

Journal



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Abstracts Researches in Arabic:

- **Prof. Dr. Mohamed Ali Gharib** - Umm- Al Qura University
Future Vision to develop Media and Development researches, literature and methods of teaching 7
- **Associate Prof. Dr. Mona Ahmed Mustafa Omran** - University of Modern Science in Dubai
- **Dr. Ahmed Refaey** - University of Modern Science in Dubai
The role of Social Networking Sites on the Egyptian University Youths regarding the acquisition of Citizenship Values 10
- **Associate Prof. Dr. Hana Sayed Mohammad Ali** - Menofia University
TV lengthy Advertising shows intervening films & Serials and their impact on the mood of the public "A field study" 11
- **Dr. Merhan Mohsen Tantawy** - Ajman University of Science & Technology
The Role of Social media in enhancing corporate social responsibility communications A Case study on Etihad airways 13
- **Dr. Mohamed Hosni Hussein Mahrous** – Al-Azhar University
Factors affecting the Social Responsibility Programs of Companies in Egypt (Field Study) 14
- **Dr. Abdulkarim Ajmi Ziani**– Bahrain University
The Arabic Press and the Palestinian refugee issue, A survey of the content of newspapers; "Al Quds Al Arabi, Al-Ahram Egyptian, Bahraini Al Ayam." 17

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The Role of Social media in enhancing Companies' social responsibility communications A Case study on Etihad airways

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Abstract

Social Responsibility for Companies (CSR) has become a fundamental and important part of its business segment, which enhances the competitiveness and supports its reputation among its customers in addition to strengthening the relationship with stakeholders.

The purpose of this study is to identify the nature of the employment of the social networking sites Facebook in support of Social Responsibilities communications (CSR) as a strategic tool within its communication Program in "Etihad Airways".

In order to collect the data, a qualitative analysis and case study approach was used. The company selected for case study is "Etihad Airways" because it gained an excellence Awards in the field of social responsibility.

The study revealed that; there is a diversity of social media used by Etihad Airways as part of its work to enhance corporate social responsibility communications toward customers and employees via Facebook, Twitter, YouTube, Instagram and google +, and through this diversity of social media channels. As well as, The company was able to highlight the diversity of the programs and activities of social responsibility which included the recruitment and citizenship, development of services provided to the internal and external customers, environment and sustainable development, humanitarian and charity toward the community.

The study shows also a strong and rapid interaction with the company customers via comments and posts and admiration as published via the social networking page.

Key words

Social networking sites, social responsibility, Etihad Airways.

