

IMPLEMENTATION OF SOCIAL MEDIA POLICIES:  
A CASE STUDY OF THE MINISTRY OF INFORMATION AND  
COMMUNICATION TECHNOLOGY AND MOBILE  
TELECOMMUNICATIONS COMPANY

A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS  
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BY

Beulah B. Boois

201105224

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**Supervisor:** Professor Eno Akpabio (UNAM)

## **Abstract**

This study set out to assess social media usage by the Ministry of Information and Communication Technology (MICT) and Mobile Telecommunications Company (MTC). The main objectives of this study were to assess MICT and MTC's social media policies; to evaluate the implementation of MICT and MTC's social media policies in the context of best practice as well as to measure users' attitudes towards MICT and MTC's social media policies. The study adopted the pragmatism worldview that involved a convergent mixed-method design: Social Media Policies' document analysis and survey of Windhoek residents. The population for this study consisted of 322 000 residents of Windhoek City. The study adopted multistage cluster sampling to draw a sample size of 200 participants using the Krejcie and Morgan Table. Primary data was collected using structured self-administered questionnaire and a codebook. The data were analysed using SPSS descriptive statistics feature and thematically analysed. The major findings were that MTC's social media policy was found wanting from an implementation perspective by survey respondents who also indicated preference for the MICT policy in the same index. The document analysis of both MTC and MICT policies from the purpose of best practice uncovered loopholes in the policies that allow for bullying and the posting of inappropriate content. The major recommendations of this study include that a dedicated employee or department be assigned to officially communicate on behalf of the organizations and employees should understand both the professional and personal risks associated with social media management. Also, it is recommended that the organizations draft simplified policies that can be easily understood and implemented as well as review and regularly update policies in this fast-paced technological era.

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## **List of Acronyms**

API	Application Programming Interface
GDRFA	General Directorate of Residency and Foreign Affairs
HPP	Harambee Prosperity Plan
ITAS	Integrated Tax Administration System
LGBT	Lesbian, Gay, Bisexual, and Transgender
MICT	Ministry of Information and Communication Technology
MTC	Mobile Telecommunications Company
NBC	Namibia Broadcasting Corporation
NDP	National Development Plans
NGO	Non-government organization
PMT	Protection Motivation Theory
SME	Small and Mid-Size Enterprises
SPSS	Statistical Package for Social Sciences
TAM	Technology Acceptance Model
UNAM	University of Namibia
UNESCO	United Nations Educational, Scientific and Cultural Organisation

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## **Dedication**

I dedicate this thesis to my daughter, Clarissa Yvonne Boois, and Late Father, Seth Mataba Boois for always asking “how far is your thesis?” Thank you for encouraging me to complete my master’s and to never stop yearning for education.

To my supervisor, I would not be typing this without your supervision and guidance.

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To my husband, Ennis Beukes, my rock, your last words: “Focus on your thesis” rings so clearly in my ears, thank you for encouraging your wife.

Thank you!

## **Declaration**

I, Beulah B. Boois, hereby declare that this study is my work and is a true reflection of my research and that this work or any part thereof has not been submitted for a degree at any other institution.

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**Beulah B. Boois**

**October 2022**

Name of Student

Date

## **CHAPTER 1: INTRODUCTION**

### **1.1 Introduction**

In this chapter, the fundamentals of the thesis are discussed: The overview of social media, the orientation of the study, statement of the problem, research objectives, significance of the study, as well as limitations, and delimitation of the study.

### **1.2. Background of the Study**

The study is based on the implementation of social media policies in the Namibian context. The specific focus is on MTC and MICT social media policies. To have a sound basis for the study, this section has explained social media in different contexts as far as social media is concerned. The background has been divided into the subheadings below:

#### **1.2.1 Social media and associated concepts**

To investigate the best practices in social media usage, it is crucial to first examine what social media entail. Kaplan and Haenlein (2010) define social media as a group of internet-based applications that allow for the creation and exchange of user-generated content. This means that social media is a system using technology to bring users together with the click of a button. Users interact with each other by sharing relevant and appropriate ideas and pictures. Various types of social media exist on digital platforms and entail two key elements namely, self-presentation and self-disclosure which are specifically applicable to both personal and business social media usage (Ampong,

Mensah & Ofori, 2018). As far as self-presentation is concerned, users are constantly representing themselves on digital platforms and they are required to manage their dealings such as posting content on social media.

This is very critical because the topic of this study looks at the implementation of social media policies, thus users are not able to represent themselves if there are no best practices to regulate the usage of social media. Self-disclosure is also very critical because it entails of sharing of intimate information concerning the user on social media. Internet is broad and there are various users with different needs, intentions, and attitudes. The users must be protected as far as using social media for information exchange is concerned, exchange cannot be favorable if there are no measures in place to regulate the activities being executed on social media. The aspect of best practice is very important to ensure that the users' rights are not violated by others, indeed this is the basis of this study. For example, user-generated content about personal life experiences is self-disclosure on a personal level, whereas user-generated content on the business level disclosing information regarding products and services offered is self-presentation on an organisational level.

On the other hand, social media are considered as platforms that are used to engage with both internal as well as external stakeholders and audiences in the form of easily accessible digital technologies such as blogs, podcasts, social networks, wikis, micro-blogs, and messages boards (Ministry of Information Communication Technology, 2016).

Perrin (2015) stresses that social media comprises of social networking sites such as web-based services that enable users to construct public profiles within the sites as well as to share information and connect with other users within those sites.

The different types of and most known social media platforms include Facebook, Twitter, LinkedIn, and Instagram. The Ministry of Information and Communication Technology (MICT) Social Media Use Policy and Implementation Plan (2015) highlights that Facebook is a site that provides ways to establish and maintain information as well as interact with the public. It is also used by all ages, but the predominant age group in Namibia are users aged 18 to 50 years. Facebook was founded by Mark Zuckerberg with the primary purpose of serving as a place that brings people together and connects groups of friends (Gartenberg, 2019). On the contrary, Twitter is a platform that allows for only 280 characters and that enables a conversational style of communication and information sharing, while LinkedIn is defined by Kaplan and Haenlein (2010) as a professional platform that enables the sharing of professional profiles and curriculum vitae on the site.

MacNamara (2011) described how corporates such as the Mobile Telecommunications Company (MTC) and public sector organisations such as MICT make use of social media for purposes related to work. Organisational functions such as public relations, corporate communications, advertising, marketing, and research all make use of social media. A classic example is MTC which sells products using online platforms such as Facebook and WhatsApp which is inclusive of how customers can access information regarding buying data bundles or roaming services using online platforms.

Within the African context, it is imperative to first observe users' accessibility to technology and technological devices, as well as access to the internet because without the devices, it would be impossible to access social media platforms. In most cases, developing countries find it difficult to make technology accessible to all their citizens because the pace of technology is at a snail's pace. Also, financial constraint becomes a burden to such countries to be able to invest in technology.

Furthermore, most of the developing countries have the technology implemented but the ender-users lack ability to utilise such internet devices such pocket Wi-Fi, or any other internet device (MacNamara, 2011). This study set itself the task of determining how social media platforms can be best used in a transparent, collaborative, open, fair, just, and lawful manner for the good of all stakeholders. Additionally, it seems imperative to analyse the benefits and limitations of social media to inform best practice policies. The benefits of social media usage for organisations include a possible increase in sales as advertising makes it possible for products to be known through various social media platforms (Icha, 2016).

Another benefit for organisations when using social media platforms is that they get reviews from the current as well as prospective clientele through comments, suggestions, likes, and other forms of feedback and communication. Due to the plethora of information shared on social media platforms, organisations might become better positioned to gather information about their current and prospective clientele. Information on and about current and prospective clientele ranges from their

preferences, political views, desires as well as their complaints, and can be used by organisations to cater to their customers' needs and improve products and services.

In Namibia, the Social Media Use Policy highlights the following benefits of social media usage for the Namibian government:

- Increasing governments' access to and communication with the public.
- Improving the pace and rate of accessibility to public information as well as series to the public.
- Enabling government to adapt.

Social media policies aid in guiding organizational social media spaces whereas the government can regulate virtual social interaction spaces using the Communications Act of 2009. The Communications Act (2009) established those certain telecommunications acts are criminalised and illegal certain telecommunication acts.

The Act states: "General offenses: 117. (1) Any person who –

(c) using a telecommunications device knowingly –

(i) Makes, creates, or solicits; or

(ii) initiates the transmission of,

Any comment request, suggestion, proposal, image or other communication, which is obscene lewd, lascivious, filthy, or indecent, with the intent to annoy, abuse, threaten, or harass another person." (Communications Act 2009, pg. 79).

In addition to this, Namibian government officials have been urged to be cautious about what they post on social media – even as private individuals – because the public might

assume that the views are made in their official capacities (Immanuel, 2017). Hence, this research seeks to assess social media usage for MICT and MTC in Windhoek.

### **1.3 Statement of the Problem**

Despite the usefulness and implementation of policies that govern social media platforms, users of social media are faced with challenges such as violation of their rights, irrelevant posts and inappropriate information sharing that can make social media problematic when it is used ineffectively by organisations (Christians, et. al, 2009). Best practices in social media use include exercising the required sensitivity, avoiding abusive behaviour and ensuring that postings add value to the brand (Freeman & Brown, 2019; Social Media Guidelines for Media Professionals and Journalists, 2019). In the Namibian context, for instance, there have been concerns raised about gender-based violence and racism in the online and social media postings of corporate organizations (Ngutjinazo, 2018, The Namibian 2018). For example, in the case of Metcalf Attorneys, a post was seen as promoting violence against women whilst another by Joes Beer House was seen as racist for incorporating black face in an advert (Kisting, 2010, The Namibian). Therefore, this study sought to assess the social media policies of MICT and MTC for the purpose of best practice as well as based on a survey of Windhoek residents to gauge their attitude towards the social media practices of the two organizations.

### **1.4 Objectives of the Study**

The primary objectives of the study are as follow:

- To evaluate MICT and MTC's social media policies in the context of best practice.
- To measure Windhoek residents' attitude towards MICT and MTC's social media policies.
- To assess Windhoek residents' attitude towards the implementation of MICT and MTC's social media policies.

### **1.5 Significance of the Study**

There is broad agreement among scholars that social media adds tremendous benefits from marketing to sales, brand equity, better customer/supplier relations and profitability among others (Barajas-Portas, 2015; Doma et al., 2015; Hawkins & Gravier, 2016). But there are also down sides to social media use such as lack of access, abuse, trust, breach of privacy and security that can also put off customers and other stakeholders (Bataineh & Mutawa, 2016; Bigne et al., 2018). The latter perspective has informed the need for best practice in social media by corporate players as well as measures to counteract the negatives of social media use (Freeman & Brown, 2019; Stieglitz et al., 2018). The present study involved an analysis of MTC and MICT social media policies as well as an evaluation of the attitude of Windhoek residents to the implementation of the policies. The study thus supplies a Namibian perspective to the literature on social media policies and implementation. The findings will also have managerial implications as these can be used to better the social media practice in the two organizations as well as in the country.

## **1.6 Limitations of the Study**

The amount of research data in the form of Namibian journal articles and other comparative studies at the time from which to draw information was limited. This gap posed a disadvantage to the study, although also presented an opportunity for research that might serve as the basis for more interrogations of social media policies and practices in the future. Furthermore, obtaining information that may be deemed ‘confidential’ from the two organisations was problematic. This was resolved by the multiple approaches that this study took such as signed ethical consideration policy and organisational consent documents access to critical information that is deemed to be confidential for example, for MICT, the researcher agreed not to share the information with any other unintended parties, otherwise, the researcher will be held liable for any mismanagement of the information.

Also, to agree to the terms and conditions on information usage and the quality standard of the produced research paper.

The study did not involve a content analysis of postings on social media accounts due to issues of access to such posts. A related limitation was a lack of cooperation on the part of the two organisations studied, which expressed their fears of public scrutiny in the event they could fall short of accepted best practice principles.

## **1.7 Delimitation of the Study**

The study involved a survey of users and hosts on the usage of social media practice of MTC and MICT as these two institutions fall within the communications sector. An analysis of the contents of their social media policies was carried out.

Based on the scope of the study, the findings could not be construed as applying to all sectors or events although they would give some indication of social media practices within the broader Namibian environment.

## **1.8 Conclusion**

This chapter looked at the background of the study, the problem statement, research objectives, significance of the study, delimitation as well as limitations of the study. The identified problem highlighted in the statement of the problem was poor implementation of social media best practice policies of MICT and MTC.

The next chapter focuses on the literature related to social media best practices and the variables hindering the effectiveness of social media best practice implementation.

## **CHAPTER 2: THEORETICAL FRAMEWORK AND LITERATURE REVIEW**

### **2.1 Introduction**

This chapter covers prior research on government agencies' and state owned enterprises use of social media best practices and information and communication technology (ICT). The definition of social media, social media theories/models, types of social media platforms, barriers to properly implementing best practices for social media usage, and ICT use in the public and private sectors are all covered in this chapter. The primary goal of the literature review is to identify gaps in prior research.

### **2.2 Social media: An overview**

Medoff and Kaye (2016) define social networking as a loose group of people who connect online. The internet allows anyone to form many relationships with people from all over the world, regardless of their geographical location. Other modes of

communication, such as emails, instant messaging, chats, blogs, and group discussions, were also mentioned on most social networking sites.

According to Medoff and Kaye (2016), Facebook is one of the most popular social networking sites. Facebook.com is the most frequented site in the United States, with 95 million unique monthly visitors. Finally, as the aforementioned sites became the most popular social media platforms with a large user base, end-user privacy and security became key concerns. Furthermore, Facebook is pursuing a strategy to become an Internet operating system by utilizing Application Programming Interfaces (API). Users can create and deploy a variety of custom-made applications and features connected to company advertisements, promotions, coupons, or non-business-related applications like games, meetings, groups, and fan clubs on Facebook.

Based on the aforementioned definitions, research is in agreement that in one way or another, simply because they are focused on Facebook.com. Other popular social networking sites such as Twitter, WhatsApp, LinkedIn, Pinterest, Instagram, Snapchat, YouTube, and Google+ were not included in their definitions. As a result, there is a gap because the study only looked at the big social networking sites and neglected the younger platforms that may be used to research social networking marketing opportunities.

According to Netti (2011), social media is a place where people share their thoughts, photos, content, and perspectives, as well as general communication. The term "social

media" was divided into two parts: "social," which refers to interpersonal communication, and "media," which refers to how individuals distribute information through various means.

Social media, according to Kaplan (2013), are quantifiable communications technologies that transform communications into interactive dialogic forms. Delicious, Digg, Facebook, Flickr, LinkedIn, Myspace, Reddit, Second Life, StumbleUpon, Twitter, Wikis, and YouTube are examples of social media platforms. Web 2.0 is responsible for the existence of all of the aforementioned social media sites.

Social media, according to Kaplan (2013), is a collection of web-based apps that allow users to create and share user-generated content.

There are many different types of social media, all of which include the two important characteristics of self-presentation and self-disclosure, which are relevant to both personal and professional social media use. User-generated material on personal life experiences, for example, is personal self-disclosure, whereas user-generated content on the company level, which reveals information about products and services offered, is organizational self-presentation.

Social media, on the other hand, refers to a set of digital technologies that can be used to communicate with internal and external stakeholders and audiences, such as blogs, podcasts, social networks, wikis, microblogs, and message boards (Ministry of Information Communication and Technology, 2016).

Facebook, according to the MICT Social Media Use Policy and Implementation Plan (2015), is a site that allows for the establishment and maintenance of information as well as public interaction. According to Boyd, et.al (2011), in some countries, users must be 13 years old to register a Facebook account. The majority of Namibian internet users are between the ages of 18 and 50. Mark Zuckerberg established Facebook as a platform to bring people together and link groups of friends, according to Gartenberg (2019).

By contrast, Twitter is a 280-character-limit site that allows for a conversational type of communication and information exchange, whereas LinkedIn is a professional platform. Twitter, on the other hand, has a character limit of 280 characters and allows for a one-word reply. LinkedIn is more of a conversational type of communication and information sharing, whereas Twitter is more formal a professional platform that allows people to share their professional profiles as well as a curriculum vita

Similarly, Kaplan (2013) define social media as a collection of web-based apps that build on the conceptual and technological foundations of Web 2.0 and enable the creation and exchange of user-generated content. This is accomplished by providing the ability to establish or broadcast facts, opinions, and arguments in the form of videos, audio, photos, and texts.

According to Al-Badi et. al (2016), social media is developed from Web 2.0, thereby improving the version of the internet that allows users to have dynamic user interaction and the ability to create and broadcast web content without the need for specific programming. As a result, Web 2.0 tools with interactive capabilities, such as Facebook,

Google+, YouTube, Twitter, LinkedIn, Wikis, Podcasts, and Blogs, are increasingly becoming the most popular sites daily.

The aforementioned definitions by multiple researchers were ideal since they defined the term social media in depth by providing various instances that guide a greater grasp of the research topic at hand. Furthermore, some academics highlighted the most widely used social media networks today.

