"The effectiveness of crisis management in light of the development of social media: A case study in the ministry of interior in the Kingdom of Jordon"

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Abstract

The research study aimed to investigate the effectiveness of crisis of management in the development of social media in the ministry case of interior in the Kingdom of Jordon. This research problem with the kingdom of Jordon to a real management crisis affecting the performance development of social media and the purpose of this literature review is to emphasize the increasing importance of social media in crises cases, and how can it be employed as an efficient communication tool in crises management. It clarifies how did social media brought down traditional media barriers, and how it made the stakeholders and the public more informed and empowered, which also contributed to shift the control of ministry reputation and image from the kingdom's side to the social media user's side in environment of democracy Because the Ministry of Interior in the kingdom of Jordon directs the Public Security Directorate; around 50,000 in 2016, the General Directorate of Gendarmerie, and the Civil Defense Directorate to the development of social media in the crisis period. The findings of the study suggest that the crisis of management and social media can be used as a benefit that when utilized effectively but also corresponding harmful when not used accordingly. The factor of immediacy seems to be paramount to consider when management crisis in an online social media world as well as the fact that stakeholders expect more than faster. The analysis of the study self-administered questionnaire was used to collect data and sample was 300 hundred analyzed through SPSS-20. The result indicated has positive significant relationship between the crisis of management and social media of interior in the Kingdom of Jordon. This study have many recommendations including, combines management strategies, governmental, and private efforts to reach appropriate problem solving strategies to mitigate the crisis faced by interior in the

Kingdom of Jordon, and the need to assigning more values to crisis history of management and attribution of responsibility as well as tailoring good response strategies to the traits of social media to a higher degree.

Introduction:

Handling social media have become more and more important for companies and over the last few years the Internet has become the most popular way to communicate with stakeholders, such as customers, investors, employees, industries, management, and traditional media (González-Herrero & Smith, 2008). Companies and organizations can use the Internet to communicate about their business, respond to questions from their customers and to inform about a crisis (Coombs & Holladay, 2010). Not only social networking sites, like facebook and Twitter, are popular, but also blogs (NielsenWire).

 "The establishment of the Ministry of Interior coincided with the formation of the first central government in Trans Jordan in 1921. Over the past eight decades, the Ministry's name was linked with the process of building the modern Jordanian state institutions, the task of preserving security and public order, and providing the best service to citizens in urban, rural and Bedouin areas.

Like other state institutions, the Ministry of Interior kept abreast with the social and economic development of the country, forming the framework through which Jordanian innovative, administrative and legal potential have interacted leading to the achievement of the best form of the modern state that is based on the sovereignty of law and respect of rights of individuals and groups.

In 1931, the Ministry of Interior acquired its naming and assumed its vast and various tasks, which, in addition to its main task of preserving security and public order, included protecting lives and public and private property, and providing services". Hence, there is a need to search for modern and sophisticated strategies to manage these crises and the problems resulting from

them, in a correct scientific way and a comprehensive manner, which includes understanding, perception and setting time plans arising from crisis management strategies.

So, this study seeks to identify the effectiveness of these strategies of crisis management in the ministry of interior the Kingdom of Jordan.

The concept of the crisis:

"The concept of crisis is used in many studies in the wrong place and is confused with many other concepts. It is common knowledge that the atmosphere of the crisis is affecting the world in all fields, cultural, social and economic. This requires the need to find a concept for this international phenomenon (Williams, 1976, P.76). There is no doubt that many international phenomena are very complex and cannot be understood if we do not understand the complex nature of the international system and the changes that have occurred in this system that cannot be ignored when studying such important phenomena, especially if we know that These changes have been and continue to be an important factor in the emergence of tensions and conflicts that are a direct cause of international crises (Mohammad, 1996). At the individual level there is an emotional crisis or a financial crisis and at the level of one country there is the economic crisis and the constitutional crisis. From the previous discussion and since crisis is a different and recurring phenomenon, it is difficult to find a definition that is accurate and clear. Any attempt to define the concept of the crisis has many problems, because this term is subjected to individual and heterogeneous use, but this does not prevent us from identifying the most important linguistic meanings of the term (Crisis). The linguistic meanings of the term crisis varied according to different jurisdictions".

