EXAMINING THE USE OF SOCIAL MEDIA IN PUBLIC RELATIONS PRACTICE IN THE KENYAN GOVERNMENT: A CASE OF IMMIGRATION DEPARTMENT

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DECLARATION

This project is my original work and has not been submitted for an award of any degree in any other institution.

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This project has been submitted for examination with my knowledge as university supervisor.

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DEDICATION

This work is dedicated to my two sons, Allen Kabangi and Asher Kaloki, to whom I wish, would take after my academic steps.

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ABBREVIATIONS

Govt.....Government

IOs……...Immigration Officers

PR……..Public Relations

PROs…… Public Relations Officers

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ABSTRACT

The purpose of this study was to examine the use of social media in public relations practice in the Kenyan government, a case of Immigration Department. To achieve this, its objectives were; to analyze the modes of social media platforms embraced by public relations officers at Immigration Department; to assess whether social media use has enhanced achievement of public relations practice objectives in Immigration Department; to determine factors for preference of social media tools employed in public relations practice in the Immigration Department. The research was anchored on two theories; social presence and media richness. The research design was descriptive survey, which took a mixed approach employing both qualitative and qualitative approaches. The research method was a case study survey. Data was collected using questionnaires and interview. The target population was immigration officers and public relations officers in the Immigration Department. Simple random sampling was used to select 180 immigration officers with a corresponding response rate of 165 (77.8%). There was a definite focus to choose 10 public relations officers for another questionnaire and interview, with a corresponding response rate of seven (70%) for a questionnaire and four (40%) for interview. The findings indicated that social media is used in public relations practice in Immigration Department but with partial use in relation to internal communication. Facebook and Twitter are the most preferred tools for external publics, mainly because of ease, reach and speed in use. WhatsApp was preferred for internal publics mainly as an alternative to traditional media. These social media tools are used mainly for informational updates and response to enquiries. Respondents were in a unanimous agreement that social media has improved service delivery at the department. Interviewees indicated that there was a risk averse culture that restricts free social media use in Immigration Department. The study concluded that social media is rich in meeting communicative and service objectives in public relations practice in government, but there was lack of right approach to implement it. The study recommends the following. Development of a harmonized media strategy, offer training to officers and embrace social media tools appropriate for internal publics with a bit of friendliness.

CHAPTER ONE

INTRODUCTION

1.1 Overview

This chapter discusses the background to the study, statement of the problem, objectives of the study, research questions, rationale of the study, significance of the study, limitations of the study and operational definition of terms.

1.2 Introduction

Technology has a way of influencing all areas of human life. Public Relations practice is no exception in this case. With advent of social media, public relations practitioners have changed thoughts about themselves and the practice even in government. Public Relations refer to the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics. It entails building sustainable relationships between an organization and all its publics in order to create a positive image. There has never been a positive image of governments by the publics, since communication tends to be one sided; to inform the publics.

According to Bernays (1945), public relations can be described as the role of the management involved in the tabulation of the opinion of the public, description of procedures, policies and the interests of an entity followed by carrying out a plan to gain approval from the public. The social networking sites have rendered less complicated to implement this role. As per Harrison (2002), it has now grown to incorporate the aspect of ‘reputation management’, in other words, what others perceive or think of you. Public relations as a discipline, it focuses on reputation, with a goal of getting approval, determining opinion and behaviors. It may be considered as a planned and sustained aim to create and preserve goodwill and mutual relationship between the public and an enterprise (Harrison, 2000:2). This can be achieved only through a rich communication medium, which is social media.

And according to Eugene Decker, public relations is best defined as "a planned effort to influence public opinion through acceptance, performance and two-way communications" (Decker, 1974; 2). Decker's inclusion of two -way communication model brings out the very active characteristic of social media. McLuhan stressed that the impacts of technology do not take place at the level of concepts or opinions, but instead modify the proportions or trends of opinions steadily and with minimal objection.

In other words, McLuhan meant that the communication tends to impact our habits of thinking and reasoning according to Severin and Tankard (1997:303). In the current digital age, public relations in the government have to be altered or impacted. With every ministry owning an entirely office reserved for the public, Kenyans are normally inundated with a one-way created information mainly about a certain public entity spent the whole doing, the services rendered, products launched and not necessarily what is expected of the government by the public. The one-way means of communication, known as the information Model formulated by Grunig and Hunt (1984), entails the revelation of accurate data but taking part in no research that would stimulate 2-way means of communication. This nature of communication elicits an illusion of control which Grunig (2009) affirms that Public relations practice in the age of digitalization, is abandoned.

It is therefore important to note the various ways in which social media has affected the habits of perception and thinking of public relations officers in government, a section of society that is sensitive when it comes to messaging with a basis of one-way communication model.

1.3 Background

The attainment of Electronic Government (or better known as e-government) in Kenya was probably hailed as one of the major steps taken by the government towards the achievement of national development aims and goals for the creation of wealth and employment opportunities as articulated in Vision 2030. E-government is defined as the use of Information Technology to increase the level of efficiency and transparency of transactions within the government, between the public and the government and enterprises locally and internationally and at the same time empower the public via access and usage of data. Generally, the introduction of the new media has transformed the manner in which public relations experts relay their information to the public. The unveiling of undersea fiber optic cable in the country 8 years ago signaled the start of faster and inexpensive internet connectivity. Therefore, most of the public relations experts and bodies in Kenya are currently involved heavily in the use of Facebook, Twitter and blogs to communicate their information to the public and at the same time foster new relationships and improving the prevailing ones. Nonetheless, the capacity to disburse information to a large number of people is restricted or constrained by various elements like inadequate internet connectivity especially in the rural set ups where most of the people are located and also have high illiteracy levels. Since the internet can easily be accessed by those residing in the urban areas,

the communication of information to as many people as possible is significantly limited (Kiambi, 2010).

Social media, a relatively new phenomenon has gained currency as a tool to be used for communication as technology is rapidly changing too. There are multiple platforms offered in the dissemination of information, and technology is at the disposal of highly demanding public. This media has changed the way in which information is produced, distributed and displayed. Broom (2009, p.266) observes that the internet is a manifestation of an ever-present means of communication considering that all the new forms of media rely on the internet. Anassi in 2004 came up the goals on which e-government applications should emphasize to eliminate unethical practices such as corruption, improving accessibility of information, displaying information in a way that increases transparency and accountability by increasing the capacity to track decisions especially among the civil servants as they serve the public. Therefore, the social media use in public relations seems promising in terms of advantages.

According to Broom (2009, p.58), the public relations practitioner as a communication facilitator is a sensitive listener and broker information. Communication facilitators act as interpreters, mediators and liaisons between an enterprise and the public. They preserve a two-way communication and allow for the exchange of information by eliminating hindrances in relationships and keeping the channels open for communication. The aim is to offer both the management and the public the information required to make choices of general/mutual interest. Broom pointed out that those performing the role of a communication facilitator end up serving as sources of information and the formal contacts between businesses and their publics. They are involved in assisting participants to determine and rectify conditions that interfere with communication relationships. In addition, they have many roles and act as connections between the public and organizations. They work under the presumption that successful two-way communication enhances the standard of choices that organizations and the citizens make in regards to procedures, policies and acts of mutual interest. All these characterize what social media can do.

Among principles of effective communication is two-way communication. Today, with advent of social media, public relations practitioners must program communication activities that permit audience response or feedback (Darrell et al, 2013). Social media has the capability of this principle. In brief for example, comments and ratings of video posted on

you Tube. Com, Facebook and Blog comments allow conversations, hence, the voice of your public to be heard. To this end, scholars agree that one task or set of tasks that has become more and more prevalent in the field of public relations is the utilization of social media tools (Wright & Hinson, 2009b).

Social media according to Boyd and Ellison (2007) is a web-based application that enables users to (1) come up with a profile in a closed system, (2) form a collection of other users with similar ideas and connections (3) look and go through their connections list and those created by others in the system. Their nature and identities differs from one site to another.

Social media is considered a communication channel between members. Corporate entities believe that the secret to good business is communication between key stakeholders which includes the shareholders, suppliers, employees and most importantly the client (Riel Cees van et al, 2007). With over one billion users worldwide currently using the technology, it becomes inevitable that at least one or all sections of the stakeholders are also using social media.

As pointed out by Wright and Hinson (2009) and mentioned by the International Association of Business Communicators, a large number of people both in the developed and developing world have access to the internet and thus joined the social network. Nowadays, the social media acts as platforms where people create and share information and almost three-quarter of people using the internet have accessed a blog at one point (Young, 2009). In addition, Larry Weber (2009) stressed that the world is shifting dramatically into the digital direction and those with a clear understanding of this change will exchange information in an effective manner compared to without. Public relations experts are also supposed to embrace this change to communicate properly with the public or clients through the social media. PR experts are in constant quest to relay information to their clients and in turn wait to hear from them especially through the social media. Martin (2009) argued that the social media has led to the emergence of a new technique of communication embodied by conversation and society. It is important to review this communication approach to properly use them as a means of communication with others to determine their implications on public relations discipline, particularly, in the public sector.

Public administration is under pressure to innovate and improve service delivery in a bid to make it personalized; result-oriented, reliable and participative model encompassing the application of the social network sites (IDA, 2011). The integration of information and communication technologies (ICT) in the public sector which has since been termed as e-government (Chadwick, 2011) is among the means of expression of the information driven society, other than being a major element of the modernization process in public administration (O'Neill, 2010) facilitating a tactical and intensive application of ICT, both in the internal relations within the public sector (Edelenbos, 2005) and in regards to the relationship with citizens (Taylor, Lips & Organ, 2007) and with entities in the private sector as per Callanan (2008). In fact, most of the initiatives by the government to implement e-government projects with an aim to provide improved services to the public are recoded globally. The government of Kenya came up with the e-government for a number of objectives:

1. Equal Access to Public Information
2. Transparency and Accountability
3. Efficiency and Effectiveness
4. Political Participation and Democratic Governance
5. Improved Business Climate
6. Promotion of Public Private Partnerships
7. Improved Homeland and National Security
8. Lower Costs (Njuru, 2011)

These services are done online through platforms such as e-citizen and facilitated by social media. Immigration department is one government unit that has adopted the use of new technology. This department is under the Ministry of Interior and Coordination of National Government. The public relations officers in the department act as a bridge between the department management and the publics. The core functions of the department are to:

1. Create national migration regulations and an assessment of the laws and regulations dealing with immigration
2. Regulate entry and exit of people and elimination of illegal immigrants
3. Issue passports among other travel documents
4. Regulate residency via the issuance and renewal of entry/ work permits and other passes; issue entry visas; grant Kenyan Citizenship to the qualified foreigners and to register all non-residents in Kenya.
5. Provide consular services to citizens and foreigners at Kenya mission abroad.

6. Enforce the relevant acts. (Department of immigration website: 2016)

It is therefore an ideal department for study in relation to government public relations practice, in the era of social media.

1.4 Statement of the problem

For years, there has been a challenge of inadequate of information and services to the public by the government of Kenya (Kibwana et al., 2001). Berman in 1997 was of the idea that inadequacy or shortage of public information and services was responsible for reducing public trust towards the government.

This is a pure public relations' role. In government, public relations officers inform the public rather than promote mutual understanding, hence, an illusion of control. It culminates to ineffective communication which means that citizens are entirely informed of the various activities of the government. Heise in 1985 came up with a response or a way of addressing this challenge by including responsive and open communication practices within the public sector. The social media is therefore, ideal.

Past studies have illustrated that the social network sites have the ability to bring about reforms or changes in public administration, enhance service delivery and flow of information. Precisely, Newsom et al (2013) accepted that the internet has changed the power balance between the public and an organization to an extent of assuring symmetric two-way exchange of information. Social media therefore, has paved way for unexpected possibilities of engaging the public in government roles. In addition, the application of ICT in the public sector has been termed as e-government (Chadwick, 2011) is understood to be one of the forms that necessitate use of social media in expression of the information society, in addition to being a central part of the process of the modernization of public administration(O'Neill, 2010). It is obvious that this new innovation is used as communication tool in relating with internal and external publics, fostering public relations practice.

The use of social media is ever-increasing among organizations and state agencies. According to Martin (2009), there are at least 67 percent of businesses and government agencies utilizing the social media. Eisenhardt, Kathleen and Graebner in 2007 pointed out the success of social media use in investor relations. Moreover, Yin (2008) reported how

government agencies are improving their PR goals through the social media (Facebook to be precise).

In Kenya studies have proved that social media is indeed used even in government departments/ agencies. Adoyo (2014) carried a case study on effects of social media on state agencies; Kenya Revenue Authority. His findings were that Facebook and Twitter were used and the major effects were effective communication and promotion of laziness in officers.
Therefore, the status of social media use and the emerging trends in public relations practice in immigration department is not known in terms of categories used, type of information passed to the publics through it, and how the public use it in inquiries and feedback. This study would fill the gap in literature.

1.5 Objectives and Questions

Main objective: to investigate the use of social media in public relations practice in government; the case of immigration department.

1.5.1 Specific objectives of the study

1. To analyze the modes of social media platforms embraced by public relations officers at Immigration Department.
2. To assess whether social media use has enhanced achievement of public relations objectives in terms of information passed at Immigration Department.
3. To investigate factors for preference of social media tools employed by public relations officers in the Immigration Department.

1.5.2 Research questions

1. What are the modes of social media platforms used by public relations officers in immigration department?
2. How has the use of social media enhanced the achievement of public relations objectives in terms of information passed at Immigration Department?
3. What factors do determine the preference of social media tools employed in public relations practice in the Immigration Department?

1.6 Rationale

Social media is becoming a significant tool in public relations practice because of the advancement in communication technology. In addition, the great shift from traditional approach to information dissemination to new model because of social media, affects how public relations is practiced in government. Hence, need to be looked into.

There is no specific academic study done on use and emerging trends of social media in public relations practice in government, in Kenya, in particular. Most information we have are reports and news articles, with few based on study. This study brought out the clear picture of state of things. This would serve as a practical relevance to social concerns and technology application.

1.7 Significance of the study

The findings of this study are valuable to various stakeholders: First, the findings of this study are important to future researchers and academicians as it acts as a source of reference on the application of social media on service delivery among government ministries in Kenya. Furthermore, the outcomes of the research are essential since they recommend areas to improve or further investigations. The results of the research are also important to policy makers on the use of social media within the government offices. Also, it can help in the provision of information on the proper application of social network sites to deliver services in Kenya. Additionally, the study findings would also be beneficial to public relations officials in various ministries in the government and particularly the Directorate of e-government due to their main task of implementing e-government and it is a local resource in the Immigration Department public relations officers on use of social media.

1.8 Limitation of the study

Due to risk averse culture that is dominant in government, the researcher's effort to get adequate information was hampered. This resulted to avoidance by some officers at the department. Officers were made to understand that this is a purely academic and it would not affect their working relationship.

Further, there are public relations officers in the department but no physical office allocated to them. It was difficult finding them to participate in the interviews, which were ideal due to time, simplicity and cheapness. Respondents might also have not been honest in answering questions. However, the researcher designed a questionnaire and an interview schedule that elicited responses that would facilitate meeting of the objectives of the study.

Limited time made it impossible to use reasonable sample size; therefore, only one department was studied intensively.

1.9 The scope of the study

The study limited itself to a case of Immigration Department for more conclusive results.

This study did not include the challenges of the use of social media in the department of immigration. But it gauged out the social media tools is used, whether social media has enhanced service delivery in terms of information passed from the department and factors for preference of social media modes by the publics to make inquiries and give feedback.

The target population of the study was Immigration Department. This is because the Immigration Department is among the key departments in the Kenyan government ministries that public relation offices employ ICTs and embraces social media technologies. With this in view, the findings of this research can be used by other departments in various government ministries in Kenya and in developing countries in general enhancing relevance validity of study. External publics, that is, the citizens were not included due to financial and logistic constraints.

1.10 Operational definition of the terms

Immigration Department- a key department in the ministry of Interior and National Co-ordination mandated with registration of persons and issuance of passports and work permits among other documents.

