

**EVALUATION OF SOCIAL MEDIA AS A COMMUNICATION TOOL FOR
PROMOTING EFFECTIVE PUBLIC RELATIONS AMONG ORGANISATIONS IN
BENIN CITY**

BY

JOHN CHIDERA VIRGINIA

ART2201245

UNIVERSITY OF BENIN,

BENIN CITY.

JULY, 2026.

**EVALUATION OF SOCIAL MEDIA AS A COMMUNICATION TOOL FOR
PROMOTING EFFECTIVE PUBLIC RELATIONS AMONG ORGANISATIONS IN
BENIN CITY**

BY

JOHN CHIDERA VIRGINIA

ART2201245

**DEPARTMENT OF MASS COMMUNICATION, FACULTY OF COMMUNICATION
AND MEDIA STUDIES, UNIVERSITY OF BENIN, BENIN CITY, EDO STATE.**

JULY, 2026.

**EVALUATION OF SOCIAL MEDIA AS A COMMUNICATION TOOL FOR
PROMOTING EFFECTIVE PUBLIC RELATIONS AMONG ORGANISATIONS IN
BENIN CITY**

BY

JOHN CHIDERA VIRGINIA

ART2201245

**A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF COMMUNICATION AND MEDIA STUDIES, UNIVERSITY OF BENIN,
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
BACHELOR OF ARTS (BA) DEGREE IN MASS COMMUNICATION.**

JULY, 2026.

DECLARATION

I, **John Chidera Virginia**, hereby declare that this project entitled: *Evaluation of social media as a communication tool for promoting effective public relations among organisations in Benin City* is my original work and is based on a study conducted by my person in the Department of Mass Communication, Faculty of Communication and Media Studies, University of Benin, under the Supervision of Miss Blessing Amenaghawon Agbonlahor. All sources of information, materials and data employed in the preparation of this academic exercise have been duly acknowledged through appropriate references.

JOHN CHIDERA VIRGINIA

ART2201245

CERTIFICATION

This is to certify that this research work: evaluation of social media as a communication tool for promoting effective public relations among organisations in Benin City, was carried out by **John Chidera Virginia**, with matriculation number, **ART2201245**, in the Department of Mass Communication, Faculty of Communication and Media Studies, University of Benin, Benin City, Edo State, Nigeria. The information embodied in this project is original and completed under my supervision. It is therefore certified as meeting the requirements for the Award of Bachelor of Arts (B.A.) Degree in Mass Communication.

Date:_____

Miss Blessing Amenaghawon Agbonlahor,
(Project Supervisor)

Date:_____

Dr. D.O. Ekhareafa
(Head of Department)

STUDENT'S THESIS

AUTHOR'S STATEMENT

I hereby grant the University of Benin, through the University of Benin Library, a non-exclusive, worldwide right to reproduce and distribute my thesis and abstract (hereinafter "the Work"), in whole or in part, through any media, in its present form or any translated version for preservation and accessibility, provided such translation does not alter its content. This grant is royalty-free, and I retain the right to publish the Work in its current or future versions elsewhere.

Warranties

I further affirm that:

1. I am the sole author of the Work and grant the University of Benin the right to make it available four (4) years after the award of my degree, in compliance with the University of Benin Senate regulations.
2. The Work does not contain confidential information requiring third-party consent for disclosure.
3. I have exercised due diligence to ensure that the Work is original and does not breach any Nigerian law or infringe upon any third party's copyright or other Intellectual Property Rights, to the best of my knowledge.
4. Where the Work includes copyrighted material not owned by me, I have obtained unrestricted permission from the copyright holder to grant this license to the University of Benin Library. Such third-party materials are clearly identified and acknowledged within the Work.
5. In the event of any copyright dispute concerning the Work, I agree to indemnify and hold harmless the University of Benin, its officers, employees, and agents from any liability arising from the material authorized under this agreement.
6. The University of Benin is under no obligation whatsoever to take legal action on my behalf as the Depositor in the event of an intellectual property rights infringement or any other related dispute in the material deposited.

Author's Name

Signature/Date

Email

Supervisor's Name

Signature/Date

Email

Supervisor's Name

Signature/Date

Email

DEDICATION

This research work is dedicated to God Almighty for His never-ending grace, mercies and blessings upon my life.

.

ACKNOWLEDGMENT

I thank God Almighty for all of His blessings, including provisions, protection, guidance, countless mercies and grace, as well as for giving me the motivation, bravery and resolve to pursue and finish this project. May His name be praised forever, Amen.

I am deeply grateful to my project supervisor, Miss Blessing Agbonlahor, for her unique supervision, guidance and expertise in correcting my project work. I am also appreciative of her patience, words of encouragement, commendation and motherly advice. I pray that God's mercies will never depart from her and her family, and that God will bless and richly reward her, Amen.

I would like to express my heartfelt appreciation to all those who contributed to my knowledge and learning in the department of Mass Communication. I am grateful to all my lecturers, including the head of the department, Dr. Daniel Ekharefo, Prof. M.A Okhakhu, Prof. Ambrose Uchenunu, Prof. F.P. Olise, Prof. E.C. Obaje, Dr. C. Nnabuike, Mr. Sunday Ekerikevwe, Mr. Femi Johnson, Miss Uduak Ekpeyong, Dr. (Mrs) Gloria Ogonu and many others.

I am also grateful to my beloved parents, Mr. Uche Izundu and Mrs. Chinwe Izundu, my lovely uncle and his wife, Mr. Chinedu and Mrs. Frances Ajumobi and my lovely aunty, Chinekwu Ajumobi, my amazing Aunty, Mrs. Ifeyinwa Ejikeme, My lovely aunty, Nkeiru

Ajabor, my lovely grandma, Christy Ajabor and to my friends, for their assistance; financial, moral support and encouragement.

The steadfast love, encouragement and prayers that I received from them were crucial to my success in finishing this research project. I pray that God will reward them all. Amen.

TABLE OF CONTENTS

Title Page

Declaration

Certification

Students' Thesis

Dedication

Acknowledgment

Table of Contents

Abstract

CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

1.2 Statement of the Problem

1.3 Objectives of the Study

1.4 Research Qu

CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

1.2 Statement of the Problem

1.3 Objectives of the Study

1.4 Research Questions

1.5 Scope of the Study

1.6 Significance of the Study

1.7 Operational Definition of Terms

CHAPTER TWO: LITERATURE REVIEW

2.1 Historical Review

2.1.1 Developmental phases of social media

2.1.2 The Evolution of Public Relations

2.2 Conceptual Review

2.2.1 Conceptual Review of Social Media

2.2.2 Overview of Public Relations

2.3 Opinion Review

2.4 Empirical Review of Related Studies

2.5 Theoretical Framework

2.5.1 Uses and Gratification Theory

2.5.2 Two-Way Symmetric Public Relations Model

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Design

3.2 Population of the study

3.3 Sample Size

3.4 Sampling Technique

3.5 Instrument for Data Collection

3.6 Validity of the instrument

3.7 Reliability of the instrument

3.8 Method of Data Collection and

3.9 Method of Data Analysis.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Data Presentation and Analysis

4.2 Discussion of Findings

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

5.2 Conclusion

5.3 Recommendations

5.4 Suggestions for Further Studies

5.5 Contribution to Knowledge

References

Appendix

ABSTRACT

This study evaluated social media as a communication tool for promoting effective public relations among organisations in Benin City. The study was guided by the Uses and Gratifications Theory and the Social Media Engagement Theory. The Objectives of the study were to: Identify the social media platforms most commonly used by organisations for public relations, ascertain how organisations use social media to communicate with the public, investigate the effectiveness of social media in improving PR outcomes and identify the challenges organisations face when using social media for public relations. The study used a survey research design and administered 258 questionnaires to undergraduate mass communication students at the University of Benin. The data was collected and analysed using descriptive statistics. The findings revealed that Facebook and X are the most commonly used platforms for public relations in Benin City. Organisations primarily use social media for one-way communication, such as product information, customer service, and press releases, with the most common posting frequency being daily or weekly. Social media was thought to be generally effective in increasing visibility, audience reach and cost-effectiveness, but its effectiveness in crisis management was moderate. The main challenges were identified as an unreliable power supply, poor internet connectivity, and a lack of professional expertise. The study concludes that, while social media adoption for public relations is high in Benin City, organisations must embrace interactive engagement, invest in professional training, and address infrastructure challenges to achieve the best PR results.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The concept of 'social media' has been exhaustively defined by several authorities in the field of communication and media studies. Some have argued that social media are Internet-based platforms that allow users to create, share and exchange content while also promoting social interaction and networking. Boyd and Ellison (2008) posit that social media are websites that allow users to create profiles and view the relationships they have with one another.

Social media refers to digital platforms and services that allow people and organisations to create, publish, share, and engage with social networks and user-generated content in real time. This definition is expanded by Kaplan and Haenlein (2010), who define social media as a collection of Internet-based applications that enable the production and sharing of user-generated content and build upon the technological and ideological underpinnings of Web 2.0. Social media is described as "activities, practices, and behaviours among communities of people who gather online to share information, knowledge, and opinions" by Safko and Brake (2009). According to Breakbridge (2010), social media is a contemporary public relations tool that facilitates direct communication, interaction, and the development of relationships between publics and organisations. Organisation across various sectors in Benin City like corporate firms, government agencies, educational institutions, and small businesses – actively use social media to promote services, announce updates, and maintain public engagement. The advancement of digital communication has reshaped the way organisations interact with their publics. Traditionally, public relations relied on print media, radio, television, and press releases.