Charles McClelland (1972) defines "crisis as particular type of expression in the nature of the relationship between the parties of the conflict and this shift is attributed to the nature of the mutual acts between them when the crisis is escalated on the acts of armament due to the use of force or threat, but in the case of reduced severity of the crisis, the rate of acts of armistice begins to decline and replaced by attacks Speeches (e.g., protests) to cover each party's concessions".

The crisis, according to Benoit, "is a turning point in unstable situations that can lead to undesirable results if the parties concerned are unwilling or unable to contain or mitigate their

risks. In summary, the crisis means a threat and a foreseeable or unexpected threat to the goals, values, beliefs and property of individuals, organizations and States that limit the decision-making process".

Social Media: The Internet gives everyone the opportunity to share views and experiences (Trusov et al., 2009). This is also an opportunity for management. Social networks are among the fastest growing phenomena on the Internet. A social networking website is typically a network that is initiated by a small number of people and is spread by sending invitations to others to join. On a social networking site a user can build and maintain a network of friends, which are either social or professional contacts. The personal profile often consists of a user picture, interests, music and book preference, and lists of friends. Birgfeld (2010) suggested that social media has become an important weapon is an efficient tool for crisis management. Social media as a channel of communication have most, if not all, of the following characteristics:

1. Participation: Social media encourages interested people to participate with their contributions and feedback. It blurs the line between traditional media and the audiences.

2. Openness: Since most social media services are available for people to participate and provide feedback. They encourage sharing of information, comments and voting.

3. Conversation: social media is a two-way conversation channel. Whereas traditional media is about transmitting or distributing content to audiences "broadcast".

4. Community: Social media allows forming communities and communicate effectively.

5. Connectedness: social media sites make use of links to other people, sites and resources to enlarge its society.

In the behalf of interior the kingdom of Jordon Social media and Crisis Management: How to Prepare and Execute a Plan. ... With the right preparation and strategy, social media can be an essential tool for identifying potential crises as they emerge, and managing them effectively in order to minimize the damage to your brand and business. There is no doubt that we live in a large worldwide characterized by rapid changes, and we face so many challenges and developments, and improving all of which constitute real crises management at the level of individuals, groups, organizations and States of kingdom.

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In order to be able to overcome these crises we have to have systematic and clear management strategies that help us to manage these crises and deal with them in a scientific manner based on the available knowledge, experience and capabilities with a successful management style, through plans and strategies to manage crises rationally and objectively ensure positive results for the individual or organization that We work on it as well.

The Hashemite Kingdom of Jordan through its distinguished geographic location in the heart of the Arab World is vulnerable to external or internal crises like other countries, whether political or economic growth. Its governmental and private institutions are not far from crises management, risks and challenges in the age of information explosion and keeping pace with rapid global developments.

Concept of Crises Management and social media

When judging whether crisis management is effective or not, it is not enough just to look at if an interior of the kingdom of Jordon survives the crisis it has faced (Pearson & Clair, 1998). To go deeper regarding the effectiveness in crisis management means to understand if operations can continue to run at an acceptable level, or if they can be quickly taken up again. An acceptable level can mean that the main activities needed for an interior of the kingdom of Jordon to convert input to output continues to run or are quickly resumed. It could also mean that the most important customers are prioritized, when performing the output and that potential setback to stakeholders are kept as low as possible, and that lessons are learned for the interior of the kingdom of Jordon. What the major stakeholders think about the crisis and its management is very important, when judging the handling of it. If they think that both in the short and long run the influence of the crisis is manageable, and that the possible positive outcomes outweigh the negative ones, then an effective crisis management is present.

The continual managerial process that is concerned with forecasting potential crises through sensing and monitoring internal or external environmental changes that generate crises and mobilizing the available resources to prevent or to prepare to deal with crises in the most efficient and effective manner, in order to achieve the least possible damage to the organization (Ahmed, 2002).

Social media crises are an interesting topic of study, as social media introduces an added complexity to crisis management (Ott & Theunissen, 2015). The absence of time and geographic barriers, the dialogic nature of social media, the accessibility of information, virality, and the speed of development are just some of the factors that managers must take into account, when engaging in crisis management on social media (Veil, Sellnow & Petrun, 2012; Veil, Buehner & Palenchar, 2011; Jin, Liu & Austin, 2011). Consequently, it has been argued: "Although most of the basics of crisis management remain the same, the tools to apply them need to be revised and adapted to today's digital environment" (Gonzales-Herrero & Smith, 2008).

