



Media & Social Networks

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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

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Abstract

This study aimed to identify the role of digital public relations in non-profit organizations in educating their audience about their digital rights. Based on agenda-setting theory, the content of the “Facebook” page of the Arab Center for the Advancement of Social Media “7amleh” was analyzed from April 6, 2021, to June 21, 2021. This time represents the May events, a month before, and a month after.

The results showed that the center focused mainly on raising awareness content by 44%, while the percentage of news was only 8%. The most prominent topics were 11 topics, the most important of which were: the violation and restrictions of Palestinian digital content by social media networks and the Israeli government (25.9%); Digital safety for children and youth (23.9%); Improving the digital performance of Palestinian activists and online advocacy (10.4%);

Speech of violence, racial incitement, and hatred against Palestinians (8.4%). However, raising awareness of digital rights got only (7%). Understanding the right to equality and non-discrimination ranked first with 4%. The right to access the internet and privacy came in second place, as these two topics received 1.5% of the topics frequencies for each one of them. None of the following rights received any frequency: the right to freedom of expression, the right to be free from internet censorship, the right to erasure, the right to restriction of processing, the right to encryption, the right to be informed, the right to object, and the right to access the internet. Accordingly, the study recommended the necessity of singling out an awareness campaign on digital rights, especially those that did not receive any frequency.

Keywords: 7amleh Center, Content Analysis, Agenda-Setting Theory, Facebook, Digital Rights.