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The Impact of the Social Media Outreach on

The Management of the Covid-19 Crisis within the Egyptian Context

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Abstract

This study aims to explore and investigate the profound impact of Social Media Outreach on Crisis Management within the specific context of the COVID-19 pandemic in Egypt. The primary focus of this descriptive study is to shed light on the roles played by both the Egyptian government officials responsible for managing public communication on Social Media during the COVID-19 crisis and the Egyptian citizens who actively engage with Social Media platforms. In order to achieve this, a rigorous analysis was conducted on a comprehensive dataset comprising 400 survey forms. The compelling findings that emerged from this analysis unequivocally demonstrate a robust positive correlation between the utilization of Social Media and Crisis Management effectiveness. Furthermore, the study also reveals a similarly strong positive association between focused Outreach endeavors and Crisis Management outcomes. The statistical analysis, with correlation coefficients measuring 0.676** and 0.713** respectively, underscores the significance and conclusive nature of these relationships, as evidenced by the remarkably low significance levels below 0.01. These compelling results serve as a clarion call to recognize and embrace the vital role of Social Media strategies within Crisis Management plans, thereby enhancing their overall efficacy and impact.

Keywords: Social Media, Outreach, Crisis Management and COVID-19 pandemic.

Introduction

The COVID-19 pandemic has presented significant challenges worldwide, necessitating swift and effective measures to control the virus's spread and minimize its impact on public health. In Egypt, the government has embraced social media outreach as a potent tool for communication, information dissemination, and COVID-19 management. This study examines the impact of the Egyptian government's social media outreach in addressing the pandemic, specifically its capacity to deliver timely updates, foster community engagement, combat misinformation, and promote public health measures. Through social media outreach, the government ensures that the population remains well-informed, empowering individuals to make educated choices in safeguarding themselves and their communities. By utilizing this approach, the government effectively reaches a wide audience, effectively conveying the significance and urgency of implementing these vital public health measures.

Operational Definitions

Social media

According to Merriam-Webster social media is defined as forms of electronic communication, such as websites for social networking and microblogging, through which users create and share content[1]. Also, Britannica describes social media as a form of mass media communications on the Internet, such as websites for social networking and ideas, personal messages, and other content such as videos[2]. Moreover, TechTarget defines social media as a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing, and collaboration[3].

The use of social media in crisis management, particularly by governments during health crises, has become increasingly vital in recent years. Social media platforms provide governments with a direct and rapid communication channel to disseminate critical information, reach mass audiences, and counter misinformation. At the onset of the COVID-19 pandemic, Facebook reported that messaging was up by more than 50% on its platforms

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[1] Social Media Definition. *https://www.merriam-webster.com/dictionary/social%20media.*

[2] Britannica, The Editors of Encyclopaedia. "social media". *Encyclopedia Britannica*. 2024, *https://www.britannica.com/topic/social-media.* Accessed 7 January 2024.

[3] What is social media. Available at: *https://www.coursesidekick.com/communications/329119.*

(Instagram, Messenger, Whatsapp), and people were spending 70% more time across all these apps, while group calls were up 1,000% during the last month alone[4].

Another study by UConn Today found that social media use increased in every demographic during the pandemic, with 89% of respondents saying their social media usage had increased or stayed the same from the first wave in 2020 [5].

More significantly, a study published in the International Journal of Environmental Research and Public Health found that people spent more time on social media during the COVID-19 lockdown, making social media mainstream channels that dominated information acquisition and social support [6].

With more than 4.7 billion people around the world using social media, it has become a powerful tool for communication, information sharing, and building relationships.

Outreach

The term "reach" in the context of social media refers to the extent to which a message or communication is disseminated and the potential audience it can engage. Whereas, In the context of crisis management, social media reach is the ability of a message or communication to connect with a large audience, allowing for the rapid dissemination of critical information, updates, and counteraction of misinformation during a crisis. This can be achieved through the use of various social media platforms to ensure that important information reaches as many people as possible, thereby aiding in effective crisis management.

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[4]Significant Increase in Social Media Usage Under Covid-19. Available at: https://www.insil.com.au/post/significant-increase-in-social-media-usage-under-covid-19-heres-what-that-means-for-businesses/.

[5] Anna Zarra Aldrich. "Finding Social Support through Social Media during COVID Lockdowns." *College of Agriculture, Health and Natural Resources*, June 24, 2022. Available at: *https://today.uconn.edu/2022/06/finding-social-support-through-social-media-during-covid-lockdowns/*.

[6] Cho H., Li P., Ngien A., Tan M.G., Chen A., Nekmat E.(2023). The bright and dark sides of social media use during COVID-19 lockdown: Contrasting social media effects through social liability vs. social support. Available at: *https://www.sciencedirect.com/science/article/pii/S0747563223001462.*

Types of Social Media Reach

Organic Reach

This refers to the number of people who see a post or message without any paid promotion or advertising. Organic reach is influenced by factors as the quality of the content, the timing of the post and the engagement level of the audience

Paid Reach

This refers to the number of people who see a post or message as a result of paid promotion or advertising. Paid reach is influenced by factors such as the budget allocated to the promotion, the targeting options selected, and the ad format used.

Viral Reach

This refers to the number of people who see a post or message as a result of it being shared by others. Viral reach is influenced by factors such as the quality of the content, the relevance to the audience, and the level of engagement.

Importance of Social Media Reach

Given its characteristics to potentially give "voice to all", immediate outreach and 24*7 engagement, Social Media offers a unique opportunity to governments to engage with their citizens in real time to make policy making citizen centric.

Wider Audience

Social media reach allows governments to connect with a larger audience, increasing the potential impact of their message during a crisis.

Speed

Social media reach enables governments to disseminate information quickly and efficiently, ensuring that critical updates are communicated in a timely manner.

Cost-Effective

Social media reach can be a cost-effective way to communicate with a large audience, especially when compared to traditional media channels

Targeting

Social media reach allows governments to target specific demographics or geographic regions, ensuring that their message is relevant to the intended audience.

Measurement

Social media reach can be measured and tracked, allowing organizations to evaluate the effectiveness of their communication strategy and make adjustments as needed.

Social media outreach strategies

Identifying and Engaging with the Target Audience

This involves conducting demographic research to understand the audience's characteristics and analyzing psychographics to comprehend their motivations and preferences.

Utilizing Social Media Analytics Tools:

By using analytics tools, governments can gain insights into the performance of their outreach efforts, measure effectiveness, and make data-driven decisions.

Consistency and Frequency of Outreach Efforts

Establishing a consistent posting schedule using a content calendar and engaging with the audience regularly by responding to comments and initiating conversations.

Monitoring and Analyzing Outreach Performance

Keeping track of key metrics like reach and engagement to measure effectiveness and utilizing analytics tools to gain deeper insights.

Content Sharing

Creating content that has the potential to reach a vast audience and generate engagement, thereby increasing the reach of the message.

Audience Engagement

Actively engaging with the audience through features such as comments, reactions, direct messages, and live videos to gather feedback and address concerns.

Crisis management

Crisis management involves dealing with crises in a manner that minimizes damage and enables the affected entities to recover quickly[7]. The crisis management process involves proactive measures, such as risk assessment, and is engaged before, during, and after a crisis.

Crisis management in the context of governments involves the actions taken to prevent, prepare for, and respond to significant events or situations that can negatively impact society, the economy, or the environment[8]. It encompasses various aspects, including risk assessment, planning, resource allocation, and coordination with relevant stakeholders to ensure the well-being of the affected population and minimize the negative consequences of the crisis. Effective crisis management by governments is essential for maintaining public trust, ensuring the well-being of citizens, and preserving the stability of the nation.

Managing by crisis

Managing by crisis, also known as crisis leadership, refers to the reactive approach of dealing with crises as they occur, often in a chaotic and ad-hoc manner. When an organization or individual manages by crisis, they are operating in a constant state of firefighting, with little time for planning or higher-order thinking.

