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Test of Efficiency in the Communication of Public Policy Through Social Media Platforms

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Abstract:
The traditional methods of communicating public policies have been found to be limited in modern day application. This is because of the ever changing and dynamic nature of human and social interactions. As should be expected, public policy is required to travel fast and far within split seconds since that is the means of achieving public awareness and participation in governmental affairs. With a weakened and inadequate method, these policies of government cannot achieve their intended results. This problem necessitated the review of public communication practices all over the world; and in search of solutions, the social media that was previously meant for private interactions found crucial relevance in the dissemination of public policies and programs. This paper examines the growing successes of social media applications in the communication of public policies; and how it has progressed over the period of use, with the view or anticipation of understudying its weaknesses or limitations and proposing relevant performance evaluation parameters that can enhance increased efficiency and effectiveness in its use. Thus, the evaluation of the performance profile of existing social media platforms in respect of public policy communication has indicated some voids that the deployment of the propositions of this paper can address. These proposed measures for increasing the efficiency of social media platforms as projected in this study if implemented has the capacity to improve platform effectiveness based on the insights they provide for the policymakers new projects.

Keywords: social media, performance evaluation, process data, inclusion and exclusion, communication strategy, public information, public policy, infographics, digital citizenship, policymakers and stakeholders.

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1.0 Introduction

Overview: Social media includes "applications, such as blogs, microblogs like X (Twitter), social networking sites, or video/image/file sharing platforms" (Fuchs 2017, p. 34); that provide "digital infrastructures that enable two or more groups to interact" (Srnicek 2017, p. 31). A combination of these definitions indicate that social media is a digital environment in which individuals, groups or organizations can interact and communicate with one another via the sharing of content and information, in the formats of text, photos, images, videos, or other digital forms.

To this end, social media has become a central tool for all types of engagements and has consequently been seen as a standard in communication and many other forms of interpersonal and mass interactions. Hence, it has extended into all fields of human endeavor, thus taking cognizance of the impact of a network of upstream variables, including social interactions, civic involvements, and the physical environment. This systemic relationships and upstream factors that could lead to positive changes in social

interactions in respect of public concerns have become a matter of the range of data collection methods (Plough, 2015) that could be harnessed and analyzed for more usability and applicability.

Thus, according to Fuchs (2017), social media comprises "applications, such as blogs, microblogs like Twitter, social networking sites, or video/image/file sharing platforms". These platforms in the view of Srnicek (2017), offer "digital infrastructures that enable two or more groups to interact". Based on these definitions, social media could be seen as a digital environment where human persons or individuals, groups or organisations engage themselves in various forms of interactions that border on feedback oriented communications which deals with sharing of digital contents and information which takes the form of written text, photos, images, videos, or other digital means of communication.

Statement of the Problem: It has been observed that many citizens no longer have interest in traditional forms of news or public information dissemination such as radio, television, newspaper, magazines, government information gazette, government press statements, etc.; this problem has implied that government information has limited sphere of reach in terms of bringing governmental actions to citizen attention, reach and engagement. Having identified this problem, there is the need to find other means of mass dissemination of public information.

Specific Objectives:

1. To investigate the weakness or limitation of existing communication strategies employed by government agencies and public policymakers in disseminating policy information; and understand how different social media platforms (such as X, Facebook, Instagram, etc.) can be effectively utilized to improve on those limitations.

2. Assess the effectiveness of social media communication in terms of online town hall meetings, reach, engagement, and impact. Explore metrics such as the number of followers, likes, shares, retweets, and comments. Determine whether social media channels enhance the visibility and understanding of public policies.

3. Evaluate the various feedback mechanisms and surveys used in the determination of social media platform effectiveness as to enable performance assessment based on user engagement opinions.

2.0 Literature Review

Sequel to the foregoing, new developments in the use of social media has thus overtaken the conventional time-consuming surveys or interviews that were used in order to measure public or target community opinions and behaviors. Previously, these served as the crucial ingredients for informed public policy formulation. Consequently, when timely or pertinent information is otherwise unavailable, policy actions that aim to influence broader social change in upstream information drivers will need to incorporate a more varied range of behavioral information in order to produce the desired actions.

Thus, by utilizing cutting-edge communication strategies and methods on generated or emerging data, it is possible to draw conclusions as to practical societal penetration of information from unstructured data sets (that can be combined) from many sources. These sources would be targeted and anchored on the possibility of achievement of desired results, which are geared towards public attitudinal changes in behaviors. The implication of this to the public policy performance evaluator is that information released through social media platforms are gaining the required tractions.

Consequent on the foregoing, the specific objectives of this literature review will specifically address concerns limited to the following key variables: analysis of

communication strategies, assessing the impact and reach of social media publicity, evaluation of transparency and accountability **by identifying the specific target audiences**, assessing stakeholder participation, operational strategies for mitigating misinformation and disinformation. The consideration for the key variables in this study shall be limited in scope to policy impact evaluation aspect of public policy administration; which are addressed as follows:

2.1 Analysis of Communication Strategies

The study shall consider some fundamental communication strategies that has shaped social media engagement. This consideration is to enable an understanding of the views of scholars and how those views could be used in the performance evaluation of the target social media platforms.

(i) Social Media Campaigns

It is imperative to note that social media campaigns must be target driven in order to be a measurable variable in any performance evaluation situation and most especially when used in the dissemination of public policy. Thus, platforms such as X, Facebook, and Instagram are different means to reach diverse audiences. In a survey, Wihby (2015) observed that social media campaigns significantly increased political participation in the voting process. This means that social media can also significantly increase public policy awareness. In this regard, Jamalullail, Safira, & Hamdi (2023) gave full support to this view and also added that public entities also use social media as a tool for transparency in governance. It has been established that social media was used to communicate or disseminate critical information incidental to urban legacies in terms of land inheritance and the history of urban landscapes (van der Hoeven, 2019).

(ii) Interactive Infographics and Visuals

A crucial communication method that has been deployed by public policy makers is the use of interactive infographics and visuals. According to Prandi, Ceccarini and Nisi (2021) this content create visually appealing infographics and videos to explain the policy concepts and also extend into the evaluation of the impact of visual content on policy awareness and comprehension.

(iii) Policy Briefs and White Papers

Antonopoulou *et al* (2012) pointed to the viability of the use of Policy Briefs and White Papers as a key strategy for the evaluation of social media performance in terms of public policy dissemination. These documents can be easily distributed through social media platforms, email newsletters, and government websites. Thus, policy initiators are required to develop concise policy briefs and white papers that meets needs of the society.

Thus, by the use of social media, the reach and readability of these materials can be measured; and policy briefs have been shown to be effective in reaching policymakers and influencing decision-making (Antonopoulou *et al,* 2012). Thus, the nature and content of a public policy brief should be determined by the desires or intendments of the stakeholders and the specific period or phase of the policy cycle **(**Young & Quinn (2012) in Antonopoulou *et al.*). Further, social media has been used to communicate or convey public policy briefs in the areas tourism (Chatterjee & Dsilva, 2021) and extreme violence (Amit *et al*., 2021a) and in these cases proved very effective in the dissemination of policy briefs.

2.2 Effectiveness of Social Media Communication in Terms of Online Town Hall Meetings Contents, Reach, Engagement, and Impact

(i) Assessment of the Effectiveness of Online Town Hall Meeting

Conventional methods of community outreach and public participation have been studied for its application on online platforms. Thus, while in-person meetings, town halls, and workshops have been the primary means for governments to interact with citizens and gather public input, technology now allows for more efficient, targeted, and scalable approaches in the form of implementing community engagement through virtual meetings of members of that community irrespective of their location (Benjamin, 2022).

