

The Impact of Organizational Media Performance on Social Media Management

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Abstract

The main contribution of this study is to enhance understanding of the relationships between the use of social media management strategies, social media goals, use of multiple platforms, content quality, follower interaction, scheduled publications, metrics analysis, organizational media performance. This study puts assumptions from social media management strategies to improve the performance of media, by illustrate the conceptual framework.

Keywords: Organizational Media Performance, Social Media Management, multiple platforms, content quality, follower interaction, scheduled publications, metrics analysis.

1 Introduction

The social phenomenon known as public perception can be viewed as the difference between absolute truth based on facts and hypothetical truth shaped by public opinion, media coverage, and reputation. Celebrities, politicians, and corporations all face the same scrutiny from the public they serve, and it can be very difficult to overcome negative public perception. While individual companies may strive to do the right things for the right reasons, the way the public views the industry as a whole can make those things more difficult to put into practice. (Appel, Grewal, Hadi & Stephen, (2020)

Where public perception of the tobacco industry is generally negative, from published reports about the dangers of cigarette smoke to televised images of tobacco executives facing congressional scrutiny, the

perception suggests that tobacco company owners value profits over public safety and will be unwilling to stop producing such dangerous products (Roberts, Wagler & Carr, 2017). This picture may be based on a completely accurate assessment of the industry, or it may be based on biased media reports and faulty scientific studies. A negative public perception will make it difficult for individual tobacco companies to improve their image or make fundamental changes.

The general public's perception of an organization can make or break profit margins. If a company is seen as a respectable company that manufactures a quality product or service, it can easily win customers for life. However, if the negative impression is related to that same company, customers may turn away, and the overall perception is simply the type of information. Obtained from public opinion poll (Benthaus, Risius & Beck, (2016).

In social psychology, the term person perception refers to the different mental processes that are used to form impressions of others (Broomell & Kane, 2017). Public perception includes not only how impressions are formed, but the different conclusions we reach about other people based on our impressions, and the question we make. Cognitive psychologists ask is how we manage to achieve these milestones so quickly and (usually) without errors. Public perception is simply the type of information obtained from a poll of public opinion. That is, "public opinion" is just the aggregated opinions of a group of people (Usually a randomly selected sample) are asked directly for their opinion on certain issues or events.

Social networking sites also play an important role in developing public perception of the reality of issues raised in society. Gao, C., cheh, Y., Lai, W. S., Liang, C. K., & Huang, J. B. (2020). There are many reasons for the public's use of social networking sites based on the specifications and features of the site itself. Social networking sites focus on the most important issues and topics raised among the public within these sites. An important part of the audience's perception and the extent of their participation in social networking sites is determined by their relationship to their perception of social reality issues and their refutation of the most important issues and problems within this society. Stella, M. (2020)

Social media management strategies consist of a set of internet-based tools (social media management tools, social media goals, use of multiple platforms, content quality, Follower interaction, scheduled posts, metrics analysis) that work on web technology and ideological basis, and help users To create content and share it with other users. (Studen & Tiberius (2020).

Social Media Management Tools aim to give a methodology and integrate theoretical insights into a new framework for social media

strategy design (Effing & Spil, 2016). Social networks are platforms or websites that facilitate building social relationships between people of different races and provide them with opportunities to share interests and activities or establish real-world connections (Kizgin et al., 2020). Moreover, social network community services are groups centered around them that are considered social network services (Kayumovich, K. O. 2020). Social networks can also see as online content created by people using highly scalable and accessible communication technologies (Can & Alatas, 2019).

The ruling authorities in Dubai have outlined the broad lines of media work mechanisms, the vision within which it operates, and the paths it has set to ensure the development of the media sector in Dubai in a way that keeps pace with the great global development in the fields of communication, and ensures that Dubai maintains the distinguished position it has established as a major destination for media and creative activities in the region.

Especially with a focus on new media sectors and taking advantage of the opportunities offered by future technologies such as artificial intelligence, the Internet of things and “blockchain”, to enhance the opportunities for growth and prosperity of this vital sector in Dubai and improve the public perception of the UAE public about the role of the media in this context, and enhance the capabilities of The supportive environment provided by the Emirate to various media organizations, which it considered the most appropriate location to launch its business in the region.

1.1 Problem Statement

The media is an essential pillar of the state and an important agent of society by providing them with crucial knowledge and information on all aspects of a single issue or various national and international issues (Galgóczy, 2020). It includes news and updates on various topics and events and gives the audience direction to make their judgments and perceptions Oh, S. H., Lee, S. Y., & Han, C(2020). Social media also helps open spaces for the public to express their opinions and perceptions. In the past, public opinion could not present its ideas on some issues through the media. This is due to the negative impact of these means on the public, which is what the current study will try to answer. Krishna, V. V. (2020)

Accordingly, the research problem can be clarified through two axes, as follows:

First: Social media is a double-edged sword between positivity and negativity, and in this regard it can be clarified that social media is a double-edged sword for understanding and realizing users, although it provides new forms of empowerment and ways to share information

Lombardi, M., Lopolito, A., Andriano, A.M., Prosperi, M., Stasi, A., & Iannuzzi, E. (2020).