Practice - Day to day activities of public relations officers

Public Relations- a unique management function for establishing and maintaining mutual communication lines and understanding between the public and the department of Immigration.

Social media- they are web-based applications where people create profiles and connect with others (with profiles) in a closed system.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This section reviews e-government in Kenya, concept of social media, types of social media, conceptualization of public relations roles, public relations and social media, importance of social media in public relations and theoretical frame work from scholars and researchers in the field of ICT and social media, in communication studies.

2.2 E-government

Also referred to as digital government or online government, e-government is described as the means of service delivery via ICTs (Heeks, 2002; Sharma & Gupta, 2003). E-government is an international and national call on attempt to improve good governance, transparency and accountability in government. This is believed to change the way that the government operates to enhance the delivery of services, effectiveness and level of democracy or transparency. According to Heeks (2002) pointed out that e-government is primarily catalyzed by the need to grow the level of access to public data at a lower rate and improved efficiency, a line that supports social media use in public relations practice in government. This results from globalization and digitalization effects, which according to Grunig (2009) contributes to making Public relations global practice too.

Therefore, governments are increasingly adopting technology and escalating their speed on it thereby ensuring faster and robust flow of information, more efficient processes and reliable and cost-effective services. These initiatives have proven successful in other countries, such as India. Sharma Yugal (2008) says that the amount the government spends on e-government have been recovered in less than a year. For instance, in Nigeria, there are claims that, the system has reduced corruption cases as there is no exchange of money between the client and the officer, which can prompt bribery Adeyemo (2011). Mutula (2008) has the same views that, by adopting this system, it will enhance the delivery of service by getting rid of ineffective procedures and lower the shortcomings. Others are of the idea that e-government implementation have been unsuccessful especially in Sub-Saharan Africa nations. As elucidated by Heeks (2001), around 35% of all the e-government projects in the developing nations are complete failures; nearly 50% are failures partially whereas only 15% are successful. It is my prayer that social media use is not faced with such mishap in government.

Anassi(2004) identified necessary aims on which e-government applications need to emphasize on fighting corruption, improving information access and presenting it in a way that fosters transparency. Several other authors have the same view that e-system will combat corruption in governments Millan (1961); Subhash (2003); this could be the best gift such a system offered Kenya, bearing in mind the high corruption index the government bears! Most of these studies, have tried to establish factors that hinder successful implementation such as, technical knowledge and skills, readiness of staff & infrastructure in generality and are mainly relevant in Kenya per se.

In Kenya scenario, Mungai (2015) establishes challenges facing e-government projects in Kenya. Mbogo (2011) suggests an e-system as a cure to rampant corruption in immigration department. Kashorda (2009) observed that the GoK has improved accessibility to computers in all offices which portrays the notion that where a modern and forward-thinking manner can aid the government offer a common structure and direction in public services to improve partnership in all the sectors. In addition, such a transformative technique can transform the manner in which the government has done its transactions. In the long term, the climate generated by the e-governance can possibly improve the prospect of Kenya's business by drawing in foreign investors. Furthermore, applicability of government data has the possibility of increasing political discourse and foster democratic values as indicated by Njuru (2011). And promote the public relations practice growth, through social media exponentially.

2.3 Concept of Social media

The term is normally associated with any site in the internet. However, according to scholars, it is a web-based application allowing users to create a profile in a closed system, has other users with whom one relate with and can perceive them as friends (Boyd & Ellison, 2007). From this definition, social media can be equated to mean social networking, since it is considered a communication channel between members. The social network sites phenomenon is being adopted by people at a very fast rate. The social media basically explains the various sites where people/users can post and applications such as Facebook, twitter, LinkedIn, Instagram, Snapchat, which are rated the top three by Alexa (2014) as ranked above and five biggest in Kenya by circa (2015), followed by You Tube and lately WhatsApp, among others.

As of September 2015, Facebook reported that approximately 1.1 billion users log in daily (Daily Active Users or DAU), which is nearly 17 percent annual rise. Other sites such Twitter are not left far behind as well. A research conducted by the Social Media Today (2016) stated that during the 3rd quarter of 2015, micro-blogging reached approximately 307 million active monthly users. At the start of 2015, Twitter had gone past the 255 million monthly active users for each quarter.

From the foregoing, the public relations practitioners can't ignore to benefit from the reach effectiveness this social media provides, fueled by the fact that most people have mobile phones and most probably, access the internet. Strikingly, is how web sites is the best organization social media strategy that is about engaging your audience to interact with you, your mission, values, picture or app for attraction and can allow give authentic original stories and permits faster visibility and publicity, that is cost effective. We are all aware of the trend of social media linkages to web sites today.

2.4 Types of social media

There are different forms of social media. The collaborative projects are the easiest form of social media. They enable every user to put, eliminate or alter text based information. a broadly laid out project is Wikipedia, in other words, free, internet-based, online encyclopedia inscribed with the collective efforts of volunteers and easily accessed by anyone so long as there is internet connection.

Blogs are other representations of the social network sites which allow users the chance to publish and take part in different conservations through the internet (Weber, 2009). They are essential for businesses as they help build reputation especially in the event of positive blogging and can also be destructive in the case of negative blogging. Content communities grant people the chance exchange media information between one another.

The social media sites follow content communities in the assessment of the types of social media. With the help of such types, people connect and exchange information, photos, instant messages and video clips. Also, users can send out invitations to others. Twitter and Facebook happen to be among the two common and popular social media sites in the world and as a result, they are used by many companies to reach out to clients and display their commodities or advertise (Kaplan, 2009).

Instant messaging that is common in Kenya are WhatsApp, Snapchat and messenger. They have been categorized as social media too because of the level of interactivity. Therefore, this part informs that social media will be used in this study in the sense of networking, interactivity and information sharing like photos, videos and notes. It also shows how these media intertwine together.

2.5 Conceptualization of public relation roles

For more than three decades, researchers have investigated PR by reviewing at specific functions performed by experts (Broom & Smith, 1979). Studies on PR roles started with Broom and Smith (1979) who did exploratory experiments. Clients acted as the focal point of the study whereby their perceptions, attitudes and opinions on the roles of or function of PR professionals were gathered (Broom & Smith, 1979). The research came up with 5 main functions: provider of technical services; professional prescriber; communication facilitator; problem solver and acceptant legitimizer as per Broom and Smith (1979). However, acceptant legitimizer was later dropped after results found it non-essential. In 1982, Broom redefined the remainder of the 4 roles and termed them as expert prescriber, communication facilitator, communication technician and problem-solving facilitator. Expert prescriber was responsible for the identification of communication challenges between an enterprise and the customers and come up with solutions to the various problems (Broom & Smith, 1979). Under this role, the practitioner is autonomous (Broom & Smith, 1979) and supposed to be very intelligent in regards to public relations and communication challenges. An issue synonymous with this role is that the customers may rely on their expert prescriber as they are quite passive when it comes to solving problems (Argyris, 1961; Broom & Smith, 1979). Since an organization is just doing as prescribed by the practitioner instead of cooperating with the public, suggested solutions are mainly asymmetrical and not effective in the long run (Argyris, 1961; Broom & Smith, 1979).

As the name goes, the task of the communication facilitator involves allowing communication or exchange of information between an organization and the customer (Broom & Smith, 1979). The primary aim of this role is encouraging a two-way discourse between an enterprise and the customers (Broom & Smith, 1979). The role is important as it aids organizations to engage in a two-way symmetrical communication according to Grunig and Hunt (1984).The two-way symmetrical communication allows for all those involved to access sufficient information to carry out choices or decisions for mutual benefit (Broom & Smith, 1979). Both expert prescribers and problem-solving process facilitator have similar

roles, in other words, finds the source of a problem and work towards getting the solution (Broom & Smith, 1979).

Even though the application of this model can be tiresome, it basically has good outcomes in the long run for organizations according to Broom and Smith (1979; Dozier, 1992). Ultimately, the communication technician function emphasizes on the real generation and communication of PR items (Broom & Smith, 1979). Some of the functions encompass the articulation of press releases, generation of fliers and upgrading of lists of media (Broom & Smith, 1979). The differentiating attributes of technicians is that they can carry out jobs that the customer considers essential (Broom & Smith, 1979; Dozier, 1992). Compared to practitioners in other functions, this job is not associated with the identification or eliminating any challenges (Broom & Smith, 1979). Study on the four initial PR roles discovered that the first three were mainly related though that of the communication technician was not (Dozier, 1983). As a result, Dozier made simple the functions and integrated with the first three to be regarded as the role of the manager and found that of the technician as different or remained separate. Under the two role typology, technicians are regarded as those involved in the production and communication of materials based on the requirements of the clients or management (Broom, 2009).

Managers are simply practitioners involved in the process of making decisions according to (Dozier, 1992). They utilize explorations to be informed of their approaches (Dozier, 1981, 1986; Judd, 1987) and review their effectiveness or achievement (Dozier, 1984). PR renders an organization highly effective, thus, when it determines the most tactical publics as constituent of strategic management and carries out communication plans to create and preserve successful long run relations between the public and the management. Even if the initial four roles is used, no single practitioner will lie into a single function all the time (Broom, 2009; Dozier & Broom, 1995; Moss, Newman, & DeSanto, 2005). Nonetheless, practitioners have a tendency of being dominant in their role (Broom, 2009). Dozier (1989) stated that the new technologies have the chance of helping the field of PR to make new achievements or cover significant milestones. He further stressed that they can be helpful to the management and technicians based on what it brings forth or aids the PR practitioner accomplish (Dozier, 1989). Tools which are entirely essential in enhancing communication are important to technicians whereas those that enhance research abilities are more advantageous towards managers (Dozier, 1989).

This literature clearly shows how public relations role has changed in the era of social media. There is even a new job title, termed the social media expert. In addition, these changes suggest that in the current media climate, PROs need to be considering social media as part of communication strategy (Robson & James 2013). The part informs the study by bringing out the roles of Pros in a social media environment, which indicates on how the practice is done in government nowadays.

2.6 Public relations and social media

A longitudinal research was initially conducted by Wright and Hinson (2009) in 2006 on the use of social media by PR experts. Every year, they have done an online research on the attitudes and behaviors of PR practitioners regarding the various social media instruments. Initially, the explorations emphasized on blogs, though they have changed to include new elements as they are discovered. Notwithstanding the duration of investigating social media, Wright and Hinson maintained that it is hard to deduce the actual definition of the social media. Nonetheless, they acknowledged the hardship or challenge with explaining it. Consequently, they came up with their definition which stated that the social media gives the ability to relay internet-based data developed created by users with the aim of communication.

The rapid emergence of the social media has made it essential in public relations. Nonetheless, decades ago, the internet was not a priority among most PR practitioners (Hill & White, 2000). Even though a lot of research has been conducted in the field (Hill & White, 2000; Levenshus, 2010), the rapid changing nature of technology renders most of them incomplete. A research done by Hill and White (2000) illustrates the rapid revolution the tools have brought about in public relations. They discovered that in as of 2000, using the internet as a PR approach was a low priority for PR practitioners. Nevertheless, they were to uncover that practitioners acknowledged the potential advantages of the social media in public relations in the future (Hill &White, 2000). A website was not considered as a substitution for physical contact but as a means of reinforcing relationships that were already present, primarily due to the role of the email (Hill & White, 2000).

In Kenya studies have proved that social media is indeed used even in government departments/ agencies. Adoyo (2014) carried a case study on effects of social media on state agencies; Kenya Revenue Authority. His findings were that Facebook and Twitter were used. A negative effect was laziness among PR officers. Indeed, PROs, have embraced social

media. This informs the researcher that, as much as social media might be used, probability of new forms to emerge is high. Therefore, the need to investigate trends and that there is no need to keep structured questions only. Also, the social media is there to compliment the traditional media for public relations practice.

2.7 Importance of social media and public relations

In the recent past, most investigation have reviewed the application of new technology by PR practitioners (Eyrich, Padman, & Sweetser, 2008; Sha & Dozier, 2012; Wright & Hinson, 2009b). Specifically, academic research on social media and PR is still in infancy, mostly from US, based on quantitative and large scale corporations. (Avery etal 2010, Curtis et al 2010, Gillin 2008, Robson &James, 2013).

The new technologies currently embraced are mainly social media sites such as Twitter and Facebook. The application of the social media is at a very fast rate. A few years ago, blogs and podcasts were the popular means of communication by PR experts though the social networking sites were employed by nearly 24% of the practitioners (Eyrich, Padman, & Sweetser, 2008). Currently, the social media is regarded as an integral part of PR campaigns. The results of a study conducted by Mogos (2011) showed that social media humanizes a company. The author says that social media puts a face to a company because people want to interact with other people. Therefore, organizations adopt social media usage in order to humanize its interaction with stakeholders. According to the author, organizations that adopt social media usage are more likely to reduce the social gap between the business and consumers.

The application of the social media instruments is a constituent of a pattern that focuses on the significance of a two or multi-directional in PR rather than the communication of information (Deuze, 2007; Van Ruler, Vercic, Buetschi, & Flodin, 2004; Wright & Hinson, 2009b). Wright and Hinson (2008a, 2009b) learnt that most of the PR experts perceive that the application of the social network sites has had positive effects on PR and also uncovered that around 85% of PR experts are convinced that these tools and the conventional media are complementaries and do not rival one another. (Wright & Hinson, 2009b).

A significant proportion of PR professionals are convinced that social network sites and blogs affect the content of the mainstream media as indicated by Wright and Hinson (2008a, 2009b). It implies that even though the advantages of social media are acknowledged by the

industry, conventional media is still crucial and reliable. The social media does not necessarily incorporate social networking sites but others such as message boards, blogs, Wikis, podcasts, video sharing, micro-blogging websites and really simple syndication (RSS) according to Wright and Hinson (2009).

A research done by Wright and Hinson (2009) surveyed the application of social media by around 574 PR experts in the US. Basics questions were asked concerning the overall significance of social media tools in public relations by an organization and their level of importance to an organization. Other questions covered which forms of social media the practitioners used to obtain information in public relations discipline. They considered search engine marketing as the most significant, then blogs, social network sites, video sharing and message boards. Social bookmarking and photo sharing were the least considered. In a different study conducted in the United States illustrated that PR practitioners believe that the social media and conventional media collaborate and influence each other in one way or another. The social media is a reliable means of exchanging and relaying information using the traditional means (Gordon, 2010).

The potential effect of the social networking sites on PR is immense. Yin in 2008 pointed out that staff blogs have significant and unlimited capability to improve dialogue and aid in the promotion of products and services and pave way for two-way means of communication. Oneya (2010) study on impact of social media on public relations in Kenya had similar results, in addition, he established that Social media is used though with challenges like lack of internet accessibility, skills, reliability.

From the ongoing, the use of social media is on the increase among organizations in Kenya, causing the urge to adopt social media as a tactic to improving public relations in the public administration. Cardenas (2013) highlights that for social media to be successful in government, it should advance the department mission, social technology objectives, department goals and activities framework .This is as result of this new form of communication growing at a faster pace. It is important to fill in the gap by assessing its use in public relations practice in government, with special focus to immigration department, going by what various scholars refer to be the concerns/benefits in line with new trends in the Public relations practice.

2.8 Research gap

Literature reviews on use of social media in government reflect that most studies are, foreign. And in Kenya in particular is scanty and limited. It also suggests that embracing technology makes it happen. That, ideal social media use in public relations practice, is real out there and Kenya is not isolated.

A few studies done in Kenya on the practice of Public Relations involves models, training needs, challenges, relevance among others. Kiambi (2010) studied an exploration of PR models and cultural influences in Kenya. Molly (2009) Sought to research on training needs assessment for public relations officers in public firms in Nairobi. She used survey design. Her findings that pros in government parastatals and other organizations lack training in many areas of their profession, like, events management, time management, budget, public speaking, pitching, strategic thinking, presentation skills and team building.

