

2022

## Using Social Media Campaigns to Activate Electronic Volunteering Platforms during COVID-19 Pandemic

Maha M. A. Lashin

*College of Engineering, Princess Nourah Bint Abdulrahman University, Saudi Arabia,*  
mmlashin@pnu.edu.sa

Areej A. Malibari

*Department of Computer Science, Faculty of Computing and Information Technology, King Abdulaziz University, Jeddah, Saudi Arabia,* mmlashin@pnu.edu.sa

Walaa M. Helmy

*College of Arts and design, Princess Nourah Bint Abdulrahman University, Saudi Arabia,*  
mmlashin@pnu.edu.sa

Fawzan S. Alfares

*Department of Manufacturing Engineering Technology, College of Technological Studies, PAAET, Kuwait,*  
mmlashin@pnu.edu.sa

Follow this and additional works at: <https://digitalcommons.aaru.edu.jo/isl>

---

### Recommended Citation

M. A. Lashin, Maha; A. Malibari, Areej; M. Helmy, Walaa; and S. Alfares, Fawzan (2022) "Using Social Media Campaigns to Activate Electronic Volunteering Platforms during COVID-19 Pandemic," *Information Sciences Letters*: Vol. 11 : Iss. 2 , PP -.

Available at: <https://digitalcommons.aaru.edu.jo/isl/vol11/iss2/2>

This Article is brought to you for free and open access by Arab Journals Platform. It has been accepted for inclusion in Information Sciences Letters by an authorized editor. The journal is hosted on Digital Commons, an Elsevier platform. For more information, please contact [rakan@aarj.edu.jo](mailto:rakan@aarj.edu.jo), [marah@aarj.edu.jo](mailto:marah@aarj.edu.jo), [u.murad@aarj.edu.jo](mailto:u.murad@aarj.edu.jo).

# Using Social Media Campaigns to Activate Electronic Volunteering Platforms during COVID-19 Pandemic

Maha M. A. Lashin<sup>1,\*</sup>, Areej A. Malibari<sup>2</sup>, Walaa M. Helmy<sup>3</sup>, Fawzan S. Alfares<sup>4</sup> and Mahdy S. Al Ajami<sup>4</sup>

<sup>1</sup>College of Engineering, Princess Nourah Bint Abdulrahman University, Saudi Arabia

<sup>2</sup>Department of Computer Science, Faculty of Computing and Information Technology, King Abdulaziz University, Jeddah, Saudi Arabia

<sup>3</sup>College of Arts and design, Princess Nourah Bint Abdulrahman University, Saudi Arabia

<sup>4</sup>Department of Manufacturing Engineering Technology, College of Technological Studies, PAAET, Kuwait

Received: 19 Jun. 2021, Revised: 2 Sep. 2021; Accepted: 1 Nov. 2021

Published online: 1 Mar. 2022.

**Abstract:** We design and implement an advertising campaign using social media to encourage people to volunteer on online platforms as well as identify the effectiveness of online marketing in informing people and encouraging them to participate in volunteer platforms. It is shown that the expected turnout of young people to volunteer work through social networking platforms and awareness of the epidemic reduced its prevalence rate.

**Keywords:** Weighted distribution, Nwikpe distribution, Maximum likelihood estimator, Entropies, Order statistics, Bonferroni and Lorenz curves.

## 1 Introduction

Volunteering is an activity that benefits one, a group or an organization as well as improves the quality of human life [1].

1. Social media are means that help create and exchange information, ideas and concerns of professional and other types of expression through communities and virtual networks [2]. There are several characteristics of global social networking sites [3].
2. Social media are interactive Web 2.0 Internet-based applications.
3. User-generated content, such as text posts or comments, digital photos or videos and data generated through all online interactions, is the lifeblood of social media.
4. Users create service-specific profiles and identities for the website or app, which the social media company designs and maintains.

5. Through integrating a user's profile with that of other individuals or groups, social media facilitate the formation of online social networks.

Social media platform, which is a platform portable and / or based on the Internet, is used and controlled by the seller or any of its subsidiaries for the purpose of promoting commercial activity, including any profiles or accounts on Facebook, Google+, Instagram, Pinterest and Tumblr, Twitter, Snapchat, and YouTube [4]. Marketing, communication, and social interaction are few applications available on social media platforms. Using survey and behavioural data, Daniela et al.

(2018) investigated the impact of a social media campaign on the success of a new product launch. The information was derived from an online community that was a part of a social media try-out campaign to promote the release of new high-end binoculars.