Covid-19 Pandemic

The coronavirus disease 2019 (COVID-19) pandemic is a global outbreak of coronavirus – an infectious disease caused by the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2)[9] . The COVID-19 pandemic that began in 2020 has undoubtedly proven to be a crisis like no other. Due to its wide-ranging impacts, it warrants a distinct classification compared to other global calamities. Leaders have referred to it as representing an "entirely new order of crisis" and "unlike any seen before" due to the unique challenges presented. At the core of its

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[7] CFI Team, Crisis management involves dealing with crises in a manner that minimizes damage and enables the affected entities to recover quickly. Available at: https://corporatefinanceinstitute.com/resources/management/crisis-management/.

[8] Christos Lemonakis and Antonios Zairis, (2020). Crisis Management and the Public Sector: Key Trends and Perspectives. Available at: https://www.intechopen.com/chapters/70824.

[9] WHO, (2020). *https://www.who.int/europe/emergencies/situations/covid-19*.

distinctiveness is the pandemic's ability to merge what are normally considered separate realms of crisis - involving health, economic, political, social and moral dimensions all at once. In a very short time frame, the pandemic has decimated the global economy and tragically taken an immense human toll of over six and a half million lives lost as of this writing.

Research Problem

In an increasingly interconnected world, The COVID-19 pandemic has posed an unprecedented challenge to governments and healthcare systems across the globe. Governments worldwide have been put to the test in managing this unforeseen crisis, with some countries achieving notable success through innovative approaches, while others have fallen short. A significant aspect in determining this success or failure lies in the utilization of modern communication tools, particularly social media. Countries such as South Korea and New Zealand have effectively leveraged social media platforms to disseminate real-time information, engage with the public, and enforce preventive measures, ultimately resulting in a more controlled spread of the virus.

On the contrary, the Egyptian government's response to the pandemic has been marked by a series of challenges and shortcomings, reflecting complexities that extend beyond traditional crisis management paradigms, including but not limited to, inadequate healthcare resources, delayed policy implementation, lack of coordination among various agencies, and public non-compliance with guidelines. Thus, the focus of this research paper is to explore and analyze the particular aspect of social media outreach within the broader context of managing the covid-19 pandemic. It seeks to understand how an underutilized and sometimes mismanaged social media outreach contributed to the overall challenges faced by the Egyptian government regarding managing the covid-19 pandemic. Therefore, the research problem can be stated as follows:

"The ineffective use of social media outreach by the Egyptian government contributes to the suboptimal management of the COVID-19 crisis".

Survey of Literature

- Garcia,(2020)

The study "Social Media as a Communication Tool for Health Organizations During the COVID-19 Pandemic, explores the use of social media by health organizations during the COVID-19 pandemic.

It found that social media platforms, such as Instagram and YouTube, were effective in reaching diverse audiences, promoting public health messages, and countering misinformation. The study emphasized the need for health organizations to develop targeted and engaging social media content. The study provides insights into the use of social media outreach during the COVID-19 pandemic and its impact on public health communication, knowledge dissemination, and misinformation[10].

The researcher pointed out that this study has some constraints that should be taken into account. The current research did not delve into the specific metrics or indicators used to measure the impact of social media outreach, which are crucial for assessing the effectiveness of communication strategies and understanding how messages are reaching the intended audience. Besides that, while the study emphasized the need for health organizations to develop targeted and engaging social media content, it did not extensively discuss the evaluation of content strategies. Analyzing the effectiveness of different content formats, messaging techniques, visuals, or storytelling approaches could help identify best practices for maximizing engagement and information dissemination. Also, the study did not extensively address the resource allocation and capacity building needed for effective social media outreach.

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[10] Cuello-Garcia et al., 2020). Social media can have an impact on how we manage and investigate the COVID-19 pandemic. Journal of Clinical Epidemiology, 127(1), 198–201. doi: 10.1016/j.jclinepi.2020.06.028. PMID: 32603686. PMCID: PMC7320665. Available at: *https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7320665/*.

- <u>Raamkumar et al, (2020):</u>

The study "Measuring the Outreach Efforts of Public Health Authorities and the Public Response on Facebook During the COVID-19 Pandemic in Early 2020: Cross-Country Comparison" aimed to examine the COVID-19-related outreach efforts of public health authorities (PHAs) in Singapore, the United States, and England, and the corresponding public response to these outreach efforts on Facebook. The study extracted posts and comments from the Facebook pages of the Ministry of Health (MOH) in Singapore, the Centers for Disease Control and Prevention (CDC) in the United States, and Public Health England (PHE) from January 1, 2019, to March 18, 2020. Posts published before January 1, 2020, were categorized as pre-COVID-19, while the remaining posts were categorized as peri-COVID-19 posts. COVID-19-related posts were identified and classified into themes.

The study found that the Ministry of Health (MOH) in Singapore intensified its outreach efforts on Facebook more than the Centers for Disease Control and Prevention (CDC) in the United States and Public Health England (PHE). This suggests variations in the strategies employed by public health authorities in different countries when using social media for disseminating COVID-19-related information. Thus the study showed that social media analysis was capable of providing insights about the communication strategies of PHAs during disease outbreaks[11].

However, the study has some gaps that should be examined. Firstly, the study focused on the analysis of specific public health authorities' social media pages in Singapore, the United States, and England, which may not be representative of social media outreach efforts in other countries or regions. A more comprehensive analysis that includes a broader range of countries would be necessary to capture a global perspective on social media outreach during the pandemic. Secondly, the study solely analyzed the most popular social media platform, namely, Twitter, and did not consider other popular platforms such as Instagram or YouTube. Different platforms have unique user demographics and communication styles, which may impact the effectiveness and strategies of social media outreach. Examining a wider range of

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[11] Raamkumar et al., 2020. Measuring the Outreach Efforts of Public Health Authorities and the Public Response on Facebook During the COVID-19 Pandemic in Early 2020: Cross-Country Comparison. Journal of Medical Internet Research, 22(5), e19334. doi: 10.2196/19334. PMID: 32401219. PMCID: 7238862. Available at: *https://www.jmir.org/2020/5/e19334/.*

platforms would provide a more comprehensive understanding of public health authorities' communication strategies during the pandemic. Lastly, the study focused on social media outreach efforts during the early stages of the COVID-19 pandemic, but the long-term impact and effectiveness of these efforts in terms of behavior change, public compliance with health guidelines, and vaccine uptake were not explored. Assessing the sustained impact of social media outreach would provide a more comprehensive understanding of its role in public health communication during a pandemic

- Albalawi et al, (2021):

The study "Public health agencies outreach through Instagram during the COVID-19 pandemic: Crisis and Emergency Risk Communication perspective" examines the use of Instagram as a platform for public health agencies to communicate during the COVID-19 pandemic. The study discusses the challenges associated with conducting social media research and the importance of understanding the impact of social media outreach on public health communication. The study found that Instagram was used by public health agencies to disseminate COVID-19 information and promote public health initiatives. The study also found that Instagram was used to address misinformation and rumors related to COVID-19. The study highlights the importance of social media outreach in public health communication during the COVID-19 pandemic and the need for further research to understand the impact of social media outreach on public health communication. The study provides insights into the use of Instagram as a platform for public health communication during the COVID-19 pandemic and the challenges associated with conducting social media research[12].

