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The Role of Social Media in the Ministry of Health and Community Protection in the United Arab Emirates in Confronting the Covid 19 Pandemic: A Field Study on Community of the Umm Al Quwain University (*)

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Abstract

The study aimed to identify the role of social media in the Ministry of Health and community protection in the United Arab Emirates in confronting the Covid 19 pandemic.

The study adopted the sample survey method, and the questionnaire was used as a tool to collect data. The study sample consisted of workers and students at Umm Al Quwain University. Among the most important results of the study were the following: The reality of social media came with a degree of approval (very large), and the mechanisms of communication with citizens and their awareness came to a degree Approval (large), and the mechanisms of communication with the relevant sectors and institutions came with a degree of approval (very large), and the obstacles came with a degree of approval (medium), and there were no statistically significant differences due to the personal variable: “academic employee, administrative employee, and university student.”

The study recommended the existence of a professional media cadre in managing social media, engaging the public and relevant institutions in awareness and education, diversifying the communication and awareness mechanisms, and paying attention to awareness for all community groups.

keywords: Social Media, COVID-19 Pandemic.

(*) The Paper was received on November 10, 2024, and accepted for publication on December 25, 2024.