So many researchers have studies frameworks meant to guide practitioners in the event of a social media crisis and management crisis (e.g. Coombs, 2014b; Coombs & Holladay, 2012; Jin, Liu & Austin, 2014; Lancaster & Boyd, 2015; Veil, Buehner & Palenchar, 2011; Veil, Sellnow & Petrun, 2012). Also, some studies have analyzed the effects of different crisis management strategies in relation to social media (e.g. DiStaso, Vafeiadis & Amaral, 2015; Einwiller & Steinen, 2015; Hosseinali-Mirza, Marcellis---Warin & Warin, 2015; Lillqvist & Salminen, 2014). However, these study effects of social media and development management crisis form, a concept that refers to how crisis messages are presented" (Huang 2008, p. 303).

Importantly, not only is perception required for the classification of a crisis, "it is also required for resolution and action. For Hay a crisis must be subjectively perceived as such, for without this perception there can be no remedy or course of action. Indeed, Hay argues if a conjuncture is to provide the opportunity for decisive intervention it must first be perceived as a moment in which a decisive intervention can, and perhaps must be made. Furthermore, it must be perceived as such by agents capable of making a response, or ensuring that such a response is made, at the level at which the crisis occurs, or is perceived to exist" (Hay, 1996a, p. 423).

Fahad Alnagi Study (2012), the study aims to identify the effect of modern crises management strategies on marketing performance for the human pharmaceutical industrial companies in Amman Metropolitan Area. The study depends on a null hypothesis that says "there is a statistically significant impact at α=0.05 of crisis management strategies and performance management, the study was based on analytical descriptive approach. The most important conclusion of the study is the new strategies of crisis management have an impact on marketing

performance. In the end of the study the researcher make a group of recommendations the most prominent is that there should be a specialized section in pharmaceutical human industrial companies in Amman Greater municipality that cares about crisis management.

Bernstein (2012) emphasized on crisis management strategies and their application to the American professional golfer Tiger Woods scandal. A case study analysis was conducted of Woods' official press statements following the scandal to evaluate what strategies and tactics his crisis management team used and how successful they were in restoring Woods' image. Data for this research were collected through Tiger Woods' press statements following the break of his 2009 sex scandal. It included the examination of eight statements, all released from the official Tiger Woods website, that ranged from November 29, 2009, two days after the initial accident, until August 23, 2010. The results of the study have demonstrated that Mortification Strategy was the most used strategy in the crisis as it is based on admitting of mistakes and asking forgiveness which conveys treatment, repentance and correction. The crisis management team has succeeded through this strategy to avoid talking about the scandal and to make the fans to discuss the level of the player in golf.

Sebti Study (2002) to explore to what extent are the industrial organizations ready for managing the crises also to determine the impact of the following factors on cries management readiness: information & communication, the clarity of tasks and responsibilities, rewards, coordination among departments, and available resources. The results of the study have shown that the industrial organizations are vulnerable to interior crises more than the exterior ones and there exists level levels of crises management with high rates and are ranked in descent order: signal detection, recovery, damage containment and limitation, preparation and prevention. Among the most important recommendations of the study was integrated team works of employees from all departments should be constituted and trained with continuous way to confront the potential crises.

Suifan and AlTit Study (2009) "the impact of the practice of change strategies in encountering crisis and its impact on corporate performance in the Jordanian banking sector. The sample study consisted of (209) individuals working in four banks: Arab Bank, Housing Bank for Trade and Finance, Bank of Jordan and Bank Society–General, and was selected by using the stratified

random sampling method. A questionnaire was developed to measure the study variables which had the acceptable validity and reliability. Appropriate statistical methods were also used to answer the study questions and to test the hypotheses. The study concluded a set of results, the most important are: The degree of practicing change strategies in encountering crises in • the Jordanian banking sector was high, where the degree of practicing the empirical rational and normative reductive strategies was also high, whereas the degree of practicing the power coercive strategy was medium. The level of corporate performance in the Jordanian banking sector was high. In light of these results, the study presented many recommendations; The most important one is enhancing the practice of empirical rational and normative reductive strategies and trying to merge them in the Jordanian banking sectors and avoiding the use of power coercive strategy".