It is useful for building social (and business) networks, sharing ideas and knowledge, and has become the go-to place for consumers who want to learn more about businesses. Elghannam, A., Mesias, F. J., Escribano, M., Fouad, L., Horrillo, A., & Escribano, A.J. (2020). In addition, a lot of organizational activities and social media profiles can be made public, which means they can be indexed by search engines in another way to make sure that your business or organization appears as the answer when someone is looking for a local solution to a particular problem. Dickinson, Z., & Smit, M. (2016)

Content quality points are used as algorithmic inputs for evaluation to exploit the features of social media related to quality. Therefore, determining the features of social media and its interactions and the quality of content can influence the success of the mission of media institutions. The perception of the public is a research issue that requires solutions and needs to be studied. and rebuttals Shu, K., Mahudeswaran, D., Wang, S., Lee, D., & Liu, H. (2020). & Agarwal, P., Garimella, K., Joglekar, S., Sastry, N., & Tyson, G. (2020& Wernhart, A., Gahbauer, S., & Haluza, D. (2019).& Kaufhold, M. A., Bayer, M., & Reuter, C. (2020). Ahmad, A. (2020) indicated that social media content's quality has become today. It is an important link that binds people worldwide and poses a challenge in examining barriers that reduce its effectiveness (Kayumovich, 2020Trieu & Baym, 2020).

Undoubtedly, social media can negatively affect a person's self-image, mental health, and general culture towards various issues; it happens because we compare ourselves to unrealistic pictures on social media of what we think we should look like. Additionally, this can lead to dissatisfaction with our appearance and self-perception and perceptions of societal and political issues. Various psychological factors influence perceptions, including experience, cultural expectations, motivations, moods, needs, and attitudes (Çelik & Dedeoğlu, 2019). Cognition is sorting, interpreting, analyzing, and integrating stimuli involving our sense organs and the brain. In contrast, social perception means understanding the social world, which relates to how we leave impressions and conclusions about others.(Cimpian & Salomon, 2014)

Second: the extent to which users are aware of social media management strategies:

This study was conducted to find out the level of public perception of social media management strategies in government media institutions in Dubai, whose general structure consists of a central institution under the name Dubai Media Corporation in addition to supporting organizational units concerned with media and social communication affairs in the sector. Public opinion in the Dubai government

(organizational structures guide), as these bodies are the basis for communication between individuals, and they have become the most important tools for influencing public opinion, shaping it, raising youth and educating it politically, and some even see it as being able to lead the movement of change in the Arab world. On the other hand, it has become an ideal platform for extremist and terrorist groups to spread their destructive ideas, recruit young people and brainwash them as a result of the easy access of individuals and different groups from any side to the public and influence it as a result of the availability and ease of use of social media platforms, as they are available to everyone. Duffy & Chan (2019).

The goals of social media intersect with the ambition that media organizations seek, as these goals result in challenges that require more focus on aspects of conversations as media in this field (DePaula, N., Dincelli, E., & Harrison, T. M. (2018). & Grover, P., Kar, A. K., & Ilavarasan, P. V. (2019) & Vardarlier, p., & zafer, c. (2020) Social media goals also determine the work streams of media organizations by knowing what these organizations are trying to achieve and what they are doing. The obstacles they face in this particular field with the existence of political strategies that use these means, such as pressure on decision-making at the national and international levels. Mavrodieva, A. V., Rachman, O. K., Harahap, V. B., & Shaw, R. (2019). & Goodman et al., 2018)

The UAE Government Guidance Guide for the year (2022) indicates that there is a strong perception among workers in federal government agencies and an official Emirati approach to the importance of social media management in the process of influencing public perception among the Emirati public, specifically in Dubai, and many federal and local government agencies have begun to focus the spotlight on On the use of local social networking sites throughout the United Arab Emirates, and the feasibility of using these tools and channels to communicate with the public, however, most of these entities, if not all of them, lack evidence that includes guidelines that help them enhance the benefits of these tools, and avoid their potential risks, which represents The focus of the importance of conducting this study. This document provides government agencies in the United Arab Emirates with a guide on how to use social media tools in a responsible, safe and effective manner, with the aim of communicating with customers and the public in general and cooperating with them in the design and implementation of government programs and services.

The use of social media technologies by media organizations affects the amount of public perception that is now able to express their political opinions through sharing information through social media (Henderson, 2019; Lo, P., He, M., & Liu, Y. 2019; Appel et al., 2020). Social media enhance public perception, which is facilitated by the applications of

these media and contribute to achieving social integration. Enhancing the level of perception is considered a positive force that enhances social trust, norms and values, and greatly affects the level of the public's relationship with the state and the policies of its media institutions. Studying the factors that prevent this is an issue that needs to be studied and refuted, so the problem of the current study is represented in the obstacles facing social media management (using social media tools, social media goals, using multiple platforms, content quality, followers interaction, scheduled publications, metrics analysis) in influencing the level of the perception of the public in Dubai in light of the mediating role of the performance of media institutions. (Iivari, N., Kinnula, M., Molin-Juustila, T., & Kuure, L. 2018; Beresford, 2019; Haro-de-Rosario, A., Sáez-Martín, A., & del Carmen Caba-Pérez, M. 2018, Khan & Krishnan, 2021; Amadasun, 2021).