The researcher shed light to the following drawbacks. Firstly, the study focused exclusively on Instagram, while different social media platforms may have unique features, user demographics, and communication dynamics. The findings of the study may not necessarily apply to other platforms, such as Twitter, Facebook, or TikTok, which are also widely used for public health communication. Secondly, the study did not elaborate on the effectiveness

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[12] Malik, A., Khan, M. L., & Quan-Haase, A. (2021). Public health agencies outreach through Instagram during the COVID-19 pandemic: Crisis and Emergency Risk Communication perspective. *International Journal of Disaster Risk Reduction*, 61(1), 102346. [DOI: 10.1016/j.ijdrr.2021.102346. Available at: *https://www.sciencedirect.com/science/article/pii/S2212420921003125*.

of public health agencies' Instagram outreach in terms of audience engagement and information efficacy. It would be valuable to understand how users interacted with the information shared by public health agencies, whether they found it helpful, and whether it influenced their knowledge, attitudes, and behaviors related to COVID-19. Thirdly, the study briefly mentioned that Instagram was used to address misinformation and rumors related to COVID-19. However, it did not delve into the effectiveness of these efforts. Further research could explore how public health agencies identified and countered misinformation on Instagram, and whether these interventions effectively reduced the spread of false information. Fourthly, while the study mentioned the promotion of public health initiatives through Instagram, it did not explicitly address whether these initiatives were successful in driving behavior change. Understanding whether the Instagram outreach led to meaningful changes in public health practices, such as mask-wearing, social distancing, or vaccination uptake, would provide valuable insights. Lastly, the study did not extensively address potential disparities in access to and engagement with Instagram content. It would be important to examine whether public health messages on Instagram reached diverse populations, including those with limited internet access, language barriers, or lower digital literacy.

- <u>Karhu, (2021).</u>

A research named People's Perspectives on Social Media Use during COVID-19 Pandemic aims to investigate the role of social media in spreading opinions on various topics, including distant learning, healthcare, and others, during the COVID-19 pandemic. It analyzes Twitter data to identify the most common topics related to COVID-19 and the opinions expressed by users. The study also examines the impact of social media on people's behavioral patterns during the pandemic.

The study found that social media has become a powerful platform to spread information and affect people's behavioral patterns during the COVID-19 pandemic. The study also found that social media has been used to share information about the origin of the virus, its sources, its impact on people, countries, and the economy, and ways of mitigating the risk of infection.

The study highlights the importance of understanding the role of social media in public health communication during the COVID-19 pandemic[13].

The researcher acknowledges that the study has the following limitations: Firstly, the study focused on Twitter data, which may not represent the perspectives and opinions of the broader population. Twitter users tend to be more active, vocal, and potentially have different demographic characteristics compared to the general population. Therefore, the findings of the study may not be generalizable to all social media users or the wider public. Secondly, the study mentioned analyzing opinions expressed on various topics during the COVID-19 pandemic, but it did not delve into the potential polarization of opinions or the formation of echo chambers on social media platforms. Examining the extent to which social media fosters echo chambers or contributes to the polarization of opinions would provide valuable insights into the dynamics of online discourse during the pandemic. Thirdly, the study mentioned examining the impact of social media on people's behavioral patterns during the pandemic, but it did not specify the nature of this influence or provide concrete examples.

- Tjaden et al, (2022):

The study examined how public health agencies can utilize online platforms to improve vaccine information and access for migrant communities in Germany.

The researchers presented experimental evidence on social media to enhance COVID-19 vaccine outreach among migrant groups. Specifically, the study focused on a targeted campaign on Facebook in Germany to distribute vaccine information. The study defined Reach by the number of unique Facebook users who have been exposed to a respective advertisement at least once on their feed. Two randomized online experiments were conducted to evaluate the impact of different advertisement languages and messengers. The campaign comprised a total of 36 separate advertisements, across all of Germany and ran for 29 days.

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[13] Karhu et al., (2021). People's Perspectives on Social Media Use during COVID-19 Pandemic. International Conference on Mobile and Ubiquitous Multimedia (MUM), 2021. doi: 10.1145/3490632.349066. Available at: *https://www.researchgate.net/publication/356899547_People's_Perspectives_on_Social_Media_Use_during_COVID-19_Pandemic/citations*.

Results showed that, the combined reach of all advertisements was 888,994 unique Facebook users, averaging approximately 30,654 users per day. On average, users viewed the targeted advertisements twice. The campaign demonstrated greater success in reaching male users aged 25 to 55 compared to female users and users outside the age range of under 25 and over 55.

Furthermore, findings showed that, As a result of both language and trust barriers, migrants were more likely to rely on information from social media and general information shared within their ethnic networks, available in their native language and provided by trusted sources, compared to mainstream media in the host country language[14].

The results suggest that social media campaigns could be an effective, low-cost approach to reach migrants—a group with often lower vaccination rates and higher access barriers—and provide them with information about how to access vaccines.

Whereas, the study has some limitations that need to be considered. Firstly, the study focused only on Facebook as the online platform for vaccine information distribution, which may not be representative of all migrant groups in Germany or applicable to other platforms. Secondly, while the study acknowledged that migrants often face access barriers to vaccines, it did not delve into the specific challenges faced by different migrant groups, such as limited internet access, digital literacy, and availability of devices. Identifying and addressing these barriers would provide a more comprehensive understanding of the challenges and potential solutions for vaccine outreach. Lastly, the study did not assess the long-term effects of social media campaigns on vaccine uptake and behavior change among migrant communities. Evaluating sustained engagement and behavioral outcomes would provide a more comprehensive understanding of the effectiveness of social media outreach

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[14] Tjaden, J., Haarmann, E., & Savaskan, N. (2022). Experimental evidence on improving COVID-19 vaccine outreach among migrant communities on social media. Scientific Reports, 12(1), 16256. Available at:
_https://www.researchgate.net/publication/363920610_Experimental_evidence_on_improving_COVID-19_vaccine_outreach_among_migrant_communities_on_social_media/citations_.

- <u>Khan, (2023).</u>

The study "Social Media for Rapid Knowledge Dissemination: Early Experience from the COVID-19 Pandemic aims to detail steps programs can take to develop a social media strategy to disseminate COVID-19 messages and combat misinformation. The study examines the use of social media during the COVID-19 pandemic and provides insights into the advantages and disadvantages of using social media for public health communication. The study also discusses the importance of developing a social media strategy to disseminate COVID-19 messages and combat misinformation.

The study found that social media can be a powerful tool for disseminating information about COVID-19 during the pandemic. The study highlights the importance of using social media to collect and address rumors or popular beliefs among target audiences, share evidence-based and timely health information, receive instant feedback on materials, conduct remote trainings, promote awareness of a project, its mission and events, and more. The study emphasizes the importance of public health programs having a proactive presence in these information-sharing spaces to provide accurate and timely information to the public. The study provides insights into the use of social media during the COVID-19 pandemic and its impact on public health communication, knowledge dissemination, and misinformation[15].

The researcher believes that this study did not delve into the evaluation of engagement metrics or the reach of social media messages, which are crucial for assessing the effectiveness of communication strategies and understanding how messages are reaching the intended audience. Moreover, the study focused on the early experiences of social media use during the COVID-19 pandemic, but it did not extensively address the long-term sustainability of social media outreach strategies. Exploring the challenges and opportunities of maintaining an active and engaging social media presence beyond the pandemic could contribute valuable insights for public health programs. In addition to this, while the study highlighted the potential benefits of using social media for public health communication, it did not explicitly address the evaluation of behavior change outcomes.

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[15] Khan et al., (2023). Social Media for Rapid Knowledge Dissemination: Early Experience from the COVID-19 Pandemic. Available at: *https://www.researchgate.net/publication/367531496_Social_Media_for_Rapid_Knowledge_Dissemination_Early_Experience_from_the_COVID-19_Pandemic/citations*.

- N Azudi, (2023).

This study examines the use of Twitter as a communication tool by the government of Saudi Arabia in managing the COVID-19 pandemic. This study focuses on the government of Saudi Arabia's use of Twitter as a communication tool during the COVID-19 pandemic. The research employs content analysis and the user and gratifications theory to examine the content shared by the Saudi Ministry of Health (MOH) on Twitter. The study spans one month, from March 1 to March 31, 2020, when COVID-19 first reached Saudi Arabia. The results reveal that the Saudi government utilized Twitter not only to disseminate information but also to emphasize its importance and raise public awareness. The MOH tweeted between six and nine times per day, disseminating information about COVID-19 besides demonstrating the effectiveness of social media in managing crises. Social media has become the fastest and most popular means of communication in recent decades, and this study aligns with the global effort to manage the COVID-19 pandemic. Researchers worldwide are working to identify effective communication methods, and this study contributes to that effort by examining the use of social media in crisis communication. This study has helped reduce the knowledge gap in crisis communication approaches during crises such as the COVID-19 pandemic[16].

