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Communication Strategies of Government Institution Messages on Social Networking Site Twitter: An Analytical Study

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Abstract

This study aim to identify the communication strategies used by government institutions on twitter through their official account trying to identify the services provided by government institutions through their official accounts on Twitter and identify pattern of the communication strategies used by government institutions interaction. (Number of followers – mention - like - Retweet).

The study uses the survey methodology as the main and standard form of gathering information and studying media audiences in its descriptive and analytical framework from 1-3-2019 to 1-6-2019, which were identified in government agencies and the most followed official accounts came to the following authorities:

1. Egyptian Dar Al-Iftaa.
2. Ministry of Investment, Egypt.
3. United Nations, Egypt.
4. Software Industry Development Authority (ITIDA).

The researcher used a content analysis form designed to analyze the tweets of the government agencies under study. The analysis unit was represented in the tweet, after being judged by the media and public relations professors to formulate it in its final form.

The first hypothesis of the study is proven correct, according to which there is a statistically significant relationship between the followed communication strategy and between electronic interaction (commenting - reposting - liking) and the number of its followers on the site with the official accounts of government institutions on Twitter.

The second hypothesis of the study was proven to be correct, according to which there is a statistically significant relationship between the communication strategy pursued with messages of the government institutions in the study sample and the number of its followers.

The third hypothesis of the study has been proven correct, according to which there is a statistically significant relationship between the number of followers of government institutions' messages, the study sample, and the electronic interaction around them.

The fourth hypothesis of the study has been proven correct, according to which there is a statistically significant relationship between the persuasion methods used in messages of the government institutions, the study sample, and the electronic interaction around them.

The fifth hypothesis of the study proved to be incorrect, according to which there is a statistically significant relationship between the use of links and hashtags of messages from government institutions in the study sample and between electronic interaction around them, means and not taking advantage of the interactive capabilities provided by the social network site.

The most important communication contents used in messages of the government institutions came from the study sample represented in information of a service nature, followed by information about institution's achievements and activities, which reflects the nature of one-way communication on part of the most government institutions. The most important communication patterns used by government institutions' messages came from the study sample represented in religious fatwas, followed by awareness campaigns, then meetings and press conferences, which reflects use of the most government institutions for the study sample for the site as a traditional method and not taking advantage of the interactive capabilities offered by the site.

Keywords: Communication Strategies - Government Institution Messages - Social Networking - Twitter.