However, the emergence of social media has introduced a more interactive, fast-paced and audience-driven communication environment. Social media sites like Facebook, Instagram, X (formerly Twitter), LinkedIn, YouTube, and WhatsApp give businesses direct access to their target audiences. These platforms enable organisations to manage their reputation, respond to criticism, exchange information, and increase public trust. These days, social media is used extensively in marketing, public relations, political communication, customer service, and brand management. Communication strategies are shaped by analytics tools and influencer marketing.

Effective public relations for organisations has benefited from social media in numerous ways. Public relations is the process of managing communication between an organisation and its stakeholders in order to foster trust, maintain goodwill, and protect the organisation's reputation. The term "public relations" refers to a strategic communication method that businesses, institutions, individuals, and organisations frequently use to establish positive relationships with the general public. According to Asemah, Kente, Nkwam-Uwaoma, and Amah (2021), strategic communication entails listening to an organisation's target audience. A public relations strategy that informs and educates the public about an organisation's contributions increases both brand awareness and public relevance (McQuerrey, 2017). Social media improves public relations by allowing for two-way communication between organisations and audiences, instant dissemination of information, brand storytelling and image building, crisis management, audience feedback and engagement, community building, and customer relationship management. Therefore, social media has become an indispensable tool in contemporary public relations practice.

It is against this backdrop that this study, seeks to evaluate social media as a communication tool for promoting effective public relations among organisations in Benin City.

1.2 Statement of the Problem

The emergence and adoption of social media in Benin City by organisations have increased significantly; businesses use social media to promote products and services, educational institutions communicate with students and stakeholders and non-governmental organisations raise awareness and mobilise support, while government agencies disseminate information and engage with citizens. As a result, social media has emerged as a key communication tool for citywide public relations initiatives.

Despite widespread use of social media by organisations in Benin City, many continue to face challenges such as inconsistent content management, low audience engagement, and a lack of professional social media strategies. The effectiveness of social media as a PR tool and its effects on public trust and organisational image must be critically evaluated. Organisations occasionally fail to adequately handle online criticism or promptly address public enquiries, which can damage their reputation and public image.

Therefore, there is a need to critically assess how social media is being used by organisations in Benin City and whether it effectively contributes to achieving public relations goals such as trust building, positive public perception, and organisational image management.

1.3 Objectives of the Study

This study aims to achieve the following objectives:

1. Identify social media platforms used for public relations in Benin City
2. Ascertain how organisations use social media for public relations

3. Examine the effectiveness of social media in public relations outcomes
4. Determine challenges in using social media for public relations

1.4 Research Questions

This study aims to answer the following research questions:

- 1: What social media platforms are most used by organisations in Benin City for public relations?
2. How do these organisations use social media for communicating with the public?
3. How effective is social media in enhancing public relations outcomes?
4. What challenges do organisations face in using social media for public relations?

1.5 Significance of the Study

This research is important for organisations, public relations practitioners, students and scholars of mass communication. The findings of this study give organisations in Benin City useful information about how social media can be strategically employed as a communication tool to improve public relations, establish a company's reputation, and encourage significant interaction with their audiences. The study acts as a guide for communication professionals and public relations practitioners in implementing social media strategies that enhance stakeholder relations and are in line with organisational goals. The study increases University of Benin mass communication students' comprehension of social media's role in contemporary public relations

practice and provides them with information pertinent to their professional work in a digital media environment. Additionally, the study adds to the body of knowledge already available on social media and public relations and acts as a resource for academics and researchers who might want to conduct additional research in this field.

1.6 Scope of the Study

The scope of the study is restricted to full-time undergraduate students of the Department of Mass Communication, University of Benin's Ekehuan campus. These students were chosen because they have a solid understanding of social media and public relations techniques, making them well-suited to assess how Benin City organisations use social media for PR. Geographically, the study is limited to Benin City and conceptually, it focuses on how much social media is used, how well it serves PR purposes and what obstacles Benin City organisations face when utilising social media for PR. The academic year 2025–2026 is covered by the study.

1.7 Operational Definition of Terms

The following definitions are provided for the terms as they are meant to be understood in this study:

Benin City: This refers to the capital city of Edo State, Nigeria, as well as the geographic area where the organisations under investigation are based and where this study is limited.

Communication Tool: “Communication tool” refers to social media sites like Facebook, Instagram, X, WhatsApp, LinkedIn, and YouTube that Benin City organisations use to manage organisational messages, interact with the public, and spread information.

Effective: This indicates how well Benin City organisations use social media to accomplish their public relations goals of visibility, credibility, and stakeholder engagement.

Evaluation: This is the methodical assessment of the degree to which Benin City organisations use social media as a public relations communication tool and the results that come from doing so.

Organisation: This term refers to any registered corporate body, business enterprise, government agency, or non-governmental organisation that conducts public relations activities in Benin City.

Public Relations: Public relations is the strategic process by which Benin City organisations use social media to establish, preserve, and manage relationships with their audiences that are mutually beneficial and to safeguard their company’s reputation.

Social Media: This refers to interactive web-based platforms and applications that allow Benin City organisations to produce, distribute, and interact in real time with their target audiences.

CHAPTER TWO

LITERATURE REVIEW

This chapter focused on the review of related literature in line with the study, as they provided insights, information and a framework for this project and would help to understand the current state of social media as a communication tool for promoting effective public relations among organisations in Benin City. No academic work can exist without input from other works. Thus, it reviewed other studies and findings based on the following:

2.1 Historical Review

2.2 Conceptual Review

2.3 Opinion Review

2.4 Empirical Review of Related Studies

2.5 Theoretical Framework

2.1 Historical Review

2.1.1 Developmental phases of social media

The development of social media has taken place in different phases, as shaped by advancements in technology and the behaviour of users.

i. Early Social Networking

Social networking stepped into the limelight with platforms like 6 Degrees (2017), which allows users to create profiles and connect with friends. In the early 2000s, other platforms like Friendster in 2002 and MySpace, which came up in 2003, became popular because they focused on personal profiles and music sharing. In 2003, LinkedIn came up and introduced the concept of professional networking.

ii. Expansion and Global Adoption Phase

Facebook, which initially emerged in 2004, became public in 2006 and was serving the purpose of social interactions and digital networking. It became a dominant platform. Twitter, which has become 'X,' emerged in 2006 and introduced microblogging, which allows users to

communicate short messages in real time. YouTube came up in 2005 and has revolutionized content sharing, allowing users to upload videos and also watch videos on diverse kinds of subject matters. WhatsApp emerged in 2009, followed by Instagram in 2010. The former came as instant messaging and the latter as a visual content sharing platform.

iii. Mobile and Multimedia Era

The popularity of smartphones and mobile increased accessibility to social media. Snapchat in 2011 introduced disappearing messages, while in 2016, TikTok became popular for short videos. Social media has since then continually advanced and brought in diverse innovations that enhance a personalized user experience (Junco, R. 2012). Social media creates interconnectivity between various points and serves as a bridge between individuals, businesses and organisations with the goal of improving communication between various agents and writers.

2.1.2 The Evolution of Public Relations

The field of public relations (PR) has undergone substantial change since its inception. The foundation for contemporary PR practices was established by pioneers such as Edward Bernays and Ivy Lee in the early 20th century (Cutlip, 2014). While Bernays' work on applying psychological principles to PR strategies opened the door for more advanced communication techniques, Lee's emphasis on honesty and transparency helped shape the industry's approach to stakeholder engagement (Bernays, 2023).

The industry's complexity and scope increased with its growth. PR grew internationally after World War II, concentrating on crisis management and company reputation (Grunig, 2012). Professional associations such as the Public Relations Society of America (PRSA), which was

founded in 1948, contributed to the advancement of PR ethics and professionalism (PRSA, n.d.). PR's role in organisational communication was further cemented during this time by the growth of external agencies and internal PR departments. Public relations practices have changed significantly since the introduction of social media and the internet. Digital platforms have boosted stakeholder engagement, enhanced transparency, and allowed for real-time communication (Kent & Taylor, 2018). Public relations professionals now have to handle online crises, use social media influencers, and combine digital and traditional media outreach tactics (Phillips & Young, 2009). As businesses look to measure the results of their PR initiatives, this change has also resulted in an increased focus on metrics and measurement.

PR's development is a reflection of larger technological and societal shifts. Practitioners must place a high priority on accountability, transparency, and flexibility as the industry develops further (Ihde, 2017). Professionals can more effectively negotiate the challenges of contemporary communication and forge closer bonds with stakeholders by being aware of the historical background of public relations.

2.2 Conceptual Review

2.2.1 Conceptual Review of Social Media

Every successful organisation has always relied heavily on communication. Traditional media like radio, television, and newspapers had given way to more immediate and interactive platforms like social media in the current digital era. Social media is now more than just a marketing tool for organizations in Benin City, it is a vital tool for interacting with the public, managing reputation, and fostering relationships. This conceptual review looks at the developmental phases of social media as a concept and as a means of communication tool for

promoting effective public relations and how well it works to improve public relations among organisations.