Omondi (2012) analyzed the performance of PR practice in government ministries in Kenya. The study found that PR practice has high impact in government according to 46% of respondents. Muthigani(2008) studied public relations practice a case of the ministry of information and communication . The study found out that even though the government communicates with its citizens, it needs to establish channels to obtain feedback from them and that are several challenges that affect PR practice. Social media seems to be that channel. Most of these works are unpublished theses. Oneya (2010) studied the impact of social media on public relations in Kenya. Adoyo (2014) studied effects of social media on state agencies; Kenya Revenue Authority.

In particular, there's no specific research done in government, specifically, at immigration department to establish successful use and trends of social media to achieve PR practice objectives. Even though exploratory study pointed out that social media needs transparency, authenticity among others researchers maintain that the actual state in relation to government practice is not yet known (DiStaso & Bortree, 2012; Kietzmann, Hermkens, McCarthy, & Silvestre, 2011; Macnamara, 2010a; 2010b; 2011). Generally, the principles of social media have been obtained from scholarly works and researchers. However, it is not appropriate to deduce that they lack merit or they do not need the principles, it's just that there has to be additional research conducted to reinforce them. This study uses these principles to gauge out whether social media is at all beneficial to the govt PR practice.

2.9 Theoretical framework

This work is anchored on two theories:

2.9.1 Theory of Social Presence

It was incepted by John Short, Bruce Christie and Ederyn Williams. As per the theory, successful communication happens if the means of communication has sufficient social presence. In regards to the social presence continuum, physical communication is considered as having the highest level of social presence whereas written has the least. It is presumed that in the theory, interaction encompassing two individuals, they are both aimed at performing certain roles and preserving some level of personal connection. The two elements of any interaction are regarded as interparty and interpersonal communication (Short, et al., 1976).

Dubois and Gadde in 2012 came up with the social influence model of technology which explained that the social media impacts the exchange of news, interactions and learning. It can also influence a person's behavior. Based on the social presence theory, attitudes and impacts of the media are expected to differ and be partially and socially constructed. The social psychological procedures that are utilized to describe the creation of meaning and use trends with regard to communication technology encompass social learning as per Gillin (2009) and the processing of social information as further highlighted by Eisenhardt and Kathleen (2009). In addition, the theory maintains that behavior patterns are supposed to grow based on observing others, effects of behavior and emotional reactions according to Eisenhardt and Kathleen (2009).This type of social influence on one's behaviour can originate from a communication showing others' opinions, behaviours and practices.

This theory relates to this study in that, social influences through social media has had an effect on how PR practice is done in government. Approaches or models that scholars believed to be very practical in govt public relations are refuted. For instance, Public information model has to be abandoned in the era of social media, because of interactivity, two-way communication, dialogic, among other features of digitalization.

2.9.2 The Media Richness Theory

The media richness theory in the opinion of Martin (2009) is based on the assumption that the purpose of any communication is to resolve ambiguity and reduce uncertainty. It states that different types of social media differ in the degree of richness they possess and based on capacity to convey multiple verbal and nonverbal signals, ability to allow immediate

feedback, usage of natural language, and presence of personal focus. Accordingly, some social media are more effective than other in resolving ambiguity and uncertainty. Messages that are less equivocal do not require rich media. Instead, lean media should be used to adequately carry these messages. In the hierarchy of media richness, face-to-face communication is the richest, followed by telephone, electronic mail, and print communications (Katz & Lazarsfeld 2010). Therefore, applying the theories discussed above to social media, people may be influenced either positively or negatively depending on the amount and type of information that needs to be processed or transmitted (media richness), personal reasoning or perception (social cognition) and the degree of socialization needed (social presence).

Media richness theory argues that performance improves when team members use "richer" media for equivocal tasks Dennis & Kinney (1998). This is true if the social media can be incorporated in public relations practice. For social media has been promoted in academic literature as one of the best ways to open up the organization to dialogue and build ongoing relationships with publics (Grunig 2009, Kelleher 2007and Kelleher & Miller 2006). Robson & James (2013) clarifies that social media is a tool for achieving PR practice objectives. Some authors suggest the social media sphere requires organizations to be transparent, authentic, give up control, engage, collaborate, and be personal, relevant and speedy with their communication (Hearn, Foth, & Gray, 2008; Henderson & Bowley, 2010;, This makes it more richer media for government PR.

CHAPTER THREE

METHODOLOGY

3.1 Overview

The purpose of this section is to examine, give details and explain the various strategies deployed to collect data for the study. This section presents the methodology that was employed in the study. It contains the research design, the population targeted, sample size, sampling procedure, instruments for data collection, validity and reliability of the instruments, procedure for data collection and how data was analyzed and presented. Ethical considerations have been highlighted too.

3.2 Research Design

This section explores various approaches and methods of research.

3.2.1 Study Design

This study employed descriptive survey to assess use and emerging trends of social media in public relations practice in government. This exposed state of things in this era of digitalization.

Owiti (2005) argues that the study becomes somewhat descriptive as data collected and analyzed is described. That is, things are presented as they are. Accordingly, descriptive research is often used when a problem is well structured and there is no intention to investigate cause/effect relations (Yin, 1989). Yin continues to argue that it can be referred to survey because of who, what, where, how many, how much type of questions, of which this study answers.

This research design has dictated the choice of research strategy as outlined below.

3.2.2 Research Approach

To investigate the use and emerging trends of social media application in public relations practice in government, this study employed both qualitative and quantitative approaches. This is in order to eliminate biases inherent in single method. Therefore, triangulation of data sources was necessary for valid results.

Tashakkori and Teddlie (2003) as quoted by Bhargava (2010) argue that the logic of triangulation implies that qualitative and quantitative methods can be combined to provide a holistic view of the phenomenon under study, thus giving birth to mixed methods. According to positivist paradigm, numerical associated with quantitative method is more objective when it comes to results. The positivists believed in the assumption that research should be

completely objective so that the outcomes can be based in 'truth' and 'reality' (Johnson & Onwuegbuzie, 2006). On the other hand, Martin (2009) states that qualitative research is committed to viewing the social world: social action and events from the view point of the people being studied; that is discovering their socially constructed reality and penetrating the frames of meaning within which they conduct their activities. Therefore in this study, qualitative results helped explain or expand quantitative data collected.

3.2.3 Research method

The selection of research strategy depends upon the type of the research questions asked, the extent to which the researcher has control over behavioral events and the degree to which the focus is on contemporary events (Yin, 1989).

This employed case study survey. The term 'survey' is applied here to mean, a research methodology designed to collect data from a specific population or a sample from that population, and typically utilizes a questionnaire or an interview as the survey instrument (Robson 1993). Blumer suggests that the researcher seek participants in the sphere of life who are a cute observer and who are well informed. (Blumer, 1969). A case of study here was immigration department whereas, instruments used were questionnaires and interview. This is a major strength of case study data collection sources of evidence (Yin 1989). This use of multiple sources of evidence (triangulation) increased the validity of study. Yin (1994) further argues that findings or conclusions resulting from a case study are likely to be more convincing and accurate when based on several different sources of information. The different sources used here are highly complementary to this study.

More so, this study settled on a case study as a strategy to put the study in a more practical context. Case study research is associated with the investigation of a particular place, community, setting or organization (Bell & Emory 2011). Case studies are preferred, because they provide a suitable context in which certain research questions are answered (Eikelmann, Hajj & Peterson 2009). Immigration was ideal as it is a govt department with public relations practitioners' usage of social media.

3.2.4 Data needs, types and sources

Primary source of data was collected through interview and administration of questionnaires at the immigration department in Kenya. Secondary data was collected through books, journals and established online sources, which formed part of literature review. As Dury (2008) argues, secondary data provides a comparative tool for the research. Primary data

exposed what the real case was, on the ground. This helped to compare existing data with raw data for purposes of examining differences.

3.2.5 Population, sampling and data collection

This part lists the target population, sampling techniques and data collection methods.

3.2.5.1 The target population

The target populations were public relations officers and staff in the Immigration Department in Kenya, individuals deemed to have knowledge or experience on social media use. 10 Public Relations officers at Nyayo house, which is headquarter for processing travel documents, and a government constituent, were investigated. There are only 10 public relations officers in this department. A section of immigration officers in three regions, Nairobi, Mombasa and Kisumu in Kenya were to be investigated too. Total population for immigration officers in Kenya is 1800, from which 180 immigration officers were to be selected to participate in the research process.

3.2.5.2 Sampling

The sampling procedures were simple random sampling and purposive. There was a definite focus to choose the 10 public relations officers in immigration department. The purpose for this specific selection was based on the logic that these individuals have experience and knowledge concerning use of social media. These were to be interviewed and administered a questionnaire. The researcher opted for individual rather than group interview, considering that significant amount of freedom is associated with responses obtained through one on one interview (Dury 2008). The reason for having 10 participants for the research is, to ensure that adequate time would be allocated to each of the participants to tell their story and for the researcher to be able to do the analysis. These results would also ensure validity because it is 100% population included considering, there are only 10 PROs in this department.

Thus simply expressed as below;

Sample size=n (10), sample population= N (10),

$$n=N*10/100=1(\text{validity})$$

Simple random sampling of the immigration officers was used to select 180 officers as the subjects of the study from a total population of 1800 immigration officers in Kenya. The sample elements would be selected randomly from three regions. Which are; Nairobi, Mombasa and Kisumu because these offices have the highest number of immigration

officers. This sample size bares the same characteristics. At least 10% of the immigration officers would be enough representative sample size, because of time, resources and distance constraints. Thus calculated as below;

$$n=N*10/100 \text{ where } n = \text{sample size, } N = \text{population size}$$
$$n=1800*10/100=180$$

This sample size was effective for administration of questionnaires and its analysis considering the limitation of time. Altogether, choosing methods that empower the researcher is important because they allows for a deeper understanding and the simplicity of complexities and challenges that ensued (Gorry & Westbrook 2009).

In performing research, it is often impossible, impractical, or too expensive to collect data from all the potential units of analysis included in the research problem. Hence a sample was chosen to represent the relevant attributes of the whole population in the study. Because the samples are perfectly representative of the population from which they are drawn, the researcher was absolutely certain that the conclusion drawn would generalize the entire population.

The sampling is summarily represented in the table below:

Table 1: sample size categories

Number	Category of respondents	Population	%	Sample	Sampling method
1	Immigration officers	1800	10	180	Simple random sampling
2	Public relations officers	10	100	10	Purposive sampling

3.2.6 Data collection

Data was collected through interview schedules and questionnaires, well expounded as follows.

3.2.6.1 The public Relations Officer/Staff Questionnaires

Self-completion questionnaires were used of which provided a series of questions that the respondents would answer on their own. This is for general overview of an issue. The questionnaires contained clear questions, designed in both open and closed ended questions, designed in an easy way to the respondents.

The public relations officers' questionnaire had two sections. Section A of the questionnaire comprised their biographical and general information on public relations. Section B comprised open-ended questions related to use of social media in public relations practice in government. Another simple questionnaire was administered to a section of immigration officers, with the same format. (See Immigration officers' and PROs questionnaires *appendix V and VI respectively).*

According to Leary (1995), there are distinct advantages in using a questionnaire. Questionnaires are less expensive and easier to administer than personal interviews and they lend themselves to group administration, they also allow confidentiality to be assured. For these reasons, this is the perfect survey instrument to assess the use and trends of social media in public relations practice in immigration department.

3.2.6.2 Interview Schedules

By interviewing public relations officers at Nyayo house, this would make the study satisfy some of the basic demands of this study. The selection of the interviewees was based on purposive sampling, which requires the choice of sample to be based on certain criteria (Tashakkori & Teddlie, 2003). The criterion in this study was that the participants were required to be public relations practitioners so that their rich experience could be used to expand and explain the survey results.

Interview is the most widely employed method in qualitative research because allows a thorough examination of experiences, feelings or opinions (Gorry & Westbrook 2009). These interviews took a semi structured format because the opinions of the informant were important to this research. Semi structured interviews allowed for flexibility (Bell & Emory 2011) and convenience. As a data collection method, interviews are one of the most significant sources for use in obtaining case study information. Specifically, the interview method allowed the researcher to focus directly on the case study topic. Additionally, interviews were insightful in that they gave perceived causal conclusions (Yin, 1994). The purpose of a focused interview was to confirm certain facts that were already known to the researcher, following questionnaires administration and literature review.

Interviews took a form of an open ended discussion in which the selected informants were encouraged to air their views on the problem or issue that was under investigation (Cutlip etal 1999). Yin (1994) agrees that this allows the interview to stimulate a discussion. Responses

from interviews were recorded under headings emerging from survey objectives. The interviews involved a one-on-one, face-to-face interaction because it built a degree of intimacy; thereby facilitating disclosure (Johnson, 2002). These were chosen as the aim was to elicit a rich experiential account from the interviewees that could provide depth and details about the topics which required further investigation (Johnson, 2002). The interviews followed a semi-structured pattern, whereby an outline of the topics to be covered was created and each topic was introduced with an open question. This helped guide the flow of the interviews. (See an *interview schedule appendix VII).*

3.2.7 Data analysis and presentation

This study used both qualitative and quantitative analysis. The data collected was analyzed as per objectives and themes, and then concluded. Data was cleansed before the analysis and therefore any ambiguous answer be left out. Later the analyzed results were tabulated appropriately using graphs, charts, and simple percentages to illustrate the responses to the questionnaires and interviews.

3.3 Validity of the Instruments

According to Orodho (2004) validity is concerned with establishing whether an instrument measures what was intended to measure. In order to ascertain content and face validity, the questionnaires and in-depth interviews schedules were presented to a panel of masters' students in the School of Journalism and Mass Media of the University of Nairobi who are practicing public relations and communication. The contents and impressions of the instruments were improved based on their advice and comments. Utmost care was taken in constructing questions for questionnaire and interview schedule and in analyzing the data collected to ensure credibility. The questionnaire and interview schedule items were modified in a way that they related to each research question. This ensured that all research questions were covered. In addition, an attempt was made to avoid leading and subjective questions by utilizing a structured interview guide.

3.4 Reliability of the instruments

According to Orodho (2004), reliability in research concerns the degree to which a particular measuring procedure gives similar results over a number of repeated trials. In order to test the reliability of the instruments the researcher used the test-retest method. This was done by administering the same instruments twice to one section of Immigration Department not in the study sample, and by waiting for a period of two weeks before administering the research

instruments for the second time and the responses were scored manually. A comparison between answers obtained was made.

3.5 Ethical considerations

Moral codes that are meant to be followed while doing research were adhered to. The researcher sought a permit from the National Council for Science and Technology, and thereafter paid a courtesy call to the County Commissioners where branches of immigration department in the target population, before data collection. (See *introduction letter appendix 1).* The respondents were also assured that strict confidentially would be maintained in dealing with their identity, and the data collected was to be used for research purpose only. (See *research tools marked appendix 'V', 'VI', and 'VII').*

The research proposal was developed and defended at the Postgraduate committee at school of journalism and mass communication at the University of Nairobi. Necessarily corrections were made and permission to proceed to fieldwork granted. (See appendix *marked II).* Final defense for the project was done and corrections considered. (See appendix *marked 'III'),* and certificate of originality was issued after passing the ant plagiarism test. (See *appendix marked 'IV').*

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Overview

This chapter discusses research findings that emanated from quantitative and qualitative data collected during the study. The universe population of the study was 180 immigration officers, and 10 public relations officers, but the respondents chose not to return some of the questionnaires thus diving different analysis outcome. In addition, these 10 public relations officers were to also be interviewed. The study aimed at finding out the use of social media in public relations practice in government. It was carried out at immigration department in Kenya.

4.2 Introduction

The research objectives formed the basis of data analysis and interpretation. Thereafter minor themes were generated under each objective. The main objective of the study was to establish the use of social media in public relations practice in government in Kenya; case of immigration department. Specific objectives of the study were to: Determine the modes of social media platforms embraced by public relations officers at immigration department, to assess whether social media use has enhanced achievement of public relations objectives in terms of information passed at immigration department, to investigate factors for preference of social media tools employed in public relations practice in the Immigration Department.