Therefore, the interaction of the followers represents an important indicator of the success of the strategies of the media institutions in directing the audience, and therefore the participation of the followers from the audience and making them interact and support the media message of those institutions represents a success factor, and therefore the most important factors that contribute to achieving this is very important and must be recognized and clearly defined. We must focus on the factors that make the audience that uses these means more loyal (Bai & Yan, 2020; Cuevas, L. M., Chong, S. M., & Lim, H. (2020); Gümüş, 2017).

1.2 Research Objective

In line with the general objective of the research, which is to examine the Impact of Organizational Media Performance on Social Media Management.

1.3 Significance of the study

The main contribution of this study is to enhance understanding of the relationships between the use of social media management strategies, social media goals, use of multiple platforms, content quality, follower interaction, scheduled publications, metrics analysis, organizational media performance. This study puts assumptions from social media management strategies to improve the performance of media.

2 Conceptual Framework

This study proposes a pattern of social media management strategies to improve the performance of media organizational and their impact on public perception in Dubai. According to the conceptual framework, such as the use of social media management tools, social media goals, use of multiple platforms, content quality, follower interaction, scheduled publication, and metrics analysis of public perception, while

the organization's media performance as a mediator is according to the framework.

2.1 Social Media Goals

Social media goals should be unique to the business and the organization's overall vision and evaluated to identify current challenges facing social media goals (DePaula et al., 2018). The social media goals for existing content or presence are site traffic, audience engagement, minimal brand awareness, and brand reputation or customer service (Grover et al., 2019). The current challenges identified should produce solid social media goals and explicit action plans to address these challenges and social media goal-setting places more emphasis on the conversational side. Social media goals as media of conversation enter with web-based applications that allow content to be easily transmitted and created in the form of words, images, videos, and audio recordings for an audience (Vardarlier & zafer, 2020). The essential goal of social media is also to engage people, and the four primary ways to engage and connect with people are through communication, collaboration, education, and entertainment.

Social media should clearly define the organization's goals by ensuring it knows precisely what it is trying to achieve (Kent & Li, 2020). One of the achievable social media goals is to increase traffic, increase brand awareness, improve search engine rankings, manage reputation, increase sales, and solid thought leadership. It is essential to listen and communicate with the audience regularly (Östring, 2020). Social media goals should be set using the SMART goal-setting principle (Specific, Measurable, Attainable, Realistic, and Timely). Meyer, F., Bendikson, L., & Le Fevre, D. M. (2020)

The goal of social media is to engage people because sharing will lead to the desired outcome, and the desired effect may be for the customer to purchase the service or make a firm recommendation Fatma, M., Ruiz, A. P., Khan, I., & Rahman, Z. (2020). The organization controls what is discussed online as it can tell clients what to think or write online, and instead, they can work as a social media strategy to listen, direct, and influence conversations through online presence Palalic, R., Ramadani, V., Gilani, S. M., Gërguri-Rashiti, S., & Dana, L. P. (2020). Information obtained through social media is valuable to the organization as it can gather information about how the public perceives the organization. The organization must understand how time-consuming social media is and have the human resources needed to achieve social media goals.

Social media goals are widely used in most professions and many different disciplines for different purposes, in addition to being used in social capacities by people on mobile devices such as smartphones, laptops, and social media tools. However, social networking objectives are widely used in the sector of organizations to facilitate and support

learners in most forms of learning, such as mobile learning or blended learning, and social media tools have been applied (Manca, 2020). Social media can produce new values and goals around which other actors are shaped and transformed to represent these new values and possibly convert them into essential changes in norms, governance arrangements, and regulatory frameworks (Carlson, 2017).

Moreover, recently, the political strategy has come to achieve its goals, such as putting pressure on decision-making processes at the national and international levels, publishing scientific reports, and organizing brilliant works that engage a large audience and attract media coverage (Mavrodieva et al., 2019). In addition, social media aims to transform emotions into actions, and emotions more relevant to social mobilization are positive or negative effects that direct individuals to rewarding experiences and move them toward goals (Goodman et al., 2018).

2.2 Use Multiple Platforms

Although total time spent using social media has been the subject of much research, little work has focused on the number of social media platforms used. Depending on the frequent use of multiple social media platforms, platforms may exacerbate stress by failing to meet the unrealistic expectations that individuals need to check for updates and respond promptly, as well as maintain personal accounts with constantly new content (Wanniarachchi et al., 2020). In addition, exposure to various information and communication from multiple social media platforms may lead to cognitive fatigue or multitasking problems that impair the ability of individuals to respond adaptively to stress and exercise self-regulation over emotions and behaviors (Vannucci et al., 2019).

Preliminary findings indicate that the use of different social media platforms may be associated differently with loneliness, happiness, and jealousy in adults, but no research has examined their relationship to satisfactory psychological functioning. Social media use variables were identified as exogenous variables including Total number of social media platforms used and time spent on Facebook, Instagram, Snapchat, Twitter Pokhrel, P., Ing, C., Kawamoto, C. T., Laestadius, L., Buente, W., & Herzog, T. A. (2021). Social media technologies have created radical new ways of interacting and there are hundreds of different social media platforms. Ying & Blommaert, (2020)

Social media platforms were introduced to stimulate their thinking on social networking, text messaging, shared images, podcasts, streaming videos, wikis, blogs, and discussion groups (Troussas & Virvou, 2020). Over the past decade, cross-platform use has evolved to become an important driver for obtaining Information and its dissemination in various fields, such as business, entertainment, science, crisis

management, and politics (Hruska & Maresova, (2020). Since one of the popular reasons for social media is the opportunity to receive or create and share public messages at low cost, social media serves as an important context. Schillinger et al. al., (2020)