The review of literatures indicate that online or virtual town hall meetings are becoming very popular as technology advances (Benjamin, 2022), and this is due to the benefit of its initiative as a faster means of public policy dissemination. These benefits include the fact that there are no geographic constraints, there is increase in engagement, it is a cost saving initiative and has opportunity for value effectiveness; it also reinforces cultural norms of the community, creates immediate opportunity to address changes, etc. In the views of Garcia and Patel (2018) 'town hall meetings have facilitated direct interaction between policymakers and the public'. This view has also been reinforced by the findings of Hariguna et al. (2019) and Chaudhri et al. (2021) that social media have been a means of communicating public policies without specific context. It should be noted that as a means of performance assessment, Reisach (2021) has reported the use of machine learning in analyzing cumulative social media data in various aspects such as its deployment in public policy planning, information dissemination and creation of needed awareness to policy directions of government.

(ii) Assessment in Terms of Contents, Reach, Engagement, and Impact

Social media communication has become a powerful tool for disseminating information, engaging audiences, and influencing public opinion. In terms of content, social media platforms offer diverse formats, including text, images, videos, and live streams (Rijitha, 2021). This variety allows policy initiators to tailor their messages to different audiences and contexts. In this regard, social media reach is unparalleled, with billions of active users globally. Rijitha (2021) reported that in 2021 Facebook has over 4.2 billion active users. Whether through organic reach or targeted advertising, social media enables messages to reach vast audiences instantaneously (Udescu, 2024). Engagement metrics, such as likes, shares, comments, and retweets, provide valuable insights into audience responsiveness (Hall, 2023).

In the same vein, high content engagement indicates that the information resonant with the audience and they are willing to amplify it. Further, the impact of social media communication extends beyond immediate interactions (Agustina, 2023). Thus, an evaluation of performance will understudy how social media shapes public discourse, used in mobilizing mass movements, and influences decision-making of persons in public authority. Researchers and practitioners alike recognize the effectiveness of social media in achieving communication goals (Huang, Clarke & Heldsinger, 2019)

2.3 Feedback Mechanisms and Surveys

Social media polls, surveys and feedback can be used in the measurement of perceived effectiveness or successes in policy penetration. This mechanism helps the policy evaluator to gather public opinions on policy effectiveness, analyze sentiment and identify areas where improvement is required. Accordingly, Lin and Stijn (2021) has pointed that social media have been increasingly used by governments and its planning officials to gain or access public opinions, distribute information, and support participation in policy planning and implementation processes.

This also imply that there are prospective benefits inherent in public participation in the

making of policy; these include the promotion of transparency, social inclusivity and fair decision making processes (Brown and Chin, 2013). In order to achieve this feedback various social media platforms have been deployed by institutions of governments as a means of gaining direct public views and opinions, dissemination and sharing of public policy information, and supporting citizen engagements and participation at the local or individual levels and contexts (Kleinhans, Van Ham and Evans-Cowley, 2015 and Reveilhac, Steinmetz and Morselli (2022).

In the foregoing vein, it is worthy of mention that social media produces measurable actions and results in real time while maintaining comprehensive ideals and expectations regarding public views and perception of news items when it has to do with public information. It is important to note that social media has become a cheap alternative to traditional means of information dissemination. This is because the populace has direct access to public information which they can share using web-based applications; thus offering a deeper understanding of the relative importance of shared public information emanating from policy makers and stakeholders to individuals. Meaning that the populace has direct access to uncensored views of people entrusted with public authority. In this regard, field study for this investigation reveal that this benefit of social media engagement is significant in modern public policy formulation.

The foregoing thus imply that the feedbacks extracted from the nature of interactions and views received from the public upon access to social media posts or information of people in public authority could be used to reshape public policy for optimal societal benefits. This implies that such knowledge of public perception can be used by policymakers in the design of long-term projects or more focused interventions. It could further be noted that even with a wealth of scholarly literature on the subject, social media is still largely unexplored as a source of knowledge for advancing social change through policy dissemination (Plough, 2015). In this light of this understanding, Plough further opined that in order to fully realize this potential, there has to be proven means whereby internal validity and reliability of posted information must be established. This will thus involve eliminating bias in the use of social media to achieve mass awareness of public policies.

Further, various studies have rated Instagram as the most widely used social media platform by national and municipal governments in the dissemination of public policies (Pinto et al., 2021 and Kotnisa & Guzowska, 2021); followed by Facebook (van der Hoeven, 2019; Amit et al.) and next, X (van der Hoeven, 2019; Kotnisa & Guzowska, 2021) and finally blogs or public oriented websites (van der Hoeven, 2019). In all of these studies, the ability of these platforms to provide insights due to their feedback scalabilities is a major component of their classifications and possible recommendation for public sector deployment or use. The next issue would be the impact of these platforms to rural communities and dwellers who are also affected by public policy and may not have the facilities or portability to acquire and use them. This area constitutes a research gap for further studies on ways to overcome the problems of non-digital citizenship for a great majority of the populace in developing countries like Nigeria.

It should be noted that while social media is a veritable tool for the promotion of social change, this change is heavily dependent on policy actions that are based on interpreted data which represents people's viewpoints and demands. The researcher's field studies have shown that, if this data is continuously updated and reviewed, it could serve as a tool for understudying and monitoring public attitudes and actions along a variety of pathways that results a population that is abreast with public policies and programs. Consequent on the foregoing, Plough (2015) made allusions to 'multisectoral collaboration activities' which he opined can be prioritized in public policy making process to 'foster cultural transformation'.

This go to show that social media can also be used to enhance the survival of cultural heritages, rather than deployed to disfigure the patterns of a people's way of life. Comparatively, the depth of consciousness required in order to harness this behavioral insight cannot be easily achieved from conventional means of public information distribution like newspapers, radio, television, etc., since those methods lack immediate feedback mechanism that is obtainable with social media platforms.

2.4 Determination of Effectiveness by Tracking and Analysis of Engagements and Behaviors

It is important to state that the effectiveness of social media when it comes to public policy dissemination can only be ascertained and measured when public contacts and impressions on the platforms and websites containing that information are strategically tracked under various concerns, in order to understand site visitors' behaviors to public issues (Agustina, 2023). This means that knowledge and compliance with government that are directives issued via such mediums is not enough. Thus, websites or blogposts contacts can be adequately traced or tracked and analyzed; and the results can be used to make predictions in regards to possible outcomes of future information dissemination. This scientific method of policy planning and strategy was tested under public health concern and was reported to be very effective (Smith, 2015).

It should be noted that where it becomes pertinent that social media platforms would be the backbone of public policy dissemination, then the manner in which data is articulated for such activity should be critically addressed. This point of interest is based on the fact that the core relevance of data generated from social media platforms indicate that people who are interested in certain contents most of the time, share common beliefs (Plough, 2015 and Smith, 2020) which relatedly has impact on how they appreciate the information and the benefits of knowledge and insights actualized from such contents.

In response to the nature of content that should address public policy issues and the intended outcomes of such engagement, the study found that tools such as Big Data analytics provide special purpose behavioral tendencies that are encoded in the data frameworks. These natural tendencies that can be revealed by Big Data do not only indicate a pattern of behavior but also authentic in the provision of attitudinal choices that can be harvested or harnessed to prioritize issues of public confidence. The relative importance of this viewpoint is disclosed by Fuchs (2017) who noted that social media platforms "sell big data for advertising purposes. They are the world's largest advertising agencies that operate as big data collection and commodification machines" (p. 54). This indication of a range of possible utilization of social media data significantly imply that public agencies can also rely on the benefits of such Big Data analytics to understand the various orientation and inclinations of the members of public who access the information and for whom the policy statements are made.

