our advertisement reaches the majority of people, and have started advertising without setting specific times slots like we did before. Remarkably, our publics' level of engagement rises during this instance. We receive more shares and likes.

The participants expressed confidence that Facebook might significantly enhance the public relations procedures within their Bureaus. The majority of participants stated that we can assess public relations notice boards on Facebook by looking at Page Summary, and that Facebook has made them less busy than they were previously. The number of people who have viewed the posts, pages, or advertising is counted in order to assess the dissemination of information. According to seven sources, they communicate information about their services, speeches, yearly reports, press releases, and social responsibility campaigns with the media on Facebook. informant 7 Feb 19/2024) declared, "What we do is just post our press release, recent activities of our bureaus, and the accompanying photographs in our official Facebook promote them with Facebook instead of posting photographs on notice boards."

On the other hand informant 6 (Feb 19/2024) stated that while Facebook is occasionally used to spark regional crises, this office is a security office, therefore they offer quicker avenues for handling emergencies. Facebook is open to all users, so anyone can spread false information that harms the reputation of both the nation and the region. Here, we communicate the truth to our audiences. The majority of informants stated that while Facebook's nature presents challenges on its own, it also restricts direct access to social media through the use of complex pass codes. Nevertheless, there are a number of improving sides on Facebook operation for security purpose information and public interaction, there professional side backs, as per the informants. The police are becoming less credible, thus, it seems unfathomable that the news is still fresh. There are doubts about the police news or information's reliability.

Because the community has access to information in multiple languages and from various sources, it comprehends it better than the police do. As a result, police news must be truthful, open, and thorough because it is impossible to get the necessary information from them in terms of quality and dependability. Every respondent acknowledged that social media is transforming the manner that immediate information is distributed at a reasonable price. The police were not familiar with social media, and using Facebook around that time may get you in trouble. The media not only advertises goods and services but also serves innumerable purposes in law enforcement; when used correctly and promptly, information can save lives and lead to prosperity and good health. According to informant number 6, news about police, both public and commercial media channels, quickly cover particularly that pertaining to the federal police. The commission itself lists further sources of information.

Ethiopian Federal Police, which is responsible for all areas and local governments, frequently focuses its reporting solely on the Addis Ababa region. We strongly advise against including news from other regions because they have their own media. Thus, there has been a compromise of the Federal Police Facebook page. Respondent 8 indicated, based on the aforementioned idea, that In order to accept news items as new, news values and news factors have been identified. The majority of the news on this Facebook page falls short of this. There are times when the news is deserving of neither the security forces nor the dignity and reputation of the Ethiopian people.

It is targeted from a variety of angles for reporting on events that have happened throughout our nation and after they have reached us, whether it be through news or programming, which makes it less effective in terms of timeliness. The researcher also found out the same challenging aspects while reviewing a study conducted by (Deguale Chane, 2021) that explicitly states the same problems. News values are not well analyzed by the PR department. Releasing less important news stories just to grab attention from higher commanders, ignoring very alarming issues that have to scoop first by the police media and quoting them from other media are considered big problems.

4.3 Content Analysis

This section included an analysis of the EFP offices' Facebook postings. Major contents, public responses, and office input were all included in the analysis. The official Facebook page is named as “Ethiopian Federal Police” was created on April 13, 2015 and 267,460 peoples are following it. The office provided some information on its Facebook homepages. For instance, it provided background information, vision, mission and description. Further basic contact information such as telephone, email and website are provided.

