



The Role of Social Media in Crisis Management

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Abstract

The control social media crises is through concerted efforts and the preparation of a specialized team ready to respond quickly and pursue the propagators of these rumors and apply the maximum penalties in addition to the religious awareness of members of the community.

It is also important to predict crises; determine the probability of occurrence; take preventive measures, study, analysis and knowledge of the root causes of their occurrence; develop lists of communication and alternatives; plans and benefit from the experiences of other countries and predict similar events that may occur in our society. How to deal with crises and compare the available possibilities and the use of success stories in the preparation Plans and identify and address the areas of imbalance and vulnerability, in addition to involving the private sector and youth groups

Keywords : Crises, Crisis management, Social media



Introduction:

Social media have contributed to radical changes that have changed the process of communication between people and parties based on it through freedom of expression, communication, coordination of efforts and influence in public opinion pressure on the decision maker, which is one of the most serious current challenges to stability and security such as planning and coordination of protests in the world because it is difficult to control this huge amount of information or to block it from the people as it was previously, we were subject to what we receive from the ideas and knowledge and trends of the official media, but now through social media can participate and respond and exchange Opinions which have a multiplier effect of crises.

On the other hand, social media helped to track down activists and to know their plans, ideas and attitudes by publishing them on the websites. It also provided information to outside parties about what is going on and what the weaknesses of this society are and what future plans are based on that.

Previous Studies

The study by Benjamin Doer, Mahmoud Fouz, and Tobias Friedrich (2012) emphasizes the impact of social media sites on the spread of crises and rumors, such as Facebook, Twitter, and its impact on the outbreak of revolutions in some Arab countries, as well as the riots in London, "London riots". That these networks transmit information in a very fast way and between groups may be in the appearance of heterogeneous but it must be shared by common denominators of Interests. The study used the experimental method, where the researcher published the rumor and followed it between the groups in a mathematical manner "logarithmic" and used the study form PREFERENTIAL ATTACHMENT GRAPHS, which was designed by Bar Bassi and Albert. The study concluded that there are sites where the rumor is more prevalent than other sites. (Doerr & Friedrich.2012)



The study of "the role of social media in crisis preparedness, response and recovery by Jason Christopher Chan (RPO), 2016", has showed the five main characteristics of social media networks: collective, bonding, integration, Clarity and cooperation. The study identified four key functions of social media in crisis management: (1) access to information (2) disaster planning and training; (3) cooperative in solving and decision-making (4) collecting information on the three stages of crisis management preparedness and response And recovery. (Chan, 2016)

Characteristics of Social Media

There were many definitions of social media networks, which differed from one researcher to another. Mariam Nomar mentioned in her study several definitions as "a program used to build online communities that enables individuals to communicate with each other for a variety of reasons and allows individuals to create their own page in which they present their profile to a wide or specific audience of a particular system that lists a group of users Who are involved with them in communication, with access to their own pages and available information". (Nomar, 2012)

Zahir Rady defines social networking sites as "a system of electronic networks which allows a subscriber to create his/her own site, and then connect it through an electronic social system with other members who have the same interests and hobbies." (Al-Sharif, 2013)

Hegazy defines social media networks as "interactive and social networks that allow users to communicate at any time they wish and anywhere in the world through video and voice communication, photo sharing and other potentials that strengthen the social relationship between them"(Essani, 2012)

Social media is an effective tool to bring people together, agree on specific topics, and give users the power to let people talk about politics or even intimidate governments (Maksymowicz, 2014) or talk about sensitive issues such as corruption or economic opportunities. (Alinejad, 2018).



I know social media networks as social sites on the internet that allow their users whether individuals, groups or institutions to communicate with others through creating own site and the transfer of news, information and ideas, as well as exchange views quickly and directly by sending files such as pictures, videos and comments. In addition, the possibility of joining groups who are agreed with the same opinions and interests of certain topics transcend the temporal and spatial limits. The most prominent social media networking like Facebook, YouTube, WhatsApp, and Twitter.