In addition, as public institutions and organizations develop contents for their various audience it is pertinent to note that the use of specific words have the capacity to elicit certain sentiments or views that may find wide acceptability and provoke general public interest in the subject matter. This means that the choice of words matters in crafting public policy statements that would be disseminated on social media platforms.

Accordingly, Mitchell, Frank, Harris, Dodds & Danforth, (2013) observed that in order to understand specific attitudes and behavior of social media users, analytics from web content engagements can enhance the potentials for investigating and analyzing social media data and this can be used to determine the social behaviors and orientation of the public. It can also be used to ascertain the varying application areas and the general

usefulness of specific platforms for policymakers; for instance, in Nigeria, politicians and top public office holders prefer to put their work information on their verified *X* handles rather than using Facebook for same. This means that previous experiences have shown that such information received wider publicity on *X* than on Facebook although the later appears to attract more attention. As observed in relevant literatures, when attempting to assess or ascertain the effects of a newly proposed or implemented public policy or action, policy makers often depend on previously obtained data from large-population data pools or they embark on the acquisition of new sets of data which require large offset costs in field surveys, data preparation, processing and compilation.

Further, since public policy decisions are dependent on the validity of these data sets, it is important to ensure that such data maintain the internal consistency that makes it a true representative of the facts they portend. Secondly, social media disruptive force brings with it, the dynamism that easily make information obsolete. This means that data update is a necessity that must be guaranteed before they are accepted to form the content of any social media post or outlay. This also go to explain the importance of proper survey of internet websites for latest information before crucial online contents publication decisions are made.

Thirdly, it is worthy of note to state that sometimes public office holders utilize social media platforms to posts their personal contents which they frequently update, for instance during the 2023 general elections in Nigeria, all major aspirants resorted to their various social media handles to post their speeches at campaign grounds, their donations and welfare packages, hot banters against opposing aspirants and candidate, etc. Now, since this information came direct from the personal handles of these political figures, it is assumed that the information contained in these postings are current and relevant to their plights.

Fourthly, social media platforms are constantly on the rise from time to time, as some platforms operational in certain countries are not available in Nigeria. Interestingly, some are more applicable in certain regions than others. There are also varying forms of content sharing which makes it necessary to evaluate impact efficiency on the basis of a cumulative average of all available platforms (Plough, 2015). Thus, a vast amount of collectable information could be generated from this aggregation. These datasets, might not have been accessible through any other conventional method outside this "crowdsourcing" template of content aggregation.

Hence, when these datasets are combined, their integral and internal consistency elements offer significant potentials for positive analysis which can result the combination of various contents from varying sources. These sources articulate to actualizing larger and more complexly factual results that are based on cumulative user aspirations and opinions. Instructively, these aggregated articulations can enhance situational awareness of the information contained in the post (Kryvasheyeu, Chen, Moro, Van Hentenryck, & Cebrian, 2015).

Further, it can also be used to track the advancement of further steps that are geared towards a review of possible outcomes and interventions that are relevant to the posted information. This need is reinforced on the basis of the dynamic speed with which social media achieve its currency and tractions; thus creating the likelihood for policy makers to endeavor to stay tuned with current developments in their areas of interest; and this is usually achieved by adopting more strategic people centered initiatives that are capable of producing the needed results within the available templates.

2.5 Theoretical Framework

The theoretical framework upon which this study is an interplay between three key theories namely, the general effects theory, computer mediation theory and the transactional affordance theory of social media uses (Valkenburg, 2022**)**. However, the most appropriate to the discussion is the general effects theory, which shall be briefly examined with the view of understanding the roles it plays in determining the direction of the study.

2.5.1 The General Media Effects Theories

According to the views offered by Valkenburg & Oliver (2019) and Valkenburg (2017), media effects *theory* is an attempt to explain the uses and effects to which social media application could have on individuals, groups, or societies as a whole. Accordingly, Valkenburg (2022) illustrated how these theories are a group of paradigms that enhance an understanding of how social media interactions impacts on humans. The scholar affirmed as follows:

(a) ***selectivity paradigm***: this theory of media effects emphasizes on how individual users selectively consume media content based on their backgrounds, peculiarities, preferences and beliefs. The direct consequence of this theory to the policy planner is that his content would be viewed from perspectives he did not even consider at the point of content creation.

(b) ***transactionality paradigm***: transactional paradigm focuses on the dynamic inter relationships and interactions between media users and the content they are engaged with, considering feedback loops and reciprocal effects. The implication of this theory is that the public policy planner must be conscious of the psychological impacts his content could have on the target audience.

(c) ***conditionality paradigm***: this theory examines how contextual factors (such as individual characteristics and social context) influence media effects. This means that the consciousness of the content creator of the varying nature of the users has a media effect on the contents created.

In view of the forgoing, the general media effects theories, explores how social media affordances, user interactions, and contextual factors shape policy-related communication outcomes and set agenda for new policy formulation situations.

3.0 Research Method

This research used a combined qualitative and quantitative approach which required two level evaluation in the deployment of Systematic Literature Network Analysis (SLNA) method and field questionnaire analysis. This SLNA method combines the search structure in a Systematic Literature Review and conduct its analysis using network analysis frameworks. According to Kitchenham (2007), Systematic Literature Review is an appropriate method for identifying available research works that are relevant to a particular research question, topic area, or particular phenomenon. Furthermore, network analysis itself aims to carry out analysis and visualization of bibliographic networks (Strozzi et al., 2017).

This study employed the Systematic Literature Network Analysis (SLNA) method in the conduct of the qualitative analysis required for the evaluation of performance in the key objective areas of the research. This approach combined network analysis and mapping with the integral search framework of a definitive literature review that is designed to systematically map the searched items to a network of flowing ideology. In this regard, a logically directed literature review of this nature would be more beneficial in the quest to locate specific content that addresses the core issues that answers the research

question, specific topic or phenomenon (Kitchenham, 2007). This method is further enhanced by the fact that the deployment of network analysis is to infographically analyze and visualize the bibliographic networks of inter related research contents (Strozzi *et al*., 2017).

Further, by extracting quantitative information from well referenced bibliographic networks, new ideas and views can be identified and accepted as original knowledge; and this will result an illumination of understanding within the range of dynamic growth of knowledge to which the method adopted responds. This method also complements standard content-based literature assessments. Thus, in this study, this dynamic analysis made it possible to identify veritable research grounds for future research endeavors in the area of performance evaluation of the use of social media platforms in the dissemination of public policy (Kim, Colicchia and Menachof, 2016).

It should further be noted that at the planning phase, the study relied on the use of Population, Intervention, Comparison, Outcomes and Context (PICOC) coined after the clinical model proposed in Richardson, Wilson, Nishikawa, and Hayward (1995). This tool enabled the researcher to highlight the strengths and weaknesses of the area of study. In order to apply this model, a proper understanding of the PICOC framework is a valuable tool for designing and evaluating of studies and could be analyzed as follows: (Population, Intervention, Comparison, Outcomes, and Context).

Population (P)- this refers to the group of individuals or entities that the study aims to investigate and in this case the members of a community of interest. A proper definition of the of the population helps researchers to understand the target audience and generalize their findings appropriately.

