Preparing effective strategy to apply social networks in Saudi Electricity Company

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Abstract

The appearance of social networks supported a historical spread of transferring media into new places, also giving its users a great opportunity to effect and move across borders without control unless in relatively specific way. These papers define strategy of applying social networks, its work, its content, and the way of adopting strategies of networks depending on the definition of social networks, it’s presented services and its types that in Saudi Electricity Company. We are suggested in this research number of fields that reviewed in discussions about future activities and network works as the Electricity Regulatory Commission taken into consideration of preparing this strategy, reorganizing communication styles, sharing information in the personal, professional and social level. Those invented services and varied programs become a driver to new shapes of cooperation, Social Continuity and moral expression.

Key Words: Social networks- strategic work- social network.

1- Introduction:

Social network works on providing training opportunity for Electricity Regulatory Commission in KSA and the Arab world, including wide training programs that opening for all members. Also it is working on helping regulatory agencies that needed special training programs, and on finding needed programs. Strategy of Saudi Electricity Company focuses on description of the general direction of organization from directions toward growth, management ways for varied activities and products lines, and how to achieve balance in its investment portfolio and its products. This strategy of the company reflects decisions models related to type of activity that the company has to execute, financial or non-financial resources from and to departments, relations between company and groups having benefits, enters that organization can used to increase the revenue on investment. The company takes one of those three shapes:

1- Stability strategy or what so-called sometimes limited growth strategy, which is the best alternative strategy for the successful organization that working in stability industry relatively and in undistributed external environment. According to this strategy, the company seeks for continuity of its current followed methods and ways through concentrate on what is presented for the purpose of supporting its competitive environment.

2- Growth strategy is the strategy that adopts the growth through increasing sales and profits or only market shares, if the growth is the expected result in increasing company's value.
3- **Reduction or Contraction strategy** is the strategy that organizations adopt when the performance and business units become lower, it has to follow the Contraction strategy that compliance with organizations' actual lower performance.

Social networks aim to achieve many advantages in Saudi Electricity Company represented in the following points:

1- Design and apply fair and transparency regulations, policies and procedures to reach the entire services and sustaining development in electricity sector.

2- Exchange views and experiences related to organize electricity sector.

3- Arrange for achieving harmony among organizational practices in areas through exchange information, seeking for its union, and working based on closely situations in those practices.

4- Provide models for right, transparency and harmony systems, policies and procedures aiming to encourage development and updating for networks and services of Saudi Electricity Company in affective and suitable way for ensuring submittal such services to beneficiaries in the most suitable cost and the highest level of quality.

5- Seek for coordinating between situations of network's members to adopt united opinion in local bodies in Saudi areas that in limited of charged duties and tasks in network.

6- Contribute in find investment climate in attracting investors through applying transparency, harmony and convenient regulations, policies and procedures, and cooperating with competent, national and local institutes that encouraging investment to attracting investors to that region.

2- **Social network:**

"Social network" means a group of websites on World Wide Web that allows to communicate between individuals in hypothetical community environment, in which they are gathering in concerning and belonging to country, school or special category, in an international system for transferring information. "Social network" is known by "a group of websites on the internet that appeared with web 2 that allowing communicate between individuals in hypothetical community environment, in which they are gathering in joint concerning or semi- affiliation (country-school-university-company etc...), communication between them done through messages or viewing on profiles, knowing their news and showed information. This is an effective way to communicate socially between individuals whether they are friends we know them really or we know them from hypothetical community" this is modern organization that change style of life from style, managing and practice"

**Services presented by social networks:**

Services presented by social networks are the services established and programmed by senior companies for gathering users and friends, sharing activities and concerns, looking for making friends, looking for concerns and activities of others, also the other services that social networks presented are the following:

1- almost social networks that found currently are consist of websites presented services for users such as chats, private messages, email, video, blog, sharing files and other services. It explained that those social networks made much changing in how to communicate and sharing between people and communities and exchanging knowledge.

2- profiles and websites: are files, in which person can write his/her basis data such as name, age, date of birth, country, concerns and profile picture, this profile are considered the gate to reach the person's world.

3- Friends and relations: are the services that enable person to communicate with really known friends or who sharing him the same concern in hypothetical community. Person's relation expands not only with friends but also these social networks provide an opportunity to know friends' friends after two parties' acceptance.
4- Sending messages: this service allows sending messages whether to friends in that person's list, or other existed in that list too.