A mediation analysis demonstrated that campaign-related elements positively affect the customers' attitudes towards new products, which in turn mediates the positive impact on purchase intention and recommendation behaviour [5]. Imene et al. (2018) explored the social commerce vendor's

\* Corresponding author E-mail:  
mmlashin@pnu.edu.sa

perceived qualities and their impact on users' trust as well as tested the impact of trust and platform perceived usage on social commerce intent. The results of an online poll of Instagram users in the Golf Corporation Council countries revealed that reputation and price advantage enormously affected trust, though habits mitigated their impacts. Social contacts with the social commerce seller, contrary to assumptions, erode trust. Perceived platform ease of use, facilitating conditions, hedonic reasons, and habits maximize social commerce intent [6]. Volunteer organizations find it difficult to force volunteer workforce to carry out their mission. When volunteers receive positive benefits and social support from the volunteer organization, they express positive commitment to continue. Although online social networks are a low-cost information system that several individuals use to best satisfy their needs, their strategic role in volunteer retention is understudied. Amy et al.(2012) expanded the notion of functional incentives, which had previously been utilized only to predict volunteer retention in an offline setting.

To test the impact of online social network use on volunteer retention, the study surveyed the volunteers' personal use of online social networks, motivations, benefits, commitment and satisfaction. The study extended the theory of functional motivations, which has only been used to predict volunteer retention in an offline context. The study asked volunteers about their personal use of online social networks and the impact of social networking on volunteer retention [7]. Jurglia et al. (2018) solved the problem of choosing the approach that can reverse the reality accurately and completely. These methods are related to assessing the performance of advertisements campaigns in terms of social networking elements.

The present study adopts research methodologies, such as analysis of the scientific literature, different criteria and evaluation experts to achieve its objective. Sales identification, access to content, traffic on the website, impressions, repetition, relevance, potential customers, and the growth of the public are eight key criteria that define the effectiveness of advertising campaigns on networking and social during the study [8]. In the present paper, social networking platform for volunteers is designed and implemented to raise awareness and help patients with COVID-19. The target audience for this platform are the Saudi community and the age group is (18-50) and the subscribers in technology and social media. The platform is designed for various tactics to social networking sites, including Twitter, Instagram, Facebook, LinkedIn, and Snapchat.

## 2 Methodologies

Social media affected public opinion, increased the persons' participation and raised awareness of what should be done to help the patients and combat COVID-19. Publications used in the design of volunteering platform on social networking sites are described in form (1). The objectives of the publications are, as follows.

- (A) Encouraging staying at home.
- (b), (c) Contact volunteers to help with all means of communication, whether phone numbers or platforms for social media.
- (d), (e) General information on Corona Virus and COVID-19 (prevalence rate in the world, recovery rates, mortality rates, ...etc.)
- (f), (g), (h) Symptoms of COVID-19, such as fever and cough.
- (i) Emphasizing the importance of staying at home to preserve health and reduce the spread of the epidemic.



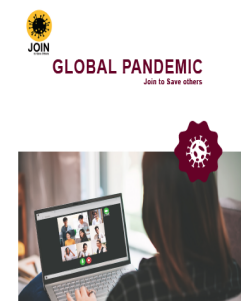
(a)



(b)



(c)



(d)

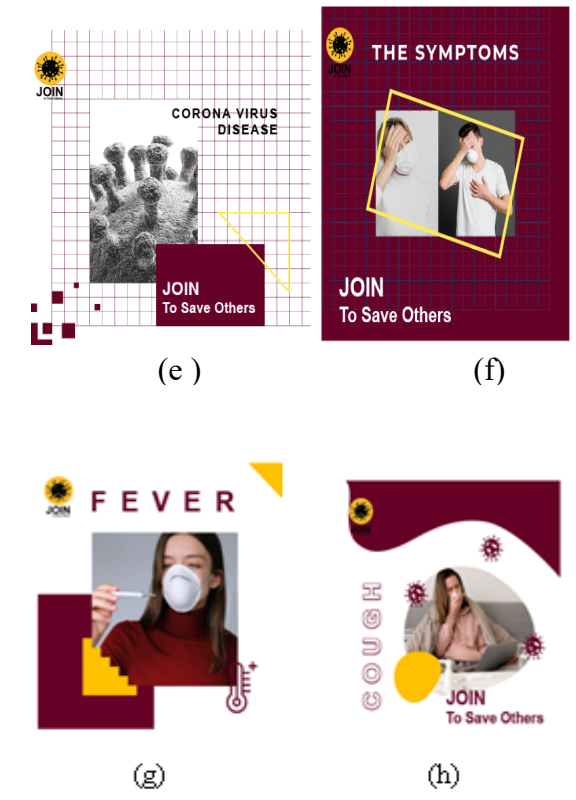


Fig.1: Social Media Volunteering Platform posts.

These social networking sites aim to provide basic health care to educate the community about COVID-19 and how to avoid it. Instagram platform was presented as an example of social networking platforms that promote volunteerism in the community, especially among young people. Instagram posts on mobile and web applications are shown in Figure 2 and 3, respectively.