Intervention (I): this variable represents the concern, issues exposure, or action being studied. In a study such as this, researchers compare different interventions in order to assess their impacts and without understanding the nature of the intervention, comparison will not be effective.

Comparison (C): this concern involves a reference group against which the intervention is evaluated. It helps determine whether the intervention produces better outcomes than existing practices, this 'control group' is kept constant within the period of the study. Thus, a comparison between conventional dissemination of public policy and social media application for same purpose will be a healthy comparison worthy of analysis.

Outcomes (O): Outcome refers to the specific results or effects that researchers are required to measure. Accordingly, outcomes can be quantitative or qualitative. In this vein, researchers define relevant outcomes based on the study's core objectives.

Context (C): this variable considers the broader setting, circumstances, and external factors that influence the study. According to Richardson, et al (1995), contextual information helps interpret findings and understand their real-world implications.

Consequent on the foregoing, the PICOC framework ensures that research questions are well-defined, interventions are compared appropriately, outcomes are relevant, and context is considered. This account for why this framework is used to enhance study design, conduct systematic reviews, and make evidence-based decisions.

Table 1 Range of PICOC coverage

Criteria	Specific range of coverage
Population	target audience, community of interests, social media influencers, etc.
Intervention	performance audit, website engagement, responses and feedback,
Comparison	assessment and infographic evaluation, web metrics and engagements
Outcome	participation, inclusivity, change in behavior, new policy insights etc.
Context	adoption of social media platforms in the dissemination of public policy

In addition to some websites and blogs, this study used two main data sources, Microsoft Bing (https://www.bing.com/search) and Research Gate (https://www.researchgate.net/search/publicati ons).

It is imperative to state that these sources of research information and data, were chosen because of their viability and singularity of purpose, which required the deployment of the Boolean operator search for patterns and similarity using conjunctions such as *'Not' 'and'* and *'or'* used to stringed key operative words together. The Table 2 below, indicate the nature examples of conjunctive stringing of operative words as applicable to this study.

Table 2 Search for Process Data

Process data	Search scheme /policy
Microsoft Bing	'social media' or 'virtual broadcasting'
ResearchGate	'interactive infographics' or 'collaborative or visuals'

3.1 Benchmarks for Data and Material Selection

It is important to state that an SLNA oriented study also utilize PICOC during its study planning phase. This account for stating the research materials selection criteria as indicated below.

Table 3 Research materials selection modalities

Stage of Research Selection	Exclusion criteria	Inclusion criteria
Key words, specific details operative words, etc.	No research articles Closed assess materials No time range b/w 2014-2024	Research articles and books Open access research journals Time range 2014-2024 English
Title and Abstract of research works	Languages outside English Contains issues not related to public policy dissemination through social media	Contains two or more issues that are related to public policy dissemination through social media

Tables 2 and 3 above indicates the means of acquisition of process data for the study. This strategy deals with the criteria of data inclusion and exclusion, which was implemented in order to categorize. This categorization considered the range or scope of application and the research need. These criteria are further illustrated in Table 4 below:

Table 4 Inclusion and Exclusion Criteria

Test	Selection Criteria	Yes/ No
1	Is there a clear contextual explanation of the problem	Yes
2	Are there evidence of clear research objectives	Yes
3	Does the material meet or exceed current knowledge position	Yes
4	Is the Research method used explainable in simple or complex terms	Yes
5	Are there clear research results, conclusions and knowledge gaps that require further studies	Yes

In addition to the deployment of Tables 3 and 4 above, the study also utilized inclusion and exclusion tools found at https://picoportal.net/ to screen and verify the articles title and abstract. This secondary approach is to ensure that articles relied upon are consistent with the inclusion and exclusion criteria identified at Table 4 above.

3.2 Questionnaire Design, Selection Report and Secondary Quality Assessment

Beside the use of research materials, the study also administered a questionnaire with three relevant questions to some eligible respondents. Details of this responses are stated under section 4.0. Further, after the screening stage, articles were further quality checked for conformance with the information required to satisfy the core objectives of the study. This secondary quality check was also designed to ensure that the selected articles contain the actual data and information required for the study. After the secondary

quality confirmation test using the parameters in Table 4 above, 53 articles were found suitable for the study. These research materials met the criteria set out above and were accepted as been relevant to the study. Below is a research design of the selected materials.

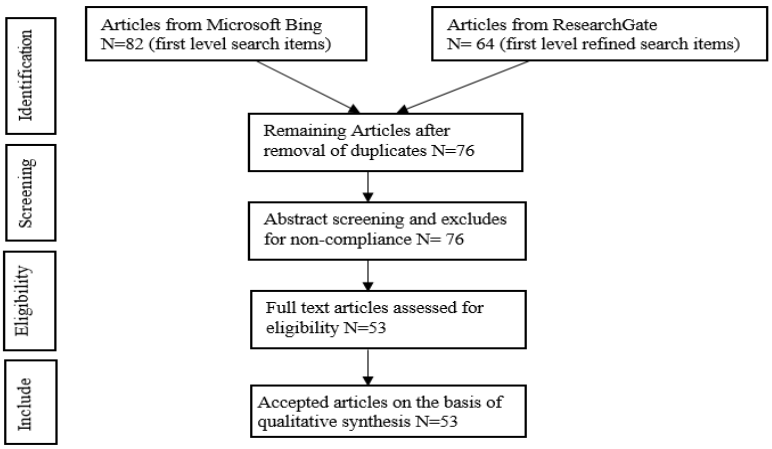

Fig 1 Research materials processing flowchart

3.3 Research Questions Simulated from Study Objectives

1. Is there any perceivable weakness in the conventional means of public policy communication and does the social media platforms present a better alternative?
2. Is there evidence that social media metrics and infographics can be used for predictive policy planning purposes which can result increased visibility and users understanding of public policies?
3. Can social media feedback mechanism and surveys be used as basis for user platform effectiveness and performance assessment?

4.0 Results and Discussions

4.1 Response and Tabulation

The field study for this work considered a total of 29 randomly selected social media users who have previously relied on social media platforms for accessing government related information. Out of the 29 respondents that were administered with the questionnaire, only 23 responses were retrieved and analyzed in Table 5 below. The three research objectives of the study were reduced into a questionnaire format which formed the basis for qualitative and descriptive analysis of the research questions. These questions were stated as follows and the responses were collated and analyzed into the following table:

Table 5- Field Questions and Assessment Parameters

Questions	Research Variables	E_g	V_g	B	P	V_p
1. Is there any perceivable weakness in the conventional means of public policy communication and does the social media platforms present a better alternative?	***i-weakness*** *Agg.Ans-yes*	12 0.54	3 0.13	2 0.08	4 0.17	2 0.08
2. Is there evidence that social media metrics and infographics can be used for predictive policy planning purposes which can result increased visibility and users understanding of public policies?	***i-planning*** *Agg. Ans-yes*	11 0.47	4 0.17	1 0.04	4 0.17	3 0.13
3. Can social media feedback mechanism and surveys be used as basis for user platform effectiveness and performance assessment?	***i-feedback*** *Agg.Ans-yes*	13 0.56	2 0.08	3 0.13	2 0.08	1 0.04

Key: E_g-excellently good=0.5, V_g-very good=0.4, B-bad=0.3, P-poor=0.2, V_p-very poor =0.1

Table 6 -Determination of the Margin of Quality (Qm)

