Abstract

Title of the study :"The reality of communication strategies for public relations via social media and its role in supporting the vision Saudi Arabia 2030: An Analytical Study"

Scientific Degree: **Master**

Prepared by: **Ashwaq Talal Alghunayman**

This study seeks to monitor the reality of the communication strategies used for public relation and their role in supporting and achieving development plans "vision 2030" and to reveal the extent to which the Saudi government uses social media and learn about the nature of the content provided through social media to support these plans، This study belongs to descriptive studies and depends on the survey method using the content analysis tool on an intentional sample of December publications during the four years 2016-2019، (196) published on Twitter and Instagram

The study came in two chapters that included the first chapter on the theoretical framework and methodological procedures for the study and the second chapter included the most important finding and recommendations

Among the most important results of the study: The Saudi government's reliance on the media strategy mainly in the social media of vision 2030، and the communication according to this strategy came in one direction، The study also found the diversity of the objectives the contents presented in the vision 2030 social media's the most notable being the publication and clarification of vision 2030 goals and programs for the general public، The study also revealed the dependence of the Saudi governments on several tactics in building communication message which are: Motivation tactics، Opportunity tactics and Ability tactics.

And the most prominent recommendations of the study: Focus on using other strategies such as the dialogue strategy in social media، which seeks to engage the general public and strengthen the relationship between them and vision 2030، Conducting more studies on the factors of success or failure of communication strategies for public relation through social media through studies that measure audience trends whether at the level of countries، governments or institutions.