Social media can be defined as a group of Internet-based communication platforms that enable interactions, information sharing, and community creation among users. According to Jan H. Kietzmann, Kristopher Hermkens, Iran P. McCarthy, and Bruno S. Silvestre (2011, p. 24-25). "Social media can be seen as web-based or mobile technologies that are necessary for operating highly interactive platforms where users create, modify, and share user-generated content" (Kietzmann et al., 2011). From Kietzmann's definition, social media can be said to be online tools and platforms used to create and share ideas and information. Such platforms include social networking sites (e.g., Facebook, LinkedIn), photo and video sharing platforms (Instagram, YouTube), blogging and vlogging platforms like TikTok, etc.

Siddiqui and Singh also defined social media as various forms of technology that enable individuals to share views, experience social interaction, and upload content such as images and videos in networks (Siddiqui & Singh, 2016). The emergence of social media is as a result of the limitations involved in traditional means of communication. Unlike the traditional forms of communication, social media allows more participation and interaction (Nikiphorou et al., 2017). The development of social media over time has made it a determinant factor for organizations to interact effectively with their publics. Social media development has been marked by diversification of platforms with functionalities that dictate the interaction of users in a distinct manner.

Kaplan and Haenlein categorise social media into six broad types, emphasizing diversity in online communication as it exists today (Nugraha et al., 2024). For instance, Facebook,

Twitter/X, and Instagram have unique functions in social interaction, with Facebook taking the lead in terms of the number of users and organizations of community (Bhat, 2024).

The Modern Social Media Outlets include:

i Facebook: Facebook was launched in 2004 by Harvard student Mark Zuckerberg, it has nearly 1.7 billion users-including 69% of U.S. adults, according to Pew Research.

ii. Reddit: This was launched in 2005 by Massachusetts 20-somethings Steve Huffman and Alexis Ohanian as a news-sharing platform, its 300 million users have transformed Reddit into a combination news aggregation/social commentary site. Its popularity is based on the ability to "upvote" and "downvote" user posts.

iii. Twitter/X: X (formerly known as Twitter) Founded in 2006 by Jack Dorsey, Evan Williams, Biz Stone, and others as a microblogging site, by 2020, 22% of U.S. adults were Twitter user.

iv. Instagram: Instagram was established in 2010 by Stanford graduate Kevin Systrom as a photo-sharing site and purchased by Facebook in 2012, Instagram has more than 1 billion users worldwide.

v. Pinterest: This was launched in 2010 by iPhone app developer Ben Silbermann as a visual "pin board," Pinterest External link:open_in_new became a publicly traded company in 2019 and has more than 335 million active monthly users.

vi. Snapchat: Three Stanford students, Evan Spiegel, Reggie Brown, and Bobby Murphy, founded this video-sharing platform in 2011. It introduced the idea of "stories," or serialised short videos, and "filters," which run for educational digital effects, frequently based on location.

Vii. Tiktok: TikTok came into the limelight on 2016 by Chinese tech company ByteDance, this short-form video-sharing site was merged with the U.S.-based mobile app Musical.ly in 2018 and became popular with American teens and young adults. As of early 2020, it had more than 800 million users worldwide.

The expansion of such platforms has not only reshaped interpersonal communication but also exploded into business and industrial environments, enabling businesses to address audiences much better than ever (Lepez et al., 2022). Furthermore, the development of social media has brought dramatic effects on public opinions, cultural practices, and even the work environment. Organizations increasingly use social media as a vehicle for communication, promoting effective public relations and building communities, which in turn modifies communication processes. As we advance into the contemporary era, the influence of social media continues to expand due to the development of technology (Sule, 2020). The desire for connectedness has created a new presence in business, education, and even in personal life, leading to various phenomena such as FOMO (fear of missing out) in events (Chandra et al., 2024) and changing cultural dynamics (Huda & Nur, 2022).

It is essential to acknowledge that social media is quickly taking over as the primary online platform for interaction, communication, and teamwork (Vester 2010). Social media interactions between individuals, groups, and large audiences are made possible by the new media, which is fuelled by the internet. Social media interactions between individuals, groups, and large audiences are made possible by the new media, which is fuelled by the internet. Since the primary objective is to make communication and content sharing easier, it has aided in bringing people from all over the world regardless of location together in a global village. Social

media's introduction has increased the potential for communication. Social media's introduction has increased the potential for communication.

Social media has since become a powerful communication tool for public relations practice, allowing organizations to disseminate information quickly, manage crises, promote corporate image, and maintain continuous engagement with stakeholders. As a result, organizations are now more accountable to their audiences, fostering a culture of transparency and responsiveness. This evolution has not only changed how information is shared but also how organizations build trust and loyalty over time.

2.2.2 Overview of Public Relations

Public relations is one of the branches of mass communication studies, several authorities in the field of communication and media studies had argues that any organisation that wants to succeed, be it an individual, government, company, non-profit organization and so on, must practice public relations to win the heart of its customers and sustain their patronage in the long run. Common definitions say it is having a good relationship with people; some say it is making an organization look good or doing good and publicizing that good to the people to encourage a safe environment for such an organization to thrive. The term "public relations" is used to describe a strategic communication method that businesses, institutions, people, and organizations often employ to establish favorable connections with the general public. Both internal and external publics may be involved in this (Pahwa, 2023).

According to Pahwa (2023), "Public relations is a strategized process of managing the release and spread of organization-related information to the public to maintain a favorable reputation of the organization and its brands." According to the definition presented by Public Relations Worldwide in Mexico City in 1978, generally referred to as the Mexican statement, "public relations is the art and science of analyzing trends, predicting their consequences, counseling the organization's leadership, and implementing planned programs of action that will serve both the organization's and the public interest" (Charles et al., 2021). Wilcox, cited in Reddi (2014), public relations is seen as a distinctive management function that helps to establish and maintain mutual lines of communication, understanding, acceptance, and cooperation between an organization and its publics. The application of the principle of public relations to meet the goals of an organization and maintain good relations with its public is termed "corporate public relations." (Reddi 2014).

Public relations serve as an early warning system to help anticipate any upcoming trends. By conducting due diligence and analysis, public relations practitioners can identify emerging trends, opportunities, and issues before they become mainstream. This approach allows organizations to be ahead in order to prevent crises. Social media as a tool for promoting effective public relations practices among organizations has been a discourse that has over the years gained global relevance. It has changed how people communicate with one another and share information. The widespread adoption of social media, fueled by the growing availability of smartphones and internet-enabled devices, has revolutionized the field of public relations. Social media has transformed the way information is being disseminated, allowing individuals and organizations to share their stories, news, and ideas directly with their audience. This shift has forced public relations professionals to adapt to a new reality, where the traditional

gatekeepers of information (institutions and media outlets) no longer control the narrative. Social media has democratized information sharing, enabling anyone to become a publisher, influencer, or news source. Due to this, social media has become an essential channel for public relations practitioners to build and maintain good relationships with external and internal publics.

Social media as a tool for promoting effective public relations among organizations: with the new media technology, information dissemination and interaction have become easier than ever, creating a seamless two-way communication. Social media has helped in sharing organizational news and stories to keep the stakeholders abreast of the latest developments and decisions being taken in the organization. Engaging in crisis communication and reputation management has rather become easy for organizations due to the advent of social media; public relations practitioners don't have to pay large amounts to conventional media houses to bring information to their publics, as they (public relations practitioners) can do it themselves with little or no financial burden involved and can monitor online conversations or feedback from their publics. By leveraging social media successfully, public relations practitioners can amplify their messages, reach a wider audience, and build stronger relationships with their stakeholders.

In summary, public relations is an essential function that helps organizations to manage problems, stay connected with their public's opinion, carry out their responsibility to the public, adapt to industry changes, anticipate industry trends, and employ research and ethical communication. Through these efforts, public relations not only protects the interest of the organization but also contributes to its long-term success and its sustainability.

2.3 Opinion Review

The act of examining how Benin City organisations use social media for public relations (PR) is not only appropriate but also required in an era where communication ecosystems are quickly moving from traditional media to digital platforms. Social media has completely changed how businesses communicate with their audiences. Social media has changed public relations from a "one-way communication model" to a "dynamic, interactive, and relationship-focused profession," as Mu'azu and Gapsiso (2025) correctly note. Nigeria is a clear example of this shift, as the country's internet usage keeps growing and its citizens have new expectations for communication.

Social media sites like Facebook, Instagram, WhatsApp and X (formerly Twitter) are now vital communication channels for Benin City firms, including government offices, academic institutions, non-governmental organisations, banks, hotels and small enterprises. According to El-Kasim (2020), social media offers chances for "effective two-way communication with publics," which is a fundamental tenet of contemporary public relations theory, particularly the symmetrical communication model. This dialogic approach is extremely helpful in a city like Benin, where community relationships have a significant impact on institutional reputation.

Additionally, the subject reflects actual social realities. These days, announcements from Edo State government organizations frequently start on Facebook or X before making their way to print media. Universities use WhatsApp broadcast groups to interact with students. Influencers and local companies work together to mold brand perception. This change exemplifies social media's capacity to "influence multiple public strata during and after crises," according to Babatunde (2022). The speed and accessibility of social media turn into strategic PR assets in a variety of circumstances, including institutional disputes, public health issues, and

disinformation. But because it encourages critical thinking about the difficulties involved, the project is equally pertinent. Social media is a risky environment in addition to an opportunity. In a fast-paced digital environment, Mu'azu and Gapsiso caution that many organizations have trouble managing public perception and "strategic implementation." Credibility can be swiftly damaged by unfavorable remarks, false information, and criticism that goes viral. Poor social media communication management can turn minor problems into reputational crises in Benin City, where public trust in institutions may already be precarious.

