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P. R. Practitioners' Adopting of Social Media: A Survey on Jordanian Practitioners

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Abstract

This study aims to explore the most significant motives and institutional advantages driving public relations practitioners in Jordan to use social media networks to perform public relations tasks and activities. It also aims to identify the most substantial challenges that the organizations face while using social media.

The researcher follows the survey research methodology to collect the required data from an available sample of (101) practitioners representing both public and private organizations.

The study revealed a set of findings, the most significant of which are:

- Jordanian PR practitioners use social media more frequently to perform public relations tasks.
- "WhatsApp" is the most frequently used social media tool by practitioners, followed by "Facebook" and then "YouTube".
- Feasibility of social media, their low cost and their potentialities to present the products and services of the organization and enhance public loyalty are the most significant reasons driving PR practitioners to use social media.
- Social media have enhanced interactivity and created two-way communication channels between an organization and its publics; they also have enhanced the organizations' ability to continuously receive feedbacks from their publics and created opportunities for a two-way communication between the organizations and their publics.
- The most substantial challenges to using social media to perform public relations activities are the lack of adequate training, the limited number of qualified practitioners who use social media and the weak technological and technical capacities required to use social media in public relations.

Keywords: P. R. Practitioners', Social Media.