

# Journal



# Of P R Research

## Middle East

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The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

- The Journal is approved by the Supreme Council for Media Regulation in Egypt. It has an international numbering and a deposit number. It is classified internationally for its both printed and electronic versions by the Academy of Scientific Research and Technology in Cairo. In addition, it is classified by the Scientific Promotions Committee in the field of Media of the Supreme Council of Universities in Egypt.
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## Media processing of the official pages of the National Center for Measurement through social networking sites

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### Abstract

We find that organizations, regardless of their orientation, seek to adopt communication strategies to achieve the organization permanent presence on the Internet through the site of the organization or the creation of official pages on social networking sites that contribute significantly to the advertising of institutions and access to a large segment of the targeted audience by the institution. Therefore, the researchers found the need for media treatment of the communication content of these pages due to its importance, spread and wide use by the targeted audience of the Center **Identify the research problem:** The current study seeks to "address information to the official pages of the National Center for Measurement and Evaluation through social networking sites".

**Objectives of the study:** To identify the most important topics presented by the National Center for Forces through its official pages, and to identify the objectives of the National Center for measurement through its publications through its official pages.

**Study concepts:** Official pages - National Center for measurement - Social networking sites.

**The type and methodology of the study:** It is a descriptive study and it is based on the survey methodology in the analytical section

**The sample of the study:** (News pages on the official website - Facebook - Twitter - YouTube - Instagram) From January 1 to April 10, 2018, the number of publications reached 182 days.

**Data collection tool:** content analysis form

**Results of the study:** The study revealed that the images are the most commonly used media, with percent 36.8, as well as the variety of the subjects presented through the official newspapers of the National Center for Measurement during the period of analysis. Where publications of nature related to (communication and media) are published by 37.4%; and publications of (Labor Agreements and Partnerships) increased by 59.9%. The goal of publishing Center news was at the top of the goals by 46.6%.