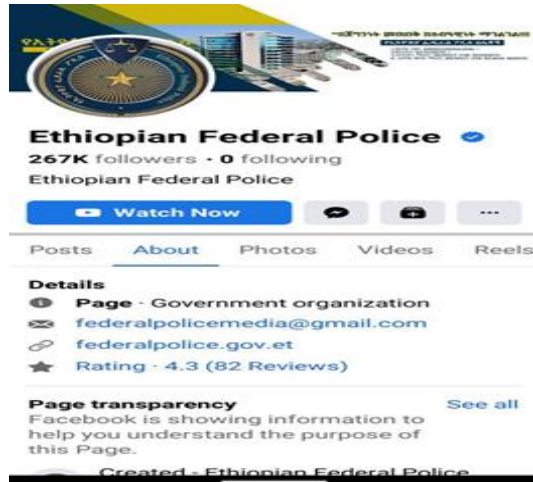


Figure 5 EFP Facebook background

The content the organization posts is the results of the inform public about crime, warning not to do something dangerous for the public, Improving relationship with public, to prevent crime and accidents, public research for missing /witnesses/ delinquents. It improves the image of the EFP force and recruitment of new police. The company makes regular use of Facebook. On this post 2k likes, the Facebook followers made 80 comments and 160 shares. Moreover, Feb 7, 2023 about first Ethiopian female police officers, 1961. On this post 1k likes, the Facebook followers made 22 comments and 47 shares.

According to Muntinga et al. (2011), user-centered social media platforms give users the opportunity to take on the role of media gatekeepers and content creators, unlike traditional corporate-controlled media. Users can engage with companies in a proactive and cooperative manner by liking, posting, and sharing content on their personal connections. According to Muntinga et al. (2011), Facebook has significantly altered the creation, distribution, and utilization of content connected to organizations. This has resulted in the shift of authority over corporate image definition from corporate communicators to online networks of stakeholders.



Figure 6 EFP posts

Between two posts, there are comments; most of them need responsive reactions from the organization or the Facebook department. Nevertheless, Facebook authorities have not reacted in any way to these concerns. Given that the organization's PR practitioners occasionally do not reply to public comments, this further validates the information gleaned from the interview. In a different instance, certain public remarks on this post were morally questionable and did not fit the subject matter. The public is asked to remark on other political topics.

The platform's open nature could be the cause of this. Whatever the case may be, Facebook administrators must respond to user comments in order to lessen the difficulties that arise from them. To politely react and professionally respond is better than ignoring or removing the so called less important comments as per the organizational point of view. According to Muntinga et al. (2011), user-centered social media platforms enable individuals to function as media gatekeepers and content creators, in contrast to traditional corporate-controlled media. They can engage with companies in a proactive and cooperative manner by liking, posting, and sharing content on their personally owned social networks. According to Muntinga et al. (2011), social media has consequently transformed the production, dissemination, and utilization of content related to organizations, giving stakeholders' online networks the ability to define corporate images instead of corporate communicators.

Due to the two highly pertinent and specific features of social media, new media has gained significant exposure. (Kasturi and Vardhan, 2014) They are ubiquity and interactivity. Picture, text, video, and network content comprise social media content. A key component of social media is its extensive online communication, which fosters groups and individual spaces for the sharing, debate, co-creation, and editing of user-generated material. Social media has significant

potential that is being explored by various disciplines because of its capacity to promote continuous contact, communal spaces, and a shift in focus from the firm to the consumer.

Social media platforms ought to be employed for digital communication, whereby businesses engage the public in engaging and dynamic relationships. The nonprofit industry acknowledges the impact of social media (Cole, 2014). More often than not, how viewers feel about the information they are being given about sustainability is affecting their awareness and actions moving forward. A complete strategy that integrates social, environmental, and economic factors into the procedures and activities communities take on their journey toward sustainability is known as sustainable community development.

4.4 Discussion and the findings

The EFP has been on Facebook for an average of 9 years, and each of them has 267,460 friends and followers. Findings of the study demonstrate how Facebook has altered office public relations procedures. Facebook, the preferred route for the majority of publics and stakeholders, has supplanted print media and notice boards as one of the traditional means of distributing information to the internal and external publics of the bureaus. Public relations professionals at the bureau now use Facebook to inform their followers on their news and press releases instead of waiting for traditional media outlets to do so. Facebook is regularly used on a daily basis in offices for public relations, according to the research. In public relations, Facebook is a daily communication tool. As a result, Facebook needs constant online communication in order to handle the numerous complaints and critical remarks that are made about the bureaus, which puts additional strain on the PR officer's traditionally defined position.

