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Menofia - Shiben El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

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The Usage of Emirati Voluntary Organizations of Social Media to Spread the Culture of Volunteerism: An Applied Study on the Communicator

Noora Ahmad Youssef Mohamad

nalhooti@sharjah.ac.ae

Lecturer of Public Relations,

College of Communication,

University of Sharjah

Abstract

The Research methods study aimed to identify how voluntary organizations' use social media sites to spread the culture of Volunteerism in the United Arab Emirates, by revealing the methods of voluntary organizations to motivate individuals to volunteer work, and monitoring the communication strategies used for voluntary organizations through social media pages, to spread the culture of this volunteer work.

The study relied on the media survey method by using the interviewer-based interview tool in some voluntary institutions (the study sample).

The results indicated that Instagram, Snapchat and WhatsApp are among the most important social networking sites, on which organizations rely to spread the culture of volunteerism.

key words: Social media - Volunteer work - Internet - Emirati voluntary organizations - The culture of volunteerism.