Alkshali and Al-Qutob Study (2007) effect of management crisis on social media of the Jordanian Industrial firms. The study was based upon on a null hypothesis stating "there is no statistically significant impact at α≤0.05 of Management Information Systems on Crisis Management as it adopted the descriptive analytical approach. The results showed that the various elements of MIS effectiveness, as a whole, had a significant impact on managers' capabilities of managing the crises they encountered. Also, the various MIS elements had different and varying impacts on managers' capabilities to manage each stage of crisis. The elements which had the greatest impact were: the usability, which had an impact on managing all stages of crisis except that of early warning signals detection stage. The second element was the response to new changes, which had an impact on managing all stages excluding the learning stage. The study provided several recommendations to help managers of these firms to manage future crisis successfully.

Gonzales---Herrero and Smith (2008) presented a model for crisis management in the virtual world consisting of the four phases of issue management, planning-prevention, crisis, and post crisis. Correspondingly, they outlined specific management actions for each phase, based on case examples and relevant literature. Siah et al. (2010) further developed this model into the 'New media crisis model' that outlines organizational guidelines for each of the four stages, based on the examination of four different cases. Pang al. (2014) also utilized a multiple case study

method, and identified a number of key ideas for organizational management of crises in the social media environment, based on the new media crisis model.

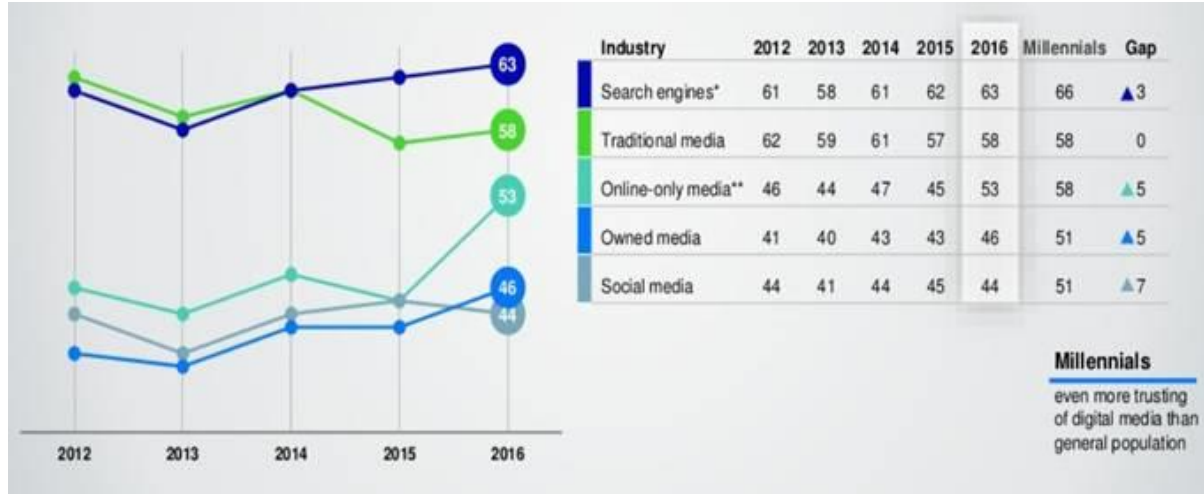The p... ...ment "The mediu... ...until this point ...onal crisis mana...
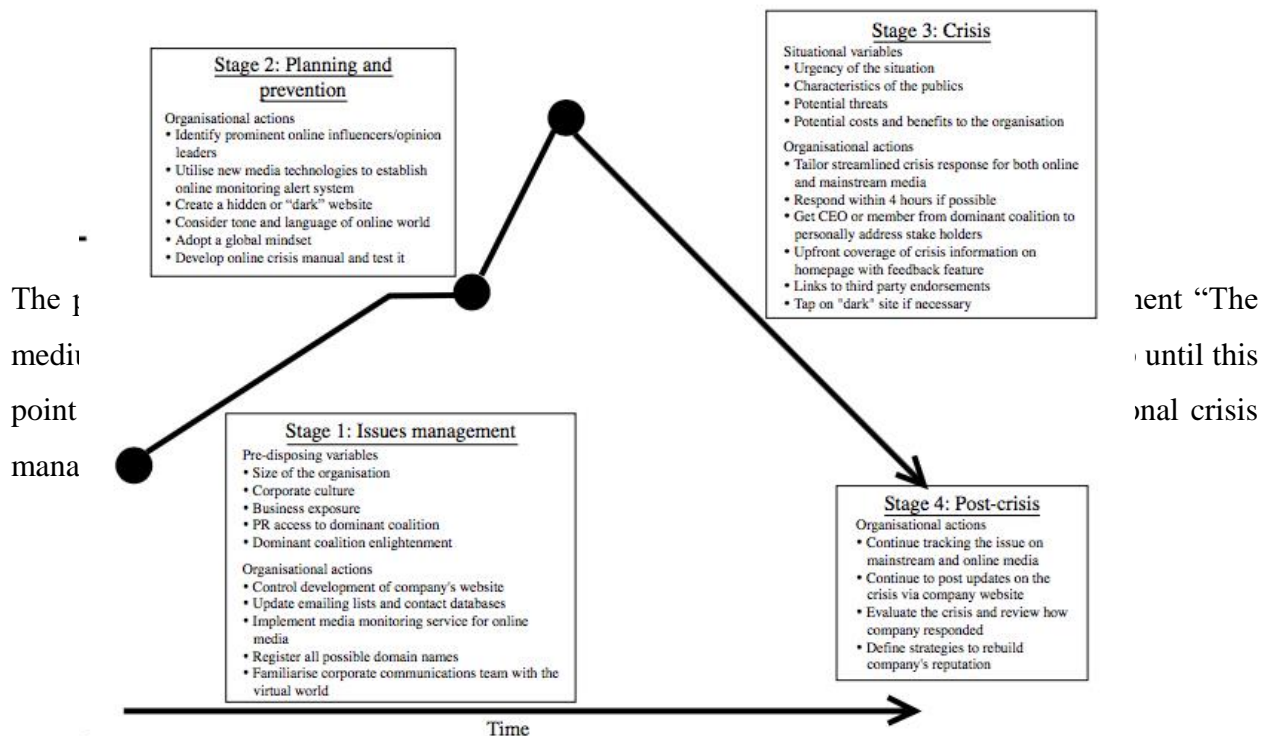
However, rapid and continuous changes in the communicative environment have serious implications for how organizations manage crises both online and offline (Gonzales-Herrero & Smith, 2010; Veil et al., 2011; Pang et al., 2014). And the nature of crises change vis a-vis the technological affordances of contemporary media (Siah et al., 2009). Consequently, both researchers and practitioners struggle with the difficulty of assessing, evaluating, and managing a rapidly moving target.
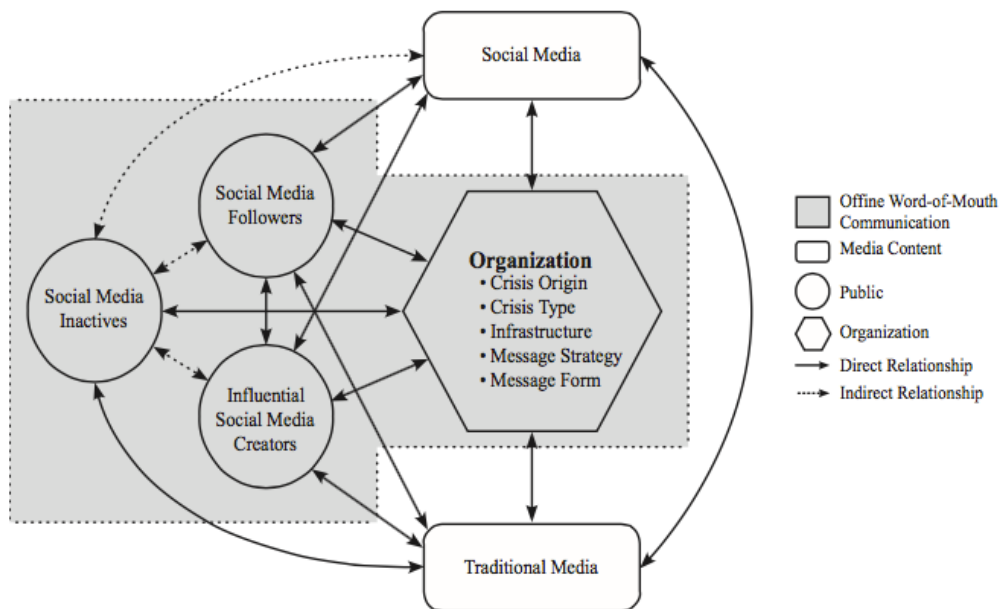
Social mediate crisis management model