Recent research from Nigeria indicates that the strategic potential of social media use is frequently diminished by a lack of digital expertise and resource constraints. Therefore, assessing efficacy requires looking at professionalism, strategy, and quantifiable results in addition to following or liking content. The project is theoretically consistent with Grunig and Hunt's two-way symmetrical model of public relations, which encourages communication and understanding between parties instead of propaganda. This model can thrive thanks to social media, but only if it is used strategically and morally.

This undergraduate topic is excellent, in my opinion, because:

1. It is up-to-date and pertinent to Nigeria's digital revolution.
2. It examines the local application of global PR concepts, bridging theory and practice.
3. It steers clear of technological optimism and discusses both opportunities and challenges.
4. It supports local scholarship, especially in Edo State, where there is still a low level of empirical PR research.

This study can assist businesses in determining if their social media presence is merely disseminating information or actually encouraging interaction and trust. It demonstrates social consciousness and intellectual maturity. Without a doubt, social media has helped organizations move public relations from a supporting role to a strategic management one. However, preparation, professionalism, responsiveness and ethical responsibility are necessary for effectiveness. In addition to adding to the body of knowledge, the study provides useful advice for enhancing communication tactics in a society that is changing quickly by assessing how Benin City organizations handle this digital environment.

2.4 Empirical Review of Related Studies

This study reviewed the following empirical studies that were conducted by other researchers, the findings of this work will improve on the weakness of the following literature:

Nwachukwu and Nkwocha (2015) conducted a study on the impact of social media on information management in public relations practice. The study surveyed 235 registered PR practitioners in Nigeria and found that nearly all practitioners utilised social media in their professional practice. Furthermore, the study revealed that social media enhanced the gate-keeping function of PR practitioners. The most popular social media channels used by Nigerian PR professionals were Facebook, Twitter, and blogs. However, the study did not investigate the frequency of social media usage among Nigerian organizations. This knowledge gap was addressed by Waters, Burnett, Lamm, and Lucas (2009), who conducted a content analysis of 275 nonprofit organization profiles to examine their use of social media networking sites. The study aimed to determine how nonprofit organizations incorporate relationship development strategies into their Facebook profiles. The findings indicated that nonprofit organisations had

not fully leveraged interactive Facebook applications, neglecting the interactivity of social networking.

The study carried out by Ezekiel Segun Asemah (2015) has shown that social media are a big tool of mass communication, which most organisations employ to utilise the relationship between the organisation and its internal and external publics. The use of the theoretical framework is also similar; both employed uses and gratification theory, which laid the foundation of the project's theoretical framework. Both researches try to investigate the use of social media in organizations and try to provide solutions to the problems faced while using social media.

Media equation theory and uses and gratification theory were used to anchor this research. The survey was adopted, and the questionnaire was used as the primary instrument for data collection. The findings revealed that public relations in Plateau State extensively use social media, with high access to social networking sites. Twitter and Facebook emerged as the most used platforms for public relations activities. The results indicate that practitioners employ social media for various purposes, including government relations, media relations, corporate social responsibility communication, creating visibility with partners, and branding. However, the study found a surprisingly low level of social media usage for communicating organizational activities.

The paper concludes that public relations practitioners in Plateau State have not adequately leveraged social media for public relations practice. But it is recommended that public relations practitioners prioritize familiarity with new media, as those who embrace innovation are perceived as industry leaders, better equipped to effectively engage the target audience.

Ju-Chieh Cheng (2019) conducted a study on Social media and public relations. This study researched social media and public relations. The study was aimed at understanding the impact of social media on public relations practices by providing in-depth insight into the relationship between both variables (social media and public relations). The researcher used reliable secondary research. The research shows how public relations benefits from the interactivity, rapidness, and timeliness of social media. Facebook, Twitter, and YouTube were chosen to explain why public relations should apply social media to practice. The research proved that the advantages of Facebook are in its multiform presentation and easy access to the comments, while Twitter is more professional in the shortness of the content, which gives broader and more objective perspectives. YouTube is mainly used for uploading videos to make the content more visible and interesting to understand. The researcher opines that public relations should enhance their skills in collecting useful data through the provision of chatrooms and feedback spaces. Social media helps to strengthen the relationship and helps to bring the distance between public relations and the public closer. In addition, this research shows that social media helps public relations practitioners to follow trends by joining conversations that help them understand their public better and help collate beneficial data. Also, they can talk to their public directly, which makes it easier to identify the needs of their public and try to solve such needs swiftly so as not to result in a crisis.

The research shows, however, that there are relatively few negative sides of social media on public relations, and they include information overload, abuse, and misuse of social media. This current study shares similarities with this research work in terms of addressing the important role social media plays in stakeholder engagement and how it is being used to manage crises.

2.5 Theoretical Framework

This study was anchored on two communication theories namely: The Uses and Gratifications Theory (UGT) and the Two-Way Symmetrical Model of Public Relations. These offered a strong theoretical framework for assessing social media as a communication tool for fostering successful public relations among Benin City organisations.

2.5.1 Uses and Gratification Theory

The uses and gratification theory is a communication theory that explains why people use the media and how it fulfills their specific needs. This theory was developed by Elihu Katz, Jay Blumler, and Michael Gurevitch in 1974. The uses and gratification theory says that the audience is more of an active audience rather than passive. According to Edegoh, Asemah & Nwammuo (2013), the uses and gratification theory is one of the mass communication media that calls attention to what people do with the media rather than what the media do with people. The uses and gratification theory claims that the media do nothing to people; rather, people do things with the media. In other words, media influence on people is limited to what people want them to do. By this the audience is not passive but critical and active.

This theory over the years has been applied to radio, print media, and digital media. The theory, which is also known as 'utility theory,' explained why a particular kind of media serves a specific circumstance. The theory seeks to investigate what people do with communication

content, instead of what the communication content does to them. (Ezekiel S. Asemah, et al., 2017).Fo 1998) notes that the theory perceives the recipient as actively influencing the effect process, since they selectively choose, tend to perceive, and retain the media messages based on their needs and beliefs. He notes that the focus shifted from the media production and transmission function to the media consumption function. (Asemah et al.).

The theory says that people use social media to fulfill their various needs and desires, so understanding these needs and wants, whether it's to learn something new, stay connected, connect with others, or relax, can help such media to create better content and experiences for their audience. Uses and gratification theory provides an explanation for why Benin City residents follow and interact with organizations on social media sites like Facebook, Instagram, WhatsApp, and X (formerly Twitter) in the context of this study. People may follow a company to get timely service updates (surveillance), to associate with brands that represent their identity (personal identity), to feel like they belong to a community (personal relationships), or just to enjoy interesting and entertaining content (diversion). By using uses and gratification theory, this study makes the assumption that social media will only be useful for public relations when organisational content is in line with the target audience's needs and motivations. This application of the uses and gratification theory to this study is to determine why people or organizations use social media. What do people get from using social media in various organizations? And what this means for public relations in organizations seeking to get the attention of the public.

2.5.2 Two-Way Symmetric Public Relations Model

The Two-Way Symmetrical Model, which was created by James E. Grunig and Todd Hunt as a component of the Excellence Theory in public relations, serves as the second theory

supporting this investigation. This model exemplifies a dialogic and moral communication strategy in which organisations and their audiences have fair and reciprocal interactions. According to Grunig and Hunt (2014), two-way symmetrical communication is a process whereby organizations listen to feedback and modify their behavior in response to it, in addition to sharing information. Instead of one-sided persuasion, the objective is relationship building and mutual understanding.

This model is naturally supported by social media platforms because they enable real-time interaction through polls, shares, comments, direct messages, and live sessions. These interactive tools allow organizations in Benin City to interact directly with their stakeholders. Symmetrical communication is demonstrated, for instance, when a business promptly addresses Facebook customer complaints or conducts online surveys to get public opinion. Transparency, trust, and goodwill—all important components of successful public relations are fostered by such involvement.

The two-way symmetrical model's strength is its focus on dialogue and ethical orientation. It pushes businesses to view communication as relationship management instead of just advertising. Critics counter that the model is a little too idealistic. In practice, true symmetry may be thwarted by organisational interests, power disparities, and resource limitations. It's possible that not all organizations can or will include public input in their decision-making procedures.

The aforementioned theories work well together when assessing social media as a communication tool for fostering successful public relations among Benin City organisations. The Uses and Gratifications Theory describes the needs and motivations of audiences who interact with organizational social media content. Organisations should interact with audiences

through communication, responsiveness, and mutual understanding, according to the Two-Way Symmetrical Model.

These frameworks collectively imply that two crucial elements are necessary for Benin City's social media PR to be successful: The capacity of organisations to produce content that meets their audiences' emotional, social, and informational needs. The readiness of organisations to have sincere, reciprocal conversations that foster trust and enduring bonds. In order to determine whether Benin City organizations are drawing in audiences with pertinent content and maintaining meaningful interactions that foster successful public relations, this study uses these theories as guiding frameworks. This study offers a thorough theoretical foundation for comprehending how social media can function as a strategic communication tool for organizations in Benin City by fusing the relational focus of the Two-Way Symmetrical Model with the audience-centered perspective of the Uses and Gratifications Theory.

