

# Journal



# of P R research

## Middle East

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# **Communication Strategies for Public Relations and their Role in Promoting Organizational Culture of Institutions through Social Media, Applied study on Egypt Airlines and Emirates Airlines**

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## **Abstract**

The importance of the current study is to monitor and analyze Public Relations communication strategies used by Egypt Air and the UAE airline through social networking sites by applying on Facebook to promote and disseminate their organizational culture, to identify the quality of information contained in the site, The study was based on the contact model presented by "BTEC Van Rüller" which was called: The Situational Model of Communication Strategies. The study used the case study methodology and also relied on the content analysis tool. The first variable is the quality of the information contained in the Facebook page in the dissemination of organizational culture. The second variable is the communication message tools used in disseminating the organizational culture and the variable. The third is communication strategies used via the Facebook page.

The study found that both Egypt Air and Emirates Airline are keen to use Facebook as a social networking site to communicate with the public and to disseminate their culture and policy. The companies within the study also identified all the communication strategies of the Roller model, The study of Egypt Air's interest in bidirectional communication by relying heavily on the strategy of dialogue on its page, while the Emirates Airline was interested in unidirectional communication, which is the media strategy, and this diversity in the use of strategy in each of the study companies indicates the distinctiveness of each company with a different culture and policy than the other company.

The study confirmed the importance of disseminating and strengthening the organizational culture that contributes to the success of the work of the institutions. In addition, the interest in the culture of the organizations works to improve the efficiency of the organization and work to strengthen the satisfaction of the employees and their loyalty to the organization. The social sites play an important role in this process by employing their various communication tools The study recommended that organizations should pay attention to the employment of all social networking sites as important means of

communication through which to disseminate and strengthen the organizational culture, taking advantage of the advantages of the new means of communication based on the high texts and Multimedia and the ability to access to the public by crossing all Weathered spatial border and temporal considerations.

**Keywords:** Communication Strategies - Organizational Culture - Social Media.