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Corporate Communicative Strategies for reputation management via social media

Applied Study on Dubai police

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Abstract

New media has become a multi tools for interactions effectively and contentiously between corporates and their audiences, that's why the government and private corporates in united Arab emirates create accounts on social networks to manage its reputation optimally especially in light of current trends toward smart government .

This study aims to identify the extent of use governmental corporate (Dubai police) to social media networking ,applied on social networking site Facebook in reputation management , this study also aims to analysis nature of the communicative strategies used by corporates , and the way of interaction with the audiences of corporates via diverse communications forms available on special account for the Dubai Police on Facebook.

This study belongs to the descriptive studies that seek to monitor, analyze and characterize how they have been through the employment of social networking site Facebook Dubai Police as a means to manage its reputation, and the study is based on quantitative and qualitative approaches, where he was the special account at Dubai Police Facebook monitoring during the period from October to december2014.

Researcher relied on case study, in-depth interview with the existing reputation of the General Administration of Dubai Police Administration.

It revealed the most prominent results of the study from the fact that the Dubai Police introduced a management reputation in order to achieve a distinctive reputation through good treatment to the public, the quality of services provided, and transparency with diverse media and to build bridges of trust, which is the golden rule to develop the reputation of the organization



through the check satisfaction and public confidence. The study showed the diversity and multiplicity of resolvability strategies employed by Dubai Police on the front page for Facebook to manage its reputation.

Keywords: corporates ,social media ,reputation management.