Social media networks used in times of crises and disasters because of their unique characteristics rather than the other, the most important of these characteristics: (Efranji, 2016)

- Direct impact and direct interaction with the public beyond all censorship and blocking.
- The recipient is a part of the media material contributes to its production and dissemination and most of the material is anonymous and the source of the information is almost non-existent and subject to distortion, increase, decrease and the possibility of putting personal opinions
- Is not governed by any particular editorial or professional policy and anyone can publish
- Difficult to control because it is impossible to monitor the huge amount of information generated by users at the same time (Alsayfi, 2016)
- Ease of use, rapid deployment, transmission and exchange of information and correction
- Reading ideas and building new relationships and social mobility
- Most of them are employed by the youth sector



The role of social media in creating crises

Social crisis is associated with the general definition of the crisis through the existence of some of the main features of the crisis in terms of surprise and magnitude of the threat and less time available to face the crisis

In my opinion, the social networking crisis includes attitudes resulting from the use of these sites in the planning and coordination of the impact on the public opinion through the establishment, participation or exchange of information among them, resulting in variables and risks expected or unexpected threats to the goals, beliefs, property, persons or governments. The instability, tension and mistrust put everyone in front of a decisive moment.

Activists have invested the advantages of the social media site in crisis situations through the following points :(Efranji, 2016)

- Share others comments, news, photos and videos with demonstrations, protests and others
- Motivate citizens to participate in popular and ensure public support and work to expand the protests used for communication and coordination among young people
- Quick interaction with the risk of call to demonstrate and management of instantaneous and urgent crisis
- Exposing, documenting and disseminating attacks on citizens, demonstrators and activists
- Distorting the mental image of the members of society towards the security establishment and the state, such as the use of means of social communication for the purpose of weakening security and showing the inability to deal with events in a proper manner and amplify the gaps. (Al-Hamdawi, 2017)
- Spread fear, panic, anxiety in society and instability



- Try to divide divisions and social disintegration through the dissemination of ideas and incitement to make people accept the idea and supported by the updated division of either thought or mandate or belonging to the homeland.
- Enthusiasm and motivation of youth to not fear and rebellion and sit-ins and violence and the use of weapons or explosives and broadcast ideas poison and help to deviation and crime
- Producing messages supporting the crisis and creating a destabilizing internal stability and the denial of the narrative and official media.
- Spreading and amplifying confidential data in an attempt to damage stability and attempting to damage the national economy by disseminating rumors such as rumors when a specific decision is made and negative impact on individuals to make them not comply with these decisions and creating a feeling of dissatisfaction and hostility toward the state.
- It may be used as a tool for external penetration, such as employing social networking sites in launching information wars, aimed at influencing citizens and politicians in countries to influence the course of the political and electoral process in their favor. (Abdulaziz, 2017)
- The recruitment of terrorist organizations has spread their ideas and recruit more young people to join their ranks. It is noted that the exploitation Daish for modern networking sites, which include that 80% of the recruitment, is now through social networks while only 20% were in prisons or mosques. This reflects a remarkable development in the perception of the importance of electronic means, and it is noted that Twitter has the largest share of the use Daish for now. (The Arab Democratic Center, 2016)

According to Hootsuite statistics for users of internet, (HOOTSUITE, 2018) there are 7.593 billion people in the world.

- About 4.021 billion people use the Internet at 53%



- 3.196 billion people are active on social media networks by 42%
- 5.135 billion people have 68% mobile phones.
- 2.958 billion people use phones to explore social media networks. By 39%.

2018 This Is What Happens In An Internet Minute



<https://www.visualcapitalist.com/>



<https://wearesocial.com/blog/2018/01/glob>

The role of social media networks in crisis management.



The management of the crisis of communication networks is through a series of actions aimed at controlling them and reducing their aggravation, venting and releasing them, utilization from them and minimizing losses as much as possible.