2.3 Content Quality

Content quality can use as inputs into evaluation algorithms; At a high level, our approach is to exploit social media features that are intuitively associated with quality and then train the classifier to make the appropriate choice (Kaufhold et al., 2020). However, the social media features and interactions that can apply to determining content quality have been identified (Shu et al., 2020). Furthermore, the content quality of each item was mostly text-related since the social media items we categorize are primarily textual (Agarwal et al., 2020). Poor quality content, mainly found in online sources, is often marked by low alignment with standard writing practices (Wernhart et al., 2019). Excessive punctuation, especially frequent ellipses and question marks, may be used, or spaces may be irregular.

Ahmad, A. (2020) indicated that the quality of social media content had become a vital link connecting people worldwide. In addition, content quality uses social media to communicate and share something with their friends through conversation and social media related to a real, self-generated conversation between people on a particular topic of common interest based on people's thoughts and experiences (Trieu & Baym, 2020). Otherwise, define social media content quality as two-way communication between users and web publishers that provides a collaborative space where information is shared and users can collectively interact and share (Kayumovich, 2020).

Thus, the quality of content the primary function of social media is to connect with others through an internet connection. Furthermore, developments in the business world have manipulated social media functions to become one of the vital marketing strategy tools, especially in brand health and development. Moreover, in the past era, business practitioners adopted only the traditional marketing concept, and in addition to using web 1.0 works more for static web presence, so it is difficult for business practitioners to measure the health of their brand through engagement and audience growth. Alcañiz, M., Bigné, E., & Guixeres, J. (2019)

Levy & Simonovsky (2018) pointed out the economic trends and quality of content technology that together form the basis for the next generation of the Internet. Besides, other groups are a more mature and distinct medium characterized by user engagement, openness, and network effects. However, the quality of social media content cannot function well without content because the content is something the organization can share with customers, Korzynski, P., Mazurek, G., &

Haenlein, M. (2020). Good and valuable content can help increase engagement on social media, which is vital for a social media campaign. There are still many contradictions and intentions that are not strong about defining the content itself (Oliveira & Fernandes, 2020).

Social media content quality definitions come from business practitioners who have done much research and have experience creating content marketing for their businesses Ho, J., Pang, C., & Choy, C. (2020). According to content quality, social media is a strategic approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience for profit (Wang et al., 2020). Content quality also describes the social media technique for creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience to drive profitable customer actions.

2.4 Follower interaction

In our time, when shared content on social media is more critical than mere presence, brands and companies must understand that the consumer is a vital force and value creator with the help of social media for follower interaction. Moreover, they must focus on converting their followers into loyal consumers (Gümüş, 2017). Thus, they should involve consumers in branding decisions and make them supportive of the brand on social media. The opportunities provided by creative followers should not be ignored but instead turned into an advantage for the organization (Bai & Yan, 2020). It will be beneficial for brands in the first stage to identify among these objectives what is essential to them, and again, it will also create positive outcomes for the success of their work for brands and companies to focus on the obstacles that they find most problematic (Gümüş, 2017).

Social media must collect relevant Follower interaction, similar discussions, and insights on social media and curate comprehensive research on target audiences to create content that will attract the interest of target markets (Cuevas et al., 2020). Persuasive messages must focus on communicating with recipients and benefiting from them in social media, and the sent content's usefulness positively influences followers' intentions. In addition to helpful content, contests, games, and other types of entertainment are among the most important factors influencing consumer interest and engagement with brands on social media, as users consume brand-related content for utility, entertainment, and relaxation (Buzeta et al., 2020).

Establishing a connection with consumers through creative content makes the relationship between the consumer and the brand easier, and one of the essential elements of creating different and innovative content is knowing and understanding customers, and thus listening to them on social media as a brand. Social media for follower interaction

will be beneficial for the brand to understand what is essential to people and interact with them in a more good tone, as well as facilitate the emergence of different content Anaya, G. J., Wang, S., & Lehto, X. Y. (2020). In addition, social media followers of brands indicate that they prefer more formal messages. Moreover, advertising content marketing, so brands' social media managers must ensure that the content they share in their Facebook or Twitter updates is helpful to their followers. It only includes promotional/advertising content related to their goods and services. Hudders, L., De Jans, S., & De Veirman, M. (2020)

Social media followers reported that they stopped following some brands they had previously followed for various reasons. The grounds were listed as sharing content deemed irrelevant, funny, or enjoyable rather than branded products, political participation, or ideological content (Gümüş, 2017). In addition, social media followers reported that when there is an issue with the audience (incorrect use of the product, misunderstood facts about the product), they can also share this content on their accounts (Cuevas et al., 2020). Another type of content that participants will share without reservations is content related to brand social responsibility activities and in focus group meetings. Participants stated that they prefer to send information about the products or brands they like to their friends through messages rather than sharing it on the account. Zlatkin-Troitschanskaia, O., Beck, K., Fischer, J., Braunheim, D., Schmidt, S., & Shavelson, R. J. (2020)

According to Saurwein & Smith (2020), governments should make their activities on social media visible by linking to them on their websites. Connecting services can help users refer to different social media. However, this option depends on the features of the services where Twitter is not only the most popular social media app (in terms of users liking content or following accounts) but also the most active service (in terms of government dissemination of content). Mainka, A., Hartmann, S., Stock, W. G., & Peters, I. (2014)

2.5 Scheduled Publication

Scheduled publications tracked by social media enable content platforms to generate website traffic and increase online advertising revenue from impressions directed through clicks on social media post links (Kanuri, V. K., Chen, Y., & Sridhar, S. (2018). However, content platforms need help to develop profitable scheduled social media posting schedules to drive website traffic from their social media. To create a beneficial social media timeline, the content platform must begin by asking about the best time to post content to social media. Social media sites should allow content platforms to advertise content in consumers' social media news feeds (Killian & McManus, 2015).