A response rate, also known as completion rate or return rate, is the number of people who answered the survey divided by the number of people in the sample. It is usually expressed in the form of a percentage. The study targeted 180 immigration officers and 10 public relations officers as respondents. 180 questionnaires were administered to target respondents. Out of these, 140 questionnaires were completed and returned. 25 of the questionnaires were filled but not complete. Of the 25, respondents did not fill out fields which required them to offer qualitative responses. From the above, the response rate for immigration officers was 77.8%.

The study also employed a specific questionnaire targeting specifically Public Relations Officers working at the Immigration Department. The researcher administered 10 questionnaires to the PROs out of which 7 were completed and returned; representing a 70% response rate. Only 4 PROs were interviewed, representing 40% response rate.

The outcome is further elaborated in table 4.1.

Table 4.1: Response rate

Sample population	Questionnaires Responded to	complete Questionnaires	Incomplete questionnaires	Questionnaires returned blank	Questionnaires Not returned	Total %
Immigration Officers	165	140	25	10	5	77.8
PROs	7	7	-	-	3	70

According to Holbrook et al, (2009), a higher response rate is preferable because the missing data is not random. There is no satisfactory statistical solution to deal with missing data that may not be random. Hence a response rate above 70% as was the case during this study is representative enough.

4.3 Presentation of the Study findings

The study findings have been presented as follows;

4.3.1 Background of the Population Studied

Most of the immigration officers respondents were (80%) male whereas the female were (20%), whereas, PROs were 71.4% male and 28.6% female. This is the obvious gender parity issue. Most of the immigration officers' respondents (80%) have been working at the department for over 9 years whereas a paltry 20% have been working there for between 6-8 years. On the other hand, PROs reflected 85.7% and 14.3% respectively. Furthermore, those who worked as PROs were 75% immigration officers working in PR section, 25% were staff at the PR section. On education, 60% of immigration officers had a Bachelor's degree qualification, 33.3% had a Master's Degree while 6.7% had a PhD certification. Further, 66.7% of the respondents were aged 31 to 40 while 33.3% were aged above 40. Work experience of above 6 years and professional qualifications are recommendable in this study. This is a knowledgeable population in relation to the subject of study.

4.3.2: Objective: to analyze the modes of social media platforms embraced by public relations officers at immigration department

4.3.2.1 Forms of social media installed at the department

The first and second research questions under this title investigated whether social media is used in Immigration Department in Kenya, and for how long it has been used.

All the respondents (100%) agreed that their department uses social media. Respondents however differed on the duration in which social media has been used at the department. 73.3% of the immigration officers agreed that it has been used for between 3-4 years, 13.3%

recorded saying it had been in use for 5 or more years whereas 13.3% of the respondents had only noted it in use for not more than 2 years. Respectively, 71.4 % of PROs agreed it has been used between 3-4 years. This implies that social media use is a new phenomenon in this department with experience of less than 5 years. It is still in infancy stages of utilization compared to first world governments that have over a decade's usage.

A question on forms of social media installed yielded to the following responses, summarized clearly in the table below.

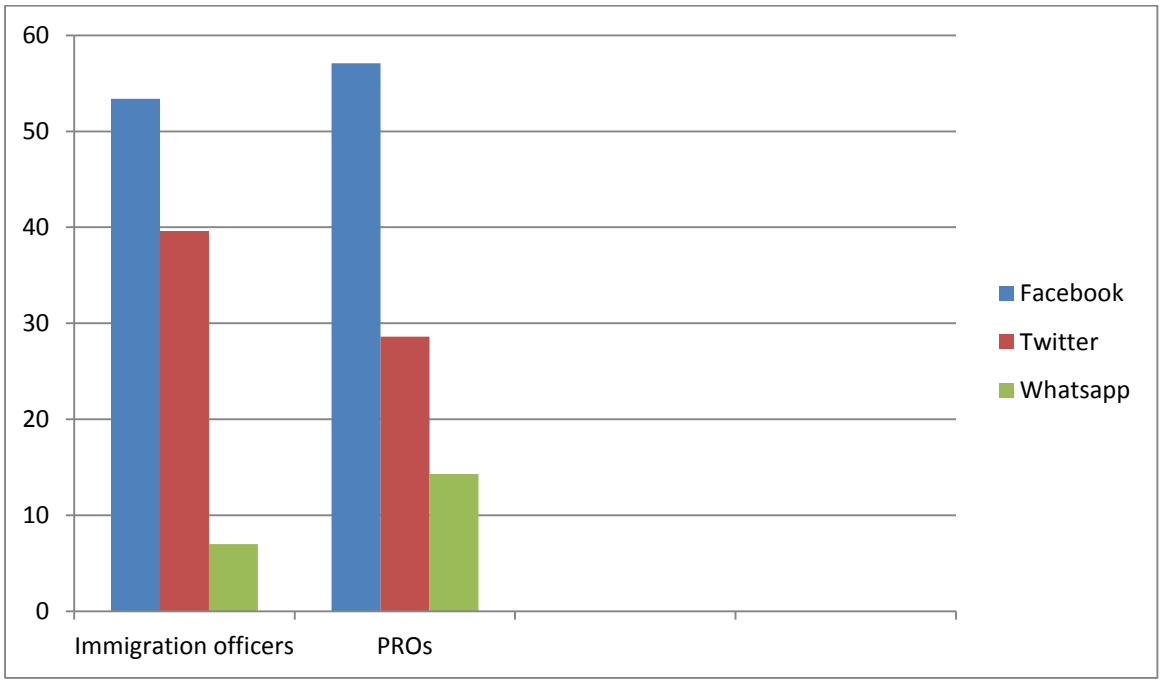
Table 4.2.2.1: Forms of social media installed at Immigration Department

Social media	Immigration officers frequency	Percentage of Immigration officers sample	PROs frequency	Percentage of PROs sample
Facebook	88	53.4%	4	57.1%
Twitter	65	39.6%	2	28.6%
WhatsApp	12	7.0%	1	14.3%

A trend that also emerged with PROs questionnaires was that, of the 70% who stated WhatsApp was used, were aged 40 years and above.

The magnitude of the use of social media at the department is illustrated in the figure below;

Figure 4.2.2.1: Magnitude of use of social media at the Immigration Department



The study revealed that there are three (3) forms of social media applications in use at the department. These were Facebook, Twitter and WhatsApp. The most commonly used form being, Facebook 43.4%, Twitter (39.6%) is the second most used form whereas WhatsApp (7.0%) comes at a distant third as per immigration officers' views. The PROs on the other hand indicated 57.1% for Facebook, 28.6% for twitter and 14.3% WhatsApp. It is clear that Facebook and Twitter are the main tools employed in this department.

4.3.2.2 Factors for the use of social media at the department

The study also sought to rate (social, informational, dialogic, publicity and advocacies), factors for use of social media at the department. The results are presented as below;

Table 4.2.2. 2: factors for the use of social media at the department

Scale	Factors for use	PROS	Immigration officers
1 (highest)	social	4	4
2	informational	1	1
3	dialogue	3	2
4	publicity	2	3
5 (lowest)	advocacies	5	5

From the results above where in a likert scale of 5 (where 1 is the highest and 5 the lowest) the highest preference was informational, dialogic, publicity, social and advocacies the least preferred by immigration officers. PROS indicated preference for informational, publicity, dialogue, social and advocacies the least. During the interviews, most of PROs agreed that the social media were used to pass information on services, policies, events and others that the department is involved with. Procedures and guidelines are expounded at these sites too, confirming the informational factor for social media use at the department.

4.3.2.3: Number of people who can be reached by social media

The respondents were required to quantify the number of people who could be reached through social media. The table below summarizes their responses.

Table 4.2.2. 3: Immigration officers' response on number of people who can be reached by social media

Social Media Reach (people)	Frequency	Percentage of Universe
100	22	13.3
1000	66	40.0
10000	22	13.3
Over 100,000	55	33.3

As illustrated in Table 4.2.2.31 below, a majority of the immigration officers' respondents (40%) are of the opinion that the department is able to reach over 1000 people through social media. By similar margin of 13.3%, other respondents were divided on the level of reach; putting at either at 100 or 10,000. 33.3% suggested over 100,000 people.

Table 4.2.2.3 1: PROs response on number of people who can be reached by social media

Social media reach (people)	Frequency	Percentage of the universe
100	1	14.3%
1000	3	42.8%
10000	2	28.6%
Over 100000	1	14.3%

PROs indication was much clear. 3 out of 7 agreed that it is 1000, 2 indicated 10,000, and 100 and over 100000, represented by 1 officer respectively. This is represented summarily as 42.8%, 28.6%, 14.3% and 14.3% respectively.

From the above, the number of people who can be reached by social media as revealed by the study was ambiguous. During interviews, most PROs responded that in a day they can have inquiries from about 1000 people seeking clarifications on services, procedures, and feedback. This implies reach per day, which could be what the respondents based as the figure for audience reach.

4.3.2.4: Social media in enhancing service delivery

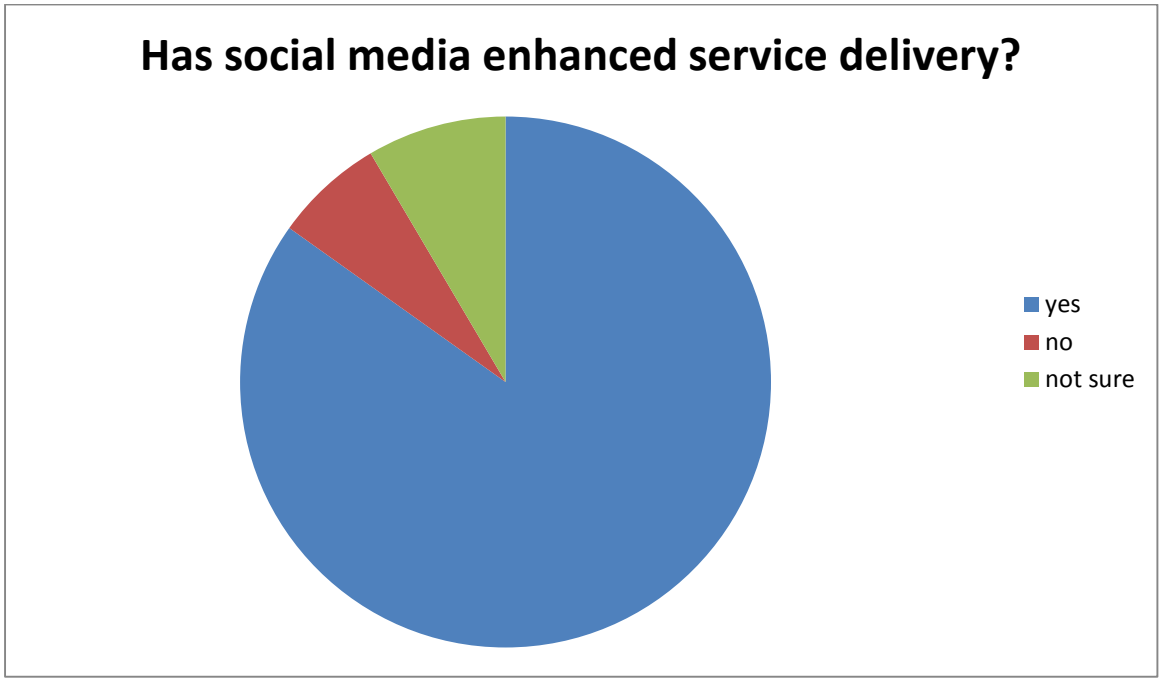
Immigration officers were also investigated on their views on service delivery with use of social media. Respondents' thought on whether social media had enhanced service delivery were investigated. Their responses are summarized in the section below.

Table 4.2.2. 4: Has social media enhanced service delivery?

Response	**Frequency**	**Percentage of Universe**
YES	140	85%
NO	11	6.5%
NOT SURE	14	8.5%

This has been illustrated as in the figure marked 4.2.2.2 in the next page.

Figure 4.2.2. 2: Immigration officers: Social media enhancing service delivery



Respondents were in a near unanimous agreement that social media has improved service delivery at the department. However, about 8.5% of the immigration officers respondents could not state whether social media has enhanced service delivery or not.

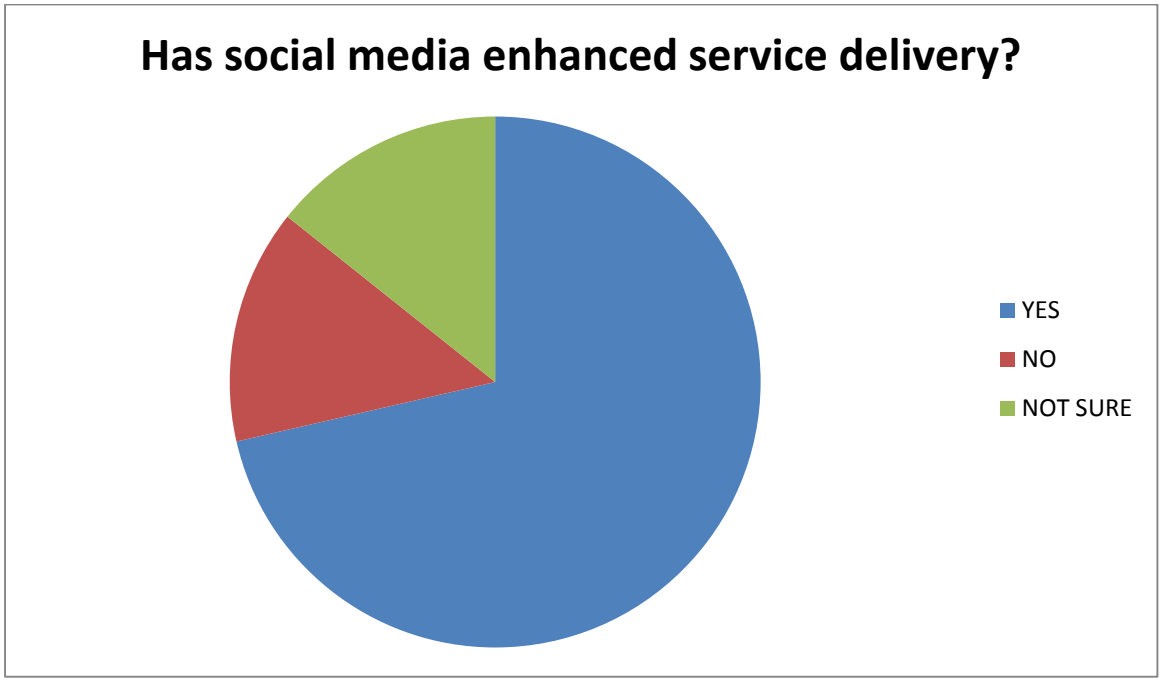
The PROs were direct and 5 out of 7 affirmed social media has enhanced service delivery. Of the remaining, 1 said it has and the other it hasn't. This translated to 71.4% and 14.3% and 14.3% respectively.

Table 4.2.2. 5: PROS: Has social media enhanced service delivery?

Response	Frequency	Percentage of the universe
YES	5	71.4%
NO	1	14.3%
NOT SURE	1	14.3%

This is summarily shown in the figure 4.2.2.3.

Figure 4.2.2. 3: Social media in enhancing service delivery



More so, respondents were accorded space in the questionnaires to offer qualitative responses regarding their perception on whether social media is instrumental in enhancing service delivery. They offered various explanations on how social media is impacting service delivery at the Immigration Department.

Those responding in the affirmative had the following to say: They cited it (social media) as creating a convenient avenue for public to ask questions about services and get ready replies or guidance from officers. Secondly, they reported that it has widened accessibility to information, whereby one does not need to physically visit the office to get information. Thirdly, it is reliable in giving instant information. Through social media, officers were also able to receive information from line state departments hence in a position to relay the same to the enquiring public hence offering timely responses to issues at hand. Further, social media offered an ease in communication and covered a wide range (information reached more people at the same time unlike other conventional means such as memos.

Moreover, it was determined that social media engagement with the public generates immediate responses and trust. People can have direct feedback on various services, be it request for further documentation. Respondents also revealed that social media was an efficient means in sharing of vital operational information. As such, colleagues could get real time information and assistance. Finally, respondents concurred that it created an avenue for

the public to dialogue; members of public could now report both satisfaction and dissatisfaction unlike in the past where members of the public would stay quiet even in dissatisfaction for fear of stigmatization. This trend was also common during the interview with the public relations officers. One officer remarked that, there is a Facebook page for internal publics, but remains dormant most of times. He quoted security purposes. This means that social media is effective in delivering the Immigration Department objectives, but with a few obstacles.