### **2.3 The Namibian context of social media**

Individuals, as well as public and private sector organizations, face new and far-reaching opportunities and risks as the usage of social media platforms grows globally (Nielsen, Cornia & Kalogeropoulos, 2016). Many university students focus their research projects on the usage of social media, according to Tyson (2015), their conclusions not only correlate nationally but also synergize with similar findings of recent international studies in this subject. Many instructors, according to Pomerantz, Hank, and Sugimoto (2015), use social media platforms to engage with students. Academic institutions should create institutional regulations on the use of social media in the educational environment, according to the recommendation.

However, there are worries about security and privacy on social media platforms, particularly in terms of cyber security. The relative newness of social media technology to the African continent has provided abundant new opportunities as well as obstacles in regulating social media usage. Namibia, according to Kisting (2010), is one of the countries that faces difficulties in adequately controlling social media platforms and

their use. There have been several cases where administrators of social media platforms have abused their power by using inappropriate language. For instance, in July 2010, the re-branded law company Metcalfe Attorneys ran a newspaper advertisement depicting the backside of a lady with a shoe print on one of her buttocks and the words 'still kicking it' emblazoned on it. The poster sparked outrage on social media, prompting the Law Society of Namibia to issue a statement claiming that the post was in violation of the body's advertising guidelines, which are geared at strengthening and safeguarding the legal profession's integrity.

Gender activists alleged that the advertising promoted violence against women in view of the foregoing. Metcalfe Attorneys, on the other hand, rejected the charges and stated that the advertisement was not meant to raise any issue. Similarly, according to Ngutjinazo (2018), the Trustco Group ran an online advertisement in March 2018 featuring American transgender and reality television personality Caitlyn Jenner wearing a lingerie top and standing next to suit-wearing male executives with the caption "Some will do anything to get a seat." (p. 3)

The advertising sparked widespread outrage, particularly among the LGBT community and campaigners. Quinton Van Rooyen, the founder of Trustco, was obliged to remove the advertisement and apologize to all parties involved.

In May 2018, Sky Estates, a real estate company, advertised a home in Klein Windhoek that was exclusively open to white buyers. The commercial was uploaded on the company's website, but it was also shared on social media by the general public. The

public accused the corporation of being racist and asked that it be prosecuted under Namibia's Racial Discrimination Act 26 of 1991.

Sky Estates blamed the blunder on a new employee before apologizing to the general public (The Namibian Reporter, 2018).

Joe's Beer House, a renowned tourist destination and gathering location, launched a controversial blackface advertisement in June 2018. The advertising, which dates from the twentieth century, depicts a white man with a painted black face. After receiving widespread public uproar, Joe's Beer House management has since removed the photo and apologized (Namibia Broadcasting Corporation, 2018).

The examples cited above demonstrate the potential threats that mismanaged social media use poses to businesses. According to Mushwana and Bezuidenhout (2014), these cover a wide range of disciplines, including corporate reputational and brand damage.

Furthermore, they include violating advertising guidelines, encouraging acts of violence against women, infringing on others' rights, being held criminally accountable, and the possibility of being labeled as a firm.

The following incidents, taken together, make a compelling case for Namibian businesses to take preventative and defensive actions, such as implementing thorough and extensive social media strategies.

Organizations utilize social media to engage with internal and external stakeholder audiences via blogs, podcasts, social networks, wikis, microblogs, and message boards, among other tools. The Republic of Namibia Social Media Use Policy and Implementation Plan 2016/17 – 2019/20 is intended to guide the use of social media by

offices, ministries and agencies, regional councils, and local government officials in the transmission of information to the public (the Republic of Namibia, 2018). The plan contributes to the importance of government's techniques for engaging the people in social conversation and providing access to public information in order to develop a better society" (p. 6).

"The use of social media is one of the tools the government aims to deploy for information dissemination to the citizenry to improve government service delivery," said Tjekero Tweya, then Minister of Information and Communication Technology (the Republic of Namibia, 2017).

The use of social media in government should not be viewed as a substitute for traditional media, but rather as a supplement to improve public information transmission (ibid). "All regional councils and local governments must build social media platforms and digital points of contact to serve as major connectors between their offices and the public," according to the policy. (Page 7) Given this, government communicators should strive to ensure that policies that uphold social media standards empower both government institutions and the Namibian people, implying that he hoped that social media best practice policies would improve and promote dialogue between the Namibian government and citizens, promoting democracy, transparency, and accountability as a result (MICT, 2016).

Based on the Minister's words, and taking into account the Social Media Use Policy and Implementation Plan 2016/17 – 2019/20, as well as the Namibian Constitution's mandate to enable or grant all citizens the right to freedom of speech and expression, the plan lays

the groundwork for the development or framework of social media best practice policies within the Namibian government, specifically within the Ministry of Information and Communication Technology. This means that the policy must be designed in accordance with National Development Plans (NDPs), Vision 2030, and the Harambee Prosperity Plan to innovate transparent, effective, and efficient governance (HPP).

Namibia, according to Kisting (2010), is one of the countries that has several issues in effectively managing the use of social media platforms. According to Mata and Quesada (2014), social media platforms have been exploited for dishonest, jaundiced, or hurtful motives, especially in public organizations, and it has been utilized against the interests of stakeholders such as external stakeholders such as customers, when considering Web 2.0. Citizens demand transparency, accountability, and a speedy response to their online petitions, yet their expectations collide with bureaucracy's massive bottleneck.

The Republic of Namibia (2018) in its Social Media Use Policy and Implementation Plan (2016/17-2019/20) highlights that the Ministry of Information and Communication Technology's Social Media Policy general guidelines for the use of social media for official purposes are as follows:

- Be credible – accurate, fair, thorough, and transparent.
- Be respectful – encourage dialogue and accept criticism.
- Be cordial, honest, and professional always.
- Listen before talking – before entering any conversation, there is a need to understand the context.

- Determine the potential audience when choosing the social media platforms to share information.
- Determine good reasons to place a comment or response.
- Write what is known, –know your facts and cite credible sources.
- Research on topics before commenting to be well informed first, making sure facts such as statistics are accurate.
- Acknowledge mistakes made through one’s comment or response and correct them immediately.
- Be both proactive in disseminating information.
- Proactively always portray a formal/official image of the government in all social media communications.
- Always engage relevant units before responding to a question concerning their unit.
- Do not control, modify, or endorse comments or opinions provided by visitors to one’s social media sites.
- Do not engage in vulgar or abusive language, personal attacks of any kind, or offensive terms targeting individuals or groups.
- Do not endorse or promote commercial products, services, or entities.
- Do not endorse political parties, candidates, or groups or their slogans and affiliations.
- The protocols that apply when one is acting as an official representative of the government and/or O/M/As, Regional Councils, and Local Authorities should be

the same whether one is talking to the media, speaking at a conference, or using social media; and

- Government employees making comments or contributions on behalf of the government and/or O/M/As, Regional Councils and Local Authorities should only do so with expressed approval or authority” (p. 9).

As a result, the research supports MICT and MTC's two social media policies, which ensure the privacy and protection of social media users, whether they are operating within or outside of their organizations. These social media policies serve as guiding guidelines for fostering peaceful interactions among social media users while without insulting anyone or infringing on their rights.

### **2.3.1 MTC Social Media Policy**

"The MTC Social Media Policy strives to preserve the intellectual property of the organization and the privacy of employees," according to the MTC Social Media Policy (2014). (p. 1). Its goal is to assist employees in making informed decisions on how to use social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, and comments on web articles on Twitter, Facebook, and LinkedIn. This policy applies to all employees, including senior managers, officers, employees, consultants, contractors, trainees, part-time and fixed-term employees, casual and agency staff, and volunteers, who are collectively referred to as "staff" in this policy" (p.4).

Furthermore, the then-Minister of Information and Communication Technology, Tjekero Tweya, stated in the Republic of Namibia Social Media Use Policy and Implementation Plan (2016/17-2019/20) that "the use of social media is one of the tools that the government intends to deploy for information dissemination to the citizenry to improve government service delivery." It is also said that the use of social media in government should not be viewed as a substitute for traditional media, but rather as a supplement to improve public information transmission (the Republic of Namibia, 2018). All regional court councils and local governments are mandated to build social media platforms and web point contacts as major links between their offices and the public under the Social Media Use and Implementation Policy.

Namibia has a comparable online system called e-auction, which is based on e-procurement, specifically electronic reverse auction, where potential bidders and sellers meet to sell and buy items.

In 2015, Namibia implemented e-procurement, in which bidders are required to register their companies' profiles with multiple government bodies at the same time, and then a pool of qualified bidders is used to pick potential bids. On social media networks like Facebook, e-procurement is available. The advantages of e-procurement include that it saves time and resources, particularly advertising expenses, and manual data entry each time providers bid on tenders.

In light of the foregoing, government communicators should strive to ensure that policies that promote social use become policies that empower both government institutions and the Namibian people. The minister also expressed his hope that social

media best practice policies would improve and promote dialogue between the Namibian government and Namibian citizens, thereby promoting democracy, transparency, and accountability (MICT, 2016).

The study emphasizes that, based on the minister's words as outlined in the Republic of Namibia Social Media Use Policy and Implementation Plan (2016/17-2019/20) as well as the Namibian Constitution, all citizens have the right to freedom of speech and expression, which includes freedom of the press and other media. Taking into account the Namibian Constitution, a basis for the construction or design of social media best practice policies inside the Namibian government, specifically in the Ministry of Information and Communication Technology, is established.

This means that the policy must be developed in accordance with the National Development Plans (NDPs), Vision 2030, and the Harambee Prosperity Plan in order to innovate transparent, effective, and efficient governance.

"Whenever you are permitted to use social media by this policy, you must comply to the following general guidelines," according to the MTC Social Media Policy (2014).

- Always write in the first person, identify who you are and what your role is, and use the following disclaimer: "The views expressed herein are my own and don't reflect the views of my employer.";
- Do not upload, post, forward, or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- Any member of staff who feels that they have been harassed or bullied or are offended by material posted or uploaded by a colleague onto a social media

website should inform their Line Manager, Corporate Affairs or Human Resources immediately.

- Never disclose commercially sensitive, anti-competitive, private, or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with your line manager, Corporate Affairs or Human Resources.
- Do not upload, post, or forward any content belonging to a third party unless you have that third party's consent.
- It is acceptable to quote a small excerpt from an article, particularly to comment on it or criticize it. However, if you think an excerpt is too big, it probably is. Quote accurately, include references, and when in doubt, link, do not copy.
- Before you include a link to a third-party website, check that any terms and conditions of that website permit you to link it. All links must be done so that it is clear to the user that they have moved to the third party's website.
- When making use of any social media platform, you must read and comply with its terms of use.
- Do not post, upload, forward, or post a link to chain mail, junk mail, cartoons, jokes or gossip.
- Be honest and open but be mindful of the impact your contribution might make on people's perceptions of us as a company. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- You are personally responsible for the content you public into social media tools-be aware that what you publish will be public for many years.

- Do not escalate heated discussions, try to be conciliatory, respectful, and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute calmly and rationally.
- If you feel even slightly uneasy about something you are about to publish, then you shouldn't. If in doubt, always discuss it with Corporate Affairs.
- Never discuss colleagues, competitors, customers, or suppliers without their prior approval. If there are doubts as to what is considered confidential, employees should check with their Human Resources Department or immediate Supervisors.
- Always consider others' privacy and avoid discussing topics that may be inflammatory, for example, politics and religion.
- Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see, and never publish anyone else's contact details.
- Before your first contribution on any social media site, observe the activity on the site for a while before launching it yourself to get a feel for the style of contributions, the nature of the content, and any “unwritten” rules that other contributors might follow.
- Activity on social media websites during office hours should complement and/or support your role and should be used in moderation; and

- If you notice any content posted on social media about MTC (whether complimentary or critical) please report it to your manager and/or Corporate Affairs Department” (p. 7-9).

As a result, the research supports MICT and MTC's social media policies, which ensure the privacy and protection of social media users, whether they are working within or outside of their organizations. These social media regulations serve as a set of guidelines for fostering peaceful interactions among social media users without offending anyone or infringing on their rights. However, there are numerous instances of misuse of social media platforms, the origins of which are unknown.

#### **2.4 Social Media Guidelines for Southern Africa**

In June 2019, the United Nations Educational, Scientific and Cultural Organization (UNESCO) Harare conducted a workshop titled "Developing Social Media Guidelines for Media Professionals and Journalists in Southern Africa" in collaboration with the Public Media Alliance (PMA).

In Windhoek, a three-day workshop and discussion brought together media experts and journalists from throughout Southern Africa to discuss and develop a social media guideline paper.

Emily May Brown, Regional Trainer, and Robert Freeman, International Trainer, led the workshop. The necessity to analyze the extent to which gender is mainstreamed in journalism curriculum was particularly important to Brown.

Because the world of media and communication is currently undergoing massive disruptions, the Social Media Guidelines for Media Professionals and Journalists

document was created. From one-way communication and word-of-mouth exchanges, the world has moved to bi- or multi-directional communication patterns. The select few (such as media organizations) can no longer function as gatekeepers, controlling what is transmitted to whom and why. Individuals can now obtain information directly from original sources, referred to as "Social Media." However, one major issue is that separating meaningful information from 'noise' requires so much effort.

According to Solomon and Brown (2018), Africa's massive distribution and availability to affordable smartphones, as well as enhanced network access, has resulted in more social media subscribers than ever before. For many Africans, social media has become an integral part of daily life, assisting in the maintenance of social relationships as well as the formation of new ones. Both mainstream media and budding citizen journalists have turned to social media as their primary source of news. Technological innovation has the potential to display Africa's originality. Activists have also discovered that social media provides a platform for domestic and worldwide support. Both the government and the opposition have turned to social media for political mobilization and debate (Storck, 2011). Most hot hashtags can be traced back to a complicated web of links anchored in history.

According to Storck (2011), social media is typically lauded for its good effects, but there are rising fears that it might be an unsettling and even hazardous environment. These difficult-to-regulate platforms have been used in the past to spread hate speech and, in some cases, encourage violence.

Government crackdowns on social media have been at the center of arguments about freedom of expression and have occasionally resulted in persons being arrested and imprisoned. Social media sites like Facebook and Twitter, on the other hand, have become major communication tools for news organizations all over the world. Listeners/viewers can now interact with stations via social media, replacing what was once a one-way discussion from the station to the listener/viewer.

Social media facilitates the development of relationships with listeners and allows them to participate in and feel a part of the media in ways that were before impossible. Furthermore, social media has evolved into a useful and powerful journalistic tool, opening up new avenues for obtaining and sharing information, locating sources, and soliciting public feedback. Any ethical misjudgement that users make can quickly be amplified by social media. Because of a casual tweet or Facebook post, several media professionals have had their reputations affected or even lost their jobs. As a result, the researcher wants to know how important guidelines or policies are in both the public and private sectors (Solomon & Brown, 2018).

According to Storck (2011), social media platforms allow for the rapid finding and spread of newsworthy material on the information side, but they are also full of rumors, unproven claims, and simple falsehoods. As the current term "fake news" has demonstrated, bad information may easily go viral.

By developing a defined plan for the use of social media in journalism and broadcasting, the workshop served to strengthen the capability of media in the Southwest African region. The facilitators collaborated with members from Botswana, Lesotho, Namibia,

Seychelles, South Africa, Zambia, Eswatini, Zimbabwe, and Mozambique to develop detailed guidelines on all aspects of social media coverage, including language, significance, context, new apps/technology, accuracy, and balance.

## **2.5 Expected outcomes of Social Media Guidelines**

The Social Media Guidelines for Media Professionals and Journalists were created with the goal of bolstering the media's role in South West Africa and promoting its good applications inside newsrooms and media organizations. The document serves as a guide on how to use social media when reporting on all aspects of news or media; it encourages organizations to conduct internal reviews and assessments to ensure that best practices are maintained, even in breaking news or developing story situations; it allows broadcasters to be as transparent as possible with their audiences about their sources and the limits of their knowledge; it advocates for media transparency and clear verification; and it serves as a reminder to journalists (Solomon & Brown, 2018).

## **2.6 Best Practices**

Because blogs and other forms of online speech by media organizations/broadcasters are important forms of communication, the Social Media Guidelines for Media Professionals and Journalists (2019) document maintains that brands, staff members who communicate officially on behalf of an organization in any social media forum or platform, or posts on any official pages should comply with the following:

- Be respectful of the audience. If you cannot put it on air or have it printed on the front page, then do not post it online.

- Employees who post content on behalf of their organisation or as part of their jobs must always identify themselves.
- Anyone posting on the organisation's social media sites or any other official social media pages must uphold the values and mission of the organisation and should coordinate with his/her manager.
- Do not pick arguments online and be the first to correct your own mistakes, and do not alter previous posts without indicating that you have done so.
- Always add value. Provide worthwhile information. Your brand is an important asset. Whatever you publish will affect your brand.
- One needs to be ethical and responsible in social media interactions (Reflect on what the company you work for expects of you).
- Post all about the organisation or relevant content, news, and programs.
- Engage the clientele professionally; always avoid emotional attachment.
- Seek guidance on legal related matters.

According to Freeman and Brown (2019), social media guidelines are important because they maintain brand identity across channels, treat legal and regulatory sensitivities with awareness, prevent a scrutiny breach, provide guidance when a crisis or breach occurs, encourage employees to own and amplify the organization's message, enforce best practice in social media across the organization, and serve as a guide when in doubt.