A prompt response to questions and status updates are among the everyday tasks completed. It can be inferred from this that public relations practitioners in government now work on Facebook on a daily basis. The research also showed that problems with internet access were confined to cities, and that even in these places, the lack of affordable housing and high costs restrict the use of Facebook as a public relations tool. Facebook is not a viable option for reaching the vast majority of people who live in remote places without access to computers or smartphones. Due to Facebook's open nature; anyone with internet connection can comment on anything the offices post on the social media platform. This made it easier for the offices to receive quick feedback from their followers.

Just as Facebook followers can respond positively to posts, there are Facebook users who utilize the platform in an unethical manner. Under the posters that the offices have made, they write hate speech and disparaging remarks. Some individuals leave unrelated remarks—and occasionally even insults—below the bureau's posts. In these situations, the offices attempt to contact the people via text messages. If the remarks continue, they even go so far as to permanently ban the user from the page. The social media's inherent vulnerability has had a detrimental effect on public relations practitioners' daily use of Facebook for PR purposes.

Stories shared on the Facebook outlet should not be necessarily be image building propagations. They are expected to follow news story sharing guidelines properly. The pressure from higher officials and ambition of pleasing the bosses should not be allowed to ruin the professionalism aspects of the media. One of the benchmarks in news reporting is following human necessity guidelines. A feature narrative that explores people or pets on an emotional level is known as a human necessity tale. The way people and their issues, struggles, or accomplishments are presented in this story should pique the reader's or viewer's curiosity, elicit sympathy, or inspire motivation. Soft news includes articles with a human interest. Human-interest stories can be the backstory of a problem, organization, or other anonymous historical event, such a person's life (Chukwuma, 2017).

Social media are reshaping particularly immediacy and public attention, some news qualities that have long been effective in traditional media. Because of this, mainstream media and media professionals need to adapt to increased competition and prosper in order to endure in a different manner. According to Angu (2018), newsrooms will need to adapt to the changing needs of journalists in light of the increasingly social media world. Social media is becoming a more significant conduit between the general population and public institutions. Public organizations can use technology to recruit staff and resources, communicate more directly with the public and individuals, distribute and receive information quickly and efficiently, and possibly even enhance their decision-making and problem-solving abilities.

However, public organizations are less renowned for their skill in providing services and for their adept use of new media than they are for their inflexible hierarchical systems and bureaucratic red tape. Given that Facebook is the most widely used social media network globally and the subject of this study, it is understandable why they are seen as limiting and late

adopters of new media (Statista, 2017). Every respondent has said that hearing human-interest stories is both important and entertaining. The audience must tell stories in a way that is both easily understood and enjoyable; otherwise, they have no value.

The news of political prisoners seeking information from the federal police is what most people want to read about when it comes to serious and national criminal stories. This website routinely reports on news items pertaining to meetings, training, and experience sharing. The federal police Facebook news has primarily been a place where the public has not participated and there are no significant issues. Consequently, the Federal Police page on Facebook has been unable to get the news values. The audience of the Federal Police Facebook page desired this, but the institution's page was unable to provide it. This was based on the idea of human-interest informant 7, which said news at the FPC Facebook platform as humans by nature are issue famished in looking for anything fresh especially unheard.

The Federal Police Facebook page's excessive reporting violates the public's interest, which is in contrast to other media outlets that cover major stories either directly or indirectly. Although it should cover the entire nation, the news that is offered is mostly only centered on Addis Abeba and the neighboring areas. Not the federal government, but the Addis Ababa management appears to be in charge of the Federal Police Commission's operations. Especially in every location, inclusive news ought to be produced. Openness, participation, conversation, connectivity, and community are five key qualities that highlight the functioning of all social media platforms. Mayfield (2008) examines these traits and finds that Facebook is distinguished by its speed, immediacy, engagement, openness, and navigation of social interests. Interviewee R6 clarified that social media is crucial for law enforcement based on this notion.