Therefore, we can control those crises that must be studied and analyzed, knowledge of the root causes of their occurrence, knowledge of the purpose of the occurrence of these crises their effects and what follows. At the same time follow and monitor all the details accurately, and that the scientific analysis of the internal events, regional and international, as well as looking at the experiences of other countries to identify what crises have occurred to them and how to manage them using the means of social media. Moreover, compare the possibilities available and predict similar events that may occur here and the possibility of using these success stories and applied in the work of plans and strategies to address crises. This seeks to cause confusion and spread strife and disturb the regime and destabilized stability. Which usually use the same strategies with different causes of occurrence, which use the public opinion in the dissemination of toxins to be the beginning of sympathy with the demands and then converted to demonstrations, protests, assault on public facilities and private and then start the crisis aggravated. Some of the crises may be the expression of huge strategies financed by external parties to break up the countries by dispersing the public opinion. So that the media controller can reach his goals and destabilize the stability, Allah said in Holy Qur'an (Indeed, those who like that immorality should be spread [or publicized] among those who have believed will have a painful punishment in this world and the Hereafter. Allah also knows and you do not know.) (Holy Qur'an -An nur: 19), and the Messenger of Allah peace be upon him: (the nations are about to fall on you as the eaters to eat the bowl) (Abadi, 1969)

The role of social media networks in the face of campaigns and rumors

People need to know the information and events that revolve around them and in the absence of a reliable source of information that will spread the facts will provide opportunities for rumors that may be unintentionally or intended as a means of measuring the reactions of the masses towards important issues or decisions. It may



have political objectives and may be left behind by specialized institutions that exploit the difference in views to charge the youth opinion, which will be the cause of quarrels and violence, as well as their division, dispersion, inciting sedition, calling for protests, demonstrations against political decisions. In addition to movements or to distort the image of some individuals or symbols or political parties in the country. The rumors that spread through the social networks are very fast spreading, making rumors spread like light and the number of recipients and redirect from one person to another through copying and pasting and so on. (Mousa, 2016)

His Majesty King Abdullah II spoke In an interview with Jordan News Agency (Petra), Ramadan Rawashdeh (Petra), 01 July 2008 "Criticizing government policies in difficult times and using this for a certain agenda for a group of people is acceptable all over the world. "Childish rumors, which hinder our progress, are unfair and unacceptable." (Petra, 2008)

Addressing for rumors

Social networking sites have become an effective platform for campaigns and rumors among people. Moreover, can only be addressed by the existence of good management, which works to turn negative reactions into positive opportunities and turn the opponents to defenders of the case posed by combating the rumor of the following points:

- Do not publish information and news without verifying its credibility and verifying its validity, the Almighty said (O you who have believed, if there comes to you a disobedient one with information, investigate, lest you harm a people out of ignorance and become, over what you have done, regretful.). [Al-Hujurat: 6]. (Al-Shaarawi, 2006) this method must be received the news by verifying the authenticity of any unknown sources and do not accept unproven resource.

In addition, the Hoopoe was well-informed about the news (I came from the Spa with the great news) and the position of our prophet Solomon said (we will see whether



you are right or you was a liar) to confirm the matter is the approach of the prophets. (Abdul Razzaq and Samok, 2011)

- The speed of responding to rumors and refuting them and to show the facts directly when any rumors through a specialized official media source that quickly respond to messages and rumors and prove the opposite
- The use of modern technology in monitoring and tracking rumors and prediction of their crises before they occur through the use of special programs
- The role of the school and the family in building the fear of God and strengthening the religious conscience.
- Creating cultural awareness in dealing with social media based on credibility and objectivity in discussion (Debussy and Tahaat, 2013) and strengthening citizens' confidence in national institutions to avoid escalating crisis. (Sadeq, 2015)
- Put his control on the social media sites through the development of legislation and special laws deterrent promoters of rumors. Stir sedition and impose controls on electronic media practices. (Al-Assaf, 2016)
- Lack of obsession with participation and non-addiction to the means of social communication by adjusting the hours of use and codification.

