



### Abstracts of Arabic Researches:

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**Maram Mohamed Nagy Managreh (MA)** - *Mohammed I University in Morocco*  
The Jordanian audience dependency on the Kingdom channel to get information about the Coronavirus 7
- **Associate Prof. Dr. Samah Mohamed Mohammady Saad** - *Cairo University*  
Attitudes of Egyptian Tweeters Towards Education Issues in light of the Coronavirus Pandemic: Twitter Network Analysis 8
- **Associate Prof. Dr. Rasha Mohamed Morsey** - *Umm Al-Qura University*  
**Rwan Siraj Omar Bakhsh (MA)** - *Umm Al-Qura University*  
Employing Motion Graphic Technology in Training Platforms and its Role in Developing the Public Relations Employees' Skills in the Saudi Government Sector: Field study on management of public relations employees at Umm Al-Qura University users of "Ethraie" platform 10
- **Dr. Mona Taha Mohamed Taha** - *Mansoura University*  
The Role of Media Campaigns by the Ministry of Health and Population on its Official page on Facebook to Educate the Egyptian Public about Corona Pandemic: A Field Study 11
- **Dr. Noha Anwar Soliman** - *Menofia University*  
The Effectiveness of Communication Strategies of Egyptian Ministries through Social Media in Enhancing Public's Digital Engagement in Public Affairs 12
- **Dr. El Sayed Mohamed Abo Sheashaa** - *Cairo University*  
The Role of Social Media in Creating New Opinion Leaders from the Egyptian Youth Perspective 14
- **Dr. Maha Medhat Mohamed Kamal** - *Misr University for Science and Technology*  
The Use of Egyptian Youth of Social Media and its Relationship on their knowledge and Attitudes Towards Corona Virus 16

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# **The Role of Media Campaigns by the Ministry of Health and Population on its Official page on Facebook to Educate the Egyptian Public about CORONA Pandemic: A Field Study**

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## **Abstract**

The present Study Aimed to Appear the Role of Media Campaigns on The Ministry of Health and Population Official page on Facebook to educate the Egyptian Public about CORONA Pandemic. It was a Survey and Description Study, and it used Information Seeking Theory and Richness Theory, the tool of collecting Data was Questionnaire, Manual and Electronic, Sample was (500) Individuals, Males and Females. The Results were:

- High Level, if using The Official Page of Ministry of Health and Population on Facebook was during the pandemic.
- The Media Campaigns affected on Knowledge and Behavior of the Sample.
- The Media Campaigns had many Positive effectives, High Confidence of Official pages, change the Food System, Social Behaviors.
- The most important media Campaigns were: How wearing the Mask, the Social distance, Hands Washing at least 20 seconds, The less important media Campaigns were: #Wared and Wareda #, and the official efforts to face the pandemic.

**Keywords:** Media Campaigns, The Official Pages, Pandemic, Facebook.