## **2.7 Types of social media channels: Top social media networks**

### **2.7.1 Facebook**

According to Rugova and Prenaj (2016), Facebook is one of the most popular social media platforms worldwide. On February 4, 2004, Facebook was started as a way for Harvard students to communicate with one another, with only 1200 students at the time. According to Kashif (2013), Mark Zuckerberg, Andrew McCollum, and Eduardo Saverin, three college students, founded Facebook. Facebook is currently available to everyone who is 13 years old or older. Users can use Facebook as a communication channel by first making friends with other users, granting them access to their images or personal information, and then publishing to everyone they accept as friends. Small businesses regard Facebook as a useful and effective way to engage with customers. According to Hampton (2011), 92 percent of businesses utilize Facebook, which has 1.71 billion active users in the second part of 2016. (Ahiaba, 2018).

### **2.7.2 Twitter**

According to Rugova and Prenaj (2016), Twitter connected people via text messaging, had a set number of characters that people could write, and was limited to 140 characters at first, but later raised to 280 owing to popular demand.

Tweets are a collection of characters that may be read by everyone but can only be written by people who have registered. According to data obtained from Twitter's official website, there are currently 336 million active monthly users, with 82 percent of them using mobile phones. According to Hampton (2011), Twitter was founded in

March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams, and launched on July 15, 2006. Gartenberg (2019) also mentions Twitter as a platform that allows for a conversational type of communication and information sharing.

### **2.7.3 WhatsApp**

WhatsApp Web, according to Rugova and Prenaj (2016), is a new WhatsApp feature that allows users to talk from their browsers. On personal PCs, the application can be used in the Google Chrome browser. Users may now use WhatsApp to share photographs, videos, calls, and documents from their desktops, tablets, laptops, and mobile phones, as long as they have an internet connection. WhatsApp is also unique in that it downloads and shares other users' photos, textual statuses, and videos. WhatsApp was started in 2009 by former Yahoo workers Brian Acton and Jan Koum, but on February 19, 2014, Mark Zuckerberg purchased the firm for US\$19 billion.

### **2.7.4 Google Plus**

On June 28, 2011, Google, Vic Gundotra, and Bradley Horowitz founded and launched Google Plus. Google Plus is a social networking service from Google that combines components of Circles, Hangouts, Huddles, and Sparks with the Google search engine, Google Profiles, and the +1 button.

According to Global Media Insight, Google Plus has 440 million monthly active users and 2.2 billion profiles, with 73.70 percent males and 26.30 percent females. However, Google Plus was shut down in April 2019 due to security issues affecting 52.5 million members (Rugova & Prenaj, 2016).

### **2.7.5 LinkedIn**

Reid Hoffman founded LinkedIn in 2002, but it did not go live until 2003, followed by a mobile version in February 2008. Unlike other social media sites, LinkedIn is associated with a professional profile.

It now has more than 500 million active members in 200 countries who may connect with others they know. Because it is a professional site with employers, it can assist users connect with their LinkedIn connections and get jobs. (2019, Iqbal).

Furthermore, LinkedIn helps inform users about jobs that match their profiles and with online applications.

According to Gartenberg (2019), LinkedIn is a professional website that allows users to share their professional profiles and curriculum vitae.

### **2.7.6 YouTube**

Char Hurley, Steve Chen, and Jawed Karim, three PayPal workers, launched YouTube in 2005. YouTube allows artists, comedians, and licensed companies to upload public videos to the platform. There are currently over 1.9 billion monthly active logged-in users on Facebook (Widmer, 2019).

Finally, YouTube has the distinct advantage of being a highly successful advertising tool for businesses, as commercials can show while watching videos and cannot be quickly removed. Users must wait a few seconds before being able to stop the commercial; however, this is dependent on the advertising businesses' agreed terms and conditions (Widmer, 2019).

### **2.7.7 Pinterest**

Pinterest is a social media platform that allows users to share photographs, projects, products, and services, as well as visually find new interests by browsing through other people's images. As a result, Pinterest can be thought of as a web-based pinboard or bulletin board with more organizational features. Ben Silbermann, Paul Sciarra, and Evan Sharp created Pinterest in January 2010. Pinterest currently has 291 million monthly active users throughout the world (Clement, 2019).

### **2.7.8 Instagram**

Instagram, often known as IG or Insta, is a social networking platform that allows users to upload photographs and videos. It is owned by Facebook. Kevin Systrom and Mike Krieger founded Instagram, which was released only for iOS in October 2010. Instagram users can "like" photos and follow other users to have their stuff appear in their feed. Instagram currently boasts 500 million active users that use the app on a daily basis (Iqbal, 2019).

### **2.7.9 Snapchat**

Snapchat is a multimedia messaging program that allows users to send photographs and videos (known as snaps) that are supposed to vanish after 24 hours. Snapchat is marketed as a new sort of camera because its primary use is to snap photos or videos, apply filters, lenses, and other effects, and then share them with others. In July 2011, Evan Spiegel, Bobby Murphy, and Reggie Brown, all former Stanford University students, established and debuted Snapchat, which was developed by Snap Inc. Snapchat currently has 190 million daily active users. Despite the fact that there are other sorts of social media platforms not mentioned above, the study primarily focused on the identified and widely utilized platforms (Pinkstone, 2019).

## **2.8 Challenges of social media platforms usage**

According to a study conducted by Stieglitz, et. al (2018), social media use has a detrimental side effect known as "the dark side of social media." Users of social media are subjected to a variety of issues, including rumors, inaccurate information, and fake news, among others. As a result, safeguards should be put in place to detect the aforementioned types of information. Another component is the use of spam in social media data, which is unrelated to the topic yet serves as an example of advertisement. As a result, spam increases the volume of data and complicates the analysis.

According to Kaplan (2013), social media is tremendously diverse, and marketers must evaluate the impact of each instrument. This is necessitated by the fact that each social media platform is designed to appeal to specific customer markets with distinct characteristics.

Importantly, a company that is unable to design a marketing strategy will not be able to accommodate these critical elements. As a result, organizations must establish technology infrastructure within their facilities. As a result, the organization's long-term vision is determined by the level of investment made in ICT development. According to Kaplan (2013), if businesses believe that the consumer market is heavily reliant on the online community, huge ICT investments in research and development are required.

Collins and Quan-Haase (2012) investigated the ambiguity of social media through a longitudinal analysis of Facebook, Twitter, YouTube, and Flickr adoption rates and usage patterns at academic libraries in the Canadian province of Ontario. When it came to the issues academic libraries had in adopting social media apps, it was determined that

information ethics was one of the most significant barriers to social media adoption and usage among academic libraries.

Burhanna, Seeholzer, and Salem (2009) claim that, while most students interviewed anticipated the library to have a social media presence, their willingness to communicate with library staff was limited to a specific online medium, such as chat reference or course management software. Furthermore, students used social networking sites like Facebook for academic objectives, notably to interact with friends, family, and acquaintances and share digital artefacts.

It was also mentioned that there is a risk of resource misallocation if social media platforms like Facebook are used to provide traditional library services, such as research aid, at the expense of other projects.

Students were uneasy using social networking sites for academic objectives, such as connecting with academic employees, such as librarians and professors, through professional modes of communication, such as email, according to Chu and Meulemans (2008). Minority in the library community is linked to a lack of coordination and responsibility for social media content, according to Collins and Quan-Haase (2014), especially because many projects become obsolete and are supplanted by new technology.

Due to the "blurred boundaries" that occur between personal and professional domains, users agreed that libraries need to develop social media policies.

According to Collins and Quan-Haase (2014), libraries must be aware of the consequences of social media sites, particularly in terms of user privacy and ethical

concerns. According to Al-Hinai, et. al (2016,) there are barriers to adopting social media policies, and these barriers prevent government agencies from fully utilizing social media platforms. Security and privacy concerns, a lack of a national social media strategy or plan as part of the national IT plan, legal terms and conditions of using social media, concerns over the integration of social media networking systems with other IT solutions, and a lack of resources to support, monitor, control, and correct updates being uploaded by social media users are all contributing to this stumbling block.

In a study on cyber security behavior among Malaysian education students conducted by Muniand, et.al (2017), it was discovered that when it came to password usage, students lacked awareness in protecting their passwords and engaged in risky behavior such as failing to keep and use the same password for multiple applications. Teer, Kruck, and Kruck (2007) found that undergraduate students used antivirus software, firewalls, practices in accessing email attachments, password usage, and security updates on their computers, indicating that they engaged in a variety of risky security behaviors.

Muniandy, et.al (2017) asserted that, when it came to student usage, email usage, and data backup processes, even students who claimed to be informed users were found to be engaging in online behaviors. It was concluded by stating that when using social media networks, they are more likely to form online relationships with strangers, respond to SMS announcing contests involving large sums of money, lack awareness and ability to identify the latest online scams, and feel intimidated by questions from unknown social media users. As a result of privacy and cyber security risks such as threats, malware,

passwords, phishing, social engineering, and online scams, it was determined that students' behavior was exposed to cyber security threats in all aspects.

Users of social networking sites were faced with challenges of poor usability due to a poorly designed interface, which resulted in wasted time and effort, an unnecessary increase in internet traffic, and users' frustration and discouragement of exploration, according to Al-Badi, et.al (2013), who conducted a study on improving the usability of social networking systems using LinkedIn. Furthermore, users of LinkedIn were found to have difficulty revoking invitations by accident because some icons were not visually and conceptually distinct; there was no visual feedback in menus or dialog boxes about which choices (options) were selected; and there was no clear instruction on how to undo actions.

Similarly, Baruah (2012) discovered that social networks such as Facebook were linked to issues such as intrusion into privacy, which was a major issue. When users are targeted based on their location, age, and other factors, this becomes a serious problem, leading to kidnapping and murder.

In some cases, it has been discovered that most people who register on social media do so with false personal information in order to deceive other users. As a result, abuse, cyberstalking, and online scams have become commonplace on social networking platforms.

Another issue is that social media reduces workplace productivity since users' squander time on the site browsing uninteresting stuff. Finally, social media networks have shattered family bonds, particularly in cases where users become addicted to connecting

with their peers. This is a common trend among teenagers, especially when they feel free to discuss their concerns and share experiences with their peers rather than their parents or close relatives, culminating in the breakdown of intimate family bonds over time. In addition, when it comes to the issues associated with social network usage, ethics has been a huge issue when it comes to social networking sites. As a result, businesses must exercise extreme caution while conducting market research and advertising in order to avoid breaking the law (Bolotaeva & Cata, 2011).

## **2.9 The usage of social media networks in the public and private sector**

In Pristina, a study on social media as a marketing tool for SMEs focused on possibilities and constraints indicated that SMEs regularly use social media marketing since it is a cost-effective marketing strategy.

When compared to other marketing techniques, social media marketing offers a choice of tools that may be employed quickly and for free. The main goal of implementing social media marketing is to boost word-of-mouth marketing, market research, general marketing, idea generation and new product development, customer service, public relations, employee communications, and reputation management, according to the report (Rugova & Prenaj, 2016).

As a result, social media can raise product and brand awareness, online traffic, and customer loyalty, as well as improve a company's SEO and even accelerate the launch of new items. Small and mid-size businesses (SMEs) can profit from social media marketing in a variety of ways, including enhanced brand awareness, targeted traffic,

lead creation, market visibility, customer interaction, and marketing effectiveness (Rugova & Prenaj, 2016).

According to a study on tax e-filing adoption in Malaysia by Azmi and Kamarulzaman (2010), the adoption of tax e-filing for public organizations provided taxpayers with a new channel for paying taxes via electronic mediums such as the internet. Furthermore, it is incredibly comfortable, quick to use, agile, and accessible, as well as available to users 24 hours a day, seven days a week. Another advantage of tax e-filing is that taxpayers can get speedy service from the comfort of their own homes, saving money and time.

Rugova and Prenaj (2016), on the other hand, believe that tax e-filing adoption is related with performance risk, which affects all risk components, including privacy risk, time risk, financial risk, psychological risk, and total risk. Furthermore, as internet usage grows, people are concerned about the numerous types of threats they face when transacting online.

They may be concerned about an unjustified delay in product delivery, paying for a goods before receiving it, and other illegal acts such as fraud. The adoption of tax e-filing in Malaysia can be traced back to Namibia's Ministry of Finance, Department of Inland Revenue, and an e-tax system known as the Integrated Tax Administration System (ITAS), which was launched on January 17, 2019, and allows taxpayers to upload their tax returns and other related services for the current fiscal year. Most taxpayers attempted to register a user profile shortly after the system went live, but the interface was not user-friendly, so many reverted to the manual approach.

In terms of procurement system innovation, Hawkins, Gravier and Randall (2016) state that electronic reverse auction (eRA), which is an online, real-time dynamic auction between a buying organization and a group of suppliers bidding against each other to win a tender, is commonly employed in the public sector. This online platform is accessible through a variety of social media sites, including Facebook, and offers advantages such as the online availability of various suppliers to compete on a dynamic price resulting from real-time information sharing about the lowest bid during the auction. Furthermore, there is competition, and transparent information, rather than information asymmetry between the supplier and buyer, balances supply and demand at lower prices in keeping with the seller's profit margin. The buyer's access to additional suppliers, access to global suppliers, consolidated expenditure, reaping economies of scale, lower supplier margins, and access to more information all contribute to these savings.

The findings of a study by Barajas-Portas (2015) on the impact of consumer interactions on social networking sites on brand perception in Mexico were that by using social media, marketers are now able to reach and interact with consumers instantly, simply because consumers trust user-generated messages on social media more than messages from traditional mass media. It was also mentioned that social media provides a virtual arena for people to communicate over the internet and has the potential to influence consumer behavior. Consumer socialisation theories predict their cognitive, affective, and behavioral views in this way. Users can also utilize social media networks to present themselves, form and maintain social ties, and communicate their social networks.

User-generated content can also be created and shared using social media. It was established that social media provides a new platform for brand marketing communication, with customers playing a more active role as marketers (prosumers). Advocates and prosumers transform the way brands and consumers engage, making it easier for marketers to link them on social media.

Citizens mostly question e-government efforts and operations due to trust, security, and privacy issues of electronic transactions, simply because Web 2.0 and social networks have been used for deceptive, jaundiced, or injurious aims, according to Enrique, Susana, and Jorge (2015). They believe that social media and Web 2.0 technologies have aided local COIs identity and aroused above bureaucratic obstinacy.

Doma, Elaref, and Elnaga (2015) found that most social networking sites provide an opportunity for businesses and brands to maintain a social network entity that can aid business sustainability on social relationships with social media users in a study on the factors affecting electronic word-of-mouth on social media networking websites in Egypt. Furthermore, social media marketing should take advantage of skills in order to sustain much more multidirectional connection between businesses and social media consumers.

Furthermore, according to Doma, Elaref, and Elnaga (2015), the categories of products that Egyptian Facebook users pay the most attention to are news and published media products (29.9%), fashion products (15.9%), and electronic products (15.9%). (12.5 percent). Finally, product marketers should concentrate their marketing efforts on social media platforms.

## **2.10 Social Media and Marketing of Products and Services**

Orzan et.al (2015) found that organizations use online tools to attract users and keep them permanently plugged into information using social networks like Facebook, Twitter, Google +, LinkedIn, and others in a study on buyers' decisions in an online social network environment in Romania. The study found that 97.67 percent of respondents used social media platforms like Facebook (31.78 percent), YouTube (22.48 percent), Google + (17.83 percent), LinkedIn (14.73 percent), Twitter (10.85 percent), and other social media platforms like Pinterest, Stumble Upon, Goodreads, and others (2.33 percent) (Orzan et al., 2015). Furthermore, 92.86 percent of respondents said they had seen a memorable advertising campaign in the previous 12 months, mostly on Facebook and YouTube, and 80.49 percent of respondents said they were mostly following brands they were familiar with or brands their peers were following on social media.

According to Orzan et al., (2015), the widespread adoption of digital marketing techniques, such as social media networks, has significantly contributed to the individualisation of marketing, in which service providers are increasingly interacting with individual consumers and users, gaining instant feedback on a one-to-one basis, and providing bespoke or customized solutions to clients.

Tsimonis and Dimitriadis (2014) argued that the social networks platform on which businesses promote their goods and services has a significant impact on their sales, owing to the influence of their campaigns on customers' decisions.

As a result, it was established that there is a strong positive association between marketing messages presented through social media platforms and purchasing decisions. According to Uitz (2012), Facebook, Twitter, and Google+ were the most popular social networking platforms for improving customer support and services. This is accomplished through support enquiries that are answered immediately through social networking platforms, lowering support expenditures.

Companies in Austria needed to implement social media managers or even social media mission control centers to constantly monitor social media activities and intervene with corrective action when necessary, despite the fact that social media applications were great tools for interacting with customers, raising brand awareness or engagement, and increasing sales. Many Austrian marketers lacked a defined plan for social media usage, according to interviewers, who decided that not only the numbers but also the manner of the comments or posts were important.

According to Bataineh and Mutawa (2016), respondents moderately agreed that language did not hinder their use of the GDRFA and that it provided sufficient language facilities to its clients in their study on factors that determine e-services usage by end-users in the General Directorate of Residency and Foreigners Affairs (GDRFA) in the United Arab Emirates (UAE). It was also shown that the respondents were comfortable using Internet services because they were already familiar with them.