5- Photo's albums: this service allows users to make infinity number of albums and put hundreds of photos, also it allows viewing and transferring those photo.

6- Groups: those social networks give opportunity to form a group of concerns that enable us to make a group with one or many specific purposes, networks websites provide to groups' owner or members and interested people a space of free look like a tiny interview blog, also give the opportunity to coordinate between members in meetings through "events" then invite members to those groups, knowing number of attendants and non-attendants.

7- pages: those are invented by "face book" website, and then they are used in an effective commercial way that this service allows publishing directed advertising campaigns that giving commercial products' owners an opportunity to view their goods or products of their determined categories, also face book deducts an amount by each click by user.

Types of social networks:

1- Basic networks: it is called as" public social networks", including users profiles ad general services such as chatting, sharing pictures, voice and visible records, links and texts.

2- Work networks: it hasn't a general nature, but it is that kind of network which focuses on professionals. It is related to business owner and companies, including user's data of their curriculum vista and achievements.

3- Additional features Networks: there are some networks that give opportunity to its members by providing additional features such as Micro Blogging in Twitter and Plurk.

4- Arabian networks: there are some social networks which appear recently on the internet; however it is not promoted to the high level of other global networks. It includes Maktoob , Arabiz that are a global networks and have the ability to give opportunity to connect individuals across the world throughout the informative space which include millions of humans where they can share their interests, make friendships, deals and others aspects of interactions.

Advantages of Social Networks:

1- World-Wide: All Geographic and spatial barriers are removed and international borders are eliminated. So, individual in East can connect with Individual in West simply and easily.

2- Effectiveness: where an individual is a receiver and reader. He is the sender, writer and participant. Process of effectiveness can eliminate the restricted negativity in old media such as TV and newspapers. Also, it gives the opportunity to the effective participation of spectator and reader.

3- Diversity and multi-usage: is used by student for learning, by scientist to purplish his science and learn people and by writer to communicate with readers….etc.

4- Ease of use: Social networks are used. Letters, simple language, codes and images facilitate the process of participation to the user.

5- Savings: to reduce effort, time and money within free subscription and registration. An individual can have a place on social networks without being monopoly to money holders or other group.
3. Social Network Tasks in Saudi Electricity Company:

Tasks of the social network in Saudi Electricity Company focuses on the following points:

1- Facilitate decisions process of the network members through cooperation in providing the formal training and practices within work ad exchange experiences among members.

2- Coordination to achieve reconciliation of regulation's standards and policies and procedures and seeking to its unification by using the certified activities and standards world-widely.

3- Coordinate efforts to achieve a good level of service quality and technological standards among members and to provide recommendations of update ad change if required, to facilitate the development and applying the proper standards reconciled with global measurement frameworks if required.

4- Follow- up global development methods, regarding communication, electricity, information technology sector to facilitate the development of both sectors in the Arab World.

5- Expand the scope of electricity services with motivating competition and high contribution of private sector.

6- Encourage to establish organizations with enough validity in Electricity sector. These organizations shall be in areas that lake such organizations.

7- Cooperate with regional and international organization and other regulative networks in electricity sector to exchange information in accordance to the network's goals.

8- Develop relations among peers locally and internationally.

9- Set effective system to distribute information among partners and major concerned authorities in the favor of common interests of members.

10- Organize meetings, workshops and conferences regarding the regulative aspects of electricity sector.

11- Coordinate works of members to achieve network's goals, follow-up progress made in implementing systems and policies and relative procedures and provide all kinds of support if necessary in this regard.

4. The Action program for applying social networks in Saudi Electricity Company

Saudi Electricity Company has to develop its strategy and work plan after discussions and receiving several point of views of concerned parties. The aim of this strategy is to cover activities in the upcoming three years. To activate this matter, the following has to be implemented:

1- The company has to exert its efforts to develop compatible samples of policies, laws, Procedural tools and other regularity tools to the members' use.

2- The network should develop the homogeneous standards to the use of Arabic and internal regularity organizations, including adaption the standards that are developed by other international authorities and as required to develop new standards.

3- The network has to encourage the development process of regularity authorities of electricity sector by hold meetings, discussions, and specialized seminars for countries which recently lack such authorities.
4- Hold meetings, workshops, conferences to organize electricity sector in order to facilitate the dialogue among policies makers, regulatory authorities, operators and consumers.