However, the study only collected data for one month, which may not be representative of the entire pandemic period. Secondly, the existing analysis falls short with regard to retweeting, which allows users to actively spread tweets and share them with their followers. To advance the scientific understanding of crisis communication, future research should examine the specific purposes and effects of the various functions of the Twitter platform. In this way, researchers can discover how these functions contribute to effective crisis communication strategies. Thirdly, the study employed content analysis along with the application of the user and gratifications theory, which may not be sufficient to fully understand the effectiveness of the Saudi government's communication strategy on Twitter. Finally, the study did not

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[16] Azudi, N. (2023). Social media approach to crisis communication during the COVID-19 pandemic A case study of Saudi Arabia. Open Access Repository. Retrieved from *https://oarep.usim.edu.my/jspui/handle/123456789/21227*

compare the Saudi government's use of Twitter with other social media platforms or with other countries' government communication strategies during the pandemic.

Research Variables and Hypothesis

Research Variables

The paper attempts to describe and analyze the relationship between social media outreach and the COVID-19 crisis management, providing a comprehensive image of the current scenario in Egypt. "To explore and analyze the specific shortcomings in the Egyptian government's application of social media outreach for crisis management during the Covid-19 pandemic.". The core components of this descriptive study are the independent variable, embodied in the identified social media outreach, and on the other hand, the dependent variable under examination manifested in the management of the COVID-19 crisis.
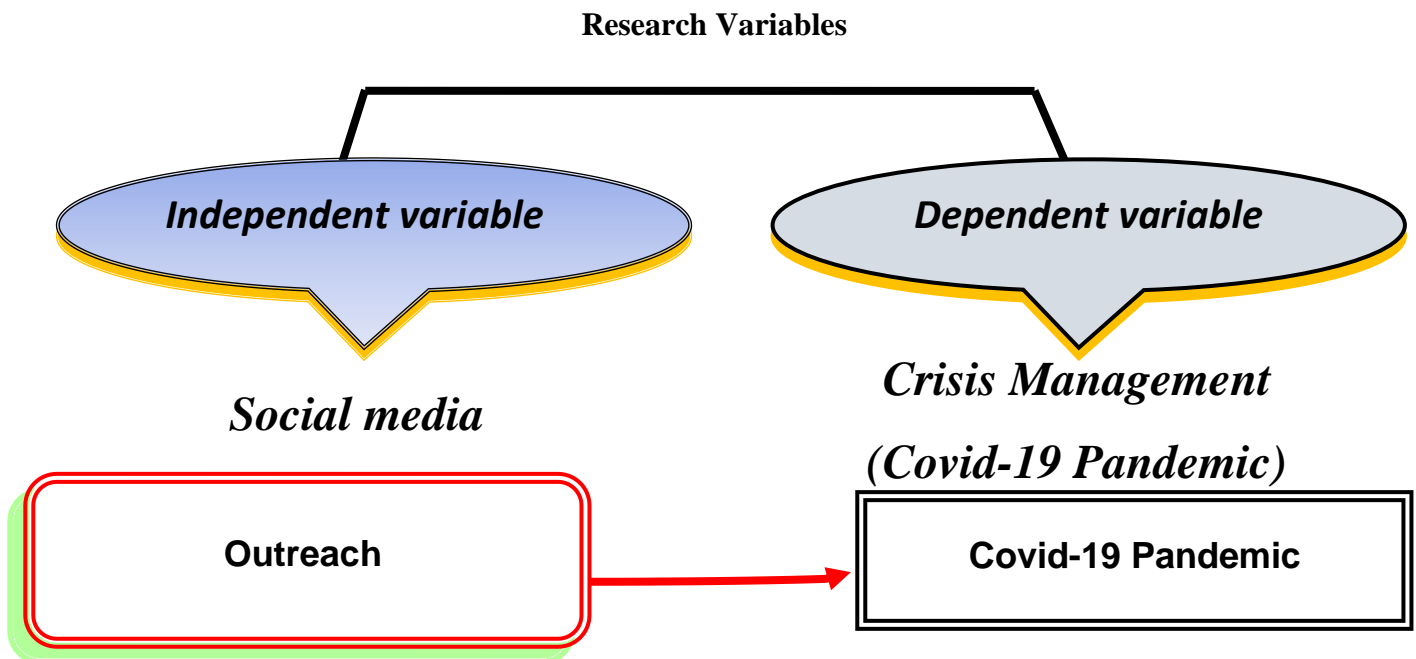
Research Variables

Figure (1) proposed research model

Source: prepared by the researcher

Figure (1) illustrates the relationship between the independent and dependent variables. It shows how changes in social media Outreach (the independent variable) are associated with changes in the management of the COVID-19 crisis (the dependent variable).

Research Hypothesis

When formulating the research hypothesis, the researcher relied on several different sources, most notably previous studies and literature directly and indirectly related to the problem of the current study, and interviews and observations. Based on the study problem and the questions related to it, the study hypothesis is formulated in the form of null hypothesis, which will be tested to achieve the results. The study hypothesis is formulated as follows.

H_o = "There is a correlation between the ineffective use of social media (outreach) by the Egyptian government and the poor management of the Covid-19 crisis''.

The population and sample size of the study

The study focuses on both the Egyptian government officials responsible for managing public communication on social media during the COVID-19 pandemic and Egyptian citizens who actively use social media. These individuals are required to have at least a bachelor's degree, master's degree, doctorate degree, or equivalent education level, and they should possess substantial knowledge related to the research topic. To gather the essential data for the research, a total of 400 survey forms were distributed among the members of the target population.

The researcher used the following equation to estimate the sample size:

n=[N*p(1-p) /[(N-1) *[d2/z2] +(P(1-P))] where:

- **d**: The permissible error rate in the estimate is 0.05.
- **Z**: standard score corresponding to the confidence level = 95% (1.96).
- **P**: Ratio of availability of the property and neutrality, equal to 0.5.

Validating the Hypothesis Testing of the Study

This study utilizes a carefully structured questionnaire as its main instrument, for gathering first-hand data from officials in the Egyptian government who handled public communication via social media throughout the COVID-19 pandemic, and Egyptian citizens who are active social media users. The questionnaire comprises two main parts: one detailing demographic

characteristics, and the other consisting of a series of questions organized into two distinct sections, each targeting a different set of responses regarding the Impact of social media outreach during the COVID-19 crisis within the Egyptian context, outlined as follows:

Demographic variables

This part includes five questions focused on the respondent's demographic characteristics:

1. Gender: (Male, Female).
2. Age: (18 – 34 years old, 35 – 54 years old, 45 – 64 years old, 65 years old and above).
3. Current Employment Status: (Medical doctors, Nurses, Healthcare workers, Other).
4. Level of Education: (Bachelor's degree, Master's degree, Doctorate degree, Other).
5. Years of Experience:(Less than 5 years, 6 - 15 years, 6 - 25 years, 26 years and above).