4.3.2.5 Discussion of the findings

The findings above clearly points that, there is use of social media in government public relations practice. Facebook, Twitter and WhatsApp forms are used. The most commonly used form being, Facebook, followed by Twitter, whereas WhatsApp comes at a distant third; being the least used form.

This is a good indication that adoption of social media has come at accelerated pace. The evident high use of varying forms of social media is a clear proof of that. Previous studies indicated that Facebook and Twitter were the main social media forms employed in state agencies public relations practice (Adoyo 2014). Oneya (2014) has stated in general that social networks are used without specifications.

WhatsApp is therefore, a new form emerging in use. In addition, if 70% of immigration officers respondents were of age 40 and above, it is therefore, most probably used by officers in senior positions or used for a goal oriented task. This means they mostly had worked longer, and were in the higher positions. WhatsApp was therefore, a smaller group communication tool, or a specified goal-oriented tool. Or rather, WhatsApp is used by members of staff at the department to share information such as camera snaps of new memos, letters or reports.

In a likert scale of 5(where 1 is high and 5 low) showed a varying level for factors for use of social media. Results implied that informational, dialogue, publicity and social factors arranged from the highest to lowest reasons were considered. This implied that the Department of Immigration is at different stages in implementation of their social media use strategies. There is therefore need to harmonize the efforts on focus areas in which social media is used. It is also clear that PROs continue to use social media just as they use traditional channels, as a way to push promotional messages (informational) rather than using

them to facilitate two-way symmetrical dialogue. (Grunig, 2009) This is a transformation of analogue practices of government public relations on online! The public information model is still maintained in the era of digital media. To this end, Dozier's (1989) view that new technologies can either help PR practitioners do something they do or let them do something completely new applies.

Social purpose is purely taken for social networking, that is, for exchange of messages, hence promotes bonding. This factor is well illustrated with comments of a few officers during interview who posited that, communication on Facebook page is privately through the inbox, The essence of a dialogue fails to emanate here, reason being that, the public's views are unnecessary as long as an update to the sought services are issued, or feedback given. Dialogue is therefore underrated to inquiries and replies on services, but no exchange of opinions and ideas!

The reach effective of about 1000-100000 is impactful. These people are also members of other social sites and networking effect is high rated. On this line, publicity is therefore enhanced. Also, this can translate to mean efficiency in service delivery, if 1000 people can be attended to in one day. This variation shows clear indication that the Immigration Department either have no idea of the scope of the reach of social media use or that the forms of social media in use vary significantly in their potential reach to desired clientele, and /or as per categories of the publics involved. There is no evaluation done to measure this.
Service delivery is enhanced through responsive communicative practices via social media to external publics. Dialogues, immediate feedback, accessibility, are the major factors that the respondents appreciated. It is therefore a rich tool in fostering relations with publics, and achievement of the departmental goals.

4.3.3 Objective; to assess whether social media use has enhanced achievement of public relations objectives in terms of information passed at immigration department.

4.3.3.1 Use of Social Media for Internal Communication

The research sought whether social media is used for internal communication. This was posited in a structured question that required a 'yes' or 'no' answer, and an explanation. Their results are presented in table 4.2.3.1.

Table 4.2.3. 1: social media use for internal communication

Social media	Immigration officers frequency	Percentage of Immigration officers sample	PROs frequency	Percentage of PROs sample
YES	83	50% (50.4)	4	57.1%
NO	82	50% (49.6)	3	42.9%

The results were further summarized in as per the figures below;

Figure 4.2.3. 1: immigration officers on social media use for internal communication

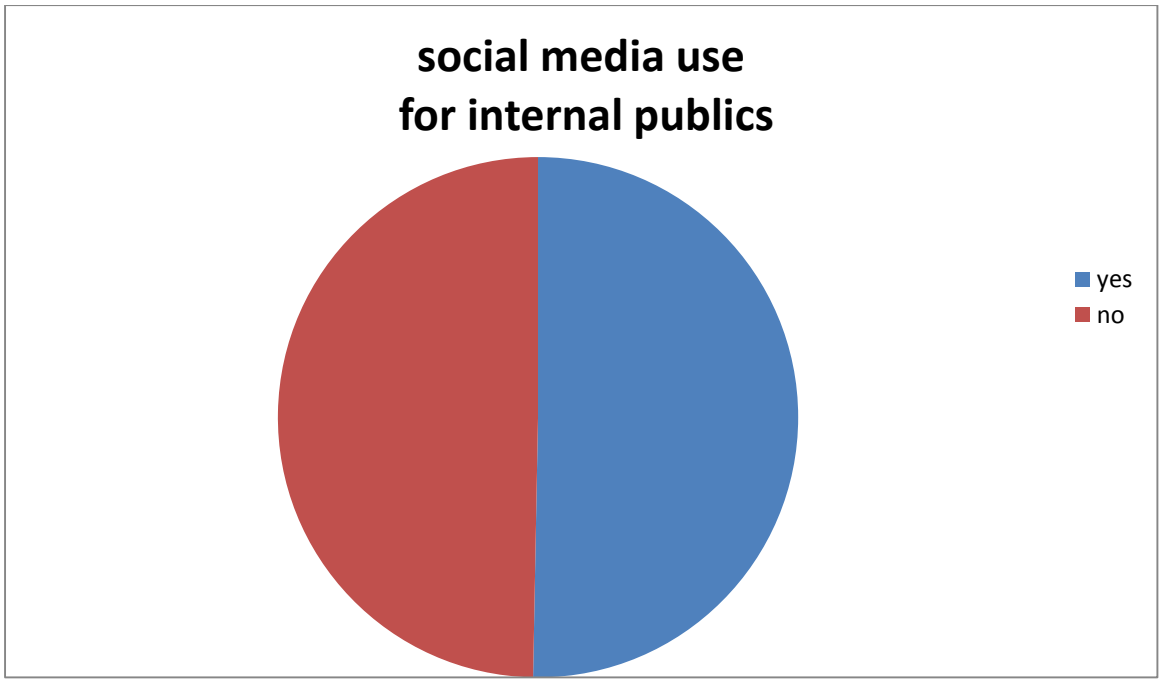
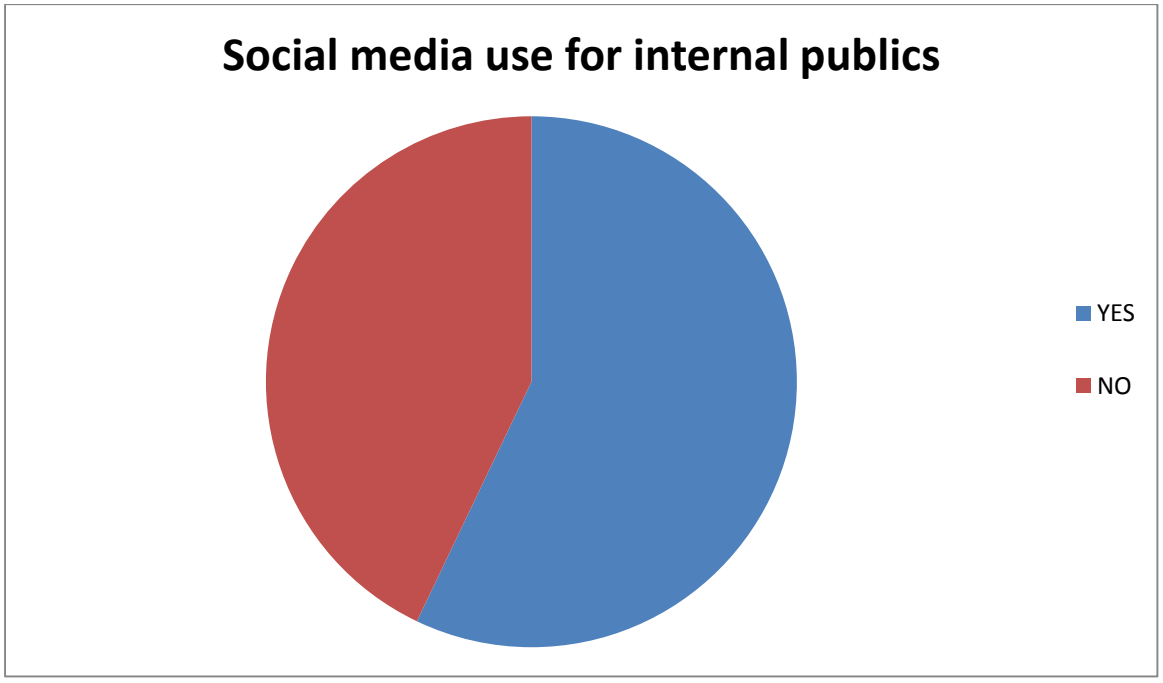


Figure 4.2.3. 2: PROs on social media use for internal communication



Accordingly, respondents were divided on whether social media is used for internal communication at the department or not. Immigration officers' results were half-half. 50 % agreed that social media is used for internal communication while the other 50% differed in response. 4 out of 7 PROs agreed that social media is used for internal communication, whereas, 3 refuted that.

Respondents further stated that the following kind of information is received and relayed via social media at the department to internal publics. Information on operation, notices such as gazette public holidays, change of processes, death announcements of prominent persons, official information and welfare issues among officers, Policy decisions on day today running of the department. On the contrary, a strange view came from a senior public relations officer who confirmed during the interview, that the Facebook page for the internal publics was always idle. The reason stated was that, for security reasons, the officers were to be sensitive on what to share. Another one stated that there is an officer who had to face disciplinary action for sharing official letter on WhatsApp with colleagues. Further inquiry on whether the department had a guide on social media use in the department revealed that there isn't.
A senior PRO confirmed that the information you get on the Twitter and/or Facebook handles of the department is not necessarily as the official way of communication to the staff or publics. The information is posted and available for general public viewing.

Immigration Department sparingly uses social media for internal communication, and at personalized level.

4.2.3.2 Nature of roles played via social media by pros in Immigration Department.

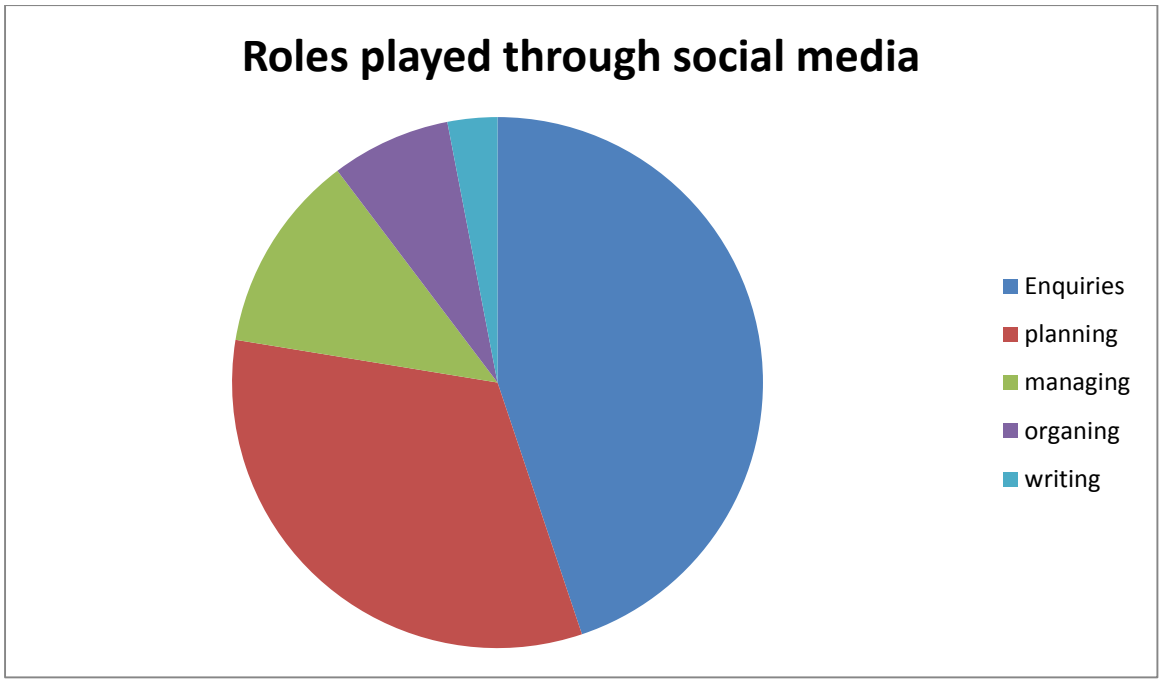
Respondents were also required to rate the roles played by PROs through social media on a likert scale, where 1 was the lowest and 5 the highest. The results were as follows;

Table 4.2.3. 2: Immigration officers' response on nature of roles played via social media

Role	Rate	Frequency	Percentage
Planning publicity strategies and campaigns	4	54	33%
Writing and producing presentations and press releases	1	5	3%
Dealing with **enquiries** from the public, the press, and related organizations	5	74	45%
Organizing promotional events such as press conferences, open days, exhibitions, tours and visits.	2	12	7%
Managing social media content through monitoring, moderation and reporting.	3	20	12%

The information is further illustrated in the figure below.

Figure 4.2.3. 3: Immigration officers' response on nature of roles played through social media

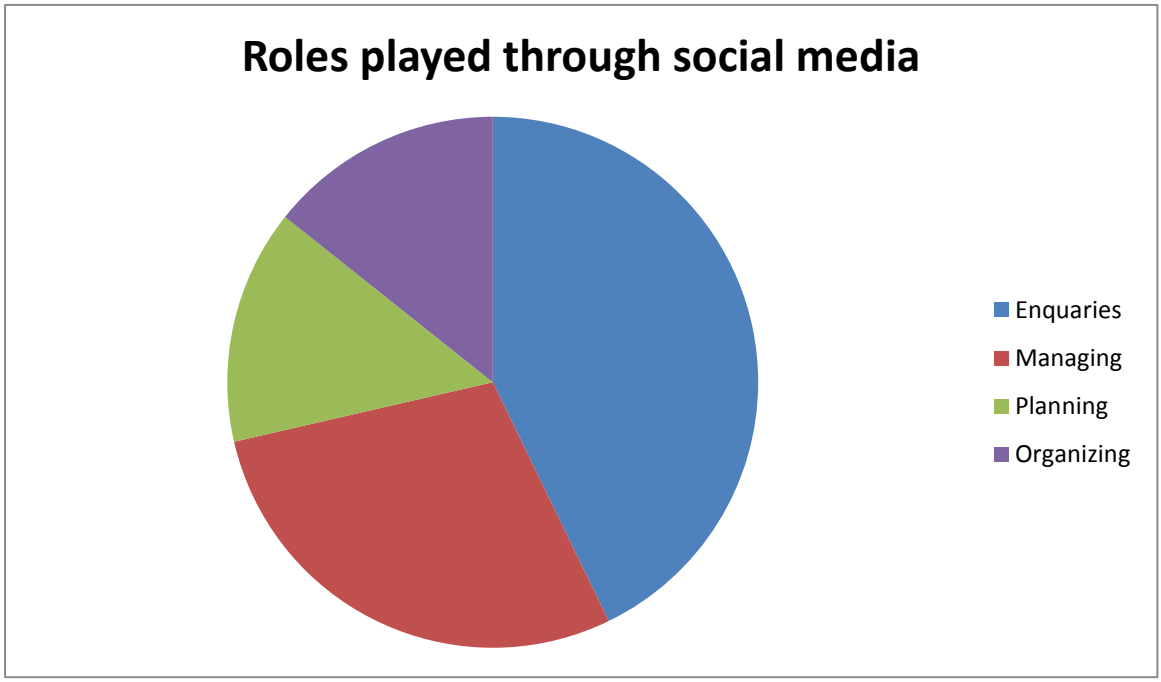


Immigration officers' responses were as follows from the highest to the lowest; inquiries rated 5 with a frequency of 74, planning publicity strategies rated 4 with frequency of 54, managing social media rated 3 with a frequency of 20, organizing events rated 2 with a

frequency of 12 and lastly, writing updates rated 1being the lowest, with a frequency of 3 responses.