In addition, content platforms aim to design content that better attracts targeted users, drives users to click on published stories, and when

content platforms should schedule certain types of content (content type timing) (Kanuri et al., 2018). In addition, academic studies still need to systematically address social media scheduling, highlighting the urgent need to understand the drivers of effective social media scheduling to justify the return on social media investments (Sivarajah et al., 2020).

Social media scheduled posts offer different possibilities and levels of interaction and are designed to enhance the reader's understanding of the information presented in subsequent sections Castillo, A., Benitez, J., Llorens, J., & Luo, X. (2021). The most common categories of these technologies allow for scheduled information and posts. Social media tools allow users to monitor and manage their social networks and create metrics to determine their reach and effectiveness (Ukoha, 2020). Government agencies monitored scheduled posts on social media and used collaborative communication organizations, the public, and news media to share information on social media networks Stellefson, M., Paige, S. R., Chaney, B. H., & Chaney, J. D. (2020). The willingness of these organizations to use social media tools such as Twitter, YouTube, Facebook, and Flickr demonstrated the increasing use of social media in emergency management. It contributed to shaping response efforts (Saroj & Pal, 2020).

2.6 Metrics Analysis

It is time to prioritize metrics analysis for social media goals with agency mission, specific audiences, and articulation of how each social media channel fits into a coherent strategy Lipizzi, C., Iandoli, L., & Marquez, J. E. R. (2016). Analyzing campaigns and strategic results on data are vital metric categories and should account for web performance metrics to track and how they relate to efforts on social media (Sutherland, 2021). A good rule of thumb for any organization is to start with measurement, become more complex over time, and measure current activities to establish performance baselines. Brady, G. M., Truxillo, D. M., Cadiz, D. M., Rineer, J. R., Caughlin, D. E., & Bodner, T. (2020)

According to Garg, P., Gupta, B., Dzever, S., Sivarajah, U., & Kumar, V. (2020), for an effective campaign or strategic results analysis, it is necessary to integrate your social media software with a web analytics tool such as Google Analytics. Furthermore, analyze website metrics from social media channels, how long the social media community spends on the site before leaving, and how often they “convert” their visits into content downloads, newsletter subscriptions, registrations, and transactions. There is a need to improve existing social media frameworks, which organizations can use to map their business goals into metrics that can measure the success of a campaign, product launch, or customer feedback on the product and services provided by the organization. (Gamboa, 2020)

Organizations will need to research social media frameworks and theories, develop guidelines for defining and measuring metrics and develop the ability and tools to track business goals using metrics and measure the success of their dreams in social media (Gatto, 2020). So investing in social networks also helps companies reach a broader range of customers and provide them with services faster; business agility is critical, such as leveraging social media's power. This will help companies grow more quickly and outperform the competition in this dynamic and ever-changing. Moreover, the analysis of metrics in research and practical activities must consider these characteristics; therefore, in social networks, it is also essential to measure conversations, not just actions Bello-Orgaz. G., Mesas, R. M., Zarco, C., Rodriguez, V., Cerdón, O., & Camacho, D. (2020).

Metrics must also be linked to different types of business or research goals and characteristics of social media communication models, and the associated metrics are ultimately affected to this end until access and sufficiency (Castillo et al., (2021). Characteristics and metrics analysis refers to activities on social media platforms such as: upload Images, watching videos, listening to audio, creating an online profile, reading/writing blogs, and user behavior Conlen, M., Kale, A., & Heer, J. (2019, June). Many authors use Institutions have different measures to assess performance in social media and measures related to social engagement, conversation, usefulness, advocacy, information and identity. Plackett, R., Kaushal, A., Kassianos, A. P., Cross, A., Lewins, D., Sheringham, J.,... & von Wagner, C. (2020).

2.7 Public Perception

Apple explores public perception of using social networks in e-government projects as a tool to build social capital for social inclusion and social equality (Appel et al., 2020). Other researchers argue that web technologies in e-government have played an important role in redefining government public relations to advocate for more engaged citizens. Furthermore, attract more public perception who can now express their political views through information sharing (Henderson, 2019). Public perceptions facilitated by social media applications can promote civic engagement and social inclusion. Participation is a positive force that promotes social trust, norms, and values, and social inclusion is more inclusive (Lo et al., 2019).