The specific area of social media crisis management is becoming increasingly multifaceted, which have caused investigators to realize how "social media is the driving force in the bleeding edge of crisis of social media.

Industry	2012	2013	2014	2015	2016	Millennials	Gap
Search engines*	61	58	61	62	63	66	▲3
Traditional media	62	59	61	57	58	58	0
Online-only media**	46	44	47	45	53	58	▲5
Owned media	41	40	43	43	46	51	▲5
Social media	44	41	44	45	44	51	▲7

Millennials
even more trusting of digital media than general population

Shows Social media and crisis management general population
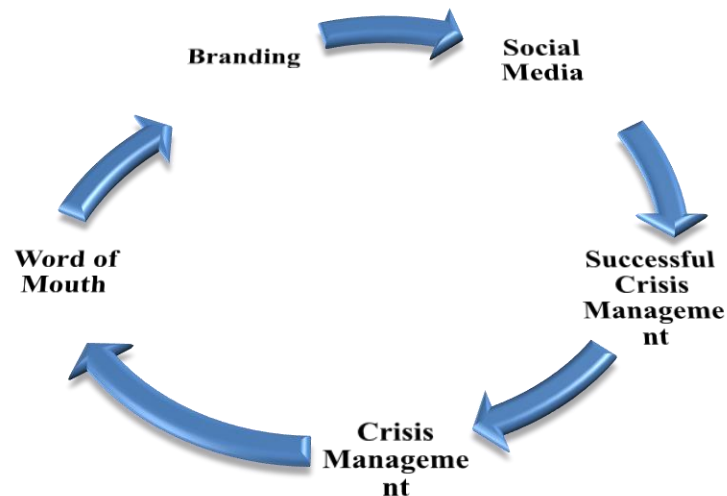
Crisis Management in Social Media Model

The problem of the study:

In the current study the effectiveness of crisis management in the light of the development of social media in interior ministry the Kingdom of Jordon issue is investigated for the following reason:

The power of the social web has created both opportunities and threats that management need to consider (Jones et al., 2009). A business' reputation never only depends on management, but also on what is said about it in social media. The reputation can easily be damaged and it may be difficult to recover a good reputation. A problem that can occur is that secret information leaks to the public. With the social media and Internet this information can easily spread quickly and damage the business and crisis management can arise faster than before (González-Herrero & Smith, 2008).

So, the purpose of the study is to identify the effectiveness of the strategies of crisis management on the development performance of the social media in interior ministry the Kingdom of Jordon.

The objective of the study:

This research aimed in general to examine the factors that lead to the world-wide of the impact on the effectiveness of crisis management in light of the development of social media in interior ministry the kingdom of Jordon as following:

1. To examine the management Strategy on the performance of social media interior ministry in the kingdom of Jordon.
2. To determine the effect of Crisis management Fragmentation Strategy on the performance of the social media communication of interior ministry in the kingdom of Jordon.
3. To identify the impact of Crisis Containment Strategy on the performance of the workers of interior ministry in the kingdom of Jordon.
4. To identify the impact of management crisis exhausting Strategy on the Social Crisis of interior ministry in the kingdom of Jordon.

The Hypothesis of the study:

1. **H01:** There is no statistically significant impact between at 0.05 level of crisis management (in terms of its dimensions) in the development of social media of interior ministry in the Kingdom of Jordon.

2. **H02:** There is no statistically significant impact between at 0.05 level of changing restoration strategy in the performance of social media of interior ministry in the Kingdom of Jordon.

3. **H03:** There is no statistically significant impact between at 0.05 level of crisis management in the development of social media workers performance of interior ministry in the kingdom of Jordon.