Questions	E_g	V_g	B	P	V_p	T-Qm
Q1	6.48	0.39	0.16	0.68	0.16	7.89
Q2	5.17	0.68	0.04	0.68	0.39	6.96
Q3	7.27	0.16	0.39	0.16	0.04	8.02

Table 7- Computation for determination of cumulative error term (ε)

Variables & error term	Error term modelling	Values(i)	Values(ii)	Error term (ε)
Q1; ε =	$\frac{Qm}{Fr\text{-}Qm_i}$	= $\frac{7.89}{5\text{-}7.89}$	-$\frac{7.8}{2.8}$	-2.9
Q2; ε =	$\frac{Qm}{Fr\text{-}Qm_i}$	= $\frac{6.96}{5\text{-}6.96}$	-$\frac{6.96}{1.96}$	-3.5
Q3; ε =	$\frac{Qm}{Fr\text{-}Qm_i}$	= $\frac{8.02}{5\text{-}8.02}$	-$\frac{8.02}{3.02}$	-2.65

Total of average of cumulative error term neglecting negative signs becomes:

$\frac{\sum \varepsilon_i}{3} = \frac{\sum (-2.9)+(-3.5)+(-2.65)}{3} = 3.01$

Thus, $\varepsilon = 3.01$

Substituting the values of the parameters into the equation, for determination of *i-media* we have;

$$\textbf{\textit{i-media}} = \beta 0 + \beta\alpha_1 \textbf{\textit{i-weakness}} + \beta\alpha_2 \textbf{\textit{i-planning}} + \beta\alpha_3 \textbf{\textit{i-performance}} + \varepsilon_i \ldots\ldots \quad (2)$$

where:

ε- *cumulative error term =3.01,*

α-*variable control vector = (2.9, 3.5, 2.65),*

β-*multidimensional impact factor =0.34*

$$\textbf{\textit{i-media}} = \beta o + \beta\alpha_1 \textbf{\textit{i-weakness}} + \beta\alpha_2 \textbf{\textit{i-planning}} + \beta\alpha_3 \textbf{\textit{i-performance}} + \varepsilon i$$

this reduces to:

0.34 (-2.9) + 0.34(-3.5) +0.34(-2.65) +3.01= 0.067

Thus, *i-media*=0.067 x 100= 6.7%

When *i-media* (0.067) is multiplied by 100%= 8.8 %. This means that only 6.7% of respondents believe that the use of social media platforms is not likely to influence public participation in governance by relying on social media platforms for public police and information.

Conversely, when *i-media* (0.067) is multiplied by 1000% (for purposes of statistical effects) it yields 67%. Which indicate that 67% of the respondents believe that social media can positively used to broadcast public policy with tremendous performance in terms of participation and compliance.

4.2 Discussions of Major Findings

Theme 1- The Use of Social Media to Communicate Public Policies in Addition to Conventional Communication Strategies

On the basis of the response to research questions as generated from the questionnaire, a total of 15 respondents out of 23 agreed strongly that social media have higher positive impact on the society than conventional means of communicating public policy. This

view agrees with the understanding of van der Hoeven (2019) that social media was very effective in communicating land heritage issues to a community of interests. In the same vein the study pointed that social media campaigns significantly increased political awareness created by public authorities and enhanced electorate participation in the voting process (Wihby, 2015). It was further opined that in modern times public entities have increasingly used social media as a tool for transparency in governance (Jamalullail, Safira, & Hamdi, 2023).

Irrespective of the contributions of social media platforms in enhancing the communication of public policies, the effectiveness of this medium was doubted by a total of 8 persons who were not sure that social media was more beneficial in comparison with traditional means of communicating public policy. This seeming negative perception can be discarded as it only contributed 1 point on a margin of quality of 7.89 points, as can be gleaned from Table 6 above.

Theme 2- Evidence of Effectiveness of Social Media in Planning and Use of Infographics for the Communication of Public Policy

From entries in Table 6 above, 16 respondents out of 23 agreed that social media can be used during the planning phase of public policy and can effectively be used to project infographics for members of community of interests who are not in physical contact. This figure represents 5.85 points on the margin of quality of 6.96 points as opposed to the negative perception of 1.05 points. The implication of this finding is that due to migration issues, a community of interest can be in different parts of the world but could all be digitally connected and infographics can be used on any applicable social media platform to bring about videos, pictures and other media contents that can be used to improve understanding and participation of policy issues or community interests.

The forgoing account for Benjamin (2022) position that community engagement irrespective of physical location is very possible due to advancements in technology. The paper found that this increased engagement through social media enhanced virtual meetings is highly cost saving and a faster means of disseminating public policy. This method also has opportunity for value effectiveness as it also reinforces cultural norms of the community, creates immediate opportunity to address changes, etc; consequently, Garcia and Patel (2018) affirmed that social media 'town hall meetings have facilitated direct interaction between policymakers and the public'. It was further learnt that advancements in machine learning and data technology can be used to perform or generate content analytics in respect of various aspects of public policy engagements (Reisach, 2021).

Theme 3- Social Media Feedback Mechanism and Performance Evaluation

This theme supports the findings of the study that social media can be used as a means of generating feedback on user engagements and behaviors by analysis of their preferences and views. From entries in Table 6, 15 respondents representing margin of quality of 7.43 points on 8.02 cumulative margin of quality, representing 92% of general views. For instance, Rijitha (2021) reported that in 2021 Facebook had over 4.2 billion active users; implying that, that number of users is much higher in 2024 and goes further to support the fact that Facebook analytics can be used for feedback generation on the concerns of users especially with respect to their awareness of public policy concerns and participation. In the last general elections in Nigeria, social media platform reshaped the engagements of the political processes, as information dissemination was at very high unimaginable speed.

Under this theme that addresses the capacity of feedback in terms of performance evaluation, the study found that in the ranking of viabilities of social media platforms, the embed facilities for feedback analysis is a crucial component for comparison of

various platforms. This comparison enabled the categorization of Instagram as the prime social media platform for the dissemination of public policies (Pinto et al., 2021 and Kotnisa & Guzowska, 2021) followed by Facebook (van der Hoeven, 2019; Amit et al.) and X (van der Hoeven, 2019; Kotnisa & Guzowska, 2021) and finally blogs or public oriented websites (van der Hoeven, 2019). This study found that the degree of deployment of these platforms is location dependent; for instance, in particular situations, Facebook may rank higher than the others. The central issue for a social media platform deployment is its ability to provide the needed feedback insights that can indicate the extent of awareness that can be created through it; in addition to the level of participation ascribable to its use and the size of followership it command among the demographics that is of interest to the policy thrust.

The study also delved into the knowledge gap that was identified as a result of its observation that a great majority of urban and rural dwellers in developing countries do not have the knowledge and access to social media platforms due to their inability to acquire and use the gadgets that promotes access to these platforms. Thus, the study affirmed that this area constitutes a research gap for further studies on ways to overcome the problems of non-digital citizenship for a significant majority of the populace in developing countries like Nigeria

4.3 Immediacy and Autonomous Issues in Social Media-Public Policy Nexus

An evaluation by Galego (2020) of how social media has been used to address public policy concerns cannot be complete without considering the impact of immediacy on the decision of users. The same go for autonomous competences and their resulting socialization processes. A brief consideration of these elements of performance in the use of social media to drive public policy concerns is presented as follows:

4.4 Immediacy Concerns

According to Jessica Ross of Finn Partners, in a 2017 survey, 80% of 1000 Americans that were interviewed believe that social media is shaping public policy and producing significant impacts on public policy outcomes. In her words,

> "As members of Congress continue to hear from their constituents and policy advocates on many new communications platforms, social media is playing a bigger role in shaping public policy,"

"Increasingly, we are seeing policy protests organized on social media. The immediacy, transparency and sharability of social media means that members of Congress must be prepared to respond in-kind in an increasingly digital way."