CHAPTER THREE

METHODOLOGY

The research methodology for this study was presented in this chapter. The researcher employed a range of techniques to gather precise data, carefully process it, and present it in an organised manner for simple comprehension. They consist of the following:

3.1 Research Design

3.2 Population of the Study

3.3 Sample Size

3.4 Sampling Technique

3.5 Research Instrument

3.6 Validity of Instrument

3.7 Reliability of Instrument

3.8 Method of Data Collection

3.9 Method of Data Analysis

3.1 Research Design

This study employed a survey research design, which made it effective in gathering data and assessing the opinions and feelings of University of Benin undergraduate students. This research approach was taken into consideration because it allowed for a thorough analysis of the findings and offered a clear understanding of the role that social media plays in public relations practices among Benin City organisations.

3.2 Population of the Study

The population of this study consisted of 726 full-time mass communication undergraduates from the University of Benin's Ekehuan Campus, ranging in age from the 200 to 400 level. 100lv students were not selected because the department was unbundled at the time of conducting this study and this level served as the faculty of communication and media studies' pioneer students. The population under investigation is too crucial to be disregarded. It is the fundamental factor that determines the outcome of a study.

3.3 Sample Size

The sample size for this study was determined using a 40% sampling ratio as proposed by Nwana (1981) for populations under 1000.

Therefore: $40\% \text{ of } 726 = 0.40 \times 726$

$= 258.4 \approx 258$ students.

Hence, a sample size of 258 students was used for the study.

3.4 Sampling Technique

This study made use of purposive sampling because of the samples, which were full-time undergraduates of mass communication students in University of Benin, Ekehuan Campus. Purposive sampling is a sampling technique in which the researcher uses his or her discretion to select respondents who best fit the study's objectives. This sampling technique involves the researcher selecting participants at random who are thought to have the necessary characteristics or data for the study. It is also known as judgement sampling or expert choice.

3.5 Research Instrument

The research instrument used for this study is a structured questionnaire. The questionnaire was administered to full-time undergraduate students of the Department of Mass Communication, University of Benin, Ekehuan Campus, through a face-to-face distribution and retrieval method. The questionnaire is divided into three sections. Section A elicits demographic information of respondents, such as gender, age, and level of study. Section B and Section C are designed on a 4-point Likert-type scale to determine respondents' opinions on the use of social media as a communication tool for promoting effective public relations among organisations in Benin City. The response options are Strongly Agree, Agree, Disagree, and Strongly Disagree. The identity of all respondents was treated with utmost confidentiality and used solely for academic purposes.

3.6 Validity of Instrument

The researcher submitted the project cum its questionnaire to her Departmental supervisor, Miss Blessing Amenaghawon Agbonlahor, who reviewed the work and adjusted it to

guarantee the validity of the instrument which helped collect valid responses from the respondents.

3.7 Reliability of Instrument

The reliability of the research instrument was established through a pilot test conducted among 30 undergraduate students in the Department of Mass Communication, Ambrose Alli University, Ekpoma. Ambrose Alli University was chosen for the pilot test because it has similar characteristics to the University of Benin but is not part of the main study population. The instrument recorded an overall Cronbach's alpha coefficient of 0.82 after data from the pilot test were analysed using the Cronbach's alpha reliability test in SPSS. According to Nunnally's social science research benchmark of 0.70, the coefficient shows that the questionnaire was reliable and internally consistent for gauging the use of social media as a communication tool for fostering successful public relations among Benin City organisations.

3.8 Method of Data Collection

The method of data collection adopted for this study was a field survey using self-administered questionnaires. The questionnaires were administered and retrieved in person to full-time undergraduate students at the University of Benin's Department of Mass Communication, Ekehuan Campus. This approach improved the overall quality of the data collected by guaranteeing a high rate of return, reducing the chance of missing data, and allowing the researcher to promptly clarify any part of the questionnaire that respondents were unclear about.

3.9 Method of Data Analysis

The data gathered for this study were analysed using descriptive statistics, specifically simple percentages and frequency counts. The findings were presented in tables to provide a clear and concise summary of the responses. This method of analysis was chosen because it allows for the summarisation of large amounts of data while also making it simple to identify key trends and patterns. Additionally, the use of tables made it easier to interpret the results and supported the development of significant conclusions that were consistent with the study's goals.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

This segment of the study contains the data presentation, analysis and discussion of findings, for the responses elicited from the respondents by the researcher during the 2026 field survey. The study was equally interpreted further in the discussion of findings, to enhance more clarity and unambiguity of the data presented.

4.1 Data Presentation

Table 1: Questionnaire Distribution and Collection

Variables	Frequency	Percentage
Retrieved	258	100%
Unretrieved	-	-
Total	258	100%

Source: Field Survey, 2026.

The table above presents the distribution and retrieval rate of questionnaires administered for the study. Out of 258 questionnaires distributed to undergraduate students of mass communication at the University of Benin, all 258 were returned, representing a 100% response rate. This meant that the data gathered was complete and trustworthy for analysis and demonstrated full participation from the target respondents. The 100% retrieval rate also reduced

non-response bias and increased the validity of the findings regarding the evaluation of social media as a communication tool for public relations among organisations in Benin City.

Table 2: Distribution of Respondents by their Gender

Gender	Frequency	Percentage
Male	111	43%
Female	147	57%
Total	258	100%

Source: Field Survey, 2026.

This table shows that out of 258 undergraduate students of mass communication who participated in the study, 147 were female, representing 57%, while 111 were male, representing 43%. This showed that the majority of the participants were female respondents. The greater percentage of female respondents was in line with the overall demographic trend in Nigerian university mass communication departments, where female enrolment frequently surpasses male enrolment. The gender distribution indicated that both male and female students' opinions were represented in the findings regarding the assessment of social media as a communication tool for public relations among organisations in Benin City, with a slight female dominance.

Table 3: Age Range of the Respondents

Age Range	Frequency	Percentage
-----------	-----------	------------

18-20yrs	71	28%
21-23yrs	138	53%
24-26yrs	42	16%
27yrs and above	7	3%
Total	258	100%

Source: Field Survey, 2026.

The age distribution of respondents is shown in the above table 3, with the 21–23 age group having the highest frequency (138 respondents or 53%), closely followed by the 18–20 age group (71 respondents or 28%). This demonstrated that 81% of respondents were between the ages of 18 and 23, which suggests that the study gathered responses from young adults who were active social media users and were likely to be familiar with how organisations in Benin City used social media for public relations. Therefore, the findings reflected the perspectives of the core undergraduate population, which frequently engaged with organisational content online.

Table 4: Distribution of Respondents by their Level of Study

Level of Study	Frequency	Percentage
200 Level	58	22%
300 level	87	34%
400 level	113	44%
Total	258	100%

Source: Field Survey, 2026.

This presentation shows the 400 level recording the highest frequency of 113 respondents, representing 44%, closely followed by the 300 level with 87 respondents,

representing 34%. This indicated that 78% of respondents were in the 300 and 400 levels, which suggested that the study captured most of the views from senior students who had spent more years in the department and were more likely to observe how organisations in Benin City used social media for public relations than the junior ones. Therefore, the findings reflected the perspectives of experienced undergraduates who were better positioned to assess the effectiveness and challenges of social media in PR practice.

Section B: Social Media Usage for Public Relations

Table 5: Opinion of the Respondents on whether Organisations in Benin City use Social Media for Public Relations

Variables	Frequency	Percentage
Strongly Agree	120	47%
Agree	119	46%
Disagree	16	6%
Strongly Disagree	3	1%
Total	258	100%

Source: Field Survey, 2026.

The above data presentation unveils respondents' opinion on whether organisations in Benin City use social media for public relations, with 120 respondents, representing 47%, "strongly agree," closely followed by 119 respondents, representing 46%, who agreed. This indicated that 93% of respondents affirmed the use of social media for PR by organisations in Benin City. The overwhelming agreement underscored that the undergraduate students perceived

social media as a dominant communication tool currently adopted by organisations in Benin City for public relations activities.

Table 6: Social Media Outlet Mostly Used by Organisations in Benin City for Public Relations

Variables	Frequency	Percentage
Facebook	131	51%
X (formerly Twitter)	89	34%
Instagram	20	8%
LinkedIn	13	5%
Others	5	2%
Total	258	100%

Source: Field Survey, 2026.

The social media platform that Benin City organisations use most frequently for public relations is shown in the above table. Facebook has the highest frequency, with 131 respondents, or 51%, while X (formerly Twitter) has the second-highest frequency, with 89 respondents, or 34%. This indicated that Facebook and X were the two most popular platforms identified by respondents, accounting for 85% of all responses. The preference for these two platforms

indicated that Benin City organisations relied more on Facebook and Twitter for PR campaigns, probably because of their wider audience and greater involvement among college students.

Table 7: Respondents’ View on the Purpose for which Organisations use Social Media to Communicate with their Publics in Benin City

Variables	Frequency	Percentage
For crisis management	46	18%
For customer service	83	32%
For information dissemination about their products	115	45%
For engagement and interaction	14	5%
Total	258	100%

Source: Field Survey, 2026.

