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Using Social Media Networks in Diplomatic Missions to Communicate with Saudi Citizens Abroad: An Applied Study on the Saudi Embassy in Cairo

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Abstract

The problem of the study is the question: Has the Saudi Embassy in Cairo succeeded in relying on social media networks to communicate with its citizens who reside there? The researcher was interested in identifying the most important social networks on which they rely. The study relied on the survey method in order to obtain the required data, which is one of the studies. Descriptive, using the questionnaire as a tool for the study, and due to the difficulty of reaching the entire research community, the sampling method was utilized, and an available random sample was taken using the snowball method. The sample consisted of 168 Saudis residing in Cairo. The study concluded several results, including that the largest percentage of the study sample members of the Saudi Community in Cairo often uses social media networks. It appeared that Twitter was the most common form of communication between the embassy and the Saudi Community, to the highest degree.

The study showed that the most common form of communication relied upon by members of the Saudi Community in Cairo to interact with the social media networks of the Saudi Ministry of Foreign Affairs was by placing a “like” on posts that they might like on social media networks that they might often like.

It turns out that the most reason for the adoption of the Saudi Community in Cairo is that they are often informed of what is new regarding the instructions for those residing outside the Kingdom.

Keywords: Effectiveness, Saudi Ministry of Foreign Affairs, Social Media Networks, Saudi Community in Cairo.