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Communication Strategies for Social Responsibility Initiatives of Public Sector Companies in Bahrain: An Analytical Study for Instagram during the Corona Pandemic Crisis

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Abstract

This study aims to identify the communication strategies used in the social responsibility initiatives of the Bahrain Petroleum Company (Bapco) and Aluminum Bahrain (Alba), as they are the two largest companies in the Bahraini public sector, through a qualitative content analysis (topological) of the posts that were published on the official account of the two companies via Instagram, which is related to the social and environmental role of the two companies during the Corona pandemic crisis from February 24, 2020 (the date of announcing the first case of Corona in the Kingdom of Bahrain) until March 25, 2021 (for a full year and one month).

The study concluded that the two companies (Alba and Bapco) used the awareness strategy clearly in the posts that were analyzed, as the most important social responsibility initiatives were represented in awareness campaigns to raise health awareness for workers and page followers. In order to clarify the implementation of this strategy at Bapco, we will find the company's announcement on its Instagram page on the awareness lectures that were directed to the workers, as well as many graphic and infographic designs related to the preventive requirements during work. As for Alba, the company has applied this strategy in several aspects, such as awareness videos from doctors and Various designs for awareness also and awareness campaigns that were launched in the second wave of the virus.

The Alba company page was distinguished by the continuous update of awareness messages and Corona virus news more than Bapco, while Bapco excelled in the initiative to donate 4 million dinars for the benefit of the Bahrain team to address the Corona virus, as Alba did not make any financial donations throughout the analysis period.

The users' interaction in general decreased at the expense of the two companies with the contents related to the Coronavirus, but it should be noted that the users' interaction increased with the Alba Company competitions initiative for the children of workers within the framework of educational videos to reduce infection and the spread of the pandemic by children of the company's employees.

Keywords: Social Responsibility - Coronavirus Pandemic – Communication Strategies - Social Responsibility Communications - Instagram - Qualitative Content Analysis.