The table above shows respondents' perspectives on the purpose for which organisations use social media to communicate with their audiences in Benin City, with information dissemination about products receiving the most attention (115 respondents, or 45%), and customer service coming in second (83 respondents, or 32%). This indicated that 77% of respondents believed organisations used social media primarily for information dissemination and customer service. The dominance of these two objectives showed that Benin City organisations used social media mainly for product information sharing and customer service, with less emphasis placed on crisis management and engagement/interaction.

Table 8: Opinion of the Respondents on the Effectiveness of Social Media in Promoting Public Relations Outcomes for Organisations in Benin City

Variables	Frequency	Percentage
Strongly Agree	149	58%
Agree	91	35%
Disagree	15	6%
Strongly Disagree	3	1%
Total	258	100%

Source: Field Survey, 2026.

The data from the survey showed that 'strongly agree' recorded the highest frequency of 149 respondents, representing 58%, on the effectiveness of social media in promoting public

relations outcomes for organisations in Benin City, with 'agree' as the second highest at 91 respondents, representing 35%. This underscored that 93% of respondents affirmed social media as effective for achieving PR outcomes, while only 7% disagreed. The strong consensus suggested that undergraduate students viewed social media as a highly effective tool for enhancing visibility, reputation management and stakeholder engagement for organisations in Benin City.

Table 9: Respondents' Views on Whether Organisations Face Challenges While Using Social Media for PR

Variables	Frequency	Percentage
Strongly Agree	106	41%
Agree	130	50%
Agree	15	6%
Strongly Agree	7	3%
Total	258	100%

Source: Field Survey, 2026.

The above data presented from the field survey revealed that 'agree' recorded the highest frequency of 130 respondents, representing 50%, on whether organisations face challenges while using social media for PR in Benin City, with 'strongly agree' as the second highest at 106 respondents, representing 41%. The high level of agreement implied that undergraduate students perceived challenges such as misinformation, negative feedback and resource constraints as common issues organisations in Benin City face on social media platforms.

Table 10: Challenges Faced by Organisations Using Social Media for Public Relations in Benin City

Variables	Frequency	Percentage
Unreliable infrastructure like erratic power supply and internet	123	48%
Lack of expertise	81	31%
Social media policies	29	11%
Online harassment	18	7%
Others	7	3%
Total	258	100%

Source: Field Survey, 2026.

The above findings from the survey showed that unreliable infrastructure like erratic power supply and internet recorded the highest frequency of 123 respondents, representing 48%, as a challenge faced by organisations in Benin City, closely followed by lack of expertise with 81 respondents, representing 31%. This indicated that infrastructural deficits and skill gaps were the two major constraints limiting effective use of social media for PR activities. The dominance of these challenges suggested that organisations in Benin City struggled more with operational and human resource issues than with content or reputational concerns when managing social media platforms.

Table 11: Frequency of the Use of Social Media by Organisations for PR in Benin City

Gender	Frequency	Percentage
--------	-----------	------------

Daily	135	52%
Weekly	90	35%
Monthly	25	10%
Rarely	8	3%
Total	258	100%

Source: Field Survey, 2026.

The survey's results underscored that 135 respondents or 52% of the total, reported using social media for public relations on a daily basis, while 90 respondents or 35% of the total, reported using it on a weekly basis. This demonstrated that 87% of respondents thought organisations used social media on a daily or weekly basis for public relations activities. The dominance of daily and weekly usage showed that organisations in Benin City maintained a consistent and active presence on social media to engage the public and manage reputation, rather than relying on monthly or rare postings.

Table 12: Primary Purpose of Organisation's Social Media Presence in Benin City

Variables	Frequency	Percentage
Press Release	126	49%
Engagement	63	24%
Customer service	57	22%
Other (please specify)	12	5%
Total	258	100%

Source: Field Survey, 2026.

The survey results revealed that press releases were the most common reason for an organisation's social media presence in Benin City, with 126 respondents (49%), followed by engagement (63, 24%). This showed that organisations were primarily perceived to use social media to disseminate official information and announcements, with interactive engagement with the public coming second. The frequency of press releases suggested that organisations in Benin City preferred one-way communication for narrative visibility and control over dialogue-based relationship building on social media platforms.

Table 13: View of the Respondents on Whether Social Media Helps Organisations Reach a wider Audience

Variables	Frequency	Percentage
Strongly Agree	99	38%
Agree	142	55%
Disagree	17	7%
Strongly Agree	-	-
Total	258	100%

Source: Field Survey, 2026.

The results from the survey showed that 'agree' recorded the highest frequency of 142 respondents, representing 55%, on whether social media helps organisations reach a wider audience in Benin City, with 'strongly agree' as the second highest at 99 respondents, representing 38%. This meant that 93% of respondents agreed that social media allows organisations to reach out to audiences beyond their traditional target demographics. The strong consensus suggested that undergraduate students saw social media platforms as extremely

effective at breaking down geographical and demographic barriers, allowing Benin City organisations to reach larger and more diverse audiences.

Section C: Effectiveness and Recommendations

Table 14: Respondents’ View on Whether Social Media Has Improved Public Relations Practices of Organisations in Benin City

Variables	Frequency	Percentage
Strongly Agree	87	34%
Agree	143	55%
Disagree	23	9%
Strongly Disagree	5	2%
Total	258	100%

Source: Field Survey, 2026.

The survey results reveal ‘agree’ was the most common response (143 respondents, or 55%), with ‘strongly agree’ coming in second (87 respondents, or 34%). This showed that only 11% of respondents disagreed with the 89% of respondents who said social media had a positive impact on PR strategies. The majority agreement suggested that undergraduate students viewed social media as a transformative tool that enhanced speed, interactivity, and reach in how organisations in Benin City manage relationships with their publics.

Table 15: Distribution of Respondents by their Opinions on Whether Organisations should increase their Use of Social Media for PR

Variables	Frequency	Percentage
-----------	-----------	------------

Strongly Agree	132	51%
Agree	115	45%
Disagree	11	4%
Strongly Disagree	-	-
Total	258	100%

Source: Field Survey, 2026.

The results from the above table 15 unveiled that 'strongly agree' recorded the highest frequency of 132 respondents, representing 51%, on whether organisations should increase their use of social media for PR in Benin City, with 'agree' as the second highest at 115 respondents, representing 45%. This showed that 96% of respondents were in favour of organisations using social media more extensively for PR. The almost unanimous consensus indicated that undergraduate students thought Benin City organisations would gain from increasing their social media presence in order to enhance visibility, engagement, and crisis communication.

Table 16; Respondents' Assessment of the Effectiveness of Social Media in Crisis Management for Organisations in Benin

Effectiveness Level	Frequency	Percentage

Very Effective	55	21%
Somewhat Effective	149	58%
Not Very Effective	46	18%
Not at All Effective	8	3%
Total	258	100%

Source: Field Survey, 2026.

The survey data reveal that ‘somewhat effective’ recorded the highest frequency of 149 respondents, representing 58%, while ‘very effective’ was second with 55 respondents, representing 21%, in assessing the effectiveness of social media in crisis management for organisations in Benin City. This showed that the majority of respondents perceived social media as having moderate impact during crises.

Table 17: View of Respondents on Whether Organisations should Monitor and Respond to Social Media Feedback

Variables	Frequency	Percentage
Strongly Agree	79	31%
Agree	101	43%
Disagree	68	26%

Strongly Disagree	-	-
Total	258	100%

Source: Field Survey, 2026.

The survey results showed that 'agree' was the most common response, with 101 respondents (43%), followed by 'strongly agree' with 79 respondents (31%), on whether organisations should monitor and respond to social media feedback in Benin City. This showed that 74% of respondents were in favour of active monitoring and response, indicating that undergraduate students thought two-way communication was crucial for preserving reputation and trust on social media.

Table 18: Opinion of Audience on Whether Social Media is a Cost-Effective Tool for Public Relations

Variables	Frequency	Percentage
Strongly Agree	151	59%
Agree	88	34%
Disagree	14	5
Strongly Disagree	5	2%
Total	258	100%

Source: Field Survey, 2026.

The responses from the survey showed that 'strongly agree' received the highest frequency of 151 respondents, representing 59%, while 'agree' was second with 88 respondents, representing 34%, on whether social media is a cost-effective tool for public relations in Benin City. This demonstrated that 93% of respondents viewed social media as cost-effective for PR activities, with very few expressing disagreement. The strong bias toward agreement indicated that undergraduate students perceived social media as a more affordable alternative to traditional PR channels like print and broadcast media for organisations in Benin City.

Table 19: Respondents' Willingness to Recommend Social Media as a Public Relations Tool in Benin City

Variables	Frequency	Percentage
Yes	226	88%
No	21	8%
Undecided	11	4%
Total	258	100%

Source: Field Survey, 2026.

The above table showed that 'yes' was recorded with the highest frequency of 226 respondents, representing 88%, regarding respondents' willingness to recommend social media as a public relations tool in Benin City. This highlighted near-unanimous support among undergraduate students for using social media in PR, which indicates they see it as an essential channel for organisations to build awareness, engage audiences, and manage reputation locally.