The implication of the foregoing is that social media is expanding in its applications people can actually carry out virtual protest online by reason of their collective disagreements to public policy concerns. The spontaneity of these persuasions make them special purpose concerns to public policy makers. In view of this specialized concern, the study dug deeper to unveil the various immediacy issues that enhance the use of social media in the achievement of public policy objectives. A brief description of these challenging concerns as gleaned from the work of Galego (2020) are as follows:

(i) ***Rapid Dissemination and Misinformation***: Social media allows information to spread quickly, but this immediacy can lead to the rapid dissemination of **misinformation.** This means that false or misleading policy statements can gain traction before accurate information can be verified and corrected. This challenge makes social media a double-edged sword that must be used with extreme caution (Galego, 2020).

(ii) Emotional Responses: Social media platforms encourage ***emotional reactions***. Policy discussions can become polarized, and users may react impulsively without fully understanding the nuances of the policy they are reacting to. This emotional immediacy can hinder thoughtful analysis and proper decision-making.

(iii) Echo Chambers and Confirmation Bias: Social media algorithms often create **echo chambers,** where users are exposed primarily to content that aligns with their existing beliefs. This is designed to reinforce confirmation **of bias,** thus preventing users from considering alternative viewpoints or engaging in constructive policy analysis and debates.

(iv) ***Lack of Context***: Social media posts are often brief and lack the necessary context for complex policy analysis of issues. Immediacy can lead to oversimplification, thus, making it challenging to convey latent policy details effectively.

(v) Privacy Concerns: Immediate sharing of policy-related information can inadvertently violate privacy rights. For instance, sharing personal data related to health policies or social services can have unintended consequences due to the effects of immediacy.

(vi) Limited Attention Span: Field study for this work has shown that social media users have short attention spans. Policies require thorough understanding, but the immediacy of social media may not allow for in-depth exploration or critical analysis.

(vii) ***Selective Exposure:*** Users tend to follow accounts that align with their existing beliefs. This selective exposure can limit exposure to diverse policy perspectives and hinder informed decision-making.

(viii) ***Policy Overshadowing:*** In the fast-paced social media environment, urgent or sensational issues may overshadow important long-term policy discussions. In this regard, studies have shown that immediacy can prioritize short-term crises over sustained policy efforts.

(ix) ***Lack of Expertise:*** Social media allows everyone to express opinions, regardless of their expertise. Policymakers must navigate through a sea of unverified information, making it challenging to base decisions on reliable sources.

(x) ***Public Pressure and Knee-Jerk Reactions:*** Immediate public reactions on social media can pressure policymakers to respond hastily. In this vein, knee-jerk reactions of policy makers may not lead to well-thought-out policies.

In summary, Galego (2020) demonstrated that while social media offers immediacy and reach, policymakers must take advantage of these benefits to navigate around the challenges that these issues pose and by so doing effectively convey public policies and promote informed decision-making to members of the public.

4.5 Autonomous Competences

According to Sahebi and Formosa (2022); and (Kanchan & Gaidhane, 2023) a relationship exist between 'oppressive socialization' and 'autonomy competences'. This difference resulted a well-articulated definition of autonomy competences where they stated as follows:

> "Autonomy competences are those skills, capacities, and powers that agents need to be able to act autonomously, such as the ability to reason and critically reflect on their values, imagine different alternatives, develop a conception of the good, and regard themselves as self-directing agents worthy of respect" (Kanchan & Gaidhane, 2023).

In opposition to the foregoing definition, *oppressive socialization* **in the context of** social media content creation refers to the process through which individuals are influenced or

conditioned by societal norms, power structures, and dominant ideologies when producing content for social media platforms. It thus involves conforming to established norms, values, and expectations, often perpetuating existing inequalities and reinforcing certain narratives that may not represent the user choices. These extremes deny the users of the power of choice and alternatives; and as Fomosa (2013) pointed while drawing inference from Kanchan & Gaidhane (2023), *o**ppressive socialization*** is:

> "a type of socialisation that reliably discourages or fails to properly develop the required autonomy competences in agents subject to that socialisation"

Thus, in order to reinforce the foregoing, the various forms and attributes of oppressive socialization in social media content creation have been summarized in the works of Fomosa (2013) and Kanchan & Gaidhane (2023).

4.6 Network Support Infrastructure for Social Media-Public Policy Nexus

Digitally networked communities are majorly a web of interlaced interests whose goals are aligned to each other and are categorized as a simple collection of members within a range of demographics. According to Yeung (2018), data for this networked persons are gathered, without taking into consideration the possible connections between those individuals.

This means that social connections established by this network that supports the social media-public policy nexus, is an uncertain means of group articulation and analysis and further deals with examining the similarities between persons, who or what might have significant impact on the behavior of who, what views are representative of a class or group of persons in a community of interest, etc. These factors can later be harvested for future policy gains.

The study found that a culminate effect of these support structures is that they create different types of virtual relationships within a particular social network data array that can be harnessed effectively to project public policy; and also receive various feedback responses. Although, studies have shown that there is a challenge of identifying and distinguishing certain connections between individuals or subgroups as to account for the range of behaviors. Incidentally, Yeung (2018) demonstrated how this network support structure in terms of information can be used to prevent violence in communities. He further opined that the same infrastructure can be used to identify and subsequently assist people who are most vulnerable to both committing and experiencing acts of violence.

Further, during natural disasters, network support structures have been proven to be effective in terms of alerting people to evacuate or take particular safety steps. Based on these proven situations, social media has the capability to provide public policy makers with the infrastructure for group targeted information dissemination; this utility is made possible by reason of explicit interpersonal connections provided by social media. Thus, a better understanding of the operation of these networks is pertinent for policy makers in relation to their ability to communicate policy situations during emergencies as this capability through social media could be crucial to a community's ability to respond to public emergencies.

5.0 Scalability Parameters for Assessment of the Effectiveness and Efficiency of Social Media Platforms in the Communication of Public Policies

The study gleaned from the work of Fomosa (2013) that certain parameters are necessary in the determination of how effective social media platforms can deliver on their mandates. This means that the effectiveness and efficiency in the use of social media to disseminate public policy is measurable in terms of scalability on the basis of key parameters that was found by the study to be of paramount importance. The parameters

that support social media performance evaluation has been screened by the researcher from the study conducted by Zamboni, Schellenberg, Hanson, Betran and Dumont (2019), Fomosa (2013) and Kanchan & Gaidhane (2023) and these parameters are briefly defined as follows:

5.1 Scalability Parameters

(i) Media Synchronization Theory: This theory examines how well social media aligns with the communication needs of users within a defined community of interests. It considers factors like availability, symbol status and variety, and asynchronicity in social media usage.

(ii) Work-Oriented vs. Social-Oriented Usage: These well-defined alternative uses of social media draw inference from the nature of engagements that are attributable to the effective and efficient deployment of social media in the performance of various tasks, whether work related or socially oriented. In the case of *Work-Oriented Usage*, it is understood that it focuses on using social media for work-related tasks, such as sharing and analyzing information, collaborating and performing other tasks that are geared towards work connected issues. In this case, social media is used to produce solutions to identified problems. At the other hand is the *Social-Oriented Usage*: which involves the use of social media for personal interactions, networking, and socializing.