Trust between the service supplier (government) and the service requester (people and enterprises) is a significant component in e-government adoption, according to Bataineh

and Mutawa (2016). As a result, the client was skeptical about the GDRFA's abilities. It has been revealed that processing information entered into online transactions can take a lengthy time, probably owing to a lack of customer support, sluggish Internet access, and insufficient resources to manage the vast number of ender users. Overall, the data demonstrated that security, language, online capabilities, and support severely impeded the ease of use and perceived usefulness of the system.

In a study conducted in Tunis by Sassi and Gharbi (2015) on self-presentation on social networking sites, it was discovered that the positive experience of creating a bogus account on social networking sites has prompted users to tell their friends about it and recommend it to them. Furthermore, users felt more delighted with their social networks and false profiles after browsing through the bogus account, which served as an encouragement to them by positively communicating their experiences to their companions. One respondent, for example, stated that his or her friend told him about his or her phony account, and as a result, he or she liked the idea and decided to create a fake account as well.

Another conclusion by Sassi and Gharbi (2015) showed that personal motivations, specifically the face, supported the protection of e-reputation in that while communicating via Facebook, people tried to keep their faces hidden and presented an idealized e-reputation. This supports Goffman's view of face-to-face communication and the idealized image concern. As a result, the features should provide a sufficient amount of data, photographs, and videos to complement the role Goffman attempted to play with the reality he wishes to enforce. As a result, facts uploaded on Facebook would increase

a person's digital reputation while also manipulating their bad reputation. Other findings included the fact that, in contrast to real-life interactions, Facebook interactions were far more adaptable in the case of the dream image. Young people can take on as many roles as they like without fear of being punished by their family or entourage. The virtual world would provide users with a free and limitless experience that would encourage them to explore their imagination.

Al-Badi et.al (2017) conducted a study on e-participation in government readiness in the Kingdom of Bahrain, and the findings revealed that the government used e-participation in a variety of sectors, including Education, Science, Research, Communication, Local/Regional Community Development, Politics, and Social Services, and that it reached a variety of users, including individual citizens, elected representatives, government ministries, non-government organizations (NGO's), mass cohesion, and mass participation. Another finding was that the government used a variety of technologies, including e-petition, e-consultation, blogs, online newsletters, polling, and electronic surveys, and that they provided actors with various channels to use e-participation services, such as kiosks, non-e-channel via call center mobile channels, and portals.

According to Al-Badi (2017), the government pushed e-participation using television commercials, radio and news, newsletters and magazines, social media, mobile and email broadcasting, conventional ways (word of mouth), clickable logos advertising, journals, and conferencing. As a result, e-participation increased openness, and all comments and queries were to be responded to and taken into account in order to sustain the current status. Finally, the Kingdom of Bahrain provided user accessibility, user

responsiveness, unified navigation, and an error recovery system in terms of social technology.

According to a research by Tarmizi (2016), 82.3 percent of users preferred Facebook to other social networking sites because it was easy to use and provided the finest platform for socializing with other users. Furthermore, consumers choose Facebook over other social platforms due to security and privacy concerns, as users were provided with a click button to deal with any breach of Facebook's protection and privacy policy.

Other Twitter and YouTube users, on the other hand, pointed out that Facebook was not safe since, in most cases, users attacked each other by publishing improper videos, photographs, or posts, with no serious measures taken to address the situation.

Given the foregoing, Tarmizi (2016) asserted that there is a lack of best practice policy to control the use of social media such as Facebook, and as a result, users on social media tend to infringe the rights of others. The Jakarta City government successfully implemented social media initiatives as part of its e-government, but there was a need to improve the use of Facebook and Twitter by tailoring content or messages to the strengths of those related social media platforms to perfect the usage as compared to YouTube.

In a research of 500 varsity students on active involvement in online communities, Weidner, et.al (2016) found that 87.2 percent of respondents said that online communities offered each user with their own personalized page, referred to as a profile page. Furthermore, according to Weidner et al. (2016), all social networking sites allow

users to display their friends and leave public remarks for them, but Facebook, for example, allows users to describe their current activity in an area called "What are you doing now?" Users can use this section to describe their current activity, method, and feelings to tell other users in the niche about their current condition.

Many users found it enjoyable to regularly update this place in order to keep others informed. Another conclusion was that online communities provide a plethora of applications and venues for uploading and sharing material, which attracts varsity students to use these platforms for file or information sharing. It was decided that online communities reintroduced online conversation and gave online users more freedom of use, with the exception of Friendster, which did not allow users to customize their profiles, such as by adding a decorative backdrop (Weidner et al., 2016).

Facebook, on the other hand, circumvented this barrier by offering multiple free products that allowed for adaptability while also attracting a large audience. Furthermore, Weidner et al. (2016) stated that social media aided individuals in online communities in communicating with one another and creating a sense of community. This is accomplished when the administrators of online communities simplify the user account generated during the registration process in order to encourage new members to share information more quickly and, as a result, reduce the number of anonymous users in the community. In the long run, this effort is thought to improve user connectivity.

According to See-Pui and Wang (2013)'s study on the best practices in managing social media for company in Taiwan, it is critical to be truthful in writing social material based

on one's experience and tactful in handling disagreements or conflicts on social media. According to Social Fresh, a social media training firm, the aim of participation, expectations for employees' online behavior, and the safeguarding of personal and proprietary information are all crucial factors to consider while managing social media programs in the workplace.

Before using social media to sell, create income, or foster brand advocacy, See-Pui and Wang (2013) argue that it should be utilized to establish brand awareness and reputation. The practical experiences of using Facebook and Twitter social media for marketing have revealed that providing personalised talk instead of marketing talk, posting new messages or updates frequently, providing additional insights, and adding variety to the social site with external links are more effective and easier ways to get close to potential customers. Messing and Westwood (2012) discovered that sharing services deeply integrated into major news websites is now as simple as clicking a prominently displayed icon accompanying a news story. Endorsing a story on aggregators like Reddit, Tumblr, and Digg, or social networking sites like Facebook, LinkedIn, or Twitter is now as easy as clicking a prominently displayed icon accompanying a news story. The basic design of these platforms allows users of social media aggregation websites and mobile applications to see a list of things organized by aggregation recommendations, while users of social networking sites see these articles as status updates from their friends.

Messing and Westwood (2012) went on to say that the rise of social media has made it possible for individuals to utilize endorsements to help them choose material even when visiting a traditional news source website directly, because social recommendations

display on the story's originating website. Furthermore, these companies now display stories recommended by a user's Facebook friends on the homepage of the original website. When faced with an overwhelming number of news stories to pick from, this improves people's capacity to select socially important content.

Furthermore, Messing and Westwood (2012) discovered that social media firms must carefully evaluate the macro-level social consequences of the interfaces through the structure of their consumers' online content engagement. Companies like Facebook and Google frequently choose what information to display by using filtering algorithms that anticipate which content a consumer is most likely to read and endorse (for example, "like" or "+1"), which can isolate people in a "filter bubble."

Messing and Westwood (2012) summarized the findings by pointing out that widespread sharing of news information restricts the extent to which people may simply disregard harsh news when watching it on social media. Furthermore, when users are perusing social media, privacy and security concerns are critical and difficult to address. Users were found to be violating social networks' privacy and protection policies to some level. On Facebook, for example, there is a great deal of incorrect information, abusive content, scams, fraudulent operations, and violations of users' rights.

In a study by Thunibat, Zin, and Sahari (2011) on identifying users' requirements for mobile government services in Malaysia, it was found that there was a 60% lack of public awareness, slow adoption of e-government applications due to a lack of integration and insufficient engagement of key stakeholders, government agencies

providing stale rather than new information through e-government sites, and difficult navigation of sites when users were looking for something specific. Furthermore, 97 percent of respondents said that e-government was linked to security and privacy concerns, that e-government lacked security measures and provided poor customer service (70 percent), that e-government sites were difficult to use and that public awareness and education were required (87 percent), and that e-government services were not personalized enough (70 percent).

Thongmak (2013) conducted a study on social network systems in Thailand's classrooms that used the Edmodo system, finding that 76 percent of respondents said that instructors could easily check completed assignments and users had more privacy than on Facebook, 80 percent said Edmodo was good in terms of grading features, and 90 percent said Edmodo allowed them to submit assessments and receive notifications. Aside from that, 84 percent of respondents said Edmodo made it easier for students and lecturers to connect, making it more acceptable for educational purposes, and 78 percent said Edmodo made students more active and participatory in checking new knowledge and completing turn-in assessments.

According to Thongmak (2013), there were a few drawbacks to Edmodo, with 60% of respondents stating that some Edmodo texts cannot be duplicated, making it difficult to use them for other purposes, and 70% stating that Edmodo was an amazing system, but that not all of the features could be used in the classroom. Around 82 percent of respondents expressed disappointment that Edmodo did not have features that allowed users to add friends, stating that there were times when they wished to have a private

chat with friends or instructors, while 68 percent suggested that Facebook and Edmodo be integrated for better use.

In their study on the use of online marketing and social media in Romanian Higher Education institutions, Alexa, Alexa, and Stoica (2012) found that 1 in 4 students reported deleting a school from their prospective list solely because of a negative website experience. Furthermore, 92 percent of respondents stated they would be displeased with a school or remove it entirely from their lists if they could not find the information they required on the school website, while 76 percent indicated they used Facebook. The seeming lack of control over communication instruments was one of the factors that hampered universities' engagement in social media use, as two-way communication has both important benefits and risks when done incorrectly.

In a Romanian study by Radulescu et al. (2018), it was discovered that social networking could be a powerful tool for confronting the intensity of competition between firms; an efficient and effective way of cooperation among cluster businesses; a path of cluster extension and any other associated industry beyond the cluster; information sources for a special request of the cluster's products and services; and a cluster-specific regulation. Furthermore, social networking was discovered to be a competitive advantage as well as a cluster-specific perspective regarding the sources of economic development. Furthermore, in the garment and furniture industries, the social relationships among cluster associates and beyond will always result in a high rate of information dissemination, particularly when designing a brand-new product with technology as an efficient method for testing consumer preferences.

According to Al-Badi et al. (2013), LinkedIn users face usability issues, such as the inability to revoke an invitation sent by mistake; some icons are not visually and conceptually distinct; there is no visual feedback in menus or dialog boxes about which options are selectable; and the provision of undo is not clearly defined. Because LinkedIn is viewed as a business-oriented social networking site, it has been discovered that there are user benefits such as reconnecting with colleagues and partners, exploring the hidden job market through connections, and contacting industry experts to learn about a specific topic.

Another study by Akrimi and Khemakhem (2012) claimed that social media users who had a positive image had a favorable attitude toward suggestions merely because their circle of peers on social networking sites respected them. Furthermore, internet users felt compelled to share some knowledge since it provided them with joy and the desire to help other users.

Consumers could perform a variety of actions on social networks, including looking for information and commenting on their friends' publications, according to Akrimi and Khemakhem (2012). However, privacy and security remain key concerns for social media networking, particularly when it comes to monitoring and managing user postings, images, videos, and other content.

## **2.11 Social media theories/models**

### **2.11.1 Protection Motivation Theory (PMT)**

Rogers' Protection Motivation Theory (PMT) was created in 1975, according to Salleh et al. (2020). This theory was used in a study at the International Islamic University in Malaysia that looked at information sharing behavior on social media sites utilizing the Protection Motion Theory, trust, and hazards. PMT was combined with other aspects to develop the user's protective behavior on social networking sites when engaging in risky behaviors. Threat (perceived vulnerability and severity) and coping (self-efficacy response efficacy) evaluations determine a user's motivation to protect themselves from risky situations, according to the idea.

Protection Motivation Theory was criticized by Milne, Orbell, and Sheeran (2002) based on a study that was done in the UK on integrating motivational and volitional interventions to enhance exercise participation based on implementation intentions. Motivational intervention significantly boosted threat and coping appraisals, as well as intentions to exercise, but did not result in a significant increase in future exercise behavior. The combined protective motive theory or implementation intention intervention, on the other hand, had a significant impact on later exercise behavior. This voluntary intervention had no effect on behavioral intention or other motivating factors. Motivational intervention was also observed to improve perceived vulnerability, severity, anxiety, self-efficacy, and reaction efficacy while lowering perceived response costs. Although a motivational intervention had no effect on later exercise behavior,

adding a volitional intervention, such as an implementation intervention, resulted in a significant increase in behavior. It was also revealed that this hypothesis had no effect on exercise intention or any other motivational elements, leading to the conclusion that the effects of implementation intention are entirely volitional, and that motivation and volition are two distinct processes.

Protection Motivational Theory (PMT) was criticized by Babcock and Seebauer (2019) based on a study entitled *Unpacking Protection Motivation Theory: Evidence for a Separate Protective and Non-Protective Route in Private Flood Mitigation Behaviors*. The study demonstrated that the PMT had some flaws when it was revealed that it was not free from the criticism of incomplete coverage of the PMT because it did not include the self-efficacy subcomponent. Furthermore, the study's more rigorous methodological approach had the ability to reconcile previous findings and boost the validity of PMT applications in flood mitigation behavior research. Finally, the findings clearly reveal two distinct paths within the PMT, with coping evaluations highly linked to protection motivation and threat appraisals significantly linked to non-protective behaviors. A non-protective response has a minor impact on protection motivation. The pattern of two independent routes, which showed consistency across all combinations of six protectives and four non-protective responses, further supported the data's validity. In the PMT framework, the theoretical premise that non-protective responses play a meditative role is not maintained. Rather, it appears that non-protective reactions are just another endpoint, similar to protective responses. The results showed that people living in flood-prone locations can either take the protective way, which is dominated by coping

beliefs, or the non-protective route, which is dominated by perceived flood danger. However, adopting one route does not make a household more or less likely to use the other, creating an unstable alternate route that may not produce the anticipated results according to PMT.

Esquibel (2013) criticizes PMT based on a study done at Florida State University in the United States that looked at message framing and Protection Motivation Theory as determinants of breastfeeding intentions. Low-frame messages, as stated in the literature, are significantly beneficial in relation to threat evaluations, according to the findings. The study, however, found no evidence that gain-framed communications can predict breastfeeding intentions. Another point that came up was the study's suggestion that the classic PMT model be expanded to include negative affect and information acceptance. This put the assessments that were found to be considerably positive about negative affect and coping appraisals that were significantly positive about information acceptance in jeopardy. It was also shown that both danger and coping assessments were found to significantly predict breastfeeding intentions. Some outcomes differed when race and breastfeeding experience were taken into account, emphasizing the necessity for breastfeeding therapies customized to a woman's race and experience level. These findings should be taken into account by health professionals who are creating materials to encourage people to breastfeed.

As a result, PMT was unable to address all of the issues, and as a result, it was chastised for failing to address all of the study's factors.

On the other hand, based on a study conducted on Protection Motivation Theory: a proposed theoretical extension and moving beyond rational, the case of flood in the United Kingdom, Oakley, et.al (2020) favorably endorse the usage of PMT. By emphasizing the importance of ownership appraisal, the study found that PMT is more accurate when it comes to capturing the decision-making process of customers. This was supported by a study of the impact of behavioural biases on the improved framework. The interaction with an expanded model of PMT and behavioural biases, according to the study, identified probable reasons why consumers are unlikely to embrace property-level flood resilience measures and identifies flood protection methods. Finally, the higher PMT shows that policymakers should concentrate on boosting the ownership appraisal component, both directly and indirectly, by focusing on the development of more supportive social norms.

Salleh et al. (2012) endorsed the PMT model, stating that privacy loss is a major concern for many internet users, and that the requirement for information transaction security is critical. Spamming, tracking, data collection, and sharing of information with a third party are all considered privacy violations on the internet under PMT. When people notice that their information privacy has been compromised, they are less likely to provide personal information on the internet. The research, based on PMT, aligns with the purported concerns, particularly with the misuse of personal information on social media, which is explored in many areas throughout this study, particularly in the Namibian context.

The researcher's idea is relevant to this research since it helps to understand how users of social media sites can be safeguarded.

### **2.11.2 Technology Acceptance Model (TAM)**

Davis established the Technology Acceptance Model (TAM) in 1989, which is an enlarged version of the Technology Reasoned Action (TRA) Model, according to Bataineh and Mutawa (2016). According to this paradigm, an individual's performance on a certain behavior is determined by his or her behavior purpose for carrying out the behavior. The concept goes into great detail about why ICT consumers accept or reject information technologies. The model used the theoretical framework of TRA, with three basic concepts connected to simplifying the elements and any other characteristics associated with computer acceptance based on perceived usefulness and simplicity of use.

Based on an examination of technology acceptance and adoption models and theories in Malaysia, Taherdoost (2017) criticizes TAM's effectiveness. The TAM model removes users' subject norms, and it also explains user motivation through three factors: perceived utility, perceived ease of use, and attitudes toward use, according to the study. It was also discovered that the TAM model overlooked the social influence on technology adoption, limiting its applicability outside of the workplace. Furthermore, additional external variables should be included to TAM in order to produce a more consistent prediction of system use.

Furthermore, because intrinsic motives are not addressed in TAM, TAM's capacity to apply in a consumer situation where information technologies are used not only to complete tasks but also to meet emotional needs may be limited. These are some of the model's flaws.