4.2 Discussion of Findings

The following contained the discussion of findings of the aforementioned data presentation and analysis found in the field survey and how they answered the research questions and fulfilled the objectives of this study:

4.2.1 What social media platforms are most used by organisations in Benin City for public relations?

The data in table 6 revealed that Facebook and X (formerly Twitter) were the most popular public relations platforms in Benin City. Facebook had the most respondents (131), accounting for 51%, while X came in second with 89, representing 34%. The combined 85% response rate for these two platforms demonstrated a clear majority among undergraduate students that organisations prioritise them for public relations purposes. This choice reflects platform penetration and user behaviour in the city, as Facebook provides broad demographic reach, community groups and visual content formats that enable organisations to target specific audiences. X (formerly Twitter), on the other hand, is ideal for announcements and quick information sharing because it offers real-time updates and popular hashtags. The low usage of Instagram, LinkedIn and other platforms suggests that most Benin City organisations have not yet fully incorporated them into their PR strategies.

The presentation in table 5 further confirmed platform usage by revealing that 119 respondents or 46%, agreed and 120 respondents or 47%, 'strongly agreed' that Benin City organisations use social media for public relations. This 93% confirmation showed that social media use is widespread throughout the city's organisational sectors. The overwhelming agreement meant students observe consistent PR activity on social platforms, confirming that organisations have moved beyond traditional media like print and broadcast to digital channels. The alignment between perceived usage in Table 5 and platform preference in Table 6 suggests

organisations are making deliberate choices about where to allocate PR resources based on audience presence. Facebook and X (formerly Twitter) emerged as the primary channels because they offer the largest active user base among undergraduates and the general public in Benin City.

The dominance of Facebook and X has practical implications for PR practice in Benin City. Organisations that concentrate their efforts on these platforms are more likely to achieve visibility, message spread and brand presence due to higher audience concentration. However, the minimal use of Instagram and LinkedIn also points to untapped opportunities, especially for visual branding and professional networking. This finding directly answers Research Question 1 by confirming Facebook as the most used platform, followed by X, while pointing out that other platforms remain secondary in organisational PR strategies. For PR practitioners in Benin City, the implication is to maintain a strong presence on Facebook and X while gradually exploring underused platforms to diversify audience engagement.

4.2.2 How do these organisations use social media for communicating with the public?

The presentation of data in table 7 unveiled that organisations in Benin City use social media mainly for information dissemination and customer service. Information dissemination about products recorded the highest frequency of 115 respondents, accounting for 45%, with customer service second at 83 respondents, which is 32%. This 77% put-together response showed that PR communication is centred on sharing product details, service updates and organisational announcements. The low rating for engagement and interaction at 14 respondents, representing 5% and crisis management at 46 respondents, representing 18%, revealed that interactive and relationship-building functions are still limited. This suggests organisations treat social media as a broadcast channel rather than a dialogue platform.

The findings in table 12 corroborated this one-way communication pattern by showing that press release was the primary purpose of organisational social media presence for 126 respondents, representing 49%, followed by engagement for 63 respondents, representing 24%. The emphasis on press releases indicated that organisations prefer controlled messaging where they can shape narratives and maintain visibility without engaging in direct conversation. This approach allows organisations to disseminate official information quickly, but it limits opportunities for feedback, public opinion management and relationship building. The gap between information sharing and engagement suggests PR practice in Benin City is still transactional, focusing on what organisations want to say rather than listening to what publics are saying.

The data in Table 11 added frequency to the discussion by revealing that 135 respondents, representing 52%, reported organisations use social media daily, with 90 respondents, representing 35%, reporting weekly use. This 87% combined daily and weekly usage showed that organisations maintain a consistent online presence to stay relevant. However, the high frequency of posting does not necessarily translate to interactive communication. Since content is leaning toward announcements and product information, the public receives frequent updates but has limited avenues for dialogue. This answers the above Research Question 2 by showing that organisations in Benin City communicate with the public regularly through social media, but the communication model remains announcement-driven and less participatory, which indicates room for improvement in two-way engagement strategies.

4.2.3 How effective is social media in enhancing public relations outcomes?

The study discovered a strong perception of effectiveness for overall PR outcomes. According to Table 8, "strongly agree" had the highest frequency of 149 respondents, or 58%, while "agree" had 91 respondents, or 35%, indicating that 93% of respondents agreed that social media is useful for promoting PR results. This was further supported by Table 14, which showed that 143 respondents, or 55%, agreed and 87 respondents, or 34%, strongly agreed that social media has improved PR practices, resulting in an 89% positive perception. This high rating indicated that students believe social media improves speed, interactivity, and visibility when compared to traditional public relations methods. The ability to publish content instantly and reach audiences without media gatekeepers was likely central to this positive assessment.

The effectiveness was also demonstrated by audience reach and cost efficiency. Table 13 shows that 142 respondents (55%) 'agree' and 99 respondents (38%) 'strongly agree' that social media helps organisations reach a larger audience. According to 93% of students, social media is breaking down geographical and demographic barriers that traditional media cannot. Table 18 also showed that 151 respondents, or 59%, strongly agreed, while 88 respondents, or 34%, agreed that social media is cost-effective for public relations, for a total agreement of 93%. The perception of cost efficiency is likely due to the fact that social media reduces spending on paid media while still providing measurable visibility. Table 19 summarised this positive view, with 226 respondents (88%) saying yes to recommending social media as a PR tool, indicating strong support for continued use.

However, effectiveness was moderate in high-stakes situations such as crisis management. Table 16 showed 'somewhat effective' as the highest with 149 respondents, representing 58%, while 'very effective' had only 55 respondents, representing 21%. This showed that organisations in Benin City still struggle to fully manage reputation and public perception under pressure, even though students think social media is helpful for quick updates and rumour control during crises. The disparity between general and crisis-specific effectiveness suggests that PR teams may lack strategies for real-time monitoring, rapid response, and stakeholder engagement during emergencies. This responds to Research Question 3 by demonstrating that social media improves PR outcomes in terms of visibility, reach, cost effectiveness, and general practice; however, its influence on crisis management is still limited, necessitating strategic improvement for Benin City organisations.

4.2.4 What challenges do organisations face in using social media for public relations?

The study's conclusions showed that Benin City organisations face considerable difficulties when utilising social media for public relations, with operational issues coming in first. Table 9 revealed that 106 respondents, or 41%, strongly agreed and 130 respondents, or 50%, agreed that organisations encounter difficulties when using social media for public relations. There is a near consensus among students that social media PR practice is not without challenges, as evidenced by the 91% combined agreement. The high degree of agreement indicated that students frequently see limitations, inconsistencies, or disruptions in the way businesses handle their social media presence. This finding established the context that, despite widespread adoption and perceived effectiveness, the actual implementation of social media public relations is hampered by practical challenges that affect consistency and communication quality.

The results in table 10 identifies the specific nature of these challenges, with unreliable infrastructure such as erratic power supply and internet recording the highest frequency of 123 respondents (48%), followed by a lack of expertise at 81 respondents (31%). These two factors accounted for 79% of all responses, indicating that infrastructure deficits and human resource gaps are the most significant constraints. Erratic power and internet connectivity have a direct impact on organisations' ability to maintain daily or weekly posting schedules as reported in Table 11, respond quickly to public feedback as expected in Table 17, and manage their online reputation in real time. Lack of expertise implies that many organisations do not have trained public relations professionals managing social media, which can result in poor content strategy, low engagement, and ineffective crisis management. Other challenges, such as social media policies and online harassment, received significantly fewer responses (29 and 18 respectively), indicating that they are secondary concerns when compared to infrastructure and skill gaps.

The dominance of infrastructure and expertise challenges has direct implications for public relations practice in Benin City. Since Table 11 shows that 87% of organisations maintain a daily or weekly presence, power and internet outages cause a mismatch between posting frequency and actual reliability. Organisations may fail to respond to feedback or disseminate information at crucial times, undermining reputation management and trust. The skill gap also explains why Tables 7 and 12 show that communication is skewed toward press releases and information dissemination rather than interactive engagement, as organisations without professional social media managers may be unable to handle dialogue, sentiment analysis, and community management. This answers Research Question 4 by confirming that unreliable infrastructure and a lack of expertise are the two most significant challenges that organisations face when using social media for public relations in Benin City. Addressing these challenges

through backup power solutions, reliable internet access, and professional training would be critical for optimising social media PR outcomes.

CHAPTER FIVE

SUMMARY, CONCLUSION, RECOMMENDATIONS, SUGGESTION FOR FURTHER STUDIES AND CONTRITION TO KNOWLEDGE

5.1 Summary

This chapter summarises the study, which focused on evaluating social media as a communication tool for promoting effective public relations among organisations in Benin City. The objectives of the study were to identify the social media platforms most used by organisations for PR, ascertain how organisations use social media for communicating with the public, examine the effectiveness of social media in enhancing PR outcomes and determine the challenges organisations face in using social media for PR. The researcher adopted a survey design and 258 copies of questionnaires were administered to undergraduate students of mass communication in University of Benin. All questionnaires were successfully retrieved and used for analysis. The major findings derived from respondents' feedback are outlined below:

1. The findings revealed that Facebook and X are the dominant social media platforms used by organisations in Benin City for public relations. Respondents showed clear preference for these two platforms, and there was overwhelming agreement that organisations in Benin City use social media for PR activities.

2. Many organisations use social media mainly for information dissemination about products and customer service rather than for interactive engagement or crisis management. A press release was identified as the primary purpose of organisational social media presence and most organisations maintain a daily or weekly posting frequency to stay visible online.

