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## **Connective Participation in Al Rajhi Bank's Communication with its Customers Who Use Social Media Platforms**

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### **Abstract**

This study aims to reveal the most important topics that Al Rajhi Bank publishes about, in addition to the most important knowledge of the field of services around which the publications are focused and the societal segments targeted for publication. The study also seeks to explore the extent to which relational engagement in its meaning is included in Al Rajhi Bank's communication processes with its customers use the X platform.

This study followed a quantitative approach using the content analysis method for Al Rajhi Bank account publications on the X platform. The analytical sample was drawn during the period from 1/7/2023 to 31/12/2024 and amounted to 992 units. The study reached results, the most important of which are:

- Al Rajhi Bank engages its audience of users through its publications at an approximately 11% rate, through surveys and general questions about users' preferences in terms of purchases, travel, or lifestyle.
- The bank also raises community awareness and social responsibility in cyber aspects. The bank does not publish clearly about societal segments: "investors, education, students, athletes, those interested in electronic games, children, business owners, employees, job seekers, retirees".
- The bank uses icons that indicate emotions in its publications. The bank's publications, which include an infographic component, are on the subject of the bank's administrative and organizational procedures. The bank indicates the accounts of stakeholders, authorities and institutions within the content.
- The presence of publication elements in general increases the percentage of interactivity items in general by "145%". Al Rajhi Bank publications achieve "first" levels of engagement according to Johnston & Lane (2021).

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(\*) The Paper was received on April 27, 2024, and was accepted for publication on June 22, 2024. It was extracted from the doctoral dissertation for the purpose of completing the requirements of scientific discussion.



- The study recommended: Conducting future studies over a wide range of time and in multiple fields to uncover the general forms that drive entities' accounts of engagement and meaning building. Studying the aspects of disengagement and the reasons leading to separation from parties and lack of interaction. And studying other fields of engagement, such as employee engagement and social responsibility engagement, according to the contexts presented in the study. And studying a number of variables in conjunction with the implementation of the content development strategy and measuring the resulting impact in cooperation with the authorities through the method of longitudinal studies over a short and medium time period.

**Keywords:** Connective Participation, Al Rajhi Bank, Communication, Social Media Platforms.