The positive role of social media in crises

The sites of communication is a double-edged sword as we mentioned earlier that it may be a cause of rumors and exacerbation of the crisis and amplify it, but we cannot deny the positive role played by social media through

- Providing news, information and exchange of cultures
- Building trust between the institutions of the state and the people through the work of an official social media contact site and trying to include the largest number of the public and the dissemination of topics that promote confidence between the two sides



- Awareness, warning and dissemination of preventive measures through social media, as well as to promote stability of security and reassurance among members of the community.
- Use it to prepare emergency messages for emergency crises by reaching a large number of people in a short time
- Use in the investigation and arrest of criminals, such as the collection of evidence and the identification of their sites and their relations and illegal trade, which they announce in the social network
- Publish photos and descriptions of accused and fugitives through social media, and ask the public for assistance in researching and providing information about them.
- Report violence and risks that may occur
- Important alternative means of communication in times of disaster, as in Japan, they can develop a model that allows users to quickly tell their friends that they have not been hurt, Google's Person Finder program, and the Safe and Well

The role of the Hashemite's and the views of some leaders in the means of social communication

The existence of the wise Hashemite leadership, which was, and remains the safety valve for many crises also the existence of efficient security devices that deal with professional and a very large segment of citizens who have a high degree of responsibility and loyalty, and belonging to this country. Who their future concern are those who contributed to the formation of security and stability and to deal with the crisis and defend our internal and external security despite the existence of a large number of crises surrounding us.

Here are some of the excerpts cited by King Abdullah II as lessons to be learned in how to avoid the causes of crises by alleviating pressure on people and understanding their suffering and the claim to the unity of Jordanian society and concern about



educate our youth the true values of our religions and face the challenges. Jordan is stronger and bigger than all the weak souls who lie in the homeland. (The Official Site of His Majesty King Abdullah II Bin Al Hussein)

His Majesty King Abdullah II said in his article on social communication, "The need for the development of our national legislation, which emphasizes the preservation and protection of freedom of expression, protects the right of citizens to privacy, the elimination of rumors and misleading news, and the prevention of incitement to hatred, managers of the largest social media platforms themselves have acknowledged that their platforms can be exploited for negative and disruptive purposes. (The Official Site of His Majesty King Abdullah II Bin Al Hussein)

His Majesty King Abdullah II said at the Islamic Heritage Conference, India, New Delhi, 01 March 2018 (We must restore the air and the Internet from the hateful voices that have terrorized our world with bombs, terrorism, ignorance and lies. We must ensure that our youth are taught the true values of our religions. (The Official Site of His Majesty King Abdullah II Bin Al Hussein)

Prince Hassan bin Talal has invited to employ the technical and cognitive means in building a new platform that speaks about the future of Jordan, especially since it is no longer local but global. His Highness said that technology should be invested in achieving social solidarity and working to serve the developmental and reform process, build, and promote society. (Petr, 2016)

The Saudi monarch, King Abdullah bin Abdul Aziz, "when the spread of social media began to take a large part of the media arena, we were not far from them and not afraid of them, but provided the state with a strong structure across the vast areas of the Kingdom and increased the proportion of users and the state has organized to ensure its contribution to education and culture."

As His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai said, "Social media are tools for



development, knowledge and innovation, and their positive use can move people towards building and move minds and hearts towards the coalition." (Albyan, 2015)

His Highness the prince of Kuwait, Sheikh Sabah Al-Ahmad 2016, expressed his regret for the "misuse" of social media tools, some of which have been used as an instrument of entertainment and a source of destruction through the publication of articles and cartoons that are malicious and insulting to the homeland and which are fraught with intentions and grievances. Issues arising out of that" (Al-Qubas, 2016)

As described by Turkish President Erdogan in February 2015 social media curse the communities and it is "knife in the hands of a murderer." (Erdogan's opposition to social networking sites sends the first Twitter, 2015)

Obama said at the meeting, which was broadcast on Wednesday, December 27, that the dangers of the Internet that people live in a virtual reality completely different from reality, and that people may be covered only in the information that biases them. (A Made for minds, Obama talks about the dangers of social networking sites, 2017)

Result

Social media is a double-edged sword. It may use the positive side and may use the negative side to create crises and spread rumors especially in critical times for its main role in influencing the public opinion and exploiting them to make a big impact on the psyche of the members of the community, their sympathy and call for rebellion and provocation of strife and conflict.

Because this category represents the bulk of the affected by means of social communication and also repeated training for them through simulations programs for social networks and seminars to create a culture of crisis management and the pursuit of honesty and honesty in dealing with social media means (And do not mix the truth with falsehood or conceal the truth while you know [it]) Al-Baqarah: 42].



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