Gender

The distribution of the study sample based on gender is visually represented as follows:
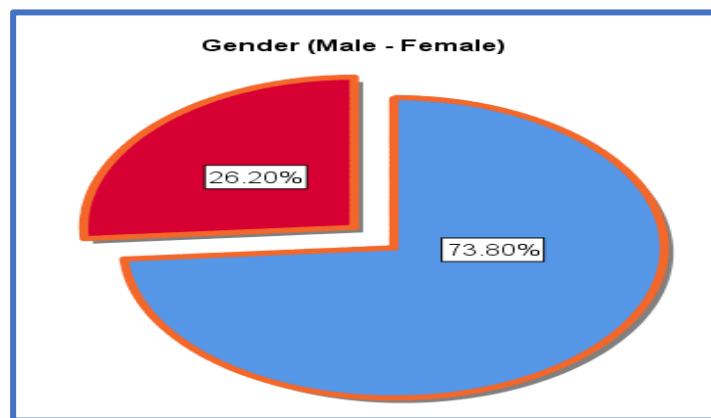

Figure No. (2)

Illustration of the "Gender" variable.

Figure (2) strongly indicates that most of the sample consists of males with 73, 80% while the females' sample was about 26, 20% only.

Age years

The distribution of the study sample based on age years is visually represented as follows:
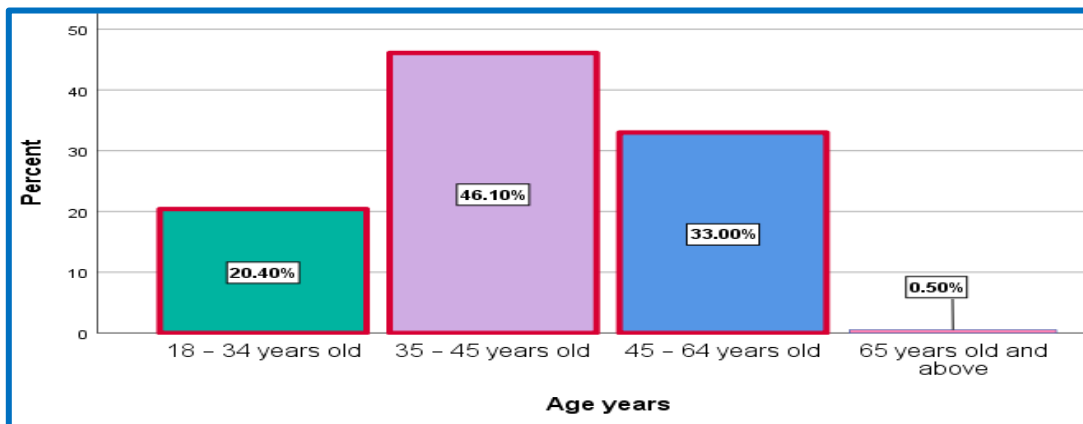
Figure No. (3)

Illustration of the "Age Years" variable

Figure (3) strongly indicates that the largest portion of the study sample falls within the age group of "35-54 years", comprising 46.1% of the total observations. The next most significant age group is 55-64 years, accounting for 33.0% of the sample, followed by the 18-34 years age group with a 20.4% share. The age group of 65 years and above represents only 0.5% of the total observations. This data underscores that most of the sample is in the "35-54 years" group.

Current employment status

The distribution of the study sample based on Current Employment Status is visually represented as follows:
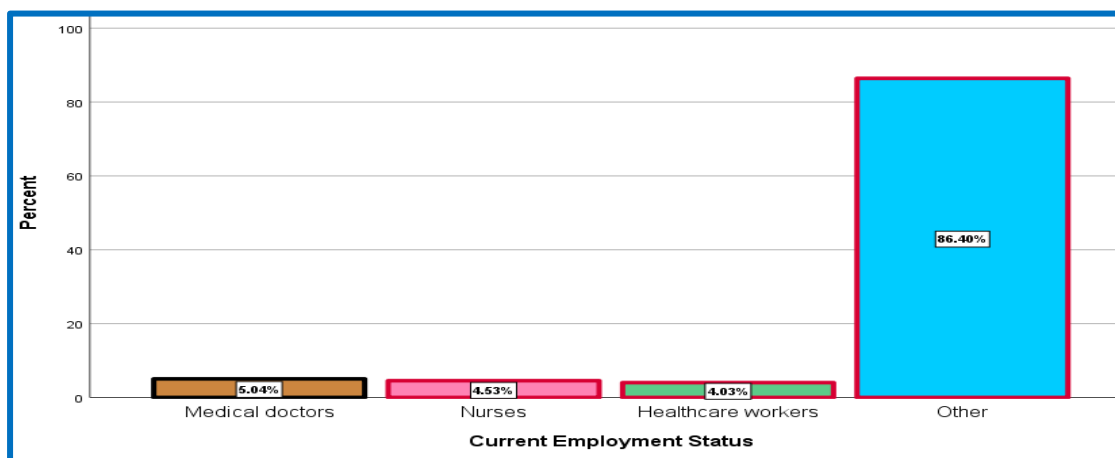

Figure No. (4)

Illustration of the "Current Employment Status" variable

Figure (4) shows that the largest portion of the study sample falls within the group "Other", comprising 86.4% of the total observations. The next most significant group is "Medical doctors", accounting for 5.0% of the sample, followed by the Nurses group with a 4.5 % share, and the group of "Healthcare workers" and above represents only 4.0 % of the total observations. This data underscores that most of the sample is in the "Other" group.

Level of education

The distribution of the study sample based on the "Level of Education" is visually represented as follows:

Figure No. (5)

Illustration of the "Level of Education" variable

Figure (5) illustrates that the largest portion of the study sample falls within the group "Other", comprising 62.0% of the total observations. The next most significant group is "Bachelor's degree", accounting for 20.2% of the sample, followed by the "Master's degree "group with an 11.1% share, and the group "Doctorate degree" and above represents only 6.8 % of the total observations. This data underscores that most of the sample is in the "Other" group.

Years of Experience

The distribution of the study sample based on the "Years of Experience" is visually represented as follows:
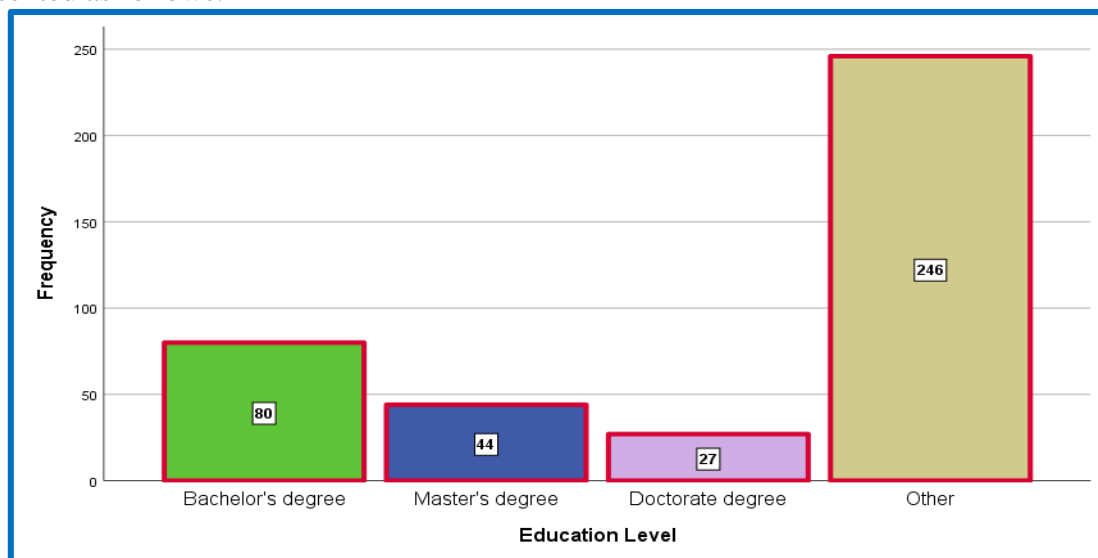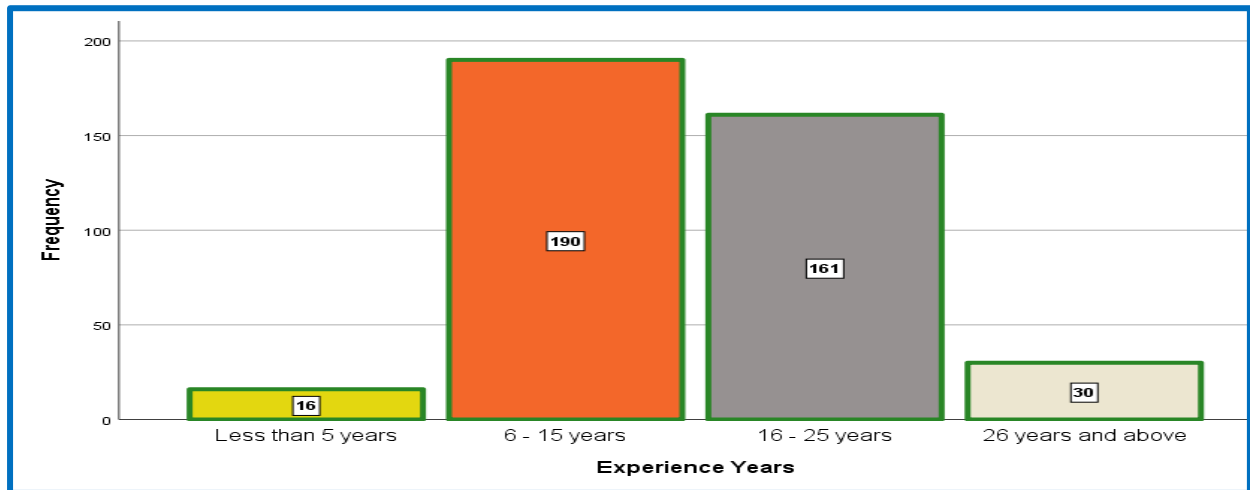