Malatji, Van-Eck, and Zuva (2020) attacked the TAM model, claiming that it had limits. The study found that there was a problem reliably quantifying behavior in an observed investigation. It was also mentioned that TAM's inability to notice other factors, such as the cost and structural imperatives that drive users to accept an invention, is a problem. TAM will also continue to be accepted and updated in accordance with the successful implementation of any new technology, it was further stated. As a result of the study's findings, this paradigm is determined to be less effective and efficient.

Based on a paper titled Technology Acceptance Model limitations and criticism: investigating the practical applications and utilization in technology-related studies, mixed-method research, and qualitative research in South Africa, Ajibade (2018) criticized TAM. The study found that TAM is not appropriate for enterprises, companies, or most organizations with rules and restrictions, such as libraries, but rather for an individual's use and acceptance of technology. Another issue with Tam was that it was used to validate the model by looking at information technology adoption and use by small and medium-sized businesses, and the flaws were obvious. TAM has not been specifically created for institutional or business context application, but it may be effective for personal usage of technology, according to the study purpose.

TAM was also not developed or modelled to be used in evaluating learning on electronic platforms or e-learning systems, and it isn't particularly important to determining the use of open-source software, particularly in developing countries' schools.

Furthermore, it was discovered that Tam was unable to adequately anticipate the acceptance of information communication technology, hence another model was sought to predict technology acceptance. Another critique was that the TAM model was unable to provide detailed predecessors to mobile use, as well as social influence and enabling factors. Finally, it was determined that the TAM model does not adequately explain why people embrace and employ technology in the workplace.

TAM, according to Bataineh and Mutawa (2016), is used to determine a user's acceptance of information systems after a brief exposure to social networking sites. The reason of using a given technological system is used to assess a user's adoption of an information system. In terms of the theoretical foundation of this model, the researcher supports its end-use simply because it complements the use of ICT, particularly with governmental and commercial organizations, such as MTC and MICT in Namibia.

Employees in these industries are frequently averse to adopting a new operating system. Namibia's Ministry of Finance, Department of Inland Revenue, for example, created an E-Tax system called ITAS through which taxpayers could upload their tax returns for the current fiscal year.

However, immediately after the system became live, the majority of taxpayers attempted to create a user profile, but they refused to utilize it and reverted to the manual approach. This model explains precisely that. As a result, this model is an important aspect of this study since it allows researchers to better understand users' attitudes toward ICT in the context of MTC and MICT, which is one of the study's goals.

## **2.12 Conclusion**

The definitions of social media, models and theories, various forms of social media networks, obstacles, public versus private sector use, associated scholarly literature, and guidelines produced for Southern Africa were all discussed in this chapter. The research design, research methodology, study population, sampling procedure, data analysis, and data collection method are all covered in the next chapter. The research instrument's reliability and validity were also examined, as well as the study's ethical implications.

## **CHAPTER THREE: RESEARCH METHODS**

### **3.1 Introduction**

This chapter presents the research design, research method, population of the study, sampling procedure, and data collection and analysis. The reliability and validity of the research instrument are also tested and ethical aspects regarding the research are highlighted as well (Mbokane, 2014).

### **3.2 Research Design**

The study used a convergent mixed-method design that assessed social media best practices through document analysis which served as the qualitative approach and a survey of Windhoek residents which contributed to the quantitative approach (Cresswell, J.W. & Cresswell, J.D., 2020) The study used a pragmatism approach because of various in-depth options readily available to integrate the strengths of the qualitative and quantitative methods as far as the nature of research is concerned (Cresswell, J.W. & Cresswell, J.D., 2020). The study adopted this design to have an in-depth understanding of the factors that lead to ineffective implementation of social media policies. The study followed a sequential exploratory design which is a mix methods study design, where the quantitative phase of data collection and analysis follows the qualitative phase of data collection. A mixed-method design was chosen since it provides a more comprehensive understanding of the research problem that cannot be attained by adopting either qualitative and quantitative approaches alone, tightens the weak balance

of both qualitative and quantitative research and provides an approach for widening a better context as well as instruments (Quesenberry, 2016).

### **3.3 Population**

The population of the study includes the selected individuals to whom the research question is dedicated (Vandeyar, 2014). Consequently, the population for this study consisted of 322 000 residents of Windhoek City as well as 168 294 public and private sector organisations in Namibia (World Population Review, 2018). The research did not cover all state owned enterprises in Namibia but mainly focused on a survey of citizens on the social media practice of MICT and MTC in Windhoek.

### **3.4 Sample**

Sampling is defined as a process of selecting a portion of the population to represent the whole population (Vandeyar, 2014). The sample consisted of 200 Windhoek respondents using multistage cluster sampling (Qualtrics, 2021). Multi-stage cluster sampling that involves first sampling larger units all the way to individuals was used because it allows for generalization of results where a sampling frame is unavailable (Treadwell, 2014).

### **3.5 Research Instrument**

A codebook and a structured questionnaire were used for this study. The questionnaires were designed using closed-ended questions. The researcher administered a total of 200 copies of the study questionnaire. However, in cases where participants were unable to complete the questionnaire instantly; the scripts remained with the respondents for a

given timeframe of five days. A copy of the questionnaire is affixed as an appendix to this study. Vandeyar (2014) points out that researchers tend to use questionnaires because it has a core advantage of the great quantity of information that can be gathered from many people, in a short period and relatively cost-effective way.

As for qualitative data, The Codebook was used to condense data into identifiable themes, the contents thereof included persons covered by the policy, the nature of social media platforms, guiding principles, rules of engagement, and moderation guidelines. The qualitative content analysis was done by examining the content of the two social media policies and reporting on them thematically.

### **3.6 Data Collection Procedure**

The primary data was obtained from the residents of Windhoek City that use social media platforms. The primary data was gathered using structured self-administered closed-ended questionnaire. The social media policies of both MTC and MICT were coded and thematically analysed using the following best practice indices: Mentions persons covered by the policy; mentions nature of social media platforms; contains guiding principles; has rules of engagement and; has moderation guidelines.

### **3.7 Data Analysis**

Data was analysed through descriptive statistics entered using the Statistical Package for Social Sciences (SPSS) software. Descriptive statistics methods such as averages, tables, and percentages were used to summarise and organise quantitative data. On the other

hand, the collected qualitative data was analysed based on identified themes from a best practice perspective.

### **3.8 Validity**

Validity is defined as a measure of truth or falsification of the data obtained through the research instrument. In addition, validity can be classified as internal and external validity of the measuring instruments (Mbokane, 2014).

In this study, validity refers to the measure of the truth of the considered social media best practice challenges experienced by residents of Windhoek City. Content validity was chosen for this study. Content validity ensures that the measure includes an adequate and representative set of items that tap the concept. To ensure content validity, the instruments had carefully constructed questions that facilitated answers to all the research questions. Content validity was also used to test whether the instruments covered and addressed all the research objectives.

### **3.9 Reliability**

Saunders et al., (2012) argue that the reliability of techniques used is referred to whether the data collection techniques and analytical procedures would produce consistent findings replicated on other occasions by different researchers.

If the research finding can be repeated, then, the instrument is reliable. On the other note, Maree (2011) described reliability as the extent to which a measuring instrument will give the same results and be consistent. This means that the reliability of the research instruments is the same over time. Therefore, inter-rater reliability was used

to rate the uniformity and consistency of the instrument. According to Leedy and Ormrod (2010), inter-rater reliability is the extent to which different observers are consistent with their judgments. Four different researchers can be given the instrument to collect data and the results or findings will have similar characteristics.

### **3.10 Research Ethics**

The researcher obtained an ethical clearance letter from the University of Namibia (UNAM) before embarking on this study. Bless et al., (2006) argue that research ethics help to prevent research abuses and place an emphasis on the humane, sensitive, informed consent, and confidential treatment of research participants who may be placed at varying degrees of risk by research studies.

This study maintained the highest standard of integrity as all responses were held in the highest esteem and their privacy was respected. Participants were briefed on the study and their role in it.

Moreover, the study gathered data in a structured manner and reported truthful findings. Potential ethical issues that would arise from the study may include the use of confidential company documentation. The gathered data would be kept for five years and then physically destroyed in line with global best practices (UNAM Research ethics policy, regulations and guidelines, 2019, p. 30).

### **3.11 Conclusion**

This chapter covered the research methodology, research approach; the method, and the research procedure that have been highlighted. The type of research was pointed out as a mixed approach that combined qualitative and quantitative approaches. The data collection method using questionnaires was elaborated. Furthermore, reliability and validity were tested, and consequently; the ethical aspects associated with data collection were addressed as well. The next chapter focuses on data presentation, analysis, and discussion.

## CHAPTER 4: DATA PRESENTATION

### 4.1 Introduction

This chapter will look at the research findings and data analysis. The data was collected from Windhoek residents and then processed using the SPSS Software. The researcher accomplished a response of 93% ( $186/200 \times 100$ ) as all the questions administered to the participants were not answered. The cover letter that accompanied the questionnaires made it easier for the participants to understand the purpose of the study.

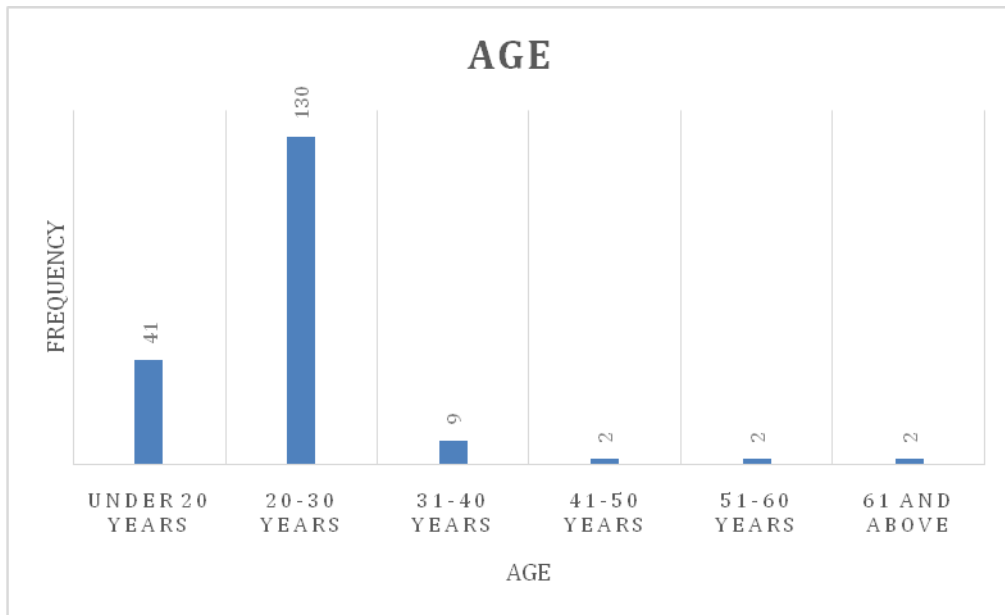
### 4.2 Demographic Data

Table 4.1: Gender

Gender	Frequency	Percentage
Male	127	68.3
Female	59	31.7
Total	187	100

Source: Survey Data

Figure 4.1 above depicts that 68.3% of the total participants who participated in the study are male, whilst 31.7% are female. This is to tell that most of the participants were males in comparison to the rate of females, thus this translates into those males who were willing to participate in the study.



**Figure 4.1: Age Categories**

**Source: Survey Data**

Figure 4.1 above depicts that 69.99% of the total participants who participated in the study were between the ages of 20 and 30 years old, 22.04% were under 20 years old, 4.84% were between the age of 20-30 years old, whilst the age category of 41-50 years old, 51-600 years old and 61+ years old contributed 1.1% each. This means that most of the youths mostly between 20 and 30 years old willingly participated in the study as they are the most use of social media platforms, however, the old people from t1- 61 years old did participate that much.

**Table 4.2: Marital Status**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage</b>
Single	134	72
Married	9	4.8
Divorced/Separated	1	0.5
In a relationship	38	20.4
Subtotal	182	97.8
System	4	2.2
Total	186	100

**Source: Survey Data**

Table 4.2 above represents that 72% of the total respondents were single while 4.8% were married. Moreover, 20.4% were in relationships and 0.5% were divorced. This means most single participants had more interest in partaking in the research while married and divorced participants had little interest in participating to in the study as they have extra responsibilities regarding their marital status.

**Table 4.3: Occupation**

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Businessperson	12	6.5
Civil servant/ government employee	8	4.3
Private sector employee	4	2.2
Student	154	82.8
Subtotal	178	95.7
System	8	4.3
Total	186	100

**Source: Survey Data**

Table 4.3 above reflects that 82.8% of the total respondents that participated in the survey were students, 6.5% were businesspersons, 4.3% were civil servants'/government employees and 2.2% were from the private sector. This means that students were most

interested to be part of the study because they are into academics and surely, they are into contributing to the academic resources as far as research is concerned. However, participants from the private sector had the least interest in participating in research because they are into focusing on contributing to the organisational or corporate vision. Hence, the private sector mostly consulting experts conduct research into their businesses, thus they have little interest in.

**Table 4.4: Academic Background**

<b>Qualification of Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
Grade 10	9	4.8
Grade 12	118	63.4
Certificate	15	8.1
Diploma	14	7.5
Degree	20	10.8
High degree	2	1.1

Subtotal	178	95.7
System	8	4.3
Total	186	100

**Source: Survey Data**

Table 4.4 above portrays that 63.4% of the total participants obtained grade 12 certificates, 10.8% obtained a degree, 8.1% have certificates, 4.8% obtained grade 10 certificates, and 1.1% obtained a high degree. That means that participants in possession of grade 12 certificates possibly students had more interest to participate in the study. However, participants with high degrees had less interest in partaking part in the survey because they are well informed as far as research is concerned.

**Table 4.5 Use of social media**

<b>Use of social media</b>	<b>Frequency</b>	<b>Percentage</b>
No	22	11.8
Yes	162	87.1
Subtotal	184	98.9
Missing values	2	1.1
Total	186	100

**Source: Survey Data**

Table 4.5 above illustrates that 87.1% of the total participants indicated the usage of social media whilst 11.8% indicated not using social media platforms. However, 1.1% was recorded as the missing value after the analysis of the data. This means that most of the participants use social media, and this is of course good for this study because it helps the researcher to gather the required information to satisfy the research objectives.

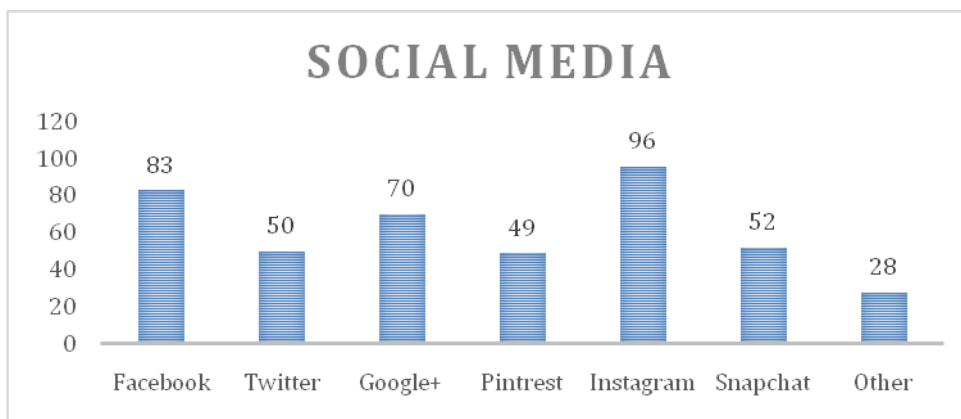
**Table 4.6: MTC Social Media Platform**

<b>Social Media</b>	<b>Frequencies</b>	<b>Percentage</b>
Facebook	83	76.9
Twitter	50	46.3
Google+	70	64.8
Pinterest	49	45.4
Instagram	96	88.9
Snapchat	52	48.1
Other	28	25.9
Missing values	78	41.9

**Source: Survey Data**

Table 4.6 above indicates that 88.9% of the total participants use Instagram as their preferred social media platform, while 76.9% use Facebook. Moreover, Google+ is being used by 64.8% of the total participants, 45.4% make use of Pinterest, 46.3% prefer Twitter, and 48.1% use Snapchat. However, 41.9% represents the type of social media that people who participated in the study use. Missing values represent the people who stopped the study because they did not have social media, or because they did not see postings of MTC and MICT. This is indeed supported by According to Rugova and Prenaj (2016) Facebook is currently one of the top social media networks globally. Users

can make use of Facebook as a communication channel by becoming friends first and allowing other users to access their photos or personal information and publishing to everyone whom they accepted as friends. Facebook is seen by small businesses as a productive and effective opportunity to communicate with consumers. Approximately 92% of companies make use of Facebook (Hampton, 2011), which had 1.71 billion active users by the second half of 2016 (Ahiaba, 2018).