Network:

It is the global information system that connects to each other by authorized unique addresses on the internet or its sub suffixes. It is a mediator of transferring information among computers by control systems in data, protocols and specific addresses.

Social:

Social is against individual. It is relating things together and its origin is (society). All letters of the word refers to unifying and social the thing and social relations against individualism such as Congregational Prayer.

5. Procedures of establishing network strategy:

The management of Electricity Company conducts the following procedures to establish effective and feasible strategy as the following:

1- Composition and determination the company's philosophy: this is the Preliminary stage before conducting the necessary procedures to establish the strategy of Electricity company, regarding the determination of the company's culture (the reason of its existence) through the core values, on which the company depends. The cause beyond the existence of the company, its role in society and its owners and administrative senior's motivations shall be "the main cause to establish and create opportunities is the reason to the existence of the company. It is regarded as the core of future growth that the correlation between the company and the work environment shouldn’t be neglected". And establishing the most important elements and procedures which the strategy of Electricity company depend on, represented in:

- Analyze the external climate: means analyzing, accurate defining and active follow-up elements and components, changes of the climate. It includes all institutions and societies surrounding the company related to its work directly and indirectly. It may result in various affects that may affect on the company as it will cause opportunities or threatens to the strategic management of the Electricity Company, this opportunities and threatens represent in some things such as labor presentation, growing legal demands which control policies and practices of the management in Electricity Company and technological change where the strategies of competitors, regarding the Electricity Company, shouldn't be neglected (2).

- Analyze the internal climate: means the human, physical and moral resources that interact with each other to achieve goals of the company that may strength or weaken and limit the use of specific actions of the potential future actions collection and these factors represented in:

1- Individuals as being the most important source in the company.

2- Several jobs inside the company.

3- Equipment, tools and money.

4- Methods used in the performing tasks inside and outside the company.

5- Available information and techniques in the company.

6- Regulative and humanity relations that the company based on.

7- The internal climate in general includes abilities and capacities which the company uses to achieve its goals. Analyzing elements of the internal climate is one of the important elements that are cared by this strategy.
8. Goals and targets of the company and the extent to achieve this.

9. Public, functional and sectorial strategies of several divisions in the company (production, marketing, finance, technical development and products development…).

10. Organizational structure and the foundations of task allocations are regarded as one of the effective elements in resources administration in the company that crystallize and activate strategies of the Electricity Company.

11. Analyze the actual structure of the Electricity Company including numbers, qualifications, experiences and skills and efficiency levels.

12. Analyze techniques and information flow system. Results of analyzing the internal climate crystallize around identifying the strength points, distinction sources in the company, weak points and underdevelopment sources that the potential future actions of the organization may suffer and in most cases, results of analyzing the internal climate is an important source of information to establish strategies of Electricity Company and other functional strategies.

- Determine strategic attitudes of the Electricity Company: the third step to establish strategy of the Electricity Company is determine attitudes that the company and high administration seek in Electricity Company fields, including main issues of sources affairs such as Polarization, selection and differentiation among internal or external sources to obtain the required sources etc.

- Determine strategic goals and plans in Electricity Company Field that will be applied. The matter definitely requires identifying goals, regarding sales, profit turn on investment. "It means that the targeted results of each activity performed by the Electricity Company Management in order to make these goals as the passage to follow up implementation and evaluate achievements at the detailed level".

- Formulation and composition of strategies: finally, this matter requires answer several questions: what are procedures that the company should use to achieve its goals? What are the operational goals which will be achieved throughout the process? What are the required changes in the regulative structure, administrative operations and the required individuals? And so the answer will be on the shape of the master plan of the company that will determine ways and entrances to achieve the company's goals.

- Implement the strategy: strategy will be implemented by translated it into plans, programs and budgets which will express each activity, specialized resources, definite time of performance, standards of the acceptable performance. In addition to, the proper execution of the strategies depend on the safety and efficiency of the regulation. Also, this matter requires reviewing and restoring regulation to ensure the efficiency and facility of operations and activities flow in order to achieve strategy.

6. Conclusion:

The network development will face various challenges. The success to overcome these challenges will depend on good coordination among members and concentrating on priorities. The initial activities must focus on develop resources, build capacity and training opportunities to member in organizations with the development of network infrastructure to encourage coordination among Arab regulation authorities regarding cases such as reconciliation among organizations, development of the common regulatory standards. Achieving these goals require significant contributions of members; focus on achieving results and preparation to collect resources for the public interest.
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