Figure No. (6)

Illustration of the "Level of Education" variable

Figure (6) shows that the largest portion of the study sample falls within the group "6 - 15 years" comprising 47.9% of the total observations. The next most significant group is "6 - 25 years", accounting for 40.6 % of the sample, followed by the "26 years and above "group with a 7.6 % share, and the group "Less than 5 years" and above represents only 4.0 % of the total observations. This data underscores that most of the sample is in the "6 - 15 years" group.

Questionnaire construction

This part is further divided into two distinct sections, each designed to address specific aspects of the research topic. The questionnaire is structured with statements that would facilitate the collection and analysis of responses, ultimately serving the study's objectives and hypothesis testing.

First section

This section is tailored to explore the independent variable of this study, which is social media outreach, and how the Egyptian government used it in managing the covid-19 crisis. The questionnaire consists of 15 statements. Each statement is to be evaluated using a five-

point Likert scale, which spans from 1- Strongly Disagree to 5- Strongly Agree, including intermediary options like 2- Disagree, 3- Agree to some extent, and 4- Agree. The allocation of statements across the dimension of outreach, is specifically designed to offer an in-depth evaluation of the role and impact of each aspect during the crisis. Additionally, the questionnaire provides an opportunity for respondents to offer insights or recommendations that could aid in the improvement of crisis management strategies through social media outreach in government settings.

Second section

This section aims to evaluate how effectively the Egyptian government utilized social media outreach for managing the COVID-19 crisis from the perspective of respondents. It consists of 15 statements, each assessed using a five-point Likert scale ranging from 1- Strongly Disagree to 5- Strongly Agree, with intermediate options such as 2- Disagree, 3- Agree to some extent, and 4- Agree. The focus of this section is on the dependent variable of crisis management, specifically in the context of the Covid-19 crisis. Additionally, respondents are encouraged to provide their recommendations on enhancing the effectiveness of the Egyptian Government's use of social media outreach in handling future health crises.

Transcribing the data contained in the questionnaire lists

After collecting and reviewing the survey forms, the researcher coded the questionnaire statements within each dimension of the study and gave weight according to the five-point Likert scale, as follows:

Table No. (1): Five-point graduated Likert scale.

Degree of agreement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Weighting score	1	2	3	4	5

Source: Prepared by the researcher. For more details, see:

Tanujaya, B., Prahmana, R. C. I., & Mumu, J. (2022). Likert scale in social sciences research: Problems and difficulties. FWU Journal of Social Sciences, 16(4), 89-101.

Also the availability levels are evaluated based on the criteria outlined in the following table:

Table (2): The five-point Likert scale weights

Degree of agreement	Degree of availability	Range
Strongly Disagree	Very High	4.2 to 5
Disagree	High	3.4 to less than 4.2
Neutral	Medium	2.6 to less than 3.4
Agree	Low	1.8 to less than 2.6
Agree Strongly	Very low	1 to less than 1.8

Analysis of the relative importance of the variables and dimensions of the study

The researcher conducted the Friedman test on the phrases within each dimension to assess the relative importance of each phrase.

Relative importance of Outreach dimension phrases, and the findings are outlined below:

Table (3): Relative importance of Outreach dimension phrases

Phrases	Mean Rank	Rank	χ^2 value	Significance
1. We effectively utilize multiple social media platforms (Facebook, Twitter, Instagram, etc.) to communicate about Covid-19.	6.33	1		
2. We regularly track and analyze the reach and engagement of our Covid-19 posts.	7.36	2		
3. We ensure our COVID-19 social media messages are accessible to non-native speakers and tailored to reach specific demographics with relevant information.	9.00	15		
4. We optimize our COVID-19 content for each specific social media platform (hashtags and the use of visual content) to enhance our COVID-19 communication.	7.87	5	145.030	0.000
5. We actively collaborate with influencers and other organizations on social media to broaden the reach of our COVID-19 information.	7.66	3		
6. Social media Outreach by the Egyptian government created widespread awareness	8.23	11		

Phrases	Mean Rank	Rank	χ^2 value	Significance
about COVID-19.				
7. The vast outreach of social media platforms contributed to a harmonized response to COVID-19 across different healthcare institutions.	8.07	8		
8. The outreach of the Egyptian government on social media platforms ensured the timely dissemination of changes in guidelines and protocols.	8.33	12		
9. The Egyptian government capitalized on the extensive reach of social media to promote preventive behaviors among the public.	8.15	10		
10. Social media's broad outreach helped in mobilizing community-based initiatives and volunteer efforts during the crisis.	8.08	9		
11. The wide coverage of the government's messages on social media platforms enhanced inter-departmental coordination in our facility.	8.33	13		
12. Social media's broad coverage led to increased accountability of the government in managing the Covid-19 crisis.	7.79	4		
13. Social media outreach enabled healthcare facilities to share best practices and lessons learned during the pandemic.	7.96	6		
14. The extensive outreach of official social media accounts empowered the public to participate in public health discussions.	7.96	7		
15. Our hospital's active engagement in social media outreach positively impacted our reputation as a trusted healthcare provider during the pandemic	8.86	14		

From the provided table:

The Chi-squared test's significance level is less than 0.05, indicating a significant difference in the perceived importance of each statement within this dimension among the respondents. Phrase number (3) holds the top rank in terms of relative importance, with a recorded mean rank of (**9.00**), while phrase number (1) occupies the lowest rank with a mean rank of (**6.33**).