Almost similar results were also obtained from PROs. They rated inquires at 5 with frequency of 3, managing at 4 with frequency of 2, planning and organizing rating at 3 and 2 respectively, with frequency of 1 each. Writing was not rated. In percentage universe, this translated to 42.8%, 28.6% 14.3% and 14.3%, writing scoring o%. This was clearly expressed through the following figure4.2.3.4.

Figure 4.2.3. 4: PROs response on roles played through social media



During interviews, most of the officers were in agreement that enquiries, social media monitoring, planning and organizing were all vital roles in this era. They however clarified that writing role was purely for one officer, who is an IT technician, whom I couldn't interview, because of security reasons. This officer served as the senior most PRO in the department and was responsible for update of statuses on Facebook and Twitter official pages.

The use of social media in this department is mostly used because of enquiries, management of social media content and planning publicity strategies and campaigns towards educating the citizens on the services offered.

4.2.3.3; Acknowledgement on importance of use of Social Media in govt PR practice

Respondents were also provided with a box to tick on how they agreed or disagreed on statements given. PROs almost all, agreed that social media is important in facilitating various roles, such as publics getting information online, officers using it for research and updates of information, among others. The table 4.2.3.3 gives an illustration of the response from immigration officers, to these interactive questions.

Table 4.2.3. 3: Immigration officers' response to interactive questions

Usage	**Strongly agree**	**Agree**	**Strongly Disagree**	**Disagree**	**Undecided**
Publics seek information on services and products offered in the department through social media	70%	20%	0%	10%	0%
Through use of social media the department gives updates on services and products	80%	20%	0%	0%	0%
Our public relations officers research and scans through social media to find on publics attitudes/opinions	50%	30%	0%	5%	5%
Social media is used by pros to interact with publics	60%	30%	0%	0%	10%
Social media is used to research on better ways of relating with the public by pros	50	10	10	20	10
Departmental meetings focus on feedback from social media channels	30	10	30	10	20
PROS spend more time reviewing and writing on social media platform than other tasks	10	70	10	5	0
PRO in future will need to take courses on social media	70	30	0	0	0

Immigration officers agreed or strongly agreed that social media is very important. These Respondents were in the affirmative that social media is used by Public Relations officers in a number of ways. The across idea that emanates from the results are the very issues that

imply information, interactivity, research, as main value of social media. A need for training of the PROs was highlighted. The rating of these ideas varied highly as tabulated below.
Interviewed respondents believed social media is important in PR practice. However, they expressed the need to have trainings that will enable officers' effective use of social media. Another issue raised concerns the overload to the PROs. That apart from normal tasks, social media use was a mandatory daily practice. This data informs the previous question on whether service delivery has been enhanced. The benefits have been expounded herein.

4.2.3.4 Discussion of the findings

The study thus revealed that for internal communication there was half-half state for social media use. This implies that there could be other strategies in use besides the use of social media for internal communication. It is also indicated that there are restrictions for internal publics when it comes to free use of social media by management.

In relation to the above findings, social media therefore, do not effectively address the internal public needs as such. PR ought to make an organization effective when it identifies the most strategic publics and conducts communication programs to develop and maintain long term relations. (Dozier, 1981; 1984) It is either; internal publics are communicated to through alternative media. Gordon (2010) views that new social media tools compliment traditional ones resurfaced. Or communication through social media is sparingly and an occasional, with much adherence to professionalism and rigidity that causes unfriendliness through which internal public interests is ignored.

The kind of information passed to internal public is mainly notices on announcements such as death, welfare issues and day to day policies. Therefore, social media use for internal communication is mainly one way. From the management to the internal publics who play a passive role of recipients. Less power is given to this category for social media use. Lessening interactions can build mistrust among colleagues.

The study found out that PROs plays many roles in this social media era. Feedback, planning, managing and organizing were added to normal duties. Another issue that arises is that the social media in roles management, demands more time and encourages less face to face contact with the publics. (Bhargava 2010) also had similar views with more emphasize on work load.

The roles emphasize how PROs become multifaceted; expert facilitator who is the problem solver, communication technician who focuses on dissemination of PR materials, and altogether strategizes to deal with clients' needs and acceptance by use of social media as research tools-management. (Broom & Smith, 1979 Broom, 1982). Facebook and Twitter becomes handy in technician role. The best to this end is to have a social media specialist who can analyze the publics and give relevant strategies in order to have balance in addressing both the external and internal publics. This is what (Spenner 2010) refers to 'new media ringmaster", purposely for a company to promote the message of many separate publics' effectively through three capabilities; integrative, thinking, collaborative skills and work in short time frames. What can work better is then specialization of roles. Research is a necessity in PR practice. Many scholars argue that this is a management tool which promotes taking from the public and acting on it without further dialogue to ensure two way dialogues for mutual benefit (Grunig& Hunt 1984).

From the foregoing, social media is important for it promotes transparency and accountability through pushing important information online (Cardenas 2013). This is the main feature that received higher rating in the study. This transparency is achieved through information access, a major drive for e-govt. Other necessities of this media are conversation, interactivity, publicity, risk management, research among others. The exchange of messages, as in itself can't be termed dialogue, but promotes interactivity that builds mutual understanding and trust between organization and publics. From the study, social media is important in the govt PR practice than before, but for mere purpose of serving a role of preserving the brand and image.

4.3.4 Objective; to determine factors for preference of social media tools employed by public relations officers in the Immigration Department.

4.3.4.1 Most preferred social media mode by publics

The study also sought to determine the mode of social media that is most preferred by members of the public when communicating to the department of immigration. This was by an open-ended question. Responses were as follows;

Table 4.2.4. 1:Most preferred social media by publics to make inquiries and give feedback

Preferred Social Media	**Immigration officers frequency**	**%**	**PROs frequency**	**%**
Facebook	79	(48%)	4	(57.1%)
Twitter	69	(42%)	3	(42.9%)
WhatsApp	17	(10%)	0	

The immigration officers' respondents relayed that 48% preferred Facebook while 42% preferred Twitter. A smaller percentage responded that some publics use WhatsApp to relay information or enquiries to the department. 4 out of 7 PROs indicated Facebook, and the remaining 3 out of 7 indicated Twitter, translating to 57.1% and 42.9% respectively. On the contrary, most of interviewees denied ever having a WhatsApp as a means for the public communication. This portrayed that the preferred social media by the publics to make enquiries and give feedback to the department were Facebook and Twitter. WhatsApp, being a more personal media, its use is mainly small scaled.

4.2.4.2 Most preferred social media mode for addressing external and internal publics

Similarly, the study was keen to note the most preferred form of social media PROs used to engage the external and internal publics. This has been illustrated in tables below.

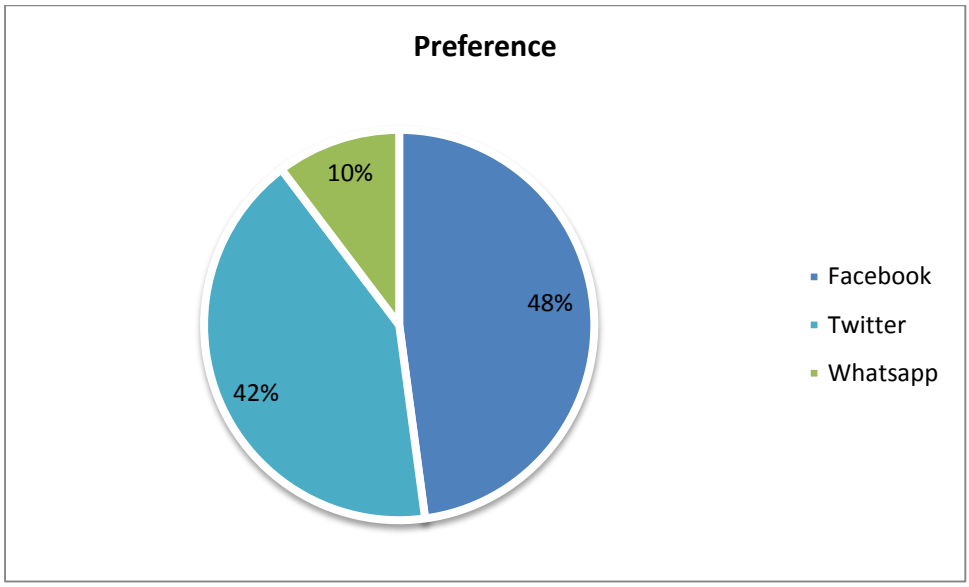
Table 4.2.4. 2: Most preferred social media by PROs to communicate to the external publics

Preferred Media form	Immigration officers frequency		PROs frequency	
Facebook	79	(48%)	4	(57.1%)
Twitter	69	(42%)	3	(42.9%)
WhatsApp	17	(10%)	0	

The study reveals that the officers also prefer Facebook, Twitter respectively. The PROs responses in the table above, 57.1% and42.9% expresses this better.

The immigration officers' response is clearly represented in the figure below;

Figure 4.2.4. 1: Immigration officers' response on most preferred social media to communicate to external publics



In communication with external publics, the findings were that Facebook and Twitter are the commonly used media. This is due to its simplicity and wide reach. This is very true in this era where almost everyone is online, using social media. The smart phones facilitate this reach.

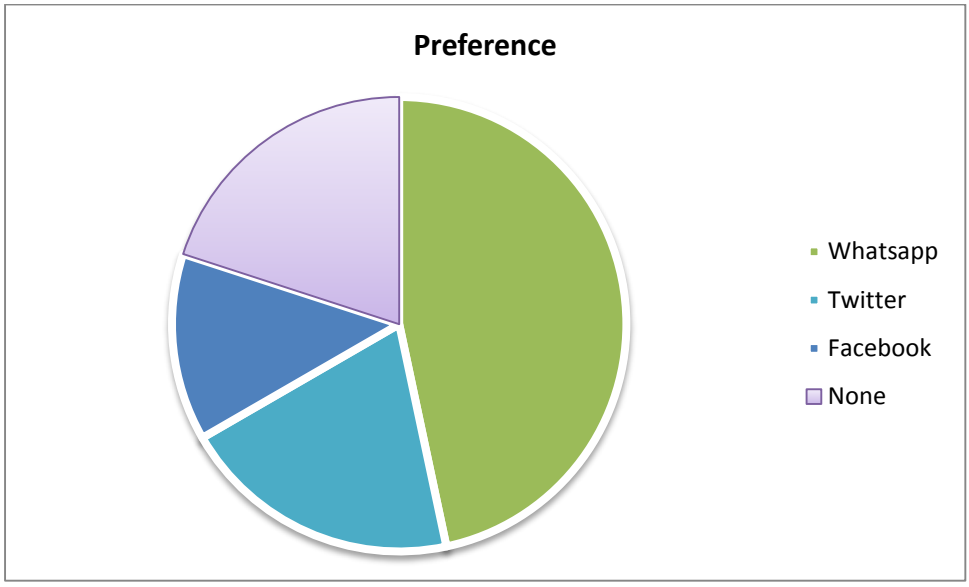
The study revealed that in communicating with internal publics, the most preferred social media mode was WhatsApp, followed by direct messages sent via Twitter then at a distant third, communication via Facebook Messenger.

Table 4.2.4. 3: Immigration officers' response on most preferred social media for internal publics

Preferred Media form	**Frequency**	**Percentage of Universe**
Whatsapp	77	46.7
Twitter	33	20.1
Facebook	22	13.2
None	33	20.0

The above information is summarily given in the figure below;

Figure 4.2.4. 2: immigration officers response for social media use for internal publics



PROs on the other hand, elicited almost similar results. 57.1% said Facebook while 42.9% said Twitter. Interviews revealed that internal publics Facebook page was always inactive.

What emerges here is a statement that Facebook and Twitter are suitable tools for larger reach or audiences, while Whatsapp, on the other hand, could be difficult to use, mostly leaning on personalized communication. Nature of this media stipulates personalized interaction over a mobile phone. Not possible or suitable for in-house communication, but for smaller groups. It is clear that, this medium is used based on groups or goal, in this department. Taking to messaging implies personalization of the information. It seems suitable for internal communication for an organization that has a massive risk –averse culture like this one. The 20% of respondents who did not answer this question could imply an earlier noted trend of impartial use of social media for internal communication.

4.3.4.3. Attributes of social media that promote its preference in communicating with publics

The research also would find out the attributes of social media that are the reasons for its preference use in Immigration Department. These include; access, positivity, openness, assurance, and networking and sharing tasks. The respondents required to select as many as possible from a structured frame. The outcome of this survey is best illustrated by immigration officers' response, in table 4.2.4.3 below.

Table 4.2.4. 4: (IOs) attributes of social media that promote its preference for communicating with the publics

Attribute	Perception Frequency	Percentage of Universe Frequency
Access	164	100%
Positivity	77	46.7%
Openness	66	40%
Assurance	66	40%
Networking	132	80%
Sharing tasks	33	20%

The study revealed certain attributes of various social media forms in use which endeared them to the publics at the Immigration Department. The results indicates a higher frequency of 164 immigration officers alluding to access, followed by 132 for networking, 77 for positivity, openness and assurance at 66 respectively, and the least sharing tasks. These translated to 100, 80, 46.7, 40 and 20, in terms of percentages.

The PROs response is also summarily illustrated in the table 4.2.4.5.

Table 4.2.4. 5: (PROs) attributes of social media that promote its preference for communicating with the publics

Attribute	Perception Frequency	Percentage of Universe Frequency
Access	7	100%
Positivity	2	28.6%
openness	5	71.4%
Assurance	5	71.4%
Networking	6	85.7%
Sharing tasks	3	42.8%

Their results are similar to the immigration officers' ones. Access rated 100%, networking 85.7%, openness and assurance71.4% respectively, sharing tasks 42.8% and positivity 28.6%. All respondents agreed that their preference for any social media form was guided by their ability to access it in the first place, followed by networking. Assurance and openness are important in enhancing trust and transparency. A lower percentage of the respondents recorded that use of social media improved the aura of positivity at the work place. This must be at personal level.

Access and networking are important in PR practice. Accessibility to public information enhances service delivery, that is, dissemination of information and publicity. The network makes this access to information easier.

4.3.4.4 Daily use of social media in public relations practice

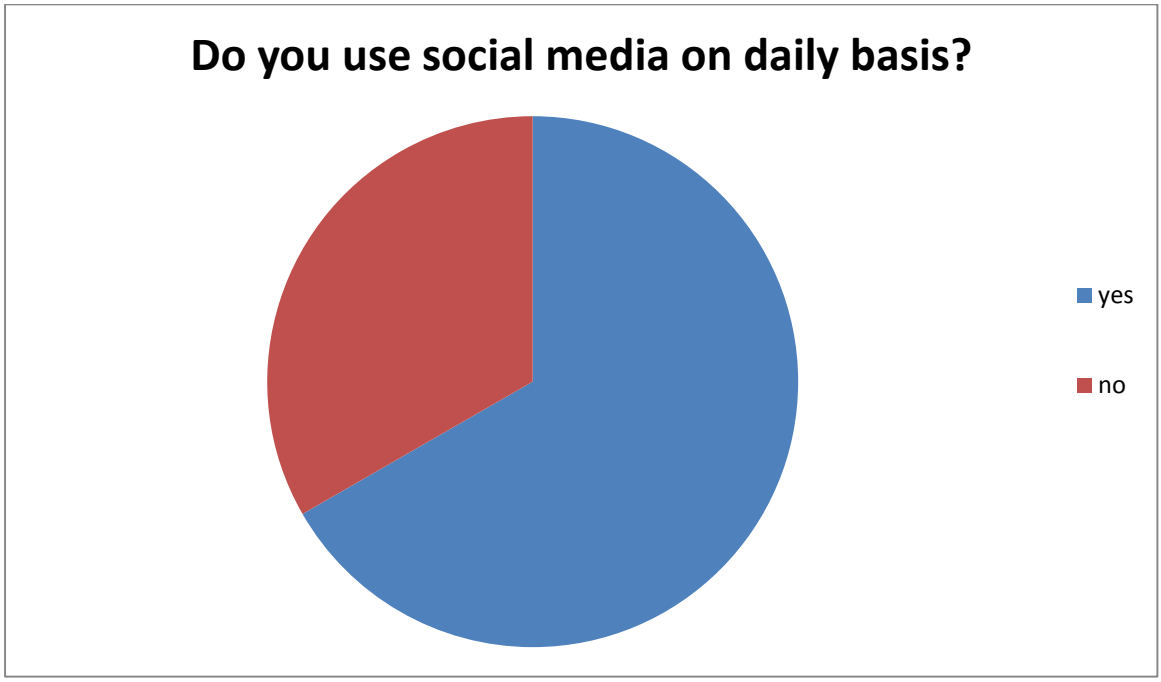
There was a question in need of stabling the frequency of use of social media in this department. Respondents were required to either affirm or deny with an explanation. This is clearly shown as in the table below.