**Figure 4.2: MICT Social Media Use**

**Source: Survey Data**

Figure 4.2 above represents that 96% of the total participant from the MICT indicated that Instagram is the most preferred social media platform, whilst 83% of the participants prefer Facebook. Moreover, 70% of the participants are into Google+, 52% prefer Snapchat, 50% use Twitter, 49% like Pinterest, and 28% indicated other social media platforms. This means that the users of social media platforms mostly prefer Instagram and Facebook social media platforms in comparison to other social media platforms. Pinterest received the least preference of 49% and 28% were not interested in the provided options, thus most of the participants are not interested in it or are less

aware of it. The findings have been supported by Iqbal (2019) that Instagram is also known as IG or Insta and it is currently having an active user base of 500 million that access the application daily.

**Table 4.7: MTC Social Media Usage**

	<b>Frequency</b>	<b>Percentage</b>
No	53	28.5
Yes	110	59.1
Subtotal	163	87.6
System	23	12.4
Total	186	100

**Source: Survey Data**

Table 4.7 above shows that 59.1% of the total participants indicated that the users are exposed to social media as far as MTC social media is concerned, while 28.5% are not exposed to MTC social media. However, 12.4% of the participants are termed to be missing data. This means that more than of the respondents that participated in the study are the users of MTC Social Media Platform and this gives a better chance to get the most relevant data that can of course be the answers to the research questions. This has seen supported by The MTC Social Media Policy (2014) states that “the MTC Social

Media Policy aims to protect the intellectual property of the organisation and the privacy of employees” (p. 1).

**Table 4.8: Exposed to Social Media posts by MICT**

	<b>Frequency</b>	<b>Percentage</b>
No	108	58.1
Yes	55	29.6
Subtotal	163	87.6
System	23	12.4
Total	186	100

**Source: Survey Data**

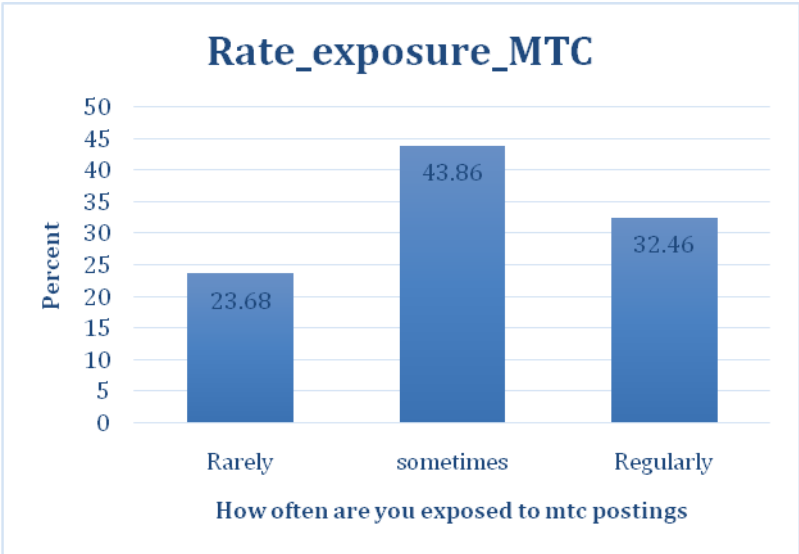
Table 4.8 above indicates that 58.1% of the participants are not exposed to the MICT social media post, while 29.6% of the participants are exposed to the aforesaid social media. This means that the participants from MICT are less exposed to social media in comparison to the participants from MTC. This is supported by The MTC Social Media Policy (2014) social media platform is intended to help staff members make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles such as Twitter, Facebook, and LinkedIn. This policy covers all individuals working at all levels and grades, including senior managers, officers, employees, consultants, contractors, trainees, part-time and fixed-term employees, casual and agency staff as well as volunteers, collectively referred to as staff in this policy” (p.4).

**Table: 4.9: Rate of exposure to social media posts**

	<b>Frequency</b>	<b>Percentage</b>
Rarely	67	36
Sometimes	21	11.3
Regularly	6	3.2
Subtotal	94	50.2
System	92	49.5
Total	186	100

**Source: Survey Data**

Table 4.9 above represents that the users of MICT social media are rarely exposed to social media 36%, while 11.3% of the total participants indicated that only sometimes, they are exposed to social media and 3,2% are regularly exposed. However, 49.5% of the total participants were part of the missing data. There are few rates of exposure to social media of the MICT compared to the exposure of social media for MTC.



**Figure 4.3: Rate of Exposure MTC**

**Source: Survey Data**

Figure 4.3 above shows that 43.86% of the participants from MTC are sometimes exposed to MTC postings, whilst 32.46% are regularly exposed to the posts of MTC. However, 23.68% of the respondents are rarely exposed to MTC postings. The data led to the information that MTC participants are more exposed to posting 32.46% on regular basis in comparison to the participants from the MICT with 3.2%.

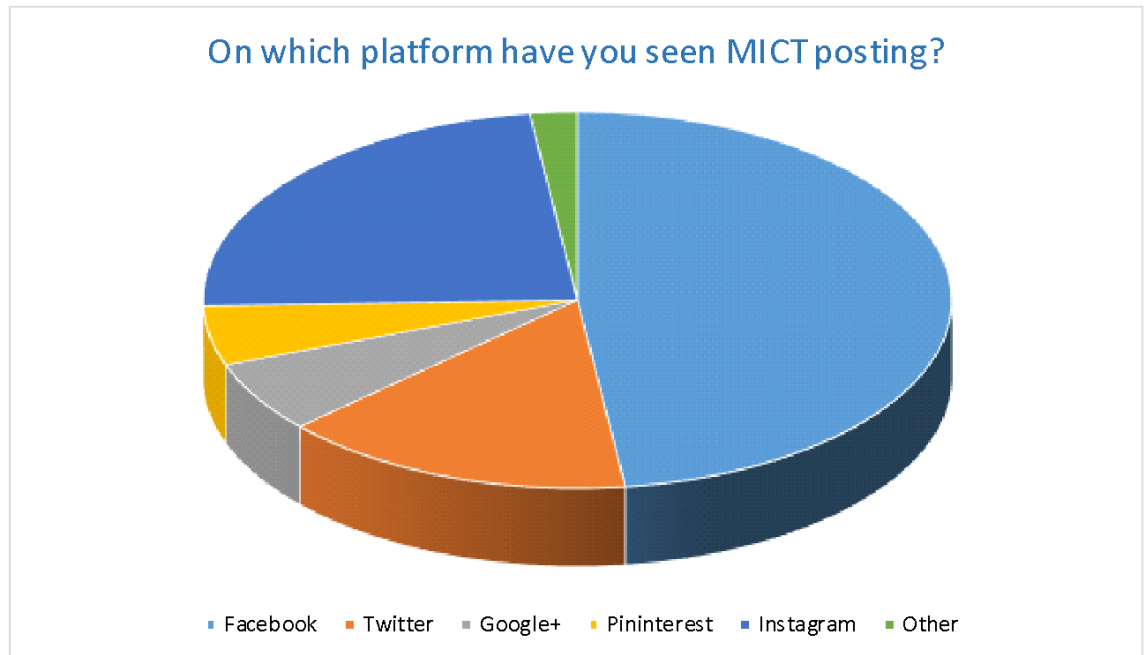
**Table 4.10: Social Media Platform Used to View MTC's Social Media Posts**

<b>Social Media</b>	<b>Frequencies</b>	<b>Percentage</b>
Facebook	73	71.6
Twitter	22	21.6
Google+	16	15.7
Pinterest	5	4.9

Instagram	59	57.8
Snapchat	6	5.9
Other	0	0.0
Missing values	84	45.2

**Source: Survey Data**

Table 4.10 above shows that 71.6% of the total participants indicated a preference for Facebook and 21.6% are exposed to MTC’s social media postings. The majority of MTC’s social media postings were viewed on Facebook (71.6%) and Instagram (57.8%). This means that Facebook is one of the social media platforms that is mostly visited or used. The findings are being supported by (Hampton, 2011) that the users of social media can make use of Facebook as a communication channel by becoming friends first and allowing other users to access their photos or personal information and publishing to everyone whom they accepted as friends. Facebook is seen by small businesses as a productive and effective opportunity to communicate with consumers. Ahiaba (2018) states that approximately 92% of companies make use of Facebook which had 1.71 billion active users by the second half of 2016.



**Figure 4.4: Social media used to view MICT postings**  
**Source: Survey Data**

Figure 6 above depicts that the participants that are exposed to MICT’s social media postings, most of the postings were viewed on Facebook (79.7 %) and Instagram (39%). It was indicated that the Pinterest platform received the least preference from viewing posts on social media. This means that the users prefer using Facebook to post their views or anything they want to. The results are being supported as it is highlighted in the Republic of Namibia Social Media Use Policy and Implementation Plan (2016/17-2019/20) by the then Minister of Information and Communication Technology, Tjekero Tweya that “the use of social media is one of the tools that the government intends to deploy for information dissemination to the citizenry to improve government service delivery. It is further pointed out that the use of social media in government should not be seen as a replacement for traditional media, but as a complementary tool to enhance information dissemination to the public (the Republic of Namibia, 2018).

Under the Social Media Use and Implementation Policy, all regional councils, and local authorities are required to establish social media platforms and web points of contact to serve as primary links between their offices and the public.

**Table 4.11: MTC’s Social Media Policy – Participants Experience**

<b>Experience</b>	<b>Frequenc y</b>	<b>Percentage</b>
Defamatory	9	8.3
Proprietary	10	9.2
Harassing	6	5.5
Pornographi c	5	4.6
Libelous	4	3.7
None	83	76.1

**Source: Survey Data**

Table 4.11 above depicts that the 8.3% of the total participants are exposed to MTC postings thought they were defamatory, 9.2% indicated that the postings were proprietary, 5.5% indicated the postings to be harassing, 4.6% indicated the posts to be pornographic, while 3.7% indicated that the postings were indeed libellous. Furthermore, from a total of 108 participants who answered the question, 76.1% did not experience the above. The information derived from the table above means, that although there are measures put in place to manage the usage of social media, users are still engaging themselves in prohibited actions on social media. This is supported by Kisting (2010) Namibia is one of the countries faced with a challenge in properly

managing social media platforms and their usage. There are various instances where social media platform administrators misused their power by using inappropriate language.

Examples include the July 2010 case of the re-branded law firm, Metcalfe Attorneys, which placed a newspaper advertisement showing the backside of a woman with a shoe print on one of her buttocks with words printed, 'still kicking it'. The advertisement created a social media outcry and provoked the release of a statement from the Law Society of Namibia stating that the post was in breach of the advertising guidelines set by the body aimed at enhancing and protecting the integrity of the legal profession.

**Table 4.12: MICT's Social Media Policy – Participants Experience**

<b>Experience</b>	<b>Frequenc y</b>	<b>Percentage</b>
Not Credible	6	10.2
Not Respectful	7	11.9
Not Acknowledging or correcting mistakes	4	6.8
Abusive/Vulgar language	3	5.2
Endorse/Promotes commercial	14	23.7

products/services/entities		
None	34	57.6

**Source: Survey Data**

Table 4.12 above portrays that the exposure to social media postings by MICT participants, 23.7% of the participants experienced postings that endorsed/promoted commercial products, services, or entities, 11.9% of them found them to not be respectful, 10.2% found them to not be credible while 57.6% did not experience postings that were in violation with MICT’s social medial postings.

In comparison, MICT Social Media Policy is better than MTC’s Social Media Policy because, given the rates of harassment, deformation of characters, irrelevant dealings, it was indicated by the participants that the MICT has fewer cases of the aforesaid aspects, because of the focus on promoting commercial products, services or entities. The findings have been supported by The Republic of Namibia (2018) in its Social Media Use Policy and Implementation Plan (2016/17-2019/20) highlights that the Ministry of Information and Communication Technology’s Social Media Policy general guidelines for the use of social media for official purposes are as follows:

- Be credible – accurate, fair, thorough, and transparent.
- Be respectful – encourage dialogue and accept criticism.
- Be cordial, honest, and professional always.
- Always engage relevant units before responding to a question concerning their unit.

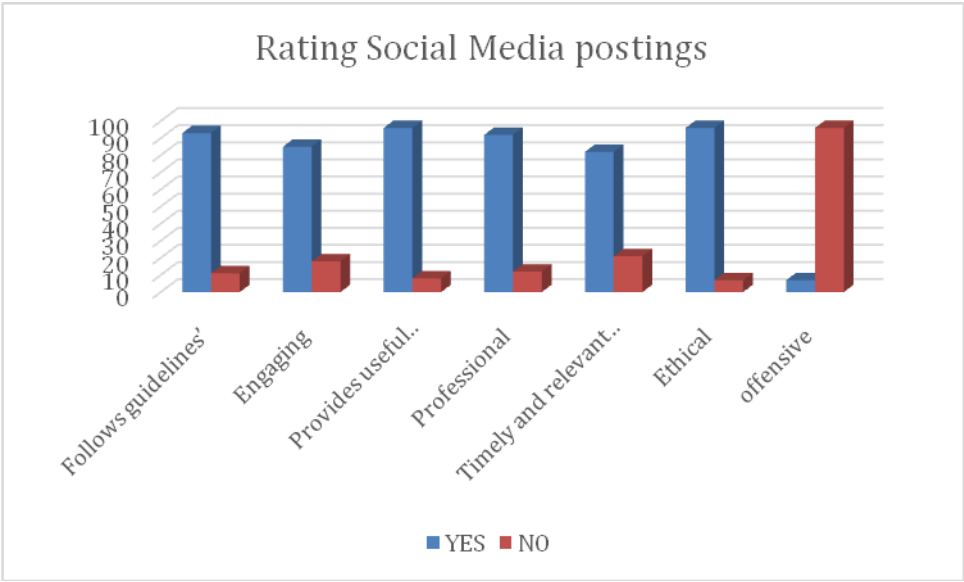
- Do not control, modify, or endorse comments or opinions provided by visitors to one’s social media sites.
- Do not engage in vulgar or abusive language, personal attacks of any kind, or offensive terms targeting individuals or groups.
- Do not endorse or promote commercial products, services, or entities.
- Do not endorse political parties, candidates, or groups or their slogans and affiliations.

**Table 4.13: Rating MTC’s Social Media postings based on social media policy**

<b>Criteria</b>	<b>YES</b>	<b>NO</b>
Follows guidelines’	93 (89.4%)	11 (10.6%)
Engaging	85 (82.5%)	18 (17.5%)
Provides useful Information	96 (92.3%)	8 (7.7%)
Professional	92 (88.5%)	12 (11.5%)
Timely and relevant posts	82 (79.6%)	21 (20.4%)
Ethical	96 (93.2%)	7 (6.8%)
Offensive	7 (6.8%)	96 (93.2%)

**Source: Survey Data**

Table 4.13 above shows that 93.2% of the users of MTC’s social media platform are aware of and rated the social media policy based on the criteria such as following the set guidelines when using the social media platform, the engagement between the users and the host, provide useful information about to the usage of social media policy, maintain professionalism when using social media platform, timely and relevant posts, ethical and offensive. The results indicated that most of the users agree with the set criteria as far as rating MTC’s Social Media Policy.



**Figure 4.5: Rating MICT's social media postings based on social media policy**

**Source: Survey Data**

Figure 4.5 above shows that about 55 participants answered this question because only 55 of the total participants are exposed to postings by MICT postings. The participants rated social media postings based on the aspects such as if the users follow guidelines, engagement between the users and hosts, the host is helpful, professional, timely and relevant, ethical, and offensive. As it is indicated in the above figure, the users are aware of the aforesaid aspects as far as rating MICT’s social media posting based on the policy.

**Table 4.14 MICT and MTC Rankings Based on Social Media Posts**

	<b>Frequency</b>	<b>Percentage</b>
MICT	11	5.9
MTC	97	52.2
Subtotal	108	58.1
System	78	41.9
Total	186	100

**Source: Survey Data**

Table 4.14 above depicts the rankings of social media posts for MICT and MTC while results that MTC is dominating in comparison with MICT. This shows that the majority of the participants who participated in the study are using MTC as their preference as far

as social media posting is concerned. 90% of the participants were exposed to social media postings by the two organizations that ranked MTC as the best organisation, and 10% ranked MICT to be the best. The users opt to use MTC’s social media as their preferred social media.