For law enforcement, particularly the police, it is crucial to anticipate, prevent, and investigate crimes in light of national issues, institutional issues, and daily activities. Police can give directions via social media. However, when it comes to modernism and technology, the security personnel lack sufficient understanding. Official launch and accreditation of the Federal Police Facebook page occurred not long ago. As far as media competitiveness is concerned, nothing has happened. Both domestically and internationally, it is no longer in competition. Although it is anticipated that members of the public will report significant offenses to law enforcement, there are still a number of areas in which the public can receive high-quality information. Based on the

question posed, respondent 10 also offered the following details. Over a hundred thousand people follow this Facebook page, and it has between one and five million subscribers.

For other information networks, this page should be the main resource. Good, current news articles will receive a lot of likes, comments, and shares from viewers. In any case, the reason for the rise in our following is that people want to receive competitive crime news that is correct, current, and focused on the community. However, there is still more work to be done to do this efficiently and provide the community with the positive news that they anticipate. Whereas informant 8, concerned much about lack proximity, news principle stated the following;

Effective crime prevention is a joint endeavor between law enforcement and the community. As a result, the news on this page needs to be comprehensive and easily accessible. Regarding environmental coverage, the Federal Police Commission is not very active. Not even physical closeness can match the fundamental human virtues of human news. For the police, social media is essential. Numerous law enforcement officers see the significance of this; as users, they express their opinions, and we consider and evaluate their data. It contributes to both the effectiveness of the investigative process and the deterrence of crime. There appears to be a significant void in the Ethiopian Federal Police Facebook page's ability to address all W and H inquiries.

Short and unambiguous messages ought to be shared on social media. This page was unable to complete the task. The primary reason for the lack of inclusivity in our news is the insufficient coverage and value of some news areas. The majority of our news focuses on Addis Ababa and its environs. On the other hand, informant 7 added on this issue Due to their close proximity, practically every state has its own police newscasts and programming. The news or program will be forwarded to the Federal Police Commission after it has been utilized by the regions, in accordance with the decentralized administration of the nation. Regarding inclusivity, this has its issues. The news must be viewed first, since all regions and city administrations should be included in the federal police. This should not have been the job description; the commission does not perform the duties of an assistant producer, producer, reporter, or editor. It is evident that there are structural and professional issues.

The majority of the task is not completed in a typical manner. Even when we relocated, there are still issues with providing the public with the most recent information because no one is present

in the network problem room to do it. The second source of news is news from other areas. Officials exclude state news. However, this is bad news for the media's caliber.

The greater the story's influence, the greater the number of people it affects, the greater the effect it has, or the greater the amount of money or resources it contains, the more likely it is to surpass the newsstands. Police are the main sources for the creation of crime news and are frequently important players in the news-making process. The police provide news organizations with a steady stream of criminal information, which makes up a significant amount of news. Because of this, news organizations frequently place reporters on a police beat in order to provide them with firsthand knowledge of the most recent criminal incidence. Respondent 6 made the following crucial statement to support the concept outlined above:

In addition to newspapers, radio, and television, the Federal Police Commission maintains other news and information networks. However, since the information was released after its passing, it makes no difference if it is made public or not because it is not instantaneous. News must always be brand-new or unheard of by the public, however the police Facebook page occasionally posts extremely delayed information. In particular, if it is a criminal inquiry, the public could expect the federal police to announce some major news. Likes and restricting remarks were also there, if shared more effectively. Nevertheless, political apprehension prevented such news from appearing on the Facebook page. According to Wessel (2009), continuous communication between the police and the public is an essential procedure. According to Xiaochen (2019), police work has been more reliant on technology while also having closer relationships with civic associations, religious organizations, businesses, and community-level organizations.

Procedures for police-public communication have grown to be among the most important parts of modern policing. The direct encounters that citizens have with the police are complemented by the indirect experiences of others in shaping their perception of the police. To offer further thoughts on the aforementioned problems As an example, informant 7 said The Ethiopian Federal Police commission's Facebook page primarily serves as a news distribution platform and does not address the gravity of the matter. Public opinion could not be seen or respected by the page. Rather, the Facebook page consistently disseminated press comments from commission leaders without taking any action in response to warnings sent to the offenders. That urgent news could not be given priority. Monitor Journalists were unable to pursue quick information or

maintain community awareness through exercise. Respondents raised concerns regarding the news posted on the Federal Police Commission's Facebook page.