Table 4.2.4. 6: on daily use of social media in Immigration Department

Response	PROs		IOs	
Yes	5	(71.4%)	110	(66.7%)
No	2	(28.6)	55	(33.3%)

A majority of immigration officers respondents (66.7%) replied that social media is used at the department on daily basis while 33.3% responded in the negative. This applied to PROs too. 71.4% said it is used on daily basis as compared to 28.6% who denied. Immigration officers' results are illustrated in the figure 4.2.4.3.

Figure 4.2.4. 3: immigration officers daily social media frequency use:



In trying to explain the above responses, some officers said that it was not used daily since they had not come across engagement/posts on a daily basis from the department. However, majority reported to seeing daily posts. Nonetheless, those who contended that it is used on daily basis were quick to justify possible reasons for this. They included the following:

Responses to queries from the public, enquiries are done on daily basis, responding to queries from the public and daily updates.

Further, interviewees revealed that there are daily social updates. In addition, in every week there is usually an arranged online session chat arranged to engage the public and the Immigration Department. That, one particular officer was responsible for update of statuses. Strangely, I couldn't interview him, because of security issues. I was not even told who the person was.

4.3.4.5 Activities done on daily basis through social media by PROs

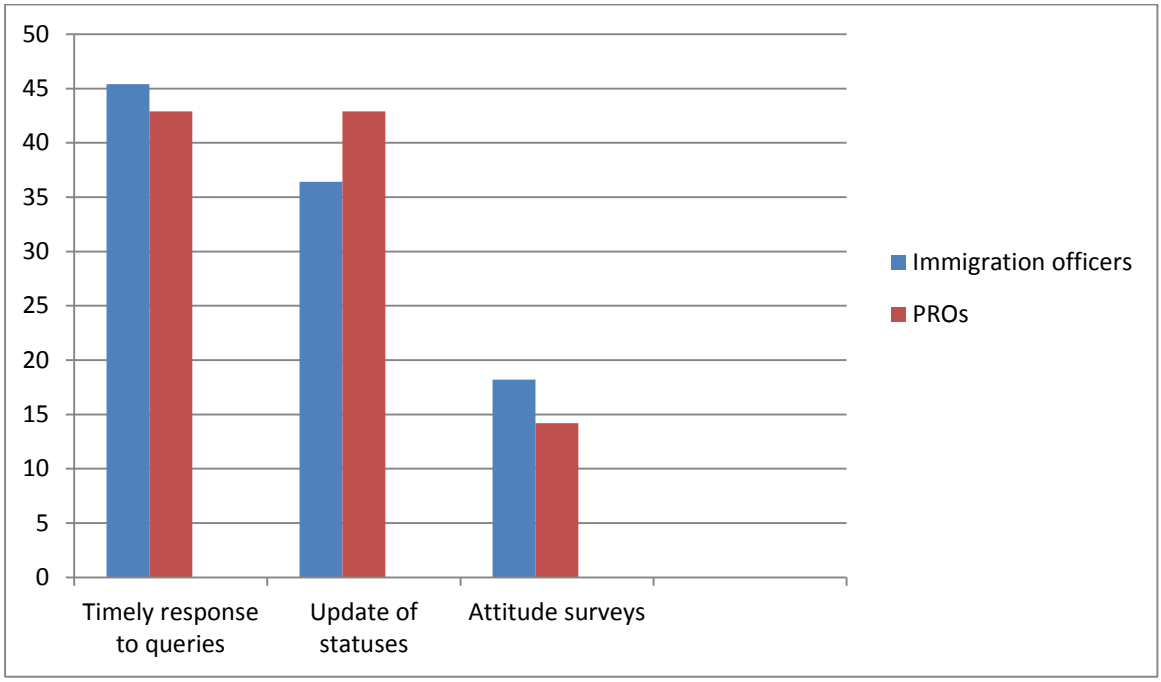
The respondents were made to identify activities done on daily basis from a structured list. Their responses are tabulated in table 4.2.4.7.

Table 4.2.4. 7: Daily activities by use of social media responses

Activity	**Immigration officers**	**%**	**PROs**	**%**
Timely response to queries	75	45.4%	3	42.9%
Update of statuses	60	36.4%	3	42.9%
Attitude surveys	30	18.2%	1	14.2%

Immigration officers' response was as follows; timely response to queries (75), update of statuses (60), and attitude surveys (30). This translated to 45.4%, 36.4% and 18.2% respectively. PROs reflected a response of (3), (3) and (1) thus, 42.9%, 42.9% and 14.2& respectively in the order of the activities above. The figure below shows the results in a clear manner.

Figure 4.2.4. 4: Daily activities by use of social media responses



A look at the graph shows similarities in responses. There is universal agreement on the hierarchy of the activities done on daily basis. And response to queries dominates the daily acts. During an interview, respondents agreed that social media has brought an ease of feedback to queries on procedures, requirements and products.

4.3.4.6 Frequency of feedback (compliments or complaints)

The study also sought to determine the frequency of feedback received by the department from the public. The respondents were to choose from options portraying daily, weekly, fortnightly and monthly. Their responses were summarized as in the table 4.2.4.8.

Table 4.2.4. 8: Frequency of feedback (compliments or complaints) appearing on social media concerning the Department for immigration

Frequency	Immigrations officers	PROs
Daily	77 46.7%	3 42.8%
Weekly	66 40%	2 28.6%
Fortnightly	10 6.3%	1 14.3%
Monthly	12 7.0%	1 14.3%

The results for frequency of social media use indicated (46.7%), (40%), (6.3%) and (7%) reflecting daily, weekly, fortnightly and monthly, respectively. from immigration officers. PROs response indicated (42.8%) for daily, (28.6%) for weekly, and (14.3%) for both fortnight and monthly categories. The interviewed respondents affirmed that social media has become a daily communication tool and practice to PROs in the department. Social media has become a routine of public relations practice in the government. This active use of it implies that PROs roles have to be revisited, enhancing enabling environment for delivery of services and achievement of organizations objectives.

4.3.4.7 Reasons for Preference of Facebook when dealing with feedback

Having determined that Facebook is the most preferred social media {(48%) response results from IOs, and (57.1%) from PROs} *See Table 4.2.4.2,* for responding to queries form external publics, the study sought to determine the reasons behind this preference. The researcher allowed room for respondents to offer qualitative responses. The study's revelations were as follows: Respondents were of the opinion that Facebook is Easy to use, easy to access, is already in use by a wide population; hence it was the best platform to clarify generalized information.

Moreover, interviews revealed that it is because of a wide reach. Almost everyone is on Facebook both as an internal and external public to the department because it is a service offering department. It was also noted that personal details such as passport numbers and tracking numbers were given through the inbox on Facebook than on the wall for public view, making it a more personal tool for use due to its messaging capabilities. Nonetheless, it was also revealed that government employees may not engage the public critically unless in their own capacity as individuals but not officially by public relations officers.

4.3.4.8 Response to interactive questions

The respondents were provided with statements to select on how they agreed or disagreed on them. The results from both PROs and IOs are summarized in the table below.

Table 4.2.4. 9: Response to interactive questions

Usage	**Strongly agree**	**Agree**	**Strongly disagree**	**Disagree**	**Undecided**
Publics seek information on services and products offered in the department through social media	IOs 70% PROs 71.4%	20% 28.6%	0% 0%	10% 0%	0% 0%
Through use of social media the department gives updates on services and products	IOs 80% PROs 0%	20% 100%	0% 0%	0% 0%	0% 0%
Our public relations officers research and scans through social media to find on publics attitudes/opinions	IOs 50% PROs 57.1%	30% 42.9%	0% 0%	5% 0%	5% 0%
Social media is used by pros to interact with publics	IOs 60% PROs 42.9%	30% 57.1%	0% 0%	0% 0%	10% 0%
Social media is used to research on better ways of relating with the public by pros	IOs 50% PROs 28.6%	10% 28.6%	10% 14.3%	20% 14.3%	10% 14.3%
Departmental meetings focus on feedback from social media channels	IOs 30% PROs 14.3%	10% 14.3%	30% 14.3%	10% 14.3%	20% 42.9%
PROS spend more time reviewing and writing on social media platform than other tasks	IOs 10% PROs 14.3%	10% 42.9%	70% 42.9%	5% 0%	5% 0%
PRO in future will need to take courses on social media	IOs 70% PROs 71.4%	30% 28.6%	0% 0%	0% 0%	0% 0%

The respondents were in the affirmative agreement that social media is used by Public Relations officers in a number of ways. Some of the reasons for use of social media featured in high percentage were informational IOs 70% and PROs 71%, update on services IOs 80% and PROs 100%, interactivity IOs 60% and PROs57.1%, and need for training for the PROs rating 70% for IOs and 71.4% PROs. Research also resulted to 50% from IOs. Other statements are lowly rated. The emphasis of service delivery enhancement through the use of social media reappears. The need for training for effective utilization of this media is necessary.

4.3.4.8 Discussion of the findings

The study underneath this objective determined that tools of social media used varied depending on the nature of audience. For instance, when communicating internally, the public relations officers used WhatsApp. However, when communicating with members of

the public, there was a combined use of both Facebook and Twitter. Communication that originated from the public however was through Facebook. This was attributed to simplicity and wide range of users that the Facebook platform allowed.

The preference of Facebook and Twitter informs the argument that today's customer is an online type. If 1.1 billion people log on Facebook daily, then, is an affirmation to the above statement (Facebook 2015). Ease of communication through social media is important. As revealed by reasons of preference of some tools, access and networking are important. A lower percentage of WhatsApp use is glaring fact that WhatsApp is a bit personal and would be difficult to be made public. That could be a tedious task for one to read all texts emerging from a population of about 100,000 services seeks at the government.

The study revealed that there is a frequent use of social media, on daily and weekly basis, in PR practice in government. The reach effectiveness necessitates it as a daily communication tool in PR practice. Hence, challenging the traditional role of the PR officer and adding more workload, because social media requires consistency in online communication, to keep handling the frequent complaints and critical comments. The activities being done daily include timely response to inquiries and update of statuses. This implies that social media has become a daily and part of the role by PROs in govt. That PR is seen through these activities as an effort to preserve brand and image with the publics.

Therefore, in general social media are rich media to enhance service delivery in govt, at this time of digitalization. This has confirmed the media richness theory, which proves Dennis & Kinneys argument (1998) that rich media improves performance. On the other hand, the beneficial objectives of social media such as, two-way communication in govt PR is unachievable, only being reduced to pushing messages online, because views and opinions of the publics are not considered. Training needs in the use of social media should yield more favourable results if considered.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview

Social media use is important in public relations practice. Governments ought to understand how social media support this practice if they are to use social media effectively. Landsbergen (2010) posits further that Social media supports the increased reliance on human networks, the need for rapid interactive communication; the need to blur what is private and public, and the need for engaging multimedia. Whether governments can use social media depends upon how well governments see, understand, and attend to these needs. The purpose of this study was to examine social media use in public relations practice in government: a case of immigration department. Specifically, it sought to identify social media forms used, achievement of PR practice objectives in terms of type of information passed through the social media and determine the factors for preference of social media tools employed in PR practice in immigration department.

This chapter presents a summary of the findings of the study, giving conclusions and recommendations that reflect the answers to the specific questions for possible action and suggestions for further research.

5.2 Summary of the Findings

The study aimed at finding out the use and trends of social media in public relations practice in government. The study concentrated on Immigration Department in Kenya.

The following major findings emerged. The study confirmed that there has been active use of social media in government of Kenya for duration not less than 3 years. It was determined that there are three forms or applications/mediums of social media that are officially used to relay information. These applications were Facebook, Twitter and WhatsApp. The degree or extent of their use varied significantly with respect to the origin of the communication, that is, from government to the public or from the public to the government; or from government officers to other government officers. It was determined that the PR officers preferred using Facebook and Twitter when communicating to the external publics whereas WhatsApp was used to circulate memos, circulars and briefings internally. Overall, the most commonly used form being Facebook. This was attributed to its relative ease of use compared to the other two. Moreover, it was noted that the department could reach more people in Kenya via Facebook than through any other social media means. Twitter was the second most used form

whereas WhatsApp came at a distant third; being the least used form-mainly internally. Therefore, social media had become a daily act of the PR practice, with findings indicating response to enquiries as major daily activity.

The analysis revealed that the actual estimate of the number of people who could be reached via social media was nonetheless unclear. The public relations officers gave vastly differing estimates, as either hundreds of people, thousands, tens of thousands or hundreds of thousands. But this reach may imply expansive audience considering that 100 people who are also connect to many other could be reached daily.

Similarly, the officers were divided on whether social media is used for internal communication at the department or not. Of the respondents interviewed, 50 % agreed that social media is used for internal communication while the other 50% differed in response. Many thought disagreed on its internal use opined that it was only utilized to relay what had already been communicated. For example, a memo that had been released would be captured in photo format then circulated via WhatsApp to colleagues.

The study revealed certain attributes of various social media forms in use which had endeared them to the publics at the immigration department. These included accessibility, positivity, networking and convenience in sharing ideas and sharing tasks. The ease with which one social media form enabled users to enjoy this attributes was a guide to preference of that social media form over the others. In line with this, the research assessed whether social media enhanced achievement of PR practice objectives at Immigration Department. It was determined that the communication content varied, ranging from informational content, social content and publicity material. Informational discourse, which dominated the results. External and internal communication was also achieved. Feedback to enquiries also imply effective communication.

Moreover, the study revealed that social media had impacted positively on service delivery at the immigration department. It was determined that social media had created a convenient avenue for publics to make enquiries and received guidance simultaneously from the officers. Secondly, social media had widened accessibility to information, whereby the public no longer had to physically visit the office to get information or service. Furthermore, social media had eased communication between public relations officers and other line state departments hence the PR officers were positions to relay the same to the enquiring public

hence offering timely responses to issues at hand. Moreover, it was determined that social media engagement with the public generated immediate responses hence improved trust and confidence in public service.

Finally, the study revealed that there was prominence of organizational barriers that limited the social media use and adoption. Majority of interviewees were quick to mention the security reasons for avoidance of free use. Facebook page for internal publics was dormant only occasioned with notices and policies updates. This pointed to a fact that social media was in active utilization at the department on daily basis.

5.3 Conclusions

The study concluded that govt public relations practice is in *active utilization and adoption of* social media. All officers were technologically savvy or conscious of it. The modes in use are Facebook, Twitter and WhatsApp, the latest, implying adoption rate was high.

The study nonetheless determined that preference on modes of *social media used varied significantly depending on the nature of origin of the communication, type of publics, ease of use, reach, access and networking, among other factors.*

However, for all its good, the study concludes that the public relations department is unsure of the estimated population it is able to reach through communication via social media. This means that there are *no assessments done for effective use of social media*.

Social media is used for information, publicity, to pursue dialogue and also to convey social messages such as the department conveying seasonal greetings during festivities like Christmas. Therefore, the *social media is used to promote brand and preserve image* other than promote mutual understanding. The study concludes that social media has been instrumental in *enhancing public communication and service delivery* through enabling simultaneous interactions but still holds of the control of what to be done through it.