Relative importance of Crisis Management dimension phrases, and the findings are outlined below:

Table (4): Relative importance of Crisis Management dimension phrases

Phrases	Mean Rank	Rank	χ^2 value	Significance
1. The Egyptian government's use of social media helps in the early detection of COVID-19 outbreaks, tracks cases, and identifies potential hotspots in the country.	**6.76**	**1**		
2. The Egyptian government's use of social media successfully facilitated clear and prompt communication to manage the immediate effects of the COVID-19 crisis.	7.89	5		
3. The government's use of social media during the crisis demonstrated competence in crisis preparedness and response, addressing public concerns and maintaining transparency.	8.65	14		
4. The government's social media posts consistently communicated updates on the progress of COVID-19 containment efforts and their effects on the community.	7.70	3		
5. I changed my behavior in response to COVID-19 information on preventive measures shared by the government on social media. (e.g., mask-wearing, social distancing, hand washing)	8.09	8	123.386	**0.000**
6. The government's social media presence was valuable for interactive communication, facilitating two-way engagement, and enabling the public to seek clarifications, and receive prompt responses, indicating an effective crisis management approach	8.36	13		
7. The government's social media initiatives were instrumental in mobilizing resources and coordinating efforts across various sectors, showcasing an effective crisis management approach in mitigating the impact of the COVID-19 pandemic.	8.22	10		
8. I believe the Egyptian government's social media efforts played a significant role in encouraging citizens to actively engage in COVID-19 crisis readiness exercises and drills.	6.84	2		

Phrases	Mean Rank	Rank	χ^2 value	Significance
9. The government's social media communications consistently provided timely updates regarding the availability and status of emergency services, ensuring the public remained informed about their ability to respond to incidents related to COVID-19.	7.87	4		
10. The government's social media efforts during the crisis, conveyed a sense of urgency and seriousness in managing the evolving situation, thereby fostering trust and confidence among the public.	**8.79**	**15**		
11. The Egyptian government's social media presence effectively showcased their efforts to collaborate with healthcare professionals and business leaders, during the pandemic.	8.16	9		
12. The government's social media strategies during the crisis, address misinformation promptly, and provide evidence-based information, thereby demonstrating a commitment to crisis communication that prioritized accuracy and reliability.	8.30	11		
13. Through their active presence on social media, the Egyptian government effectively conveyed a strong dedication to long-term recovery and rehabilitation endeavors following the impacts of the COVID-19 pandemic.	8.00	6		
14. The government's consistent social media communication provided reassurance to the public by expressing their unwavering commitment to applying the lessons learned from the COVID-19 crisis to enhance future crisis management strategies.	8.06	7		
15. The government's social media initiatives foster a sense of resilience and hope during the crisis, effectively communicating messages of unity, solidarity, and determination in overcoming the challenges posed by the COVID-19 pandemic.	8.32	12		

From the provided table: It is apparent that the Chi-squared test's significance level is less than 0.05, indicating a significant difference in the perceived importance of each statement within this dimension among the respondents. Phrase (10) holds the top rank in terms of

relative importance, with a recorded mean rank of (8.79), while phrase number (1) occupies the lowest rank with a mean rank of (6.76).

Descriptive Statistics for the variables of the study

Descriptive Statistics for the independent variable Usage of Social Media Outreach

Table (5): Arithmetic means, standard deviations, and coefficient of variation for the

phrases:

social media Outreach

Phrases	Arithmetic Mean	Stander Deviation	Variation Coefficient	Rank	Degree of availability
1. We effectively utilize multiple social media platforms (Facebook, Twitter, Instagram, etc.) to communicate about Covid-19.	3.88	.790	20.36	1	High
2. We regularly track and analyze the reach and engagement of our Covid-19 posts.	4.07	.534	13.12	2	High
3. Our COVID-19 social media messages are accessible to non-native speakers and tailored to reach specific demographics with relevant information.	4.36	.684	15.69	15	Very High
4. We optimize our COVID-19 content for each specific social media platform (hashtags and visual content) to enhance our COVID-19 communication.	4.14	.672	16.23	5	High
5. We actively collaborate with influencers and other organizations on social media to broaden the reach of our COVID-19 information.	4.10	.763	18.61	3	High

Phrases	Arithmetic Mean	Stander Deviation	Variation Coefficient	Rank	Degree of availability
6. The social media outreach by the Egyptian government was pivotal in creating widespread awareness about COVID-19.	4.21	.668	15.87	10	Very High
7. The vast outreach of social media platforms contributed to a harmonized response to COVID-19 across different healthcare institutions.	4.24	1.615	38.09	12	Very High
8. The outreach of the Egyptian government on social media platforms ensured the timely dissemination of changes in guidelines and protocols.	4.24	.631	14.88	13	Very High
9. The Egyptian government capitalized on the extensive reach of social media to promote preventive behaviors among the public.	4.18	.718	17.18	8	High
10. Social media's broad outreach helped in mobilizing community-based initiatives and volunteer efforts during the crisis.	4.18	.682	16.32	8	High
11. The wide coverage of the government's messages on social media platforms enhanced inter-departmental coordination in our facility.	4.21	.732	17.39	11	Very High

Phrases	Arithmetic Mean	Stander Deviation	Variation Coefficient	Rank	Degree of availability
12. Social media's broad coverage led to increased accountability of the government in managing the Covid-19 crisis.	4.13	.690	16.71	4	High
13. Social media outreach enabled healthcare facilities to share best practices and lessons learned during the pandemic.	4.16	.707	17.00	7	High
14. The extensive outreach of official social media accounts empowered the public to participate in public health discussions.	4.15	.681	16.41	6	High
15. Our hospital's active engagement in social media outreach positively impacted our reputation as a trusted healthcare provider during the pandemic	4.31	.666	15.45	14	Very High
The total score for a dimension	4.17	0.269	6.45		*High*

Source: Prepared by the researcher based on the results of SPSS statistical analysis.

Based on the information provided in Table (5), it is evident that the responses to the phrases within the dimension tend to favor agree and strongly agree, based on the weights assigned in the five-point Likert scale. Additionally, the coefficients of variation for the dimension's phrases indicates a low level of dispersion and providing insights into the stability of the arithmetic mean values.

Descriptive Statistics for The dependent Variable: Crisis Management

Table (6): Arithmetic means, standard deviations, and coefficient of variation for the

Crisis Management phrases

Phrases	Arithmetic Mean	Stander Deviation	Variation Coefficient	Rank	Degree of availability
1. The Egyptian government's use of social media helps in the early detection of COVID-19 outbreaks, tracks cases, and identifies potential hotspots in the country.	3.97	0.824	20.76	1	High
2. The Egyptian government's use of social media successfully facilitated clear and prompt communication to manage the immediate effects of the COVID-19 crisis.	4.17	0.604	14.48	5	High
3. The government's use of social media during the crisis demonstrated competence in crisis preparedness and response, addressing public concerns and maintaining transparency.	4.31	0.674	15.64	14	Very High
4. The government's social media posts consistently communicated updates on the progress of COVID-19 containment efforts and their effects on the community.	4.11	0.702	17.08	3	High
5. I changed my behavior in response to COVID-19 information on preventive measures shared by the government on social media. (e.g., mask-wearing, social distancing, hand washing)	4.19	0.717	17.11	7	High

Phrases	Arithmetic Mean	Stander Deviation	Variation Coefficient	Rank	Degree of availability
6. The government's social media presence was valuable for interactive communication, facilitating two-way engagement, and enabling the public to seek clarifications, and receive prompt responses, indicating an effective crisis management approach	4.24	0.67	15.80	2	
7. The government's social media initiatives were instrumental in mobilizing resources and coordinating efforts across various sectors, showcasing an effective crisis management approach in mitigating the impact of the COVID-19 pandemic.	4.20	0.729	17.36	10	Very High
8. I believe the Egyptian government's social media efforts played a significant role in encouraging citizens to actively engage in COVID-19 crisis readiness exercises and drills.	3.99	0.799	20.03	2	High
9. The government's social media communications consistently provided timely updates regarding the availability and status of emergency services, ensuring the public remained informed about their ability to respond to incidents related to COVID-19.	4.16	0.565	13.58	4	High

Phrases	Arithmetic Mean	Stander Deviation	Variation Coefficient	Rank	Degree of availability
10. The government's social media efforts during the crisis, conveyed a sense of urgency and seriousness in managing the evolving situation, thereby fostering trust and confidence among the public.	4.31	0.728	16.89	15	Very High
11. The Egyptian government's social media presence effectively showcased their efforts to collaborate with healthcare professionals and business leaders, during the pandemic.	4.20	0.647	15.40	9	Very High
12. The government's social media strategies during the crisis, address misinformation promptly, and provide evidence-based information, thereby demonstrating a commitment to crisis communication that prioritized accuracy and reliability.	4.23	0.725	17.14	11	Very High
13. Through their active presence on social media, the Egyptian government effectively conveyed a strong dedication to long-term recovery and rehabilitation endeavors following the impacts of the COVID-19 pandemic.	4.18	0.683	16.34	6	High

Phrases	Arithmetic Mean	Stander Deviation	Variation Coefficient	Rank	Degree of availability
14. The government's consistent social media communication provided reassurance to the public by expressing their unwavering commitment to applying the lessons learned from the COVID-19 crisis to enhance future crisis management strategies.	4.19	0.749	17.88	7	High
15. The government's social media initiatives foster a sense of resilience and hope during the crisis, effectively communicating messages of unity, solidarity, and determination in overcoming the challenges posed by the COVID-19 pandemic.	4.24	0.689	16.25	12	Very High
The total score for a dimension	4.18	0.31	7.42		High

Source: Prepared by the researcher based on the results of SPSS statistical analysis.