The majority of them responded that because such news items are easily politicized, the page is unable to post prominently connected news items. Publicly well-known individuals are worth more in the news than lesser-known ones. As an illustration, informant 5 stated, "The Federal Police Facebook page is the newest social media site; however, this page did not go far enough. It is not fast paced on social media." It is time for citizen journalism. Anyone can accept the release of information of his or her own, but it is not working as an institutional medium. So journalists working in the media have to have mobile devices in their hands, there is not enough and trained workers. Short, useful, and non-boring news cannot be produced. They are not up-to-date because the content is not critically evaluated, not just the journalist but the leaders need. In the trend of this page, could not matter if the news is fresh or not, so the Facebook news is the same. Social media is impacted by other media's slow pace because it cannot serve as a source of information for others.

Regarding the idea put out by informants 5 and 7, it was further mentioned that "the media focuses on feature-building news, but the community expects news from the Federal Police Commission to be about big events or political criminals." Serious crimes were being reported worldwide, and the page (informant 6 on Feb. 19, 2024) was unable to handle the volume of reports. The public is interested in hearing about important topics pertaining to significant crimes and criminal activity. Construction, training, and graduation activities are among the aspects that the Facebook page consistently reports on and are frequently covered by both government and private media. The news really benefits from knowing who the source of the information is (prominence). Although it is questioned who sent it, it is not taken seriously.

Everybody finds crime stories to be emotionally charged; some are unexpected, shocking, or educational, and political elites frequently discuss the arrest or release of other elites. Nobody sees news that is complementary to one another. Therefore, it will require a lot of work to create a competitive and engaging page for users. Additionally, every interviewee concurred that strange news is interesting to hear and digest. Informants say that something might be news if it has never happened before. A story gains novelty value from its unpredictable nature. Especially when a new crime is discovered, it is frequently enough for the media to highlight it. In turn,

since news outlets may arrange their coverage and allocate their resources accordingly, a story that is expected to happen may nevertheless be considered noteworthy.

Respondent 1 further claimed, in order to bolster the concept outlined above, that;

Then this is directed by the senior officials, the majority of the feature news is shared on the Facebook page. However, the community wishes to be informed when there are political events. For example, when judges make decisions, or when politicians are taken into custody, viewers and readers enjoy, share, and make recommendations. On the other hand, viewers remain silent while followers frequently disparage meetings, official talks, and training news. Thus, the news values pertaining to human interest are broken. The public should be aware that, despite the commission's obvious sorrow, it would say nothing in response to the incredibly sacrificed members worldwide. It is improper for a police officer to solely cover police news; instead, we should approach other national concerns fairly.

In particular, the leaderships struggle with attitude. Another troubling issue is the shortage of editors and their lack of role. It is imperative that journalists employed by the Federal Police who cover social media bring laptops and cameras to work every day. This is because it becomes challenging to uphold news values when there is insufficient content, particularly when it comes to timeliness or severity. When it comes to structuring quality material, the page itself is hardly significant. Whether a stimulus is substantial in that it may pose a threat to someone's life or is merely intriguing to the recipient, Eilders (1996) addresses all facets of personal meaning for recipients. The number of persons impacted by an event is known as consequentiality, and at that level, both success and harm are clearly visible markers of significance. Elite groups and elite countries need to be taken into account as indications of social relevance, in addition to proximity.

The main purposes of crime-related news are to inform, caution, and notify the public about suspects and significant crimes that individuals or groups may have committed. The importance of news will be like singing such discussion if it does not address these kinds of topics. Thus, the component of all other news values is relevancy. The Ethiopian Federal Police Facebook page failed the test of educating the public about the new issues based on these criteria. It was always centered on earlier concerns that the public had already heard about and seen posted by the government or commercial media. Thus, in the majority of situations, news relevance was

broken. However, given that the commission had some political interference, which had a significant impact on the news, there has been progress from the early days of the page trend. It is not a one-day job; journalists' experiences have evolved throughout time in various ways.