#### 4.5 Qualitative Data Analysis

**Table 4.15: Social Media Policy Document Analysis for Content of social media policy for MTC and MICT**

	<b>MTC</b>	<b>MICT</b>
(0 of 1) Mentions persons covered by the policy	<b>Yes</b>	<b>Yes</b>
(0 of 1) Mentions nature of social media platforms	<b>Yes</b>	<b>Yes</b>
(0 of 1) Contains guiding principles	<b>Yes</b>	<b>Yes</b>
(0 of 1) Postings should be in the poster’s area of expertise		<b>Yes</b>
(0 of 1) Should be meaningful and respectful	<b>Yes</b>	<b>Yes</b>
(0 of 1) Timely	<b>Yes</b>	<b>Yes</b>
(0 of 1) Respect proprietary information and confidentiality	<b>Yes</b>	<b>Yes</b>
	<b>Yes</b>	<b>Yes</b>

(0 of 1) Should follow company code of conduct and privacy policy		
(0 of 1) Has rules of engagement	<b>Yes</b>	<b>Yes</b>
(0 of 1) Transparency	<b>Yes</b>	<b>Yes</b>
(0 of 1) Judiciousness	<b>No</b>	<b>Yes</b>
(0 of 1) Perception as reality	<b>No</b>	<b>Yes</b>
(0 of 1) conversational	<b>Yes</b>	<b>Yes</b>
(0 of 1) Adds value	<b>Yes</b>	<b>Yes</b>
(0 of 1) Taking personal responsibility	<b>Yes</b>	<b>Yes</b>
(0 of 1) Creation of excitement	<b>Yes</b>	<b>No</b>
(0 of 1) Leadership	<b>No</b>	<b>No</b>
(0 of 1) Correction of mistakes and errors	<b>Yes</b>	<b>Yes</b>
(0 of 1) Has moderation guidelines	<b>Yes</b>	<b>Yes</b>
(0 of 1) Company content	<b>Yes</b>	<b>Yes</b>
(0 of 1) Anonymous content	<b>Yes</b>	<b>Yes</b>
(0 of 1) Registered content	<b>Yes</b>	<b>Yes</b>
(0 of 1) Positive, negative, and offensive contents	<b>Yes</b>	<b>Yes</b>

**Source: Survey Data**

Table 4.15 above shows that the social media for MTC and MICT mentions persons covered by the policy. This is very crucial because it protects the persons that are covered under the aforesaid social policy for the highlighted firms. The findings are supported by MTC Social Media Policy (2014) states that “the MTC Social Media

Policy aims to protect the intellectual property of the organisation and the privacy of employees” (p. 1). It is intended to help staff members make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web articles like Twitter, Facebook, and LinkedIn. This policy covers all individuals working at all levels and grades, including senior managers, officers, employees, consultants, contractors, trainees, part-time and fixed-term employees, casual and agency staff as well as volunteers, collectively referred to as staff in this policy” (p.4).

Moreover, the findings as indicated by quantitative data from the previous analysis, the Republic of Namibia Social Media Use Policy, and Implementation Plan (2016/17-2019/20) as well as the Namibian Constitution mandate to enable or grant all citizens the right to freedom of speech and expression, including freedom that extends to freedom of the press and other media. Taking the Namibian Constitution into account, it creates a foundation for the development or framework of social media best practice policies within the Namibian government, specifically in the Ministry of Information and Communication Technology. This means that the policy is imperative for innovating transparent, effective, and efficient governance, developed in alignment with the National Development Plans (NDPs), Vision 2030 as well as the Harambee Prosperity Plan.

From table 4.15, the results revealed that the social media policy for MTC and MICT mentioned the nature of social media platforms implemented by these organizations.

This helps the user to be familiar with the configuration of the social media policy and make use of those features as per nature stipulated in the policy.

Considering the above, government communicators must aim to ensure that policies that uphold social media use become policies that empower both government institutions as well as the Namibian people by Vision 2030. The minister also implied that he had hopes that social media best practice policies would improve and promote dialogue amongst the Namibian government as well as Namibian citizens and as a result, promote democracy, transparency, and accountability (MICT, 2016).

Solomon and Brown (2018) supported those social media guidelines are important as they maintain the brand identity consistently across channels, treat legal and regulatory sensitivities with awareness, prevent a scrutiny breach, provide guidance when a crisis or breach occurs, encourage employees to own and amplify the organisation's message, enforces best practice in social media throughout the organisation and serves as a guide when in doubt.

As extracted from table 4.15 portrays the outcomes how both social media policies for MTC and MICT contain guiding principles based on the following aspects: postings should be in the poster's area of expertise, should be meaningful and respectful, timely, respect proprietary information, and confidentiality, and should follow company code of conduct and privacy policy. The guiding principles are targeted to give guidelines to those who are covered by the policies of the aforesaid entities.

For an in-depth discussion, the findings are supported by MTC Social Media Policy (2014) states that “whenever you are permitted to use social media by this policy, you must adhere to the following general rules as follows:

- Always write in the first person, identify who you are and what your role is, and use the following disclaimer: “The views expressed herein are my own and don’t reflect the views of my employer.”
- Do not upload, post, forward, or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- Never disclose commercially sensitive, anti-competitive, private, or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with your line manager, Corporate Affairs or Human Resources.
- Do not upload, post, or forward any content belonging to a third party unless you have that third party’s consent.
- Before you include a link to a third-party website, check that any terms and conditions of that website permit you to link it. All links must be done so that it is clear to the user that they have moved to the third party’s website.
- When making use of any social media platform, you must read and comply with its terms of use.
- Do not post, upload, forward, or post a link to chain mail, junk mail, cartoons, jokes, or gossip.
- You are personally responsible for the content you publish onto social media tools-be aware that what you publish will be public for many years.

- Do not escalate heated discussions, try to be conciliatory, respectful, and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute calmly and rationally.

From table 4.15, the study revealed that the social media policies for MTC and MICT are formulated with specific restrictions regarding the use of the platforms. The study specifically explored the rules of engagement based on the following elements such as transparency, judiciousness, perception as reality, conversation added value, taking of personal responsibility, creation of excitement, leadership, and correction of mistakes and errors. This was supported by Social Media Guidelines for Media Professionals and Journalists (2019) document maintains that the quality and consistency of brands, staff members who communicate officially on behalf of an organisation in any social media forum or platform, or posts on any official pages should comply with the following:

- Be respectful of the audience. If you cannot put it on air or have it printed on the front page, then do not post it online.
- Employees who post content on behalf of their organisation or as part of their jobs must always identify themselves.
- Anyone posting on the organisation's social media sites or any other official social media pages must uphold the values and mission of the organisation and should coordinate with his/her manager.
- Do not pick arguments online and be the first to correct your own mistakes, and do not alter previous posts without indicating that you have done so.
- Always add value. Provide worthwhile information. Your brand is an important asset. Whatever you publish will affect your brand.

- One needs to be ethical and responsible in social media interactions (Reflect on what the company you work for expects of you).
- Post all about the organisation or relevant content, news, and programs.
- Engage the clientele professionally; always avoid emotional attachment.
- Seek guidance on legal related matters.

Lastly, from table 4.15, the study brought to light that the social media policies for MTC and MICT have moderation guidelines based on the aspects such: as company content, anonymous content, registered content, positive, negative, and offensive contents.

These aspects help the firms to manage the actions or activities being done on social media platforms. The users have different motives when using the social media platforms which is why companies or ministries need to put in place the moderation guidelines to manage the activities on the sites. The guidelines are centered on the content of different natures as discussed earlier. This was indeed supported by some of the incidents that took place in the use of social media such as gender activists also claimed that the advertisement promoted violence against women. However, Metcalfe Attorneys denied the allegations and reiterated that the advert was not intended to cause any controversy (Kisting, 2010).

Kisting (2010) further points out that Namibia is one of the countries faced with a challenge in properly managing social media platforms and their usage. There are various instances where social media platform administrators misused their power by using inappropriate language. Examples include the July 2010 case of the re-branded law firm, Metcalfe Attorneys, which placed a newspaper advertisement showing the

backside of a woman with a shoe print on one of her buttocks with words printed, 'still kicking it'. The advertisement created a social media outcry and provoked the release of a statement from the Law Society of Namibia stating that the post was in breach of the advertising guidelines set by the body aimed at enhancing and protecting the integrity of the legal profession.

Similarly, Ngutjinazo (2018) supports the findings that emerged from the study that Trustco Group placed an online advertise that which had American transgender and reality television personality, Caitlyn Jenner, wearing a lingerie top and standing next to suit-wearing male executives with the caption "Some will do anything to get a seat".

The advertisement created a public outcry, particularly among the Lesbian, Gay, Bisexual, and Transgender (LGBT) community and activists. Trustco Founder, Quinton Van Rooyen, was forced to retract the advertisement and issued an apology to all affected parties.

On the same note, in May 2018, a Real Estate Company, Sky Estates, published an advertisement of a property in Klein Windhoek where it called for white buyers only. The advertisement was published on the company's website but was posted by the public on social media. The company was labelled racist by the public and demanded that it be held criminally liable under Namibia's Racial Discrimination Act 26 of 1991. Sky Estates blamed the mistake on a new employee and then apologised to the public for the error (The Namibian Reporter, 2018).

In June 2018, a popular tourist attraction and hangout spot, Joe's Beer House released a controversial blackface advertisement at its establishment. The advertisement depicted a white man with a painted black face dating back to the 20<sup>th</sup> century. Joe's Beer House management has since removed the picture and apologised after it also received severe public outcry (Namibia Broadcasting Corporation, 2018).

The incidents listed above showcase the potential risks organisations face because of the unmanaged use of social media. According to Mushwana and Bezuidenhout (2014), these span a broad spectrum of disciplines that include reputational and brand damage on the part of the business. Moreover, they range from breaching advertising guidelines, soliciting acts of violence against women, infringing on the rights of others, being held criminally liable, and the risk of labelling.

Collectively, the incidences presented above form a compelling case for organisations in Namibia to adopt preventative and protective measures such as the implementation of comprehensive and extensive social media policies.

Social media use by organisations includes engaging with both internal and external stakeholder audiences through means such as blogs, podcasts, social networks, wikis, micro-blogs, and message boards. The purpose of the Republic of Namibia Social Media Use Policy and Implementation Plan 2016/17 – 2019/20 is to guide the use of social media by offices, ministries and agencies, regional councils, and local authorities' functionaries as part of information dissemination to the public (Rep the public of Namibia, 2018).



## **4.6 Discussion of Major Findings**

The major findings that emerged from the study are the following:

### **4.6.1 MTC's Social Media Policies**

The findings of the study revealed that 8.3% of the total participants are exposed to MTC postings thought they were defamatory, 9.2% indicated that the postings were proprietary, 5.5% indicated the postings were hardware, 4.6% indicated the posts were pornographic, while 3.7% indicated that the postings were indeed libellous. Furthermore, from a total of 108 participants who answered the question, 76.1% did not experience the above.

This is to say that, although MTC has social media policy implemented to regulate the usage of social media platforms, there are still loopholes whereby the users are conducting themselves against the policy in place. This causes some users to be victims that are subjected to inappropriate content on social media. If one must link this to the research topic, it makes sense to assess the best practice of social media platforms because companies are required to ensure that their social media pages are not inflicting pain on the users. Indeed, this has been supported by Kisting (2010) that Namibia is one of the countries faced with a challenge in properly managing social media platforms and their usage.

There are various instances where social media platform administrators misused their power by using inappropriate language. Examples include the July 2010 case of the re-branded law firm, Metcalfe Attorneys, which placed a newspaper advertisement showing the backside of a woman with a shoe print on one of her buttocks with words printed, 'still kicking it'. The advertisement created a social media outcry and provoked the release of a statement from the Law Society of Namibia stating that the post was in breach of the advertising guidelines set by the body aimed at enhancing and protecting the integrity of the legal profession.

Therefore, MTC must review the policies governing the usage of social media to address the challenges faced by the users and to enhance the best practice for social media usage.

#### **4.6.2 MICT's Social Media Policy**

Based on the findings drawn from table 4.12, it was noted that the exposure to social media postings by MICT participants, 23.7% of the participants experienced postings that endorsed/promoted commercial products, services, or entities, 11.9% of them found them to not be respectful, 10.2% found them to not be credible while 57.6% did not experience postings that were in violation with MICT's social medial postings. In comparison, MICT Social Media Policy is better than MTC's Social Media Policy because, given the rates of harassment, deformation of characters, irrelevant dealings, it was indicated by the participants that the MICT has fewer cases of the aforesaid aspects, because of the focus on promoting commercial products, services, or entities.

The findings have been supported by The Republic of Namibia (2018) in its Social Media Use Policy and Implementation Plan (2016/17-2019/20) highlights that the Ministry of Information and Communication Technology's Social Media Policy general guidelines for the use of social media for official purposes are as follows:

- Be credible – accurate, fair, thorough, and transparent.
- Be respectful – encourage dialogue and accept criticism.
- Be cordial, honest, and professional always.
- Always engage relevant units before responding to a question concerning their unit.
- Do not control, modify, or endorse comments or opinions provided by visitors to one's social media sites.

- Do not engage in vulgar or abusive language, personal attacks of any kind, or offensive terms targeting individuals or groups.
- Do not endorse or promote commercial products, services, or entities.

#### **4.6.3 Rating MTC's Social Media postings based on social media policy**

The outcomes of the study revealed from table 4.13 based on the rating of MTC's social media posting with social media policy given the criteria such following guidelines rated 89.4%, engaging rated 82.5%, provides useful providing rated 92.3%, professional professional-rated and relevant posts rated 79.6%, ethical 93.2%, and offensive rated 93.2%. This means that 93.2% of the users of MTC's social media platform are aware of and rated the social media policy based on the criteria such as following the set guidelines when using the social media platform, the engagement between the users, and the providing useful information about the usage of social media policy, maintain professionalism when using social media platform, timely and relevant posts, ethical and offensive.

The results indicated that most of the users agree with the set criteria as far as rating MTC's Social Media Policy. Storck (2011) supports that on the information side, social media allows for the discovery and dissemination of newsworthy material quickly, but social media platforms are also full of rumours, unsubstantiated claims, and simple falsehoods. Bad information can go viral quickly as the recent term "fake news" has shown. The workshop served to strengthen the capacity of media in the Southwest African region by adopting a clear platform for the use of social media in news and broadcasting.

Tarmizi (2016) is supporting the issues regarding users opting to use Facebook compared to other social platforms because of security and privacy concerns because users were given a click button to deal with any violation of the protection and privacy policy of Facebook.

#### **4.6.4 Document Analysis for Content of social media policy for MTC and MICT**

From table 4.15, the results revealed that the social media policy for MTC and MICT mentioned the nature of social media platforms implemented by these organizations. This helps the user to be familiar with the configuration of the social media policy and make use of those features as per nature stipulated in the policy.

Bearing in mind the above, government communicators must aim to ensure that policies that uphold social media use become policies that empower both government institutions as well as the Namibian people by Vision 2030. The minister also implied that he had hopes that social media best practice policies would improve and promote dialogue amongst the Namibian government as well as Namibian citizens and as a result, promote democracy, transparency, and accountability (MICT, 2016).

The analysis drawn from the findings suggests that, although the content of the social media policies is well formulated by looking at hosts and users' protection, there are still loopholes in the policies such as users can inflict pain on other users by posting inappropriate content, etc. Meaning there is a need to develop and configure a filter

detection feature that helps to automatically prohibit any irrelevant posting on the social media platform. Until then, the policies governing the contents of the two entities remain imperfect as far as social media usage is concerned. This has been supported that when it comes to the usage of social media platforms and sensitive information, users of online sites in Namibia tend to upload sensitive pictures and videos or information associated with road accident scenes, leaked organisation documents, and private company information or posts that may damage the reputation of an organisation.

This is supported by Stieglitz, et. al (2018) that social media usage had a negative side effect referred to as ‘the dark side of social media. This includes the users of social media being exposed to numerous challenges such as rumours, false information, and fake news among others. Therefore, measures should be put in place to detect the aforesaid categories of content.

However, other users of Twitter and YouTube highlighted that Facebook was not safe, because in most cases, users attacked each other, posting inappropriate videos or pictures or posts, but no severe steps were taken to manage such incidents. Similarly, Baruah (2012) found that social networks such as Facebook were associated with challenges such as intrusion into privacy, whereby privacy was a huge problem. This becomes a very serious issue when users are targeted based on their location, age, and so forth, leading to kidnapping and murder. In some instances, it has been realised that most users who register on social media used fake personal information to open their accounts to mislead other users. Therefore, the problems of harassment, cyberstalking, and online scams are the order of the day on social media platforms.

In conclusion, the content analysis of social media policies for both MTC and MICT was based on the aspects such as the persons covered by the policies, the nature of social media platforms, contains guidance principles, rules of engagement, and moderation guidelines. These aspects were thoroughly scrutinised based on how the social media policies for both MTC and MICT are formulated and implemented considering the aforesaid aspects.

Moreover, the discussions were also based on literature, especially the incidents that occurred in the Namibian context regarding the usage of social media platforms. It was revealed that social media policies for the abovementioned companies or organisations have loopholes as far as security, compliance, and configurations are concerned.

## **CHAPTER 5: SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS**

This chapter deals with the summary of the findings discussed in chapter 4. Thereafter, conclusions were drawn from the discussion of the major findings, thus recommendations have been suggested to address the major findings that emerged from the study. The summary of the findings is discussed based on the research objectives to establish if indeed the outcomes of the study have successfully satisfied the research objectives. Therefore, this study is very crucial, simply because it aims to seek the attitudes of users towards social media platforms in the Namibian context. The research objectives of this study are as follows: To assess the best practice of MICT and MTC's social media policies; to evaluate the content of the best practice implementation of MICT and MTC's social media policies, and to measure the user attitudes towards MICT and MTC's social media practice. These objectives can play a role in the implementation of social media policies within organisations in Namibia.

## **5.2 Summary of Findings**

The following research objectives were met within the study:

### **5.2.1 To assess the best practice of MICT and MTC's social media policies.**

The social media policies for the two organisations, namely, MTC and MICT pitted against each other demonstrate that the policies are generally put in place to act as a code of conduct to provide guidelines for employees who are granted access to post content on the internet. These guidelines are put in place to protect both the organisation as well as the employee which relates to the Protection Motivation Theory. The theory determines how individuals (in this case organisations) are motivated to react in a protective way to a perceived threat.