Social inclusion was defined as the extent to which individuals, families, and communities can fully participate in society and control their destinies, taking into account a variety of factors related to economic resources, employment, health, education, housing, leisure, culture, and civic engagement (Iivari et al., 2018). More recently, public participation in governments has decreased dramatically, as citizens are isolated from the life of society, and their ability to articulate their demands for good government that guarantees the quality of life is significantly reduced

(Beresford, 2019). However, social media networks have introduced new forms of interaction that can foster different relationships, including between the government and the public, where information is shared and exchanged (De-Rosario et al., 2018).

The public is increasingly interested in the solutions and applications provided by social media. It expects to benefit from these solutions in e-government initiatives similar to those used in the private and corporate sectors. Public perceptions provide governments worldwide with ICT solutions to deliver adequate government information and services, achieve economic and social development, and enable social inclusion (Ye & Yang, 2020). Wiraniskala & Sujarwoto (2021) indicated that countries' e-government initiatives could build social capital by providing rich information. Furthermore, access to public perceptions through web tools, such as social media applications, to achieve social integration, social equality, and social justice.

Many researchers have found that once e-government is implemented and transparency, accountability, and responsiveness are achieved later, public perceptions of government around information sharing, communication, and interaction improve (Khan & Krishnan, 2021). The use of social media in public perceptions and administrators began to embrace it to encourage participation, community building, and management of public services (Amadasun, 2021). The transformative capabilities that social media can provide to governments are as crucial as user-generated media; Social media allows government PR practitioners to inform an interested public and gain input and opinions (Mahama, 2020). Despite the tremendous value that social media provides to public perceptions of government, there needs to be more research on how governments use local social media to inform and engage audiences (Lee et al., 2020). Given social media's explosive growth and popularity over the past few years, it is critical to assess whether governments are using this technology to communicate with their audiences and how government leaders are integrating it into their communication plans (Kummitha, 2020).

Social media is changing how organizations communicate with their audiences, and governments are not exempt from societal pressure to take advantage of it (Lovari & Bowen, 2020). This exploratory research provides an important review of the use of social media in local governments to inform future research on how social media can serve models of democracy, participation, and transparency across various government contexts (Arshad & Khurram, 2020). Organizations and public outreach professionals recognize the benefits of social media across all industries, and a recent survey of members of the organization's public relations community uses social media (White & Boatwright, 2020).

2.8 Organizational Media Performance

Corporate adoption of social media offers many benefits, and many have identified a positive relationship between social media adoption and organizational performance. As the use of social media had a positive impact on the activities of dealing with customers, and thus it was found that the performance of organizational media positively affects corporate social capital, which in turn affects performance. Social media can significantly impact a business by significantly affecting organizational media performance and consistent with previous technology finding that technology adoption had a positive effect on financial and non-financial performance, Ahmad, S. Z., Bakar, A. R. A., & Ahmad, N. (2019). The version of corporate media must act in response to changes and is bound by the presence of individuals who can deal with the challenges they face regularly. Feedback from social media can use to promote action plans and make changes that recognize the desire of loyal customers (Dodokh & Al-Maaitah, 2019)

In addition, the use of social media to track the activities of competitors and analyze the results of their use in business helps in promoting the company, followed by promotion plans, such as offering discounts and other offers to attract more customers (Ritter & Pedersen, 2020). Accordingly, by implementing social media within the marketing strategy, organizational media performers can obtain additional information about the market and competitors. Most of the work on social media and organizational media performers has been done using experiments, surveys, field research, and the two-way correlation analysis approach between social media use and organizational culture (Wang et al., 2019).

The improved common ground of organizational media performance allows for better communication and thus may improve organizational performance Khan, A. N., Ali, A., Khan, N. A., & Jehan, N. (2019). In addition, the results show that a network of stable connections between agents promotes higher achievement of organizational media performance tasks, but when agents are forced to establish contacts with agents outside the usual network to perform their work, task completion decreases (Martín-Rojas, R., García-Morales, V.J., Garrido-Moreno, A., & Salmador-Sánchez, M.P. (2020). Accordingly, the performance of organizational media is constantly reducing their time in marketing new products as a basis for competitive advantage.

Thus, the use of social media in business will be an appropriate concept as it helps to attract targeted customers effectively and the business will also be able to share the content of their services (Dodokh & Al-Maaitah, (2019). Similarly, social media can be used to communicate with customers, thus contributing to customer learning and getting customer

input as well. Twitter, Facebook users stated that they are more likely to chat, recommend or services on social media.

Social media is of great value to people because it allows employees to connect with customers, especially those in different geographic areas, and it helps organizational media performance to integrate into direct and timely communication with the end consumer at a reasonably low cost and higher ranks more efficient than can be achieved. Using traditional communication tools (Dodokh & Al-Maaitah, (2019). Social media enables organizational media performance to improve collaboration with customers, enabling organizations to create closer bonds with their customers, in addition to expanding the market for customers that were not previously reached by traditional marketing methods. (Li et al., (2020).

3. RESEARCH METHODOLOGY

3.1 Introduction

This Section covers research methodology, which includes the development of the research framework, sampling, questionnaire, participants, hypotheses, research design, data collection methods, and methods used to evaluate the information collected. Moreover, in the previous Section, the independent variables rated as determinants of social media management tools (USMMT), social media goals (SMG), use of multiple platforms (UMP), quality content(QC), follower interaction (FI), and scheduled publications (SP), and metrics analysis (MA) of public perception (PP), while organizational media performance (OMP) as a mediator.