If you like to cooking, you are finding recipe relevant. So if you're looking for jobs, the business news are relevant. We need to depend on relevant information that helps us make decisions (Informant 6, informant 7, and informant 9, on 19 Feb 2024). To conclude, the researcher exhaustively inspected the social media utilization of the EFP through its Facebook platform exploitation for security information. However there are handful of improvements, compared to its past, it is explicitly visible that the organization is not getting the maximum output it has to earn. Prevalence of adequate understanding for social media modernization, public relations practice and in general media utilization seems an alarming concern in EFP communication department.

4.5 Summary

This study aims to investigate the use of new media for public relations through an examination of Facebook posts made by Ethiopian federal police officials. In this study, qualitative technique is applied. Facebook content analysis and semi-structured in-depth interviews were the methods utilized to gather the data for the study. The EFP Facebook page is chosen through the use of purposeful sampling. Practitioners of public relations have taken part in the in-depth interview. Seven groups of conversations and one face-to-face interview were held. According to the research, EFP uses Facebook as a public relations tool frequently; nevertheless, there is less interaction and more one-way communication, which weakens the organization's ability to build stronger relationships with the general public. A few of the issues facing PR professionals are weak internet connections and false information regarding criminal activity.

Facebook has made it easier for public relations practitioners to accomplish their goals in spite of these obstacles. The public is informed of press releases, news, openings, and accomplishments instantly. Social media has become an indisputable part of contemporary day communication between individuals and organizations, thus law enforcement must adapt and make use of these new and modern means in order to reach out to the public in a timely and efficient manner. When utilized appropriately, social media gives law enforcement the ability to distribute trustworthy information while providing a means of debunking fictitious news reports. There is

no way to avoid the effects of globalization. Outsourcing has resulted from globalization, as companies shift their manufacturing and service centers to nations with lower labor costs.

In addition, a number of multinational or international corporations have been made possible by globalization, with the staff of a single firm operating throughout several nations. These historic phenomena had created the contemporary world, and the forthcoming global shape will be affected by it. Police must follow the rule of surviving in a challenging moments. However, the difficulties are simplified by the emergence of the new inventories, like social media, coping up with the dynamism is the most important test. The Ethiopian Federal police social media department, the communication directorate in general, is struggling in many ways to adopt the new ways. It needs quick way outs and strategic reforms to cope up with the dynamism.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

In order to improve police-public communication, EFP PR practitioners use Facebook in their PR approaches. A qualitative data analysis method was employed by the researcher to examine the data, drawing on information gathered from semi-structured in-depth interviews and analysis. The following conclusions are therefore taken into consideration in light of the study's findings. Additionally, they used Facebook to spread awareness about issues related to the police services, develop strategies in line with the organization's mission and vision, and cultivate a positive image. The FPC's public relations department may be aware of the interactive opportunities Facebook offers, but they do not seem to be making the most of the site. It is regarded as an extremely participatory platform where users may provide instant comments.

The informants stated that these comments were taken into consideration for the organization's current and future strategies. It seems that the EFPs in the research were not fully utilizing Facebook's ability to foster reciprocal relationships. The analysis revealed that the Ethiopian Federal Police was unable to make good use of certain news values. According to the responders, supervisors did not operate in accordance with contemporary and competitive social media, despite the fact that using social media in police work has greater benefits. According to the survey, nearly every participant generally stated that the Ethiopian Federal Police Commission's Facebook page was unable to execute the majority of fundamental news values. In Ethiopia, people mostly have to cooperate with the police, but the police face obstacles due to a lack of effort to build positive relationships.

The management of the Ethiopian Federal Police Commission's lack of professionalism and professional involvement in news and programs, along with outdated media knowledge, undermines the credibility of the media with regard to both internal and external audiences. To develop a competitive media, top management of the Ethiopian Federal Police Commission should establish a conducive working environment and respect the independence of journalists.

Journalists employed by the Ethiopian Federal Police Commission on Facebook are required to enhance their abilities through training in order to be knowledgeable about accurate criminal and community information. Issues concerning logistics need to have been resolved. The physical space of the streets that permits in-person communication can no longer serve as the boundary between the police and the people. There should be an adjustment made to the Ethiopian Federal Police Commission's news media organization. Reporters, editors, producers with assistance, and producers have been allocated; their roles need to be defined. Governmental and commercial media should share their experiences with the commission and the journalist. Public relations professionals have acknowledged Facebook as a useful communication tool.