(iii) Features of Social Media: In the assessment of how effective and efficient social media has been when used to promote public policy, the following features are testamentary:

a. Availability: This attest to how accessible social media platforms are for the specified public content communication.

b. Symbol Variety: The diversity of symbols (text, images, videos) that are easily available for conveying messages.

c. Publicness: The extent to which communication is visible to others.

d. Permanence: Whether messages persist over time or disappear quickly.

From the foregoing, it can be safely stated that any assessment of performance of a social media platform in terms of its capabilities for deployment as a medium of public policy dissemination that did not consider the above stated features may not yield effective and efficient performance index.

(iv) Impact on Work Efficiency: This deals with an evaluation of the impacts of the various engagements on the work outputs of the target audience. That is to say, has the information received from social media enabled better work behavior in terms of increased efficiency? In response to this, it can be said that features like availability and symbol variety impact work efficiency under work oriented usage. In terms of social-oriented usage, the assessment will border on the extent of publicness and reach that has positively impacted on work efficiency.

(iv) Considerations for Selection: It should be noted that people who choose social media platforms do so on the basis that they intend to use them for work or social purposes. In both cases, the outcome justifies the choice and create opportunity for the design and implementation of better user interfaces that can elicit more responses and impressions. In this regard, public institutions and suchlike organizations can better guide their employees on how best to use social media effectively for work-related tasks and create efficient information-sharing groups and individuals.

Consequent on the foregoing, assessing social media effectiveness and efficiency involves understanding its attributes, aligning usage with communication needs, and optimizing work efficiency. Thus, stakeholders and user organizations can leverage on these insights to enhance policy communications through social media.

5.2 Authenticity Tests for Communication Effectiveness and Efficiency

The study articulated several authenticating tests that can be performed to show if social media platforms have produced the desired outcomes when it comes to creating public awareness of government programs or projects. Gleaning details from the works of Kwofie, Aigbavboa and Thwala (2020), Lee (2020) and Saffran, Hu, Hinnant, Scherer and Nagel (2020) the study was able to develop a social media effectiveness and efficiency tests parameters that are arranged in the form of implementation codes which are designed to be matched against various test items and how they could be measured. These test parameters are detailed at section 5.2.1-5.2.7 below:

5.2.1 Test 1- Audience Reach and Engagement

i. *Effectiveness:* Measure how well the message has reached the intended audience by using metrics and analytics such as, the number of followers, shares, likes, and comments.

ii. *Efficiency:* Assess whether the effort and investments put into creating and disseminating the social media content is proportionate to the level of engagement achieved.

5.2.2 Test 2-Message Clarity and Relevance

i. *Effectiveness:* Evaluate how clearly the policy messages are conveyed. Is the language used simple and understandable to an average user who is not too educated or with low technical or social media skills?

ii. *Efficiency:* Consider whether concise and relevant messages are more effective in capturing user attention.

5.2.3 Test 3- Response Time

i. *Effectiveness*: Analyze how quickly the response to queries or feedback on social media are made by the policy makers, as timely responses enhance user satisfaction and loyalty in terms of required performance.

ii. *Efficiency:* Optimize response time to balance resource allocation.

5.2.4 Test 4- Content Type and Format

i. *Effectiveness*: Determine which types of content (text, images, videos) resonate best with your audience.

ii. *Efficiency:* Focus on creating content that maximizes impact while minimizing production time.

5.2.5 Test 5- Platform Selection

i. Effectiveness: Policy makers can choose platforms where their target audience are most active. It should be well noted that different platforms cater to different demographics.

ii. Efficiency: Allocate resources to platforms that yield the highest return on investment.

5.2.6 Test 6- Feedback and Metrics

i. Effectiveness: The test of effectiveness deals with the means of collection of feedback through surveys, polls, or comments. Policy makers and media contents creators are required to understand how well their messages align with public sentiment.

ii. Efficiency: Policy makers and media content creators and administrators can use information analytic tools to track behavioral metrics such as click-through rates, conversion rates, user prompt responses, and general user behaviors.

5.2.7 Test 7- Cost-Effectiveness

i. Effectiveness: Policy makers can test the effectiveness of social media impact on information dissemination by assessing whether the benefits (awareness, engagement, range of opportunities) outweigh the costs (time, resources, real and virtual costs).

ii. Efficiency: Optimize budget allocation by focusing on high-impact social media applicability strategies.

Based on the foregoing, the study found that the effectiveness and efficiency of a social media platform in terms of its impact in the generation of expected behaviors on users, is on the ground that they are clearly intertwined. Meaning that generally, media content can only be efficient if it is effective.

However, a microcosm of this view further show that an effective strategy may not actually be efficient if it requires excessive and prohibitive resources for implementation; in the same vein, an efficient approach may not be effective if it fails to engage the audience or produce the results that is coterminous or matches the deployed resources. Thus, regular evaluation and adaptation between the two complementing elements of performance tests or evaluation are essential to the successfulness of social media communication of public policies.

6.0 Scientific and Technical Tests for Assessment of Social Media Performance

An evaluation of the efficiency of using social media platforms for communicating public policies, has been considered by this study after distilling some crucial technical and scientific tests parameters from the works of Wouters, P., Zahedi, Z., Costas, R. (2019); Al-Hooti, Alawi, Ahmed and Al-Busaidi (2024); and Nurudeen, Abdul-Samad, Owusu-Oware (2023). These identified parameters cardinally require the identification of several scientific and technical tests, which significantly provide valuable insights for the performance assessment. The following scientific and technical components of the evaluation process as gleaned from the cited works are crucial to social media public policy content delivery assessment:

6.1 Sentiment Analysis

i. *Scientific Test:* Analyze sentiment in social media posts related to specific policies. In this case, positive sentiment may indicate effective communication, while negative sentiment could signal issues that has to be addressed.

ii. *Technical Test:* Natural Language Processing (NLP) tools can be used to extract sentiment from text data after which those data can undergo further technical analysis.

6.2 Engagement Metrics

i. Scientific Test: Investigate user engagement (likes, shares, comments) on policy-related posts. This means that high user engagements with positive feedbacks suggests effective communication.

ii. Technical Test: Track metrics using social media analytics tools.

6.3 Response Time Analysis (RTA)

i. Scientific Test: RTA as a tool measures how quickly government social media accounts respond to user queries or feedbacks. Thus, faster response times enhance efficiency. In some cases, government functionaries do not respond to comments and enquiries after they have posted their contents on social media. This test is very crucial to performance assessment.

ii. Technical Test: Monitor response times using automated tools that are embedded in the computer programs.

6.4 Content Reach and Virality:

i. Scientific Test: Assess how far policy-related contents spreads (reach) and whether it goes viral, and how much traction it gained within a period of assessment. Viral contents can efficiently reach a large audience and produce the required behavior from users or target audience.

ii. Technical Test: User tracking tools to measure content reach and identify viral posts.

6.5 User Behavior Patterns:

i. Scientific Test: Study user behavior (click-through rates, dwell time) on policy-related links. Understand which content is most effective.

ii. Technical Test: Conduct the appropriate web analytics using web generated data from social media platforms.

6.6 A/B Testing:

i. Scientific Test: Conduct A/B tests with different communication strategies. Compare their effectiveness in terms of user engagement and understanding.

ii. Technical Test: Use controlled experiments to test variations in content, timing or platform.

