

Digital Government Communication Strategies in the Kingdom of Bahrain during Risks: Covid -19 as a Model

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Abstract

Digital government communication plays a pivotal role in building the image of the governmental organization, and then achieving effective communication with the community, through the employment of many and diverse digital communication channels, in terms of content creation, communication, evaluation and management of the communication process within the framework of a digital organization for government services, which will work to provide all information and services available to the public smoothly, clearly and transparently, and there is no doubt that the role of government communication grows in times of risks and crises, as it is one of the most important challenges that may face government institutions.

The Ministry of Health in the Kingdom of Bahrain succeeded; through digital government communication, in interacting with the public through healthy communication strategies through its official page on the internet, in addition to launching the “Conscious Society” application and through its official accounts through various social media platforms such as “Instagram”, “Twitter”, “Facebook” , being the most prominent platforms for public interaction in times of risks and crises.

The study aimed to identify the most prominent digital government communication strategies that the government of the Kingdom of Bahrain, represented by the Ministry of Health, worked to implement in the period after the Covid 19 crisis, the stage that followed the appearance of the first case of the Corona virus in February 2020, nearly two years, where the state was able to control the situation was greatly increased and tracked the work according to the traffic light, in order to maintain health security for citizens and residents.

The study relied on a qualitative analysis of the official page of the Ministry of Health via Instagram, as it is the highest-followed social media platform in the Kingdom of Bahrain, and it is the highest-followed platform at the level of the Ministry of Health's social media platforms.

The results of the study indicated that the government communication in the Kingdom of Bahrain is represented by the Ministry of Health; It succeeded greatly in employing different and varied forms and templates in the post-risk phase of Covid 19, by continuing to activate the website and updating it continuously according to the developments of the health situation, and linking

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The Yemeni Public's Reliance on Social Media as a Source of Information about the Corona Pandemic 9
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The Role of Social Networking Sites in Shaping Awareness of Social Issues among University youth: Twitter as a Model 10
- **Associate Prof. Dr. Rasha Abd -Raheem Mazroa** - *Umm Al-Qura University*
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The Role of Digital Public Relations in Non-Profit Organizations in Raising Awareness of Digital Human Rights the Arab Center for Development of Social Media Facebook Page "7amleh" as a Model 14
- **Dr. Merhan Mohsen Mohamed Elsayed Tantawy** - *Gulf University*
Digital Government Communication Strategies in the Kingdom of Bahrain during Risks: Covid -19 as a Model 15
- **Dr. Rasha Samir Mohamed Haron** - *International Media Institute, Elshorouq Academy*
Using Social Networks as a Tool in Implementing Sustainable Development Plans: A Field Study on a Sample of Public and Private University Students 17
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يحيى بن محمد علي مباركي (جامعة جازان) ... ص ٩
- اعتماد الجمهور اليمني على وسائل التواصل الاجتماعي: كمصدر للمعلومات حول جائحة كورونا
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- دور مواقع التواصل الاجتماعي في تشكيل الوعي بالقضايا الاجتماعية لدى الشباب الجامعي: تويتر نموذجاً
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لطيفة علي عون الشريف (جامعة أم القرى) ... ص ٩١
- فاعلية التسويق الاجتماعي لقضايا المرأة المصرية عبر مواقع التواصل الاجتماعي: دراسة تطبيقية لصفحة المجلس القومي للمرأة على الفيس بوك
د. هبة الله صالح السيد صالح (جامعة حلوان) ... ص ١٣١
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د. حنان كامل حنفي مرعي (جامعة كفر الشيخ) ... ص ١٦٩
- دور العلاقات العامة الرقمية في المؤسسات غير الربحية في التوعية بحقوق الإنسان الرقمية: صفحة الفيسبوك للمركز العربي لتطوير الإعلام الاجتماعي "حملة" أنموذجاً
د. معين فتحي الكوع (جامعة النجاح الوطنية)
حلا هاشم أبو حسن (جامعة النجاح الوطنية) ... ص ٢٢٣
- استراتيجيات الاتصال الحكومي الرقمي في مملكة البحرين خلال المخاطر: كوفيد-١٩ نموذجاً
د. ميرهان محسن محمد السيد طنطاوي (الجامعة الخليجية) ... ص ٢٦٣
- استخدام شبكات التواصل الاجتماعي كأداة في تنفيذ خطط التنمية المستدامة: دراسة ميدانية على عينة من طلاب الجامعات الحكومية والخاصة
د. رشا سمير محمد هارون (المعهد الدولي العالي للإعلام - أكاديمية الشروق) ... ص ٢٩٧
- دور حرب المعلومات على مواقع التواصل الاجتماعي في تشكيل الهوية الوطنية للمراهقين
د. سماح بسيوني محمد كتاكيت (جامعة طنطا) ... ص ٣١٧

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