The main issues facing the Facebook department are poor internet connections, a lack of attention from upper management, a lack of professionalism, a shortage of current materials, an absence of a true media policy and guidelines for using Facebook for public relations, and unethical responses from certain Facebook followers. The researcher thus determines the following broad closures in light of the previously elaborated findings. People need safety and security from the police via appropriate media, and they are very interested in building a relationship with the police. However, the Ethiopian Federal Police Commission faces issues with information accessibility through social media. Information sharing between people and the police is a vital issue to prevent crimes and criminals both proactively and reactively. The majority of the news that is shared on the Facebook page of the Federal Police Commission attempts to spread information via transmission principles rather than knowledge.

Consequently, timeliness, relevance, and impact on the viewer are all in violation of FPC's basic news criteria on its Facebook page. The timeline, proximity, and human-interest articles have received more likes, comments, and shares based on the content analysis and interviewee data. Individuals primarily used these values to indicate their interest in police news. Managers are not likely to be knowledgeable about media practices or information sharing. Budget and planning are lacking to make the information process easier. Since journalists are prohibited from visiting every location to investigate occurrences as part of their watchdog journalism duties, the news does not include police news from across the nation. So the Facebook platform is being used as an image building propagation tool, instead of giving attention to relevant security and journalist

aspects. If so, the needed image building, trusteeship, and professional satisfaction from the media workers can be easily achieved.

5.2 Recommendations

According to the content analysis, FGD and personal observation of the researcher on the Facebook overall activity the researcher stipulated some important clarities about the Facebook utilization of EFP. The Ethiopian Federal Police responders, indicating that top commanders and professionals inside the organization are not enthralled with the organization's ultimate principles, have noted many issues with punctuality and other significant criminal reports. Consequently, the researcher recommends overcoming possible risks in police-public interaction. Hence, based on the findings harvested through different ways in the study, In order to implement the necessary changes in police social media operations, the researcher proposes the following points as the main recommendations. Ethiopian Federal Police should limit the least significant news, such as issues with training, speeches by higher commanders, and meetings, in order to reduce the risk that results from a lack of knowledge.

On the other hand, Feature stories incorporate with immediate effect on the security of the country need much attention and relevant contents have to be posted on the Facebook page. Furthermore, the public and law enforcement agencies work hand in hand to implement both proactive and reactive measures; therefore, the commission should cultivate positive relationships with the public through effective communication via the right media channels. Therefore, police has to smoothen its interactive systems by improving the social media utilization. Additionally, for greater results, qualified crews and skilled writers work best. Given that the FPC is the highest authority in the Ethiopian police, there should be more opportunities for follow-up training, and experience exchange with stakeholders is crucial. Editors, reporters, assistant producers, and producers with relevant experience should be assigned by FPC to the Facebook page in order to create a competitive media platform.

The organization has to prepare very useful training programs that are relevant to develop the social media utilization trend of the PR department. It would be very important to look at the reform activities made on the social media department and evaluate the structure, human resource, material and professional standards. Furthermore, due emphasis needs to be given to the comments, suggestions and recommendations coming from the public. The Facebook has to

closely work with other media departments like TV, Radio, Magazine, and if possible other media outlets outside the organization.

The communication department has to conduct action researches and identify very close organizations that are successful in social media usage. Infrastructure, media freedom, salary issues and professionalism constraints must be solved. So that it could be easy to demonstrate their success stories and pressure higher commanders whose decisions are capable of changing big things. Optimism from workers can be acquired; turn over effect of the media professionals and figures in police can be reduced.