4. H04: There is no statistically significant impact at level 0.05 of crisis management exhausting strategies in the social media improving the performance of interior ministry in the Kingdom of Jordon.

Research methodology:

Participants and data collection:

On the basis of this study`s objectives nature, the empirical analysis methodology was used in this research. This study consists of community and a sample study was used to the effectiveness of crisis management in light of the development of social media the interior of the kingdom of Jordon. This current study based on into mainly two domains:

1. The theoretical side: depends an access to media sources, relevant studies specialized journals, internet materials and previous studies and some these others. The primary data: the necessary data related to hypotheses testing and descriptive analyses of the variables of the study were collected using a developed questionnaire. The first part includes data that are related to demographic information such as: age, gender, experience years, marital status, scientific qualification, and institutions. The second part included 7 fields that are: Changing management strategy, Crisis Fragmentation Strategy, Group work Strategy, Crisis Containment Strategy, Reserve Mobilization Strategy, Crisis Exhausting

Strategy and performance. The questionnaire was based on a five-point Likert scale responses were specified at 5 levels: strongly agree to strongly disagree. The total number of the items of the questionnaire equals to 34 items. The questionnaire was designed carefully to ensure clarity, sequence and simplicity of the items to be adopted as the tool of the study.

2. Secondly, it`s depends on the data collection by research designed a questionnaire submitted to a sample of interior in the Kingdom of Jordon.

Statistical Analysis For statistical treatment of data that were collected in light of study objectives and variables measured, the following statistical methods are:

- Frequencies and percentages to describe participant characteristics.
- Means and standard deviations to identify degree to which respondents were responsive to instrument items.
- Cronbach alpha coefficient for internal consistency to test for instrument reliability.
- Statistical analysis: Regression analysis

Table 1: Frequencies, percentage, Mean and Standard Deviation for gender variables

Descriptive Statistics					
GENDER	N	Frequency	Percent	Mean	SD
MALE	165	78	76.4	28.4	2.84
FEMALE	145	26	24.8	32.92	3.93
Valid N (listwise)	300	-	-	-	-

Table 1: shows that the percentage of males is the highest in the sample of the study. The total number of males which is (165) represents 76.4% of the study sample. But females their percentage equals 24.8%. The reason for the superiority of the males over females is due to the fact that males have greater chances for working as indicated in the table.

Table 2: Stability and Internal consistency coefficients of the study tool and its axes:

NO.	Internal consistency	Stability	Sum	Field of the study

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1	0.92	0.81	4	**Field :Changing management path**
2	0.90	0.87	4	**Field: Reserve Mobilization/social media**
3	0.93	0.82	7	**Field: Group work/strategy**
4	0.87	0.83	5	**Field: Management Crisis Fragmentation**
5	0.91	0.87	4	**Field: Social media/Crisis Containment**
6	0.85	0.80	6	**Field: Crisis Exhaust coping strategies**
	0.8966	0.825	30	

It is obvious from table 2 that the stability and internal consistency coefficients of the study tool and its fields are sufficient indicators for the purposes of the study to the study tool in its final application as it was appeared in the previous studies as criterion of stability, Miller (1998) indicated that if the stability coefficient is greater than 0.60 it is considered a high stability coefficient, so this has high stability coefficients.

Table 3: Results of multiple Regression Analysis of the First Main Hypothesis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Decision
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.333[a]	0.110	.021	37.456	0.110	109.555	1	43	*0.002	Reject

The results shown in table 3 indicate that the significance level (0.001) which is less than (0.05) so the decision rule states to accept the alternative hypothesis if the significance level (Sig.) is less than (0.05), and to reject the null hypothesis if the significance level (Sig.) is less than (0.05). From the previous table it is obvious that Sig. is less than 0.05 so the decision rule states that there is a statistically significant impact of Crisis Management by its dimensions in improving the performance of interior ministry in the kingdom of Jordon.

Table 4: Results of multiple Regression Analysis of the second Hypothesis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Decision
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.516[a]	0.248	.031	39.456	0.348	140.896	1	43	*0.00	Reject

The results shown in table 4 indicate that the significance level (0.002) which is less than (0.05) so the decision rule states to accept the alternative hypothesis if the significance level (Sig.) is less than (0.05), and to reject the null hypothesis if the significance level (Sig.) is less than (0.05) is that there the impact of social crisis of interior ministry in the Kingdom of Jordon.