6.7 Network Analysis:

i. Scientific Test: Map communication networks around policy-related topics. Identify influential users and determine efficient dissemination methods.

ii. Technical Test: Apply network analysis algorithms to social media data.

6.8 Efficiency Metrics

i. Scientific Test: Evaluate the ratio of engagement (benefits) to effort (resources spent). Efficient communication achieves high impact with minimal resources.

ii. Technical Test: Calculate efficiency metrics based on engagement, reach, and resource allocation.

Based on the forgoing field studies, it is important to point that a combination of scientific insights with technical measurements provides a comprehensive view of social media efficiency in policy communication. Consequently, consistent assessment and adaptation are essential for optimizing public feedback oriented communication strategies.

7.0 Social Media Performance Measurement Procedures

This concluding section of the study considered the important steps and procedures that could be adopted in social media performance assessment. This is based on articulation of performance measurement processes whose contributions are assembled from the works of: Sidorova, Arnaboldi and Radaelli (2016); Agostino and Sidorova (2016); and Trunfio, Rossi (2021). These works centered on the general determination of the performance of social media platforms when deployed towards the communication of public policies. The following measurement procedures were identified and formulated as follows:

7.1 Set Clear Goals and Metrics

The public policy content creator is to define what the success he is anticipating looks like within the context of public policy communication. This could be increasing

awareness about a policy, changing public opinion, or driving action such as getting people to sign up for a program. Once the content creator has defined his goals, then he can identify metrics that will allow him to measure progress towards the achievement of those goals. These could include the extent of reach (i.e. how many people saw the post), engagements (how many people liked, shared, or commented on the post), and conversion (how many people took the desired action after seeing the post).

7.2 Use the Right Tools and Platforms

Different social media platforms have different user demographics and are suited to different types of content. The content creator is to choose the platforms that are most likely to reach his target audience and best suited to the type of content he wants to share; for instance, young people are likely to be engaged with Facebook rather than X, because there are certain tools on Facebook that allows them do certain things that cannot be done on X. This means that if a public policy is required to be targeted at a youthful audience, then they are more likely to be found on Facebook. This means that public policies that are designed to affect young people are better communicated through Facebook than X.

7.3 Compare and Benchmark Obtained Results

The content creator is required under this step to compare the results he has obtained to previous campaigns or to similar campaigns run by other organizations. The field study for this work indicate that this comparison can give a sense of whether the campaign is performing well or not; or if there are areas where improvement is a clear necessity.

7.4 Review and Update Your Policy Regularly

It is important to note that the dynamic nature of social media applications makes them susceptible to frequent change in trends and algorithms, without notice. Thus, regular reviews of social media policy and constant updates are necessary to ensure it remains effective.

8.0 Conclusion

The study has concentrated on the use of social media in the dissemination of public policies. It has considered the relative impact of social media to societal development in the area of creation of the awareness that is necessary for participation in government programs. The study has significantly considered factors that enable the evaluation of effectiveness of different social media platforms and it was found that a platform's ability to provide backend feedback system in the form or after engagement analytics is the most veritable platform for performance evaluation and should be the platform of choice since it provides for tracking and follow-up. Such platforms were found to enhance public policy communication planning, since it possesses futuristic program structures that provides the needed guidelines for policymakers. The investigation is premised on two methods of efficiency evaluation, namely the Systematic Literature Network Analysis (SLNA) which uses dedicated digital processes in the selection of research materials and the use of questionnaire analysis. Both methods supported the research objectives and further aided the understanding of the proposed performance evaluation tests.

Among other things the study has delved into basis for the development of public policy oriented contents for social media dissemination. It has also looked at the challenges of immediacy and autonomous concerns, thus pointing the various identified pitfalls that come with social media immediacy response features and how they impact on the quality of user behaviors. Same goes for autonomous issues where the study pointed that social media platforms are designed to infringe on decisional powers of users by limiting their choice to: like, share and comment and sometimes emojis and symbols are

provided to represent how a user feels about a serious news item. The study pointed that these limitations have a way of disrupting the actual views of the users, and by doing this take away their self-reliance.

Thus, user network support infrastructure has been found to be the enabling agents for the high performances recorded in the use of social media platforms. Although Yeung (2018) observation that the structure is composed of persons who sometimes have no other form of interpersonal connections and the system is designed not to take cognizance of this fact. Standing on this viewpoint, the study found that for the effectiveness and efficiency of social media in terms of public policy dissemination, the chosen platform should not only articulate for this uncertain group of persons, but should progress to possess the ability to examine or analyze the similarities between the persons in that group, for purposes of harnessing their views for future policy concerns (Yeung, 2018).

The study also considered scalability parameters that can enable social media platforms undergo various transformations and systemic upgrades to support the dissemination of public policy. These parameters were clearly identified and analyzed to show how their applications can enhance the distribution and permeation of public policy concerns; for instance, in the parameters for features of social media availability, symbol variety, publicness and permanence were explained to show how the influence social media productivity in terms of public information dissemination can be sustained.

The study further identified eight test areas that could be applied to determine how effective and efficient social media platforms could be when deployed for the creation of awareness in respect of public policies concerns. These eight test areas were analyzed into their scientific and technical test considerations in order to show that their applications are capable of resulting authenticated performance capabilities.

Further, the ultimate goal is to facilitate meaningful dialogue and engagement with the public on policy matters. The effectiveness of social media in achieving this goal is dependent on a variety of factors that has been discussed including the quality of the content, the strategy used to disseminate it, and the public's trust or confidence in the platform or medium of disseminating the information.

Conclusively, and in addition to the forgoing tests and assessments procedures, it is important to state that the broader context in which social media operates requires that issues related to privacy, political bias, and the spread of misinformation are not healthy to mass media distribution of contents and as such, are not allowed since they can negatively impact on the effectiveness of social media for public policy communication. In this regard, constant monitoring and adjustment of strategies is crucial for expected success.

9.0 Recommendations

Having considered the various dimensions of this field study, from the practical application viewpoint, it is recommended as follows:

1. Policy makers should strive to understand the various social media platforms and their application dynamics as to ascertain which platforms supports the kind of public information they intend to put out. This is because all platforms have their intended demography.

2. Policy initiators should be conversant with social media dynamisms in terms of current changes in the platforms they use. This is because the platforms change in content and context without any prior information or notice to content creators or users.

3. Public Policy makers are to always read the public reactions and responses that attend their posts. This will enable them respond immediately or take certain steps which will indicate that they are responsive to the needs of the people. This gesture will certainly improve their quality of public service delivery. For instance, if a governor finds time to read through responses on his social media handles and responds to questions, he shores up the confidence of his people.

4. Public office holders who desire to use social media to communicate their activities or public policy concerns should understand that content engagement of their posts could serve as a guide to future public policy formulations. This is because if all responses are analyzed, a policy maker may see a better opportunity on how to implement or step down a public policy position for the betterment of society.

5. It should be recommended that if big organizations and advertising brands can use Big Data technologies to mine the data of responses to web or blog posts for purposes of their businesses, then public policy content creators can also find ways to mine data from their social media platforms on how best they can serve their communities of interests.

6. Since social media platforms have the challenge of immediacy and autonomous issues, public policy content creators should design their contents to suit these challenges. That is to say, contents should be formulated to elicit the proper response that can stand the test of time irrespective of these identified challenges.

7. The seven identified authenticity tests and the eight stated scientific and technical tests can be used when public policy posts are made to determine the potentials inherent in those posts and how they could be used to position the policy implementation phase and the formulation of new policy.

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