The study also assessed whether social media use enhanced achievement of PR practice objectives in terms of information passed in this department. The type of information passed through social media was mainly informational. Meaning, the main aim is to push messages to the publics. Publics were merely passive recipients. With question- answer inquiries that never considered the opinions of the publics. Less power was given to them, hence, *two-way communication still inadequate.*

It was discovered that, social media was more beneficial to external publics than internal. This could mean internal communication was sparse or done through alternative media, and it is obvious that there is *lack of right approach to implement social media as a main communication tool for the internal publics.* . Unlike what Adoyo (2014) argued that social media provides an opportunity for everyone to communicate effectively and efficiently in away unprecedented by any other media.

There was a general agreement that social media informs the public on services, promotes goodwill through conversation and dialogue allows access to public information, thereby facilitating transparency, accountability and timely response. The study also revealed that Facebook was the most preferred mode by external publics for making inquiries, and for responding to the public. This was due to ease, reach and cost effectiveness. PROs also preferred the same for communicating with the publics. Internal communication preference tool was WhatsApp. There was control of messages from internal publics. Access and networking were the main attributes accounting for preference of social media in this department. These are the main factors that enhance its use.

It is clear that, *social media was used oftenly, hence a daily tool in PR practice*. Mostly, the activities done on daily basis included timely response to inquiries and this was as a result of complaints or complements appearing daily from the public update of statuses. That face to face interaction had reduced, following publics seeking information via social media. Summarily, public relations officers' roles in this era are crucial and overload.

Risk averse culture and restrictions of free use of social media imply that PROs are not involved in managerial decision making, and *there is no guiding policies*. This is so mainly because, govt is reluctant to give up control of their messages, keeping professionalism in pages.

5.4 Recommendations

The study recommends that the immigration department should consider developing a harmonized social media strategy. This would enable its officers, particularly on the public relations department to appreciate the revolutionary nature and positive attributes that social media can bring to the organization. This will be necessitated by a social media public officials' implementation guide that will ensure right policies, strategies and assessment tools

(Cardenas 2013). This would solve the issues of risk averseness, restrictions, evaluation and unequal use for internal verse external communication.

It was noted that most of the officers at the department were at least 40 years old hence may not be technologically savvy. The study recommends that efforts should be put in place to ensure that they are well adapted to the social media use generation without falling prey to information confidentiality breaches that are a concern today. Training in social media use will enhance this course.

Finally, the study recommends that the department should embrace the modes of social media deemed appropriate to the internal publics with a bit of friendliness. This would ensure that the department does not lose the trust and confidence it has already developed with the internal public as that would dampen efficient service delivery and non-achievement of public relations practice goals.

5.5 Suggestions for Further Research

The study was not conclusive but opened for more need for future research to conduct studies on a number of related issues to social media use in government.

Further research should be carried out on areas of social media reach estimation, response rate to enquiries done through social media and finally the view of social media use in government public relations from external perspective. Does the external public view government better with the upswing of social media?

Further study should be done on large scale PR research on social media use in govt, other than a case study.

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APPENDICES

APPENDIX I: Letter of introduction

Emily Muhadia Sakali,
PO Box 10736-00200
Nairobi.
Tel: 0722-310-987

The Director,

Dear Sir/Madam,

RE: A study

I am a graduate student of the University of Nairobi. I am pursuing a course in Masters of Arts in Communication Studies. As part of my work, am required to carry out a study in the immigration department where the participation of public relation officers and staff is sought. The findings of this study will be important in completing my course and will be used for this research purpose only.

Yours faithfully,

Emily Muhadia Sakali

APPENDIX II: Certificate of Fieldwork

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COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION

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Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
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Kenya

REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on 26th MAY 2017 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: K50/81263/2015

Name: Emily MUTHADIA SAKALI

Title: EXAMINING SOCIAL MEDIA USE AND EMERGING TRENDS IN PUBLIC RELATIONS PRACTICE IN GOVERNMENT: A CASE OF IMMIGRATION DEPARTMENT

DR WAMBUI THUO SUPERVISOR	SIGNATURE	10/7/2017 DATE
Dr Samuel Siringi ASSOCIATE DIRECTOR	SIGNATURE	15/7/2017 DATE
Dr. Nketi Nketi DIRECTOR	SIGNATURE/STAMP	15.7.2017 DATE 13 DEC 2017

UNIVERSITY OF NAIROBI SCHOOL OF JOURNALISM & MASS COMMUNICATION

APPENDIX III: Certificate of Corrections

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REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 5th Dec 2017 in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: K50/81263/2015

Name: EMILY MUHADIA SAKALI

Title: EXAMINING THE USE OF SOCIAL MEDIA IN PUBLIC RELATIONS PRACTICE IN KENYAN GOVERNMENT: A CASE OF IMMIGRATION DEPARTMENT

DR. WAMBUI THUO		7/12/2017
SUPERVISOR	SIGNATURE	DATE
Dr Samuel Siringi		13/12/2017
ASSOCIATE DIRECTOR	SIGNATURE	DATE
Dr. Ndeti Ndati		13.12.2017
DIRECTOR	SIGNATURE/STAMP	DATE

UNIVERSITY OF NAIROBI
13 DEC 2017
SCHOOL OF JOURNALISM & MASS COMMUNICATION

APPENDIX IV: Certificate of Originality

Turnitin *Originality Report*

- Processed on: 11-Dec-2017 16:43 EAT
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Social Media and Local Governments, 2016.

APPENDIX V: Immigration Officers' Questionnaire

This questionnaire is for research purpose only for partial fulfillment of award of degree in masters in communication studies at the school of Journalism, University of Nairobi. And will not be used in any other way whatsoever.

INSTRUCTIONS

- Please spare a few minutes to complete the questionnaire below
- Kindly tick or answer the questions correctly
- Do not write your name. Any information given will be treated with utmost confidence.

1 SECTION 1: BACKGROUND INFORMATION

Tick in the appropriate box

1) What is your gender?

Male ( )

Female ( )

2) How long have you been in the public relations office?

1-2 Years ( )

3-5 Years ( )

6-8 Years ( )

More than 9 ( )

3) Level of education:

Degree ( )

Masters ( )

PhD ( )

4) What is your age group?

Between 18-30 years ( )

Between 31-40 years ( )

Above 40 years ( )

SECTION 2: MEASURING THE USE OF SOCIAL MEDIA IN PUBLIC RELATIONS PRACTICE IN GOVT.

Objective: To analyze the modes of social media platforms embraced by public relations officers at immigration department.

1. Does your public relations office use social media? Yes ( ) No ( )

2. Do you use social media to access information on your department?

Yes ( ) No ( )

3. Which of the following modes of social media are installed in your department? (if more than one tick)

Instagram ( )

Facebook ( )

Whatsapp ( )

Blogs ( )

Twitter ( )

Others, state…….

4. How long has social media been in your department?

1-2 Years ( )

3-4 Years ( )

5 or more years ( )

5. At the scale of 1-5 rate the following factors for the use of social media by PROs in your dept. (where 1 is high and 5 low)

Social ( ) Informational ( ) Dialogic ( )

Publicity ( ) Advocacies ( )

6. Quantify the number of people who can be reached through social media basing on your membership in various groups.

100 ( ) 1000 ( ) 10000 ( ) More than 10000 ( )

7. Do you think use of social media has enhanced service delivery in immigration department? Yes ( ) No ( )

Explain your answer above----------

Objective: To assess whether social media use has enhanced achievement of PR practice objectives in immigration department.

1. Do you receive communication as internal public from Public relations section through social media? Yes ( ) No ( )

If yes, what kind of information? (State as many)

2. In a scale of 1-5, rate the following roles carried by public relations officers in your department through use of social media. Where 1, is the lowest and 5, the highest.

planning publicity strategies and campaigns	
writing and producing presentations and press releases	
dealing with **enquiries** from the public, the press, and related organizations	
organising promotional events such as press conferences,open days, exhibitions, tours and visits.	
Managing social media content through monitoring, moderation and reporting	

3. In this section, please tick appropriate box in response on how you agree or disagree with the statement given.

Key

SA - Strongly Agree **A** - Agree **UD** - Undecided **D** - Disagree

SD-Strongly disagree

		SA	A	UD	D	SD
1.	Social media informs and educates the publics on the services and products offered					
2.	Social media promotes goodwill through conversation and interactivity					
3.	Social media facilitates corporate communication through two way communication to enhance understanding to the publics					
4.	Social media helps in countering negative publicity					
5.	Social media is an effective tool in news search and redistribution					

6.	Social media allows equal access to public information					
7.	Social media facilitates transparency, accountability and timely response					
8.	Social media improves the role of a public relations officer through experience and research					

Objective: To investigate factors for preference of social media tools employed in public relations practice in immigration department.

1. Which is the most preferred social media mode in the immigration department by the publics to make inquiries and give feedback? _____

2. Which is the most preferred social media mode by your public relations officers to address the following?

External publics …….. Internal publics……

3. Which of the following attributes of social media are the reasons for its preference use in maintaining relationships in your department? Tick as many as possible

Access ( )

Positiveness ( )

Openness ( )

Assurance ( )

Networking ( )

Sharing of tasks ( )

4. Do you think your public relations officers use social media on daily basis?

Yes ( ) No ( )

Explain your answer above……..

5. Which of the following activities are done on daily basis by the public relations officers in the department?

Timely response to queries ( )

Update of statuses ( )

Attitude surveys ( )

None of the above ( )

6. How frequently do complains/complements appear on social media concerning your dept?

Daily ( ) Weekly ( ) Fortnightly ( ) Monthly ( )

7. What do you think is the preferred social media mode by public relations officers when responding to complaints and critical comments on social media? ----------

Why? (Explain your answer above)----------

8. Please tick on how you agree or disagree on the statement below.

Key

SA - Strongly Agree **A -** Agree **UD -** Undecided **D -** Disagree

SD-Strongly disagree

1.	Publics seek information on services and products offered in the department through social media					
2.	Through use of social media the department gives updates on services and products					
3.	Our public relations officers research and scans through social media to find on publics attitudes/opinions					
4.	social media is used by pros to interact with publics					
5.	social media is used to research on better ways of relating with the public by PROs					
6.	Departmental meetings focus on feedback from social media channels					
7.	Pros spend more time reviewing and writing on social media platform than other tasks					
8.	PRO in future will need to take courses on social media					

NB: Thank you for accepting to be part of this study!

APPENDIX VI: Public Relations Officers' Questionnaire

This questionnaire is for research purpose only for partial fulfillment of award of degree in masters in communication studies at the school of Journalism, University of Nairobi. And will not be used in any other way whatsoever.

INSTRUCTIONS

- Please spare a few minutes to complete the questionnaire below
- Kindly tick or answer the questions correctly
- Do not write your name. Any information given will be treated with utmost confidence.

SECTION 1: BACKGROUND INFORMATION

Tick in the appropriate box

1) What is your position in the PR section in immigration department?

Public Relations specialist ( )

Immigration officer in Public relations office ( )

Staff in Public relations office ( )

2) What is your gender?

Male ( )

Female ( )

3) How long have you been in the public relations office?

1-2 Years ( )

3-5 Years ( )

6-8 Years ( )

More than 9 ( )

4) Level of education:

Certificate ( )

Diploma ( )

Degree ( )

Postgraduate ( )

5) What is your age group?

Between 18-30 years ( )

Between 31-40 years ( )

Above 40 years ( )

SECTION 2: MEASURING THE USE OF SOCIAL MEDIA IN PR PRACTICE IN GOVT.

Objective: To analyze the modes of social media platforms embraced by pros in immigration department.

1. Do you use social media in PR practice? Yes ( ) No ( )

2. Which of the following modes of social media are installed in your department (if more than one tick)

Instagram ( )

Facebook ( )

Whatsapp ( )

Blogs ( )

Twitter ( )

Others, state…….

3. How long has social media been in your department?

1-2 Years ( )

3-4 Years ( )

5 or more years ( )

4. At the scale of 1-5 rate the following factors for the use of social media in your dept. (where 1 is high and 5 low)

Social ( ) Informational ( ) Dialogic ( )

Publicity ( ) Advocacies ( )

5. Quantify the number of people who can be reached through social media basing on membership in various groups.

100 ( ) 1000 ( ) 10000 ( ) More than 10000 ( )

6. Do you think social media use has enhanced service delivery in your department?

Yes ( ) No ( )

Explain your answer above----------

Objective: To assess whether social media use has enhanced achievement of PR practice objectives in immigration department

1. Do you send information to internal public through social media? Yes ( ) No ( )

If yes, what kind of information? (State as many)

2. In a scale of 1-5, rate the following roles carried by public relations officers in your department through use of social media. Where 1, is the lowest and 5, the highest.

planning publicity strategies and campaigns	
writing and producing presentations and press releases	
dealing with **enquiries** from the public, the press, and related organizations	
organising promotional events such as press conferences, open days, exhibitions, tours and visits.	
Managing social media content through monitoring, moderation and reporting	

3. In this section, please tick appropriate box in response on how you agree or disagree with the statement given.

Key

SA - Strongly Agree **A -** Agree **UD -** Undecided **D –** Disagree

SD-Strongly disagree

		SA	A	UD	D	SD
1.	Social media informs and educates the publics on the services and products offered					
2.	Social media promotes goodwill through conversation and interactivity					
3.	Social media facilitates corporate communication through two way communication to enhance understanding to the publics					
4.	Social media helps in countering negative publicity					
5.	Social media is an effective tool in news search and redistribution					
6.	Social media allows equal access to public information					
7.	Social media facilitates transparency, accountability and timely response					
8.	Social media improves the role of a public relations officer through experience and research					

Objective: To investigate factors for preference of social media tools employed in public relations practice in immigration department.

1. Which is the most preferred social media mode in the immigration department by the publics to make inquiries and give feedback? _____

2. Which is the most preferred social media mode that is used to address the following?

External publics …….. Internal publics……

3. Which of the following attributes of social media are the reasons for its preference use in maintaining relationships in your department? Tick as many as possible

Access ( )

Positiveness ( )

Openness ( )

Assurance ( )

Networking ( )

Sharing of tasks ( )

4. Do you use social media on daily basis as in your public relations practice?

Yes ( ) No ( )

Explain your answer above……..

5. Which of the following activities are done on daily basis by the public relations officers in the department?

Timely response to queries ( )

Update of statuses ( )

Attitude surveys ( )

None of the above ( )

6. How frequently do complains/complements appear on social media concerning your department?

Daily ( ) Weekly ( ) Fortnightly ( ) Monthly ( )

7. Which is the preferred social media mode by public relations officers when responding to complaints and critical comments on social media? ----------

Why? (Explain your answer above)----------

8. Please tick on how you agree or disagree on the statement below.

Key

SA - Strongly Agree **A -** Agree **UD -** Undecided **D -** Disagree

SD-Strongly disagree

	Publics seek information on services and products offered in the department through social media					
2.	Through use of social media the department gives updates on services and products					
3.	Our public relations officers research and scans through social media to find on publics attitudes/opinions					
4.	social media is used by pros to interact with publics					
5.	social media is used to research on better ways of relating with the public by PROs					
6.	Departmental meetings focus on feedback from social media channels					
7.	Pros spend more time reviewing and writing on social media platform than other tasks					
8.	PRO in future will need to take courses on social media					

NB: Thank you for accepting to be part of this study.

APPENDIX VII: Interview Schedule

Researcher: Emily Sakali

This interview seeks to understand the use and trends of social media in PR practice in government, the case of Immigration Department. It will take 20 minutes of your time.

1. Which modes of social media are used in your public relations practice in this department?
2. What are the factors (reasons) that make you as a PR section to use social media?
3. Are type of information do you pass to the following publics?

   External…… Internal……
4. What are the public relations activities carried out by the use of social media in the section and how often?
5. Do you get inquiries or feedback through social media? If yes, which modes are most preferred? Can you explain why?
6. How much of your time do you spend on social media compared to other tasks? Why?
7. How can you relate use of social media and your effectiveness as a PRO? If not, why?