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# Digital Government Communication Strategies for Saudi Arabia's Vision 2030 through Social Media Platforms: An Analytical Study (\*)

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## Abstract

The aim of the research is to analyze contemporary research trends in the field of digital government communication strategies via social media platforms, with a focus on studies related to showcasing the initiatives and programs of Saudi Arabia's Vision 2030. The research is based on the hypothesis that the effectiveness of digital government communication is not determined merely by digital presence or posting frequency but is associated with the nature of the communication strategy employed, the level of digital interactivity, and the richness of the communication medium. The research adopted a descriptive-analytical approach based on Roller's Communication Strategy Model, where a set of Arab and foreign studies published during the period (2014–2025) were analyzed, and classified thematically, methodologically, and theoretically. The aim is to identify prevailing research trends, analyze the theoretical frameworks and methodologies used, and monitor the knowledge gaps in this field. The results showed a noticeable shift in government communication from the one-way information transmission model to an interactive, participatory model based on dialogue and building trust with the public through digital platforms. The results also revealed the superiority of interactive strategies, particularly dialogue and consensus-building strategies, in enhancing digital interaction compared to traditional media and persuasion strategies. In addition, the results indicated a positive relationship between the level of digital interactivity and the richness of the communication medium and the effectiveness of government communication in

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The Paper is extracted from the doctoral dissertation registered at the Faculty of Mass Communication, Cairo University, under the supervision of Prof. Dr. Ali Agwa, a part-time professor in the Department of Public Relations, and the former dean of the faculty, and with the co-supervision of Dr. Fathia Sabri, Assistant Professor in the department.

presenting national initiatives and managing interaction with the public. The study also revealed several research gaps, most notably the limited number of studies linking government digital communication strategies with levels of engagement, the weak use of mixed methods, and the focus of some studies on specific platforms without providing an integrated multi-platform analysis. Based on this, the study recommends adopting more interactive government communication strategies, enhancing the use of rich digital media, and developing future multi-method studies to support the effectiveness of government communication in achieving development goals.

**Keywords:** Digital Government Communication - Communication Strategies - Saudi Arabia Vision 2030 - Social Media Platforms.