3.2 Population of the Study and Sample Size

The sample represents a subset of the population, as the participants actually consist of some members of the main population. Accordingly, the study population and sample can be explained as follows:

3.2.1 Population of study

The population of this research is all citizens living in Dubai who are 18 years old. As shown in the figure, Dubai is one of the seven federal states of the United Arab Emirates: Abu Dhabi, Dubai, Ajman, Fujairah, Ras al-Khaimah, Sharjah, and Umm al-Quwain. According to the Dubai Statistics Center, the official statistics for 2018 showed the population of the United Arab Emirates generally, especially in the Emirates in Dubai and Abu Dhabi. According to administrative records, the actual number of the UAE population reached 9,500 million, while it reached 6 million in Dubai and Abu Dhabi. Statistics showed that the population of Dubai reached 3.137 million people, while the population of the Emirate of Abu Dhabi reached 2.9 million people.

Furthermore, the Dubai Statistics Center stated that the population of the Emirate of Dubai reached 3,136,400 people by the end of the third quarter of 2018, an increase of 232,400 people compared to the same period last year. And a growth rate of 7.7%, according to the Dubai Government Media Office. The center stated that the distribution of Emirati citizens residing in the Emirate of Dubai by gender is balanced between the two sexes, with 49.5% males and 50.5% females. Thus, the sex ratio is 89 men for every 100 females. The proportion of the adult population aged 18 or over is 82%. Therefore, the people for this study are approximately 2.6 million.

3.2.2 Sample Size

The appropriate sample size is always essential to achieve good results and analyses. There is no single technique for calculating sample size. While the more significant the sample sizes, the more robust the statistics, there are other factors to consider (Prajapati, B., Dunne, M., & Armstrong, R. (2010) & VanVoorhis, C. W., & Morgan, B. L. (2007). & Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). The sample size may be limited to sufficient size to analyze the proposed model and achieve the objectives. It is assumed that an appropriate sample size will respect two excellent sample size rules, one is the right sample size for SmartPLS requirements, and the other is the adequate sample size based on the value of the statistical power “P” (Prajapati et al. 2010; Hair et al. 2014)

3.3 Data Collection

The data collection methods are the sampling method and the survey method for data collection, which can be explained as follows:

3.3.1 sampling method

Which population samples are somewhat representative of the population varies from one research to the next. For this study, non-probability sampling is chosen because only the population over 18 years is taken, besides the difficulty of obtaining a complete list of all evaluators to perform any random selection. Since the study deals with all members of the population and one homogenous cohort and online data collection will be applied, the sampling technique used is appropriate sampling.

In contrast to a random sample, proper sampling requires selecting representative individuals from among the accessible members. Appropriate sampling is a technique in which a researcher surveys sample subjects according to accessibility, ease, and relevance (Creswell, J. W., & Miller, G. A. (1997); Jackson, S. L. (2015). Moreover, for this study, we will treat all Dubai residents. Selection procedures have the following features.

- The technique is non-probability sampling. Sampling is a procedure for selecting and identifying a sufficient number of items from a population to form a sample that will be able to represent the target population (Taherdoost, 2016). Sampling techniques can be classified into two main categories, namely: probability sampling and non-probability sampling. Probability sampling includes simple random, cluster, stratified, systematic, and multistage sampling techniques. Non-probability sampling includes self-selection, snowballing, objective, quota, and convenience sampling techniques, which is the sampling technique adopted by the researcher.
- And where previous studies (Resor, et al 2023) (Quinn, K. 2018;) to measure the cognitive impact of social media on the general perception of the elderly audience focused on the method of non-probability sampling, which depends on the ability of the researcher to choose members randomly (Taherdoost, 2016). Musaddiq, S (2022), where all the population is considered homogeneous and is considered one group, and all citizens over 18 years of age or older One main group The target sample is distributed from 384 according to the ease of access and grouping from which the personal target is launched In addition, the amount of selected samples is gradually collected until the data collection reaches an appropriate sample size.

3.3.2 Methods of Survey Data Collection

The data collected online will be used by making the online survey available and promoted through social media channels. The collection is selected online for its unique sponsorship and acceptable rate due to the rich use of technology in Dubai. Furthermore, since the group is online and will promote through social media, it will reach as many samples as possible. Still, only people who decide to volunteer will complete the online survey. The online survey is expected to reach thousands of people, but the survey will remain online until we get a sufficient sample size that may reach 30% of the target set by 384. Data will collect during 2022/2023.

In order to ensure that all samples collected relate to the constraints of the effective criteria on the characteristics and location of the adult's nationality, various validation questions are added to the demographic portion of the survey. Any scenarios outside the required pool will certainly be indicated prior to the registration review stage.

The target sample is adults who live in Dubai, where residents can be from an Arab or international background. An online survey in Arabic and English is used to collect data.

3.4 Tool development, validity and reliability

The main tool used to collect original data from sampled participants is the well-structured questionnaire. However, this questionnaire must be

robust, valid, reliable, ask appropriate questions, request sufficient information, be easy to use, and maintain participant confidentiality. The following sections discuss questionnaire design, item development, and validity and reliability. The study consists of 6 main components. The questionnaire has been adapted from previous studies. This is to ensure the quality, relevance, reliability and validity of the questionnaire.