Table 5: Results of multiple Regression Analysis of the Third Hypothesis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Decision
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.673[a]	0.452	.031	41.456	0.673	144.637	1	43	*0.00	Reject

The results shown in table 5 indicate that the significance level (0.002) which is less than (0.05) so the decision rule states to accept the alternative hypothesis if the significance level (Sig.) is less than (0.05), and to reject the null hypothesis if the significance level (Sig.) is less than (0.05). From the previous table it is obvious that Sig. is less than 0.05 so the decision rule states that there is a statistically significant impact of Crisis Fragmentation Strategy in improving the interior ministry in the Kingdom of Jordon.

Table 6: The results of multiple Regression Analysis of the four Hypothesis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Decision
					R Square Change	F Change	df1	df2	Sig. F Change	

1	0.218ª	0.047	.051	41.456	0.573	142.512	1	43	*0.00	Reject

The results shown in table 6 indicate that the significance level (0.002) which is less than (0.05) so the decision rule states to accept the alternative hypothesis if the significance level (Sig.) is less than (0.05), and to reject the null hypothesis if the significance level (Sig.) is less than (0.05). From the previous table it is obvious that Sig. is less than 0.05 so the decision rule states that there is a statistically significant impact of management crisis Exhausting Strategies of the social crisis interior ministry in the kingdom of Jordon.

Conclusions and discussion:

The crisis management has become ineffective and frankly more dangerous to the corporation's reputation and image in the long run. That is, the truth is usually revealed and, when it is, corporations who find themselves in a lie will take an even more severe hit to their image. Given that escaping a crisis with as little damage as possible is very important for an organization's short term and long-term prosperity, this thesis, through understanding how crisis management experts are conceptualizing the change in crisis development and management in this social media era, served to compose best practices to exit a crisis with the least amount of damage. Best practices include: immediate response in the event of a crisis; commitment to two-way dialogue; listening to the public, putting public, voice of the corporation; being accountable for corporate wrongdoing, before the public demands it; reacting and adapting quickly and effectively to the situation; maintaining honesty, openness, transparency etc. Recommendations that could be the difference between the end of a crisis management and the social media crisis end of interior ministry in a corporation the kingdom of Jordon.

We have found several critical success factors when institutions use social media for crisis management. It`s need to monitor social media, to be able to respond quickly to any upcoming crisis. It is important that this response is adapted, to the channel, meaning that it should not be the same message as given to, for example, traditional social media in a press release. The response should also be given in a friendly and human way. In social media people want to get a human response and not hear a corporate voice. A crisis plan, crisis response team and a main

responsible for crisis management in social media are important parts for successful crisis management.

Future Recommendations:

1- The area of crisis management in social media need more research, since it is a new area that to some extent changes how crisis management works. We see a possibility for further research to investigate the individual social media, such as Facebook and Twitter, to closely study how ministry of interior the kingdom of Jordon actually use them in a crisis management situation. We believe that a content analysis of Facebook pages and Twitter accounts of that have been in a crisis would be interesting.

2- The current crises didn't take in account social media effect on crises management, social media shifted the power from formal communication to informal communication and it shifted the control from other side to the public side. In addition, social media added new types of risks on organizations as well as new opportunities in an interior of the kingdom of Jordon. These discussions should be reviewed in a way that reflects the new opportunities and the new risks of social media to make use of the power that social media provide and minimize its risks.

3- Another one, combine management strategies, governmental, private efforts to reach appropriate problem solving strategies to mitigate the crisis faced by interior of the kingdom of Jordon.

4- The current crises management good practices are limited within specific industries, organizations, or regions in the interior of the kingdom of Jordon. Since the world is shifting to use social media as the main source of information and the main tool of communication regardless of geographic boarders and cultural differences, comprehensive and international good practices should be developed to help organizations in using social media in efficient way in crises management.

5- Ministry have been providing media training and education could endeavor to coordinate between themselves more effectively, among other things to ensure that training responds to the real needs of the social media in Jordan. Key measures to be considered include

offering a wide range of subjects and specializations, ensuring that participants are broadly representative of Jordanian society, including in terms of gender, and substantially increasing the proportion of practical training in academic performances.

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