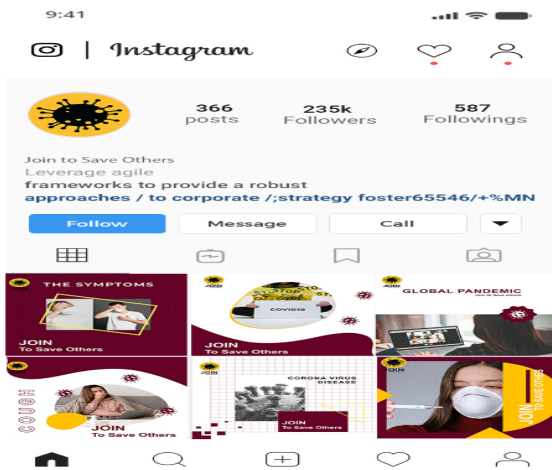


Fig. 2: Posts of an awareness campaign in mobile application.

### What are benefits of the designed campaign?

- Perform a social media audit: Assess the current state of our pages on social media and make recommendations on how we might improve our presence and engagement and where we might focus our efforts.
- Help us develop and/ or implement marketing campaign using social media regarding collecting donations to support basic health care.
- Create new information and attract social communication channels.
- Graphics setup to share channels.
- Engage and interact with our followers.
- Regular management and maintenance of social media channels. Looking for a volunteer with experience in writing and editing marketing content for social media platforms, such as Facebook, Twitter, LinkedIn, and Instagram.
- Develop the strategies that increase the use of social media as well as design fundraising or awareness campaigns
- Create content calendars to help plan social media activity.
- The volunteer should have good network with people, organisations and fundraising or awareness campaigns.
- Encourage charities to support our projects.

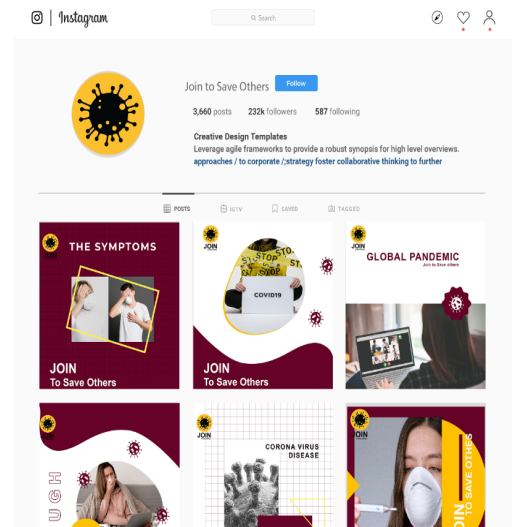


Fig. 3: Posts of an awareness campaign in web application.

### 3 Conclusions and Further Research

The present paper addressed the use of social networking platforms to create awareness campaign against the spread of Covid-19 in Saudi Arabia. It also included relevant posters, the definition of the disease in all its aspects, spread rate, recovery, symptoms and how to prevent it. Instagram was selected to carry out this campaign. The results showed that the expected turnout of young people to volunteer work through social networking platforms and awareness of the epidemic reduced its prevalence rate. For further research, we suggest implementing this campaign on all social media platforms to achieve full awareness of the community.

#### Acknowledgment

This research was funded by the Princess Nourah bint Abdulrahman University Researchers Supporting Project number (PNUURSP2022R152), Princess Nourah bint Abdulrahman University, Riyadh, Saudi Arabia.

#### Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

#### References

- [1] Wilson and John, 2000, Volunteering, Annual Review of Sociology: DOI: 10.1146/annurev.soc.26.1.215.
- [2] Kietzmann, Jan H., Kristopher Hermkens, 2011, social media? Get serious! Understanding the functional building blocks of social media, Business Horizons (Submitted manuscript). **54**, 241–251(2000), DOI: 10.1016/j.bushor.2011.01.005.
- [3] Obar, Jonathan A., Wildman, Steve, 2015, Social media definition and the governance challenge: An introduction to the special issue, Telecommunications Policy., **39(9)**, 745–750(2015).
- [4] Kaplan Andreas M. Haenlein Michael, 2010, Users of the world, unite! The challenges and opportunities of social media, Business Horizons. **53(1)**, (2010).
- [5] Daniela Baum, Martin Spann, Johann Füller and Carina Thürriidl, 2018, The impact of social media campaigns on the success of new product introductions, Journal of Retailing and Consumer Services, Baum, D., Journal of Retailing and Consumer Services.
- [6] Imene Ben Yahia, Nasser Al-Neama and Laoucine Kerbache, 2018, Investigating the drivers for social commerce in social media platforms: Importance of trust, social support and the platform perceived usage,

- [7] Amy J. Connolly, 2012, volunteering 2.0: how online social networks motivate volunteer retention, Thirty Third International Conference on Information Systems, Orlando.
- [8] Jurgita Raudeli, unien'ė ID, Vida Davidavičien'ė, Manuela Tvaronavičien'ė, ID and Laimonas Jonuška, 2018, Evaluation of Advertising Campaigns on Social Media Networks, sustainability, **10**, 1-14 (2018).