Both the policies analysed have clear guidelines as to what can and cannot be posted, usage of language and tone, and how to communicate with online users. These policies seek to maintain the quality and consistency of each brand and aim to lay out guidelines for those assigned to officially communicate online with social media users. The results revealed that most of the content being posted on social media, especially for MTC is contravening the regulatory guidelines stipulated in the social media policy.

### **5.2.2 To evaluate the content of the best practice implementation of MICT and MTC's social media policies**

The results of this study revealed that 87.1% of the participants made use of social media. Of those presented as social media users, 67.5% were exposed to posts by MTC while only 33.7% were exposed to posts by MICT. This illustrates that according to MICT's policy to increase communication within the public, increase the effectiveness

of government communication and increase the speed of government response to queries from the public; there is little improvement as their online visibility cannot be seen by members of the public. The rate of exposure between MTC and MICT shows that MTC's posts are seen more regularly than those of MICT.

In terms of implementing social media policies, participants of this study revealed that some posts by MTC were defamatory and those of MICT showed some respectful posts indicating that the guidelines are not followed/implemented to the fullest. Thus, this is being supported by literature that most users are using social media to harm others with the posts they are uploading on social media. For example, Ngutjinazo (2018) describes how in March 2018, the Trustco Group placed an online advertisement that had American transgender and reality television personality, Caitlyn Jenner, wearing a lingerie top and standing next to suit-wearing male executives with the caption "Some will do anything to get a seat". The advertisement created a public outcry, particularly among the Lesbian, Gay, Bisexual, and Transgender (LGBT) community and activists. Trustco Founder, Quinton Van Rooyen, was forced to retract the advertisement and issued an apology to all affected parties. On the same note, in May 2018, a Real Estate Company, Sky Estates, published an advertisement for a property in Klein Windhoek where it called for white buyers only. The advertisement was published on the company's website but was posted by the public on social media. The company was labelled racist by the public and demanded that it be held criminally liable under Namibia's Racial Discrimination Act 26 of 1991. Sky Estates blamed the mistake on a new employee and then apologised to the public for the error (The Namibian Reporter, 2018).

### **5.2.3 To measure the user's attitudes towards MICT and MTC's social media practice.**

Overall, 90% of the participants that were exposed to social media postings by the two organisations found that MTC was the best in terms of social media postings whilst 10% ranked MICT the best. The participants found that MTC engaged with their audiences, provided useful information, posted professional content, and were timely, relevant, and ethical. Of the 103 participants that were exposed to posts by MTC, 93.2% indicated that posts by MTC were not offensive.

The MTC Social Media Policy (2014) states that “the MTC Social Media Policy aims to protect the intellectual property of the organisation and the privacy of employees” (p. 1). It is intended to help staff members make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web articles such as Twitter, Facebook, and LinkedIn. This policy covers all individuals working at all levels and grades, including senior managers, officers, employees, consultants, contractors, trainees, part-time and fixed-term employees, casual and agency staff as well as volunteers, collectively referred to as staff in this policy” (p.4). MICT's posts based on social media policy guidelines were also found to be more engaging, useful, and professional as well as ethical. Of the 55 participants exposed to postings by MICT, 87.3% of them indicated that the posts were not offensive.

Moreso because the Technology Acceptance Model (TAM) forecasts individual adoption and voluntary use of technology. It further aids in measuring user attitudes by examining individual adoption behaviour to the posts and social platforms of MICT and MTC.

### **5.3 Conclusions**

Based on the major findings as well as the summary of the findings that emerged from the study, the conclusions are made based on individual objective as follow:

Firstly, the primary objective was to assess the best practice of MICT and MTC's social media policies. Given the outcomes, this objective was successfully satisfied thereby concluding that content being posted on social media, especially for MTC is contravening the regulatory guidelines stipulated in the social media policy. Meaning that the policies are not fully addressing the protection of the rights of the users. Given the MICT, it was noted that the ministry is doing all it takes to ensure that the social media platforms are conducive to all the users, however, it was revealed by the users that there are some instances whereby the user's rights are being violated by others because the social media practice doesn't incorporate features that help to lessen or eliminate the violation of human rights when using the social media platforms. Therefore, it is fair to conclude that MICT and MTC's social media best practices need review and amendments to protect all users.

Secondly, the study has the intention to evaluate the content of the best practice implementation of MICT and MTC's social media policies. This objective was indeed

achieved by the outcomes of the study. The findings revealed that MTC engaged with their audiences provided useful information, posted professional content, and were timely, relevant, and ethical. Of the 103 participants that were exposed to posts by MTC, 93.2% indicated that posts by MTC were not offensive. This means that although there is a policy in place to regulate the dealings of social media, not all the users are catered for because the results 6.8% of the participants indicated that posts by MTC were somehow offensive.

This is not fulfilling the content covered in the MTC Social Media Policy (2014) which states “the aim of the MTC Social Media Policy is to protect the intellectual property of the organisation and the privacy of employees” (p. 1). It is intended to help staff members make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web articles such as Twitter, Facebook, and LinkedIn. This policy covers all individuals working at all levels and grades, including senior managers, officers, employees, consultants, contractors, trainees, part-time and fixed-term employees, casual and agency staff as well as volunteers, collectively referred to as staff in this policy” (p.4). Therefore, there is a need to cater to all the users so that the policy can be effectively implemented and serve its purpose.

As for MICT, the findings revealed that MICT’s posts based on social media policy guidelines were also found to be more engaging, useful, and professional as well as ethical. Of the 55 participants exposed to postings by MICT, 87.3% of them indicated that the posts were not offensive.

This means that the policy in place to monitor and protector the users of social media platforms to access the ministry's services, however, it's not fully catering to all the users, which is why the results revealed that 12.7% of the participants experienced offensive posts on the social media of the ministry in question.

The purpose of the Republic of Namibia Social Media Use Policy and Implementation Plan 2016/17 – 2019/20 is to guide the use of social media by offices, ministries and agencies, regional councils, and local authorities' functionaries as part of information dissemination to the public (the Republic of Namibia, 2018). The plan helps to add value to the methods through which government engage the public in social dialogue to provide access to public information to create a knowledge-based society" (p. 6). Therefore, the content alone of the social media policy is not sufficient, but monitoring and corrective actions, as well as possible amendments, are the keys to ensuring that all the users of Social Media platforms are well-taken care of well-taken the objective of measuring the users' attitudes toward MICT and MTC's social media practice was also successfully achieved because it was concluded from the major findings when the users rated the usage of MTC and MICT social media platforms, it was rated that 59.1% of the total participants indicated that the users are exposed to social media as far as MTC social media is concerned, while 28.5% are not exposed to MTC social media. However, 12.4% of the participants are termed to be missing data. This is supplemented by 8.3% of the total participants that are exposed to MTC postings thought they were defamatory, 9.2% indicated that the postings were proprietary, 5.5% indicated the postings to be harassing, 4.6% indicated the posts to be pornographic, while 3.7% indicated that the postings were indeed libellous.

Furthermore, from a total of 108 participants who answered the question, 76.1% did not experience the above. The information derived from the table above means, that although there are measures put in place to manage the usage of social media, users are still engaging themselves in prohibited actions on social media. This is supported by Kisting (2010) Namibia is one of the countries faced with a challenge in properly managing social media platforms and their usage. There are various instances where social media platform administrators misused their power by using inappropriate language.

As for MICT, figure 4.5 The participants rated social media postings based on the aspects such as if the users follow guidelines rated 90%, engagement between the users and hosts rated 80%, the host is helpful rated 90%, professionalism rated 90%, timely and relevant rated 70%, ethical rated 90%, offensive rated a No of 90%. As the users rated the social media usage, there is still a grey area whereby 10% of the user opposed the aspects as stated earlier. Subsequently, there are still some loopholes in the policies of the social media, thus this leads to the extent of measuring the attitudes of the users towards the MICT and MTC social media policies, that in this instance, 90% had positive attitudes and 10% had negative attitudes regarding the social media platforms given the policies governing the activities conducted on such platforms. In conclusion, this research has shown that social media can be a powerful force for democracy and space for dangerous, sectarian, and divisive ideas.

## 5.4 Recommendations

- Firstly, based on the conclusions made, it is recommended that MTC and MICT should review, monitor, amend and implement their social media policies in terms of the frequency of posts should assign a dedicated employee or create a department strictly dedicated to officially communicating online on behalf of the organisation.
- Secondly, MTC's and MICT's social media policies should be redrafted and implemented not only to safeguard the host and users but also the employees who are the custodians of online platforms, thus it is of utmost importance in the 4<sup>th</sup> industrial revolution to be risk-averse and observe ethical consideration when executing their duties using the social media platform.
- Thirdly, to tackle issues of etiquette and proper usage of social media, MTC and MICT should provide clear guidelines that need to be set out by organisations that will allow for best practices in social media usage and compliance to those best practices. There should be consistency in managing social media usage and all the guidelines stipulated in the policy. Compliance is the key to ensuring that all the mandatory instructions are followed and to tracking any divert within the parameter of the policy.
- Fourthly, to maintain brand identity consistently across platforms, and prevent security breaches and crises, both MTC and MICT should define the team's roles on social media and identify who manages which social media accounts. This helps to have a mutual engagement with the users. Also, this helps the users to

know to whom they report issues regarding the usage of social media, especially when interacting with each other, and to report any troubleshooting. Also, the policies should incorporate strict measures of liabilities if the users misuse the social media platform, for example, posting and or circulating irrelevant pictures or videos or fake news that can cause harm to the masses.

- Fifthly, for effective social media policy implementation in MTC and MICT, it is imperative to simplify the policy such that it can be understood, interpreted, and followed by all users regardless of their level of education and job title. The design and configuration of the social media policies should be user-friendly to all.
- Lastly, policies have a timeline, and technological innovation is fast-growing therefore, it is recommended that social media policies for MTC and MICT should be reviewed occasionally and when need be, to keep up with the fast-changing ICT environment. Policies have a period of relevance hence the need to revisit them for changes. However, this requires updating and educating the users on any new development as far as the policies are concerned.

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## **Appendices**

### **Appendix A: Ethical Clearance Certificate**



**ETHICAL CLEARANCE CERTIFICATE**

**Ethical Clearance Reference Number:** FHSS/557/2020

**Date:** 28 April, 2020

This Ethical Clearance Certificate is issued by the University of Namibia Research Ethics Committee (UREC) in accordance with the University of Namibia's Research Ethics Policy and Guidelines. Ethical approval is given in respect of undertakings contained in the Research Project outlined below. This Certificate is issued on the recommendations of the ethical evaluation done by the Faculty/Centre/Campus Research & Publications Committee sitting with the Postgraduate Studies Committee.

**Title of Project:** Best Practice In Social Media Use: A Case Study Of Mict And Mtc

**Researcher:** BOOIS BEAULAH

**Student Number:** 201105224

**Supervisor(s)** *Prof. E Alpbio*

**Faculty:** Faculty of Humanities and Social Sciences

Take note of the following:

- (a) Any significant changes in the conditions or undertakings outlined in the approved Proposal must be communicated to the HREC. An application to make amendments may be necessary.
- (b) Any breaches of ethical undertakings or practices that have an impact on ethical conduct of the research must be reported to the HREC.
- (c) The Principal Researcher must report issues of ethical compliance to the HREC (through the Chairperson of the Faculty/Centre/Campus Research & Publications Committee) at the end of the Project or as may be requested by HREC.
- (d) The HREC retains the right to:
  - (i) Withdraw or amend this Ethical Clearance if any unethical practices (as outlined in the Research Ethics Policy) have been detected or suspected,
  - (ii) Request for an ethical compliance report at any point during the course of the research.

HREC wishes you the best in your research.

Dr. E de Villiers: HREC Chairperson

Ms. P. Claassen: HREC Secretary

## Appendix B: Questionnaire

My name is Beulah Boois; I am a student at the University of Namibia (UNAM) where I am studying for my Master of Arts (MA) in Media Studies. I am conducting a study on *Best practice in social media use: A Case Study of MICT and MCT* in fulfillment of the requirements for the award of the degree.

This research is being conducted according to UNAM guidelines and the information provided will be treated with utmost confidence. Data collected will solely be used for this study.

Kindly fill in or cross (X) where applicable

1. Indicate your gender

Female [ ]

Male [ ]

2. Indicate your age

Under 20 years [ ]

20-30 [ ]

31-40 [ ]

41-50 [ ]

51-60 [ ]

61 and above [ ]

3. Indicate your marital status

Single [ ]

Married [ ]

Divorced/Separated [ ]

In a relationship [ ]

4. Indicate your profession/occupation

Businessperson [ ]

Civil servant/State employee [ ]

Private sector employee [ ]

Student [ ]

5. Indicate your highest qualification

Grade 10 [ ]

Grade 12 [ ]

Certificate [ ]

Diploma [ ]

Degree [ ]

Higher Degree [ ]

6. Are you on social media? Yes [ ] No [ ] (If the answer is “no” discontinue the survey)

7. Have you been exposed to social media postings by MTC? Yes [ ] No [ ]

8. Have you been exposed to social media postings by MICT? Yes [ ] No [ ]

9. (If the answer for both questions 7. And 8. is “no” discontinue the survey)

10. Indicate social media that you are involved in (Tick all that applies)

Facebook

Twitter

Google+

Pinterest

Instagram

Snapchat

Others

(Specify)

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11. How often are you exposed to social media postings by MTC?

Rarely [ ] Sometimes [ ] Regularly [ ]

12. How often are you exposed to social media postings by MICT?

Rarely [ ] Sometimes [ ] Regularly [ ]

13. OnIn which platforms have you seen MCT postings? (Tick all that applies)

Facebook

Twitter

Google+

Pinterest

Instagram

Snapchat

Others (Specify)

---

14. In which platforms have you seen MICT postings? (Tick all that applies)

Facebook

Twitter

Google+

Pinterest

Instagram

Snapchat

Others

(Specify)

---

15. The Social Media Policy of MTC indicates that:

“Appropriate Conduct: Some examples of prohibited social media conduct include posting commentary; content or images that are defamatory, pornographic, proprietary, harassing, and libellous or that can create a hostile work environment”

Have you ever experienced postings from MTC that are: (Tick all that applies)

Defamatory

Pornographic

Proprietary

Harassing

Libellous

16. The Social Media Policy of MICT indicates that:

“General social media guidelines/codes of conduct to be observed by government communicators when using any type of social media for official purposes:

Be credible – accurate, fair, thorough, and transparent

Be respectful – encourage dialogue and accept criticism

Acknowledge mistakes made through your comment or response and correct them immediately

Do not engage in vulgar or abusive language, personal attacks of any kind, or offensive terms targeting individuals or groups

Do not endorse or promote commercial products, services, or entities

Have you ever experienced postings from MICT that are: (Tick all that applies)

Not credible

Not respectful

Do not acknowledge mistakes/correct them

Uses vulgar/abusive language/personal attacks

Endorsed/promotes commercial products, services, or entities

17. How would you rate MTC social media postings based on their Social Media Policy guidelines above: (Tick the appropriate box)

Follows Guidelines

Yes [ ] No [ ]

Engaging

Yes [ ] No [ ]

Provides Useful Information

Yes [ ] No [ ]

Professional

Yes [ ] No [ ]

Timely and Relevant Posts

Yes [ ] No [ ]

Ethical

Yes [ ] No [ ]

Offensive

Yes [ ] No [ ]

18. How would you rate MICT social media postings based on their Social Media Policy guidelines above: (Tick the appropriate box)

Follows Guidelines

Yes [ ] No [ ]

Engaging

Yes [ ] No [ ]

Provides Useful Information

Yes [ ] No [ ]

Professional

Yes [ ] No [ ]

Timely and Relevant Posts

Yes [ ] No [ ]

Ethical

Yes [ ] No [ ]

Offensive

Yes [ ] No [ ]

19. Rank the two organizations' social media postings by following the social media guidelines above by ticking the best organization.

MTC [ ]

MITC [ ]

## **Appendix B: Content Analysis Checklist**

Coding Scheme

Coder Beulah Boois

Content of social media policy

<b>(0 of 1) Mentions persons covered by the policy</b>
<b>(0 of 1) Mentions nature of social media platforms</b>
<b>(0 of 1) Contains guiding principles</b> (0 of 1) Postings should be in the poster's area of expertise (0 of 1) Should be meaningful and respectful

<p>(0 of 1) Timely</p> <p>(0 of 1) Respect proprietary information and confidentiality</p> <p>(0 of 1) Should follow company code of conduct and privacy policy</p>
<p><b>(0 of 1) Has rules of engagement</b></p> <p>(0 of 1) Transparency</p> <p>(0 of 1) Judiciousness</p> <p>(0 of 1) Perception as reality</p> <p>(0 of 1) conversational</p> <p>(0 of 1) Adds value</p> <p>(0 of 1) Taking personal responsibility</p> <p>(0 of 1) Creation of excitement</p> <p>(0 of 1) Leadership</p> <p>(0 of 1) Correction of mistakes and errors</p>
<p><b>(0 of 1) Has moderation guidelines</b></p> <p>(0 of 1) Company content</p> <p>(0 of 1) Anonymous content</p> <p>(0 of 1) Registered content</p> <p>(0 of 1) Positive, negative, and offensive contents</p>