Based on the information provided in Table (6), it is evident that the responses to the phrases within the dimension of covid-19 crisis management tend to favor agree and strongly agree, based on the weights assigned in the Likert scale. Additionally, the coefficients of variation for the dimension's phrases indicates a low level of dispersion and providing insights to the stability of the arithmetic mean values.

Results of testing the study hypothesis

In developing the study hypotheses, the researcher drew upon various sources, particularly literature, and previous studies which connected to the current study's problem directly and indirectly. Derived from the study's problem and its associated questions, the hypothesis were articulated as the negation of the null hypotheses. This will be subject to testing to derive the

study's results. Before initiating the hypothesis testing phase, the researcher analyzed the correlation between the study variables.

Examining the correlation between the independent variable "Usage of Social Media Outreach and the dependent variable and the Covid -19 Crisis Management" was conducted through the application of the Spearman correlation coefficient, as outlined below:

Table (7): Correlation Matrix Between "Usage of Social Media outreach" and the Covid -19 Crisis Management".

Relation Between Variables		Crisis Management	Usage of Social Media	Outreach
Crisis Management	Spearman Correlation	1.000		
	Sig. (2-tailed)	-------		
	N	397		
Usage of Social Media	Spearman Correlation	0.676**	1.000	
	Sig. (2-tailed)	0.000	------	
	N	397	397	
	Sig. (2-tailed)	0.000	0.000	
	N	397	397	
Outreach	Spearman Correlation	0.713**	0.816**	1.000
	Sig. (2-tailed)	0.000	0.000	-------
	N	397	397	397

** Indicates the significance of the correlation coefficient at a significance level of 0.01

*Indicates the significance of the correlation coefficient at a significance level of 0.05

Source: Prepared by the researcher based on the results of SPSS statistical analysis.

Findings

The study aimed to investigate the impact of social media Outreach on managing the COVID-19 crisis. It utilized a carefully structured questionnaire as its main instrument to gather first-hand data from officials in the Egyptian government and Egyptian citizens who are active

social media users, in addition to interviews and observations. Based on the study problem and the questions related to it, the study hypothesis is formulated in the form of null hypothesis, which will be tested to achieve the results. The study hypothesis is formulated as follows,'' There is a correlation between the ineffective use of social media (Outreach) by the Egyptian government and the poor management of the COVID-19 crisis''. The research focused on evaluating the public responses, community resilience, and crisis management and communication authorities' tasks in the context of social media usage during the COVID-19 pandemic. Based on the information provided in the Correlation Matrix Between "Usage of Social Media Outreach and the Covid-19 Crisis Management", the following conclusions can be drawn as follows:

- The analysis reveals a strong positive relationship between the usage of social media and crisis management, as well as between outreach efforts and crisis management outcomes. The data indicates that as social media outreach increases, there is an improvement in crisis management effectiveness.

- The correlation coefficient value of (0.676**) signifies a strong positive relationship between the two variables (Usage of Social Media and Crisis Management). The significance level is below 0.01, indicating that the correlation is both significant and statistically meaningful.

- Similarly, the dimension of social media Outreach and the Covid-19 pandemic, the correlation coefficient value of (0.713**) points to a strong positive relationship, with a significance level below 0.01, indicating statistical significance in the correlation between the two variables.

Action Plan for the research recommendations:

N₀	Recommendations	How to implement	Responsibility	Time Frame
1	Establishing a Centralized Social Media Command to coordinate all social media activities across various government departments, ensuring consistency, accuracy, and timeliness of information.	Develop a legal and regulatory framework to govern social media use by government entities.	Ministry of Health and Population (MoHP) and the National Superior Committee	As soon as possible
		Create Standard Operating Procedures to ensure consistency, accuracy, and timeliness of information across all government social media activities.		
		Establish a dedicated unit responsible for overseeing and coordinating social media activities across all government agencies.		
		Analyzing social media activities to ensure effectiveness of the government's efforts.		
		Leverage social media listening tools to monitor and respond to dialogue about the government efforts, public sentiment, and global trends		

No	Recommendations	How to implement	Responsibility	Time Frame
2	Develop a comprehensive communication strategy	Outline the steps to be taken when a crisis emerges, how to communicate with the public, and how to prevent the issue from occurring again	Central Administration for Preventive Affairs	Once the crisis emerges
		Determine the frequency, tone, and content type for each platform		
		Plan for the worst and be adaptable to the changing nature of the crisis		
3	Monitor and evaluate social media outreach	Implement a robust monitoring and evaluation system to track the effectiveness of the social media outreach	leadership, communications teams within the government and the MOHP	Immediate action
		Create multilingual content to reach non-Arabic speaking communities in Egypt		
		make necessary adjustments based on the feedback and data analysis		

No	Recommendations	How to implement	Responsibility	Time Frame
4	Feedback loop for policies improvement	Define the objectives for gathering feedback on policies and communication strategies	Crisis Preparedness and Response Center	The timeframe for implementing the feedback loop should be dynamic and responsive to the evolving nature of the crisis
		Understand the concerns, desires, and online behavior of the community through surveys and data gathering		
		Asking for feedback on communication strategies		
5	Collaborate with NGOs and influencers	Work with non-governmental organizations (NGOs) and other entities to raise community awareness and support the government's efforts in combating the COVID-19 crisis	Ministry of Health and Population (MoHP)/ WHO Representative Office in Egypt	Continuously
		Partner with social media influencers to amplify the government's message and reach a wider audience		

N$_o$	Recommendations	How to implement	Responsibility	Time Frame
6	Use data analytics	Utilize data analytics to understand the public's perception of the government's response efforts and adjust the communication strategy accordingly	communications teams within the government and the MOHP	At the onset of a crisis to ensure effective communication and information dissemination
7	Encourage user-generated content	Encourage the public to share their experiences and stories related to the COVID-19 crisis on social media, creating a sense of community and solidarity	communications teams within the government and the MOHP	At the onset of a crisis to ensure effective communication and information dissemination
		Use humor to engage the public and make the information more accessible and relatable		

Conclusion

In conclusion, this research paper examined the relationship between social media usage, outreach efforts and crisis management during the COVID-19 pandemic in Egypt. It sought to understand how social media crisis response and social media outreach contribute to public resilience and the management of the COVID-19 crisis. It also emphasized the importance of preparing and responding to public audience demands, addressing sources of anxiety and misinformation, and generating clear and suitable messages for effective communication. The findings highlighted that the use of social media outreach has had a profound impact on managing the COVID-19 pandemic.

The research demonstrates that leveraging social media outreach during the COVID-19 pandemic has played a crucial role in disseminating critical information, engaging with the public, and mobilizing resources. Platforms with extensive outreach capabilities have been effective in reaching a wider audience, raising awareness, foster a sense of inclusivity, trust, and collaboration, ultimately leading to more effective crisis management outcomes.