3.4.1 Questionnaire Design

Where the original survey was used to determine how determinants of the use of social media management tools (USMMT), social media goals (SMG), use of multiple platforms (UMP), quality of the content (QC), follower interaction (FI), scheduled publication (SP), and metric analysis (MA) of public perception (PP), while organizational media performance (OMP) as a mediator, and from a review of previous studies, the original questionnaire was edited and developed to achieve the goal of this study.

The survey tools included two main parts. The first section is general information about the respondents and their institutions. The second section is related to the items of this study's variables. All items of the scale were adapted to the interval scale. This study uses five-point scales. Here, the Likert scale is a cut-off scale that uses the five anchor points (Sekaran, 2016). This measure has advantages because it is easy to create, manage and record. After completing the questionnaire, each item will analyze or summarized to create a score for a group of items using statistical software. The advantage of using a Likert scale to measure the dependent and independent variable is that it summarizes the responses to represent a specific statement that can then be processed to obtain some desired outcome concerning the study's objective.

3.5 Analysis Techniques

Information from the survey is verified using the Statistical Package for the Social Sciences (SPSS 22 SmartPLS) 3.0. Partial least square PLS is a structural equation modeling (SEM) method that can simultaneously test the measurement type and frame release (group relations). SmartPLS is software similar to Structural Mode (SEM). PLS provides a practical framework for estimating causal releases with latent solutions and formula variables coinciding with measurement errors (Hair et al., 2014). Moreover, SmartPLS decides the association between independent and dependent latent variables as linear compounds. However, as an SEM application, Smart can simultaneously identify indirectly with direct path effects between all the variables inherent in the system. These releases can be assessed by PLS.

SEM contains two primary techniques. The first strategy will implement using an IBM AMOS software application in Co-Based SEM (CB SEM). The alternative plan will implement using the intelligent PLS software

application for variance-based SEM (VB SEM) or at least partial SEM (PLS-SEM). The theoretical distinction between PLS-SEM and CB-SEM is empirical. Whenever the study aims to evaluate and confirm the principle, the correct method is CB-SEM. However, if the re-investigation aim is prediction and initial progression, the superior technology is PLS-SEM (Hair et al., 2014). Furthermore, the PLS-SEM technique will choose in this study with the aim of theoretical growth.

PLS can be used to properly evaluate complex models where various other methods would fail due to the more significant amount of interactions, indices, and structures. It enables PLS to work with small sample sizes, creates less stringent assumptions about information segmentation, and is suitable in minor sample size conditions. PLS selection will use to evaluate the proposed concept due to scale, research, and model complexity dynamics. The validity of the measurement version depends on its suitability and the correct syntax of the variables.

The analytical statistics tests are as follows:

1- Kruskal-Wallis test (which is a non-parametric test to test the difference between more than two means) i.e. an alternative test for analysis of variance (ANOVA) is suitable in the case of data that are not subject to a normal distribution.

2- The normal distribution test using (Kolmogorov-Smirnov test). This is to see if the data follows a normal distribution or not. The study showed that the sig value is less than 0.05, meaning that the data does not follow a normal distribution, and non-parametric tests should be used.

3.5.1 Validity and Reliability of the Questionnaire

For this research, the content was validated by consulting an expert panel of three experts. At the same time, the committee was asked to review and comment on the first draft of the survey elements. The metric to be measured was the viewpoint of the feedback received from the board. The four experts were selected from different disciplines, two media professors and two specialists from media management institutions. The minor comment received from the committee to conduct the pilot study was resolved.

The study uses Cronbach's alpha to detect the variables' reliability and to check the internal consistency of the variables. The analysis conducted a pilot study as a preliminary test of the technique's reliability and validity. The experimental team consisted of 30 participants (UAE Nationals, over 18 years old, living in Dubai) recruited for the survey feasibility study. Cronbach alpha reliability tests were obtained using SPSS 23 equipment. Table 3.1 shows the results of Cronbach alpha scores with an appropriate level above 0.7. All variables have relevant Cronbach's Alpha scores between 0.707 to 0.922. So the internal consistency

reliability evaluated by Cronbach's alpha must be greater than 0.70 and less than 0.95. However, in exploratory scientific studies, values of 0.6 and much more have been identified (Hair Jr, Wolfinbarger, Money, Samuel, & Page, 2015).

Table 3.1 Pilot study results for reliability tests

Variables	Cronbach's Alpha (beta test)
Social Media Management Tools (USMMT)	0.707
Social Media Goals	0.897
Multiple Platforms	0.765
Content Quality	0.743
Follower Interaction	0.876
Scheduled Publication	0.820
Metric Analysis	0.922
Public Perception	0.845
Organizational Media Performance	0.831

Summary

This study is based on the scientific deductive approach using the philosophy of positivism. The study chose a quantitative methodology to analyze the original data collected in the transverse time horizon to conduct experimental exploration using statistical analysis using PLS-SEM techniques. The study population is all citizens of Dubai aged 18 years and over. The population is estimated at 2.6 million, according to recent reports. Therefore, a target sample size will calculate to reach an appropriate sample size sufficient for the model and representative of the population. The appropriate sample size is 384 estimates from Morgan's formula. Where use online data collection. Where use online data collection. The questionnaire, in both Arabic and English, was derived from previous studies and tested to verify its validity and reliability using the validity of the content, the validity of the face, and the experimental study. Section 2 questions will use a five-point Likert scale.

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