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Appendices

Appendix 1

List of interview questions English version

Questions for media experts of the Ethiopian federal police

1. What is the major significance of the EFP Facebook page in Crime Prevention and investigation?
2. What has the Ethiopian federal police organizational reform contributed to social media improvement?
3. What is the influence of the Facebook platform on EFP PR activities?
4. Do the EFP public relations Practitioners use the Facebook page for reporting the activity of the organization?
5. How do you evaluate the coverage of the information disseminate through EFP Facebook to reach the public?
6. What is the information disseminated to the public over Facebook platforms?
7. In your opinion what are the limitations of utilizing Facebook as a communication tool in EFP??
8. How do you overcome problems you face in using social media specifically Facebook as a tool of PR?
9. What do you think is the essence of using Facebook in police organization?
10. do you get feedback through Facebook from your publics? If yes how often do you respond to it? If no what is the reason?
11. What type of Facebook contents are highly reacted to by the public?
12. How do you manage the reactions of the public that is given in the form comments on the EFP Facebook?
13. Do you think the social media (Facebook) is helpful to the effectiveness of police operations? If yes explain / if no explain.

Appendix 2

List of interview question Amharic version

በኢትዮጵያ ፌዴራል ፖሊስ ለሚሰሩ የሚዲያና የህዝብ ግንኙነት ባለሙያዎች የሚጠየቅ

1. የኢትዮጵያ ፌዴራል ፖሊስ አፈሲዮላዊ የፌስቡክ ገፅ ከወንጀል መከላከል እና ከወንጀል ምርመራ አኳያ ያለው ፋይዳ ምንድን ነው?
2. የኢትዮጵያ ፌዴራል ፖሊስ ተቋማዊ ሪፎርም ለማህበራዊ ሚዲያ ዘርፍ መሻሻል ምን አስተዋፅኦ አበርክቷል?
3. የፌስቡክ ሚዲያ አማራጭ በኢትዮጵያ ፌዴራል ፖሊስ የህዝብ ግንኙነት ተግባር ላይ ያሳደረው ተፅዕኖ ምንድን ነው?
4. የተቋሙ የህዝብ ግንኙነት ሙያተኞች የፌስቡክ ገፁ የሰራዊቱን ሁሉን አቀፍ ተግባር ለህዝብ ተደራሽ እንዲሆን እየሰሩ ነው?
5. በፌስቡክ የሚሰራጩት መረጃ ተደራሽነቱን እንዴት ትገመግመዋለህ? በቂ እና ተደራሽ ነው ብለው ያስባሉ?
6. በፌስቡክ አማካኝነት ለህዝቡ የሚሰራጩት መረጃ ይዘት ምን ይመስላል?
7. ፌስቡክን ለህዝብ ግንኙነትና ተግባር የመጠቀም ተግዳሮቶች ምንድን ናቸው ብለው ያስባሉ?
8. ፌስቡክ ለመረጃ ስርጭት ስትጠቀም የሚያጋጥምህ/ሽ ችግር ምንድን ነው? (የግል እይታዎን ያጋሩ)
9. ፌስቡክን በፖሊስ ተቋም ውስጥ በስፋት የመጠቀም ፋይዳው ምንድን ነው ብለው ያስባሉ?
10. ፖሊሳዊ አግልግሎትን አስመልክቶ በፌስቡክ አማካኝነት ከማህበረሰቡ ግብረመልሶች ይመጣሉ? አዎ ከሆነ መልስዎ ምን ያህል ለህዝቡ ምላሽ ይሰጣል? አይደለም ከሆነ መልስዎ ምክንያቱ ምንድን ነው ብለው ያስባሉ?

11. በተቋሙ ከሚሰራጩ መረጃዎች ውስጥ ምን አይነት ይዘት ያላቸው መረጃዎች በህዝቡ ዘንድ ቅቡልነት ያገኛሉ? ምን አይነት ይዘት ያላቸውስ ቅቡልነታቸው ዝቅተኛ ነው?
12. በፌስቡክ ገፁ ላይ በሚለቀቁ መረጃዎች ወይም ልጥፎች ስር የሚሰጡትን አስተያየቶች እንዴት ትቆጣጠራላችሁ?
13. ማህበራዊ ሚዲያ በተለይም ፌስቡክ ለፖሊስ አፕሬሽን ያለው ፋይዳ ምንድን ነው? ጉዳቱስ?