3. Respondents perceived social media as generally effective in enhancing public relations outcomes. There was strong agreement that social media improves PR practices, helps organisations reach a wider audience, and serves as a cost-effective communication tool. However, its effectiveness in managing crises was rated as moderate, indicating room for improvement in emergency communication.

4. The study also found that organisations face significant challenges in using social media for PR. The majority of respondents agreed that challenges exist, with unreliable infrastructure such as erratic power supply and internet connectivity, along with lack of professional expertise, identified as the major constraints limiting effective use.

Finally, this study shows that while social media has been widely embraced by organisations in Benin City for PR, its use is still shaped by platform concentration, communication style, perceived outcomes, and operational realities. The adoption is high and perception is positive, but full optimisation is limited by structural and strategic gaps that need deliberate attention to move from mere presence to effective engagement and reputation management.

5.2 Conclusion

The use of social media has become a widely adopted and essential communication tool for public relations among organisations in Benin City. Facebook and X dominate organisational

public relations practice due to their large audience reach, real-time information sharing, and widespread public adoption. Organisations use these platforms primarily for one-way communication, with a focus on product information, customer service, and press releases. The consistent daily and weekly posting frequency demonstrates a deliberate effort to maintain online visibility and relevance.

Despite its widespread use, social media's effectiveness in public relations remains limited in critical areas. Its impact on crisis management is only moderate, despite the fact that it greatly improves visibility, audience reach, cost effectiveness, and overall PR practice. Major obstacles that prevent consistent and strategic use include unreliable power supplies, unstable internet, and a lack of professional expertise. Therefore, organisations in Benin City must go beyond brand information dissemination to embrace interactive engagement, invest in social media managers' professional training and address infrastructure issues that impact dependability and reputation management in order to maximise public relations outcomes.

5.3 Recommendations

The study's conclusions lead to the following suggestions for enhancing social media's effectiveness as a public relations tool for Benin City organisations:

1. **Implement a Strategic Social Media Framework:** Organisations should create and execute a structured social media strategy that is consistent with their public relations goals. This will ensure that communication efforts are intentional, consistent, and measurable, rather than haphazard.

2. **Prioritise Two-Way Interactive Engagement:** Organisations need to start actively interacting with their publics instead of just disseminating information in one direction. Responding to comments, addressing concerns, and encouraging dialogue promotes trust, transparency, and stronger stakeholder relationships.

3. **Invest in Professional Capacity Building:** Public relations professionals and social media managers should receive regular training in content creation, digital analytics, crisis communication, and emerging platform trends. This will increase professionalism and campaign effectiveness.

4. **Make Data-Driven Decisions:** Organisations should use social media analytics tools to track audience engagement, sentiment, and campaign performance. Organisations will be able to improve overall communication outcomes, optimise timing, and refine messaging due to data-driven findings.

5. **Ensure Ethical and Consistent Communication:** In all social media communication, organisations must uphold ethical standards, accuracy, and transparency. Over time, public trust will grow and an organisation's reputation will be safeguarded by consistent and reliable messaging.

5.4 Suggestions for Further Studies

While this study shed light on the use of social media as a public relations communication tool by Benin City organisations, its scope and methodology were limited. The following subjects should be the focus of future research in order to expand on these findings:

1. **Larger Population and Geographical Scope:** Future research should involve PR professionals, corporate communications managers, and a variety of publics in addition to University of Benin

undergraduate students studying mass communication. A more national perspective on social media PR practice will also be provided by a comparative study conducted in several Nigerian cities.

2. **Mixed-Methods Approach:** Future researchers should use a mixed-methods design that incorporates content analysis, qualitative interviews and quantitative surveys. This will enable more thorough investigation of stakeholder perceptions, content development and organisational strategies beyond self-reported data.

3. **Platform-Specific Effectiveness:** Additional research should look into the effectiveness of individual social media platforms like TikTok, Instagram, and LinkedIn for specific PR goals. This will assist organisations in determining which platform is best suited to specific audiences and communication objectives.

4. **Crisis Communication on Social Media:** Future research should concentrate especially on how organisations use social media during emergencies, given the study's moderate rating of crisis management effectiveness. Response time, message accuracy, and reputation recovery tactics in times of crisis should all be investigated.

5. **Impact of Artificial Intelligence and Emerging Technologies:** Future research should examine how emerging technologies are influencing social media PR practice and whether they enhance efficiency and engagement outcomes, given the rise of AI tools, chatbots and automation in digital communication.

REFERENCES

Akerejola K.I., Ikpe O, Ujah M.O. (2021). *Social media campaigns and customer loyalty among businesses in Benin City*. Arijo Press.

- Amponsah, F. K., Asamoah, J., & Isaac, A. N. (2015). *The role of public relations in enhancing customer satisfaction: The case of the National Health Insurance Program in Mankranso. Christian Service University College, Department of Communication Studies.*
- Asemah, E. S. (2009). *Public relations and organizational management: An assessment of Jos International Breweries Plc.* UNIJOS Press.
- Asemah, E. S. (2015). *Investigation of the use of social media for public relations practice in Plateau State.* GVV Journal of Communication Studies, 5(3), 1-14.
- Asemah, E. S., Nwaoboli, E. P., & Safina, S. S. (2018). *Research and tactics in public relations and advertising.* UNIJOS Press.
- Asemah, E. S., & Nwaoboli, E. P. (2023). *Benin residents' perception of broadcast media coverage of the 2020 #EndSARS protest in Nigeria.* In E. S. Asemah (Ed.), *Communication, media, and society* (pp. 282-289). UNIJOS Press.
- Asemah-Ibrahim, M. O., Nwaoboli, E. P., & Asemah, E. S. (2022). *Corporate social media hate speech messages against clergymen in Nigeria.* GVV Journal of Management and Social Sciences, 7(2), 1-14.
- Babatunde, B. O. (2022). *Social media and crisis communication management in Nigeria.* MADIBO Press.
- Bernays, E. L. (1923). *Crystallizing public opinion.* Boni and Liveright press.

- Boyd, D. M., & Ellison, N. B. (2007). *Social network sites: Definition, history, and scholarship*. *Journal of Computer-Mediated Communication*, 13(1), 210–230.
<https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Castells, M. (2001). *The Internet galaxy: Reflections on the Internet, business, and society*. Oxford University Press.
- Cutlip, S. M. (1994). *The unseen power: Public relations, a history*. Lawrence Erlbaum Associates.
- El-Kasim, A. (2020). *Social media as a tool for effective public relations practice in Nigeria*. Makue Press.
- Fink, A. (2005). *Conducting research literature reviews: From the Internet to paper*(2nd ed.). Sage Press.
- Grunig, J. E. (1992). *Excellence in public relations and communication management*. Lawrence Erlbaum Associates.
- Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Holt, Rinehart & Winston.
- Ihde, W. (1997). *Public relations: A values-driven approach*. Allyn & Bacon.
- Juchieh, C. (2019). *Social media and public relations*. Makue Press..
- Kaplan, A. M. (2015). *Social media, the digital revolution, and the business of media*. *International Journal on Media Management*, 17(4), In Press.
- Kaplan, A. M., & Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of social media*. *Business Horizons*,53(1),59-68.

- Kent, M. L., & Taylor, M. (1998). *Building dialogic relationships through the World Wide Web. Public Relations Review*, 24(2), 173-189.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). *Social media? Get serious! Understanding the functional building blocks of social media. Business Horizons*, 54(3), 241-251.
- Mu'azu, A., & Gapsiso, N. H. (2025). *Social media and public relations practice in Nigeria: Opportunities and challenges*. MON Press
- Phillips, D., & Young, P. (2009). *Online public relations: A practical guide to developing an online PR strategy (2nd ed.)*. Kogan Page.
- Van Dijck, J. (2013). *The culture of connectivity: A critical history of social media*. Oxford University Press.

APPENDIX
(QUESTIONNAIRE)

Department of Mass Communication,
Faculty of Arts,
University of Benin,
Benin City,
Edo State.

Dear Respondent,

An Appeal for the Completion of my Questionnaire

My name is **John Chidera Virginia**, a final-year student in the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State, Nigeria, with the Matriculation number **ART2201245**. I am conducting an academic work on the topic: *Evaluation of Social Media as a communication tool for promoting effective Public Relations among organisations in Benin City*, in partial fulfilment for the award of a Bachelor of Arts (B.A.) Degree in Mass Communication.

I humbly appeal for your assistance in helping me fill answers to the attached questionnaire, all information you supply there will be treated with utmost confidentiality. Your support and cooperation in this academic exercise are greatly appreciated. Thank you for your time and consideration.

Yours Faithfully,
John Chidera Virginia.
(Researcher).

Section A: Demographic Information

Instruction: Please tick (✓) in the appropriate box after each question.

1. What is your gender? a. Male [] b. Female [] c. Other [].
2. What is your age range? a. 18-20yrs [] b. 21-23yrs [] c. 24-26yrs [] d. 27 and above yrs [].
3. What is your level in school? a. 200 Level [] b. 300 Level [] c. 400 Level [].

Section B: Social Media Usage for Public Relations

4. Do you agree that organisations in Benin City use social media platforms for public relations? a. Strongly Agree [] b. Agree [] c. Disagree [] d. Strongly Disagree [].
5. Which social media platform is most used by organisations in Benin City for public relations? a. Facebook [] b. Twitter [] c. Instagram [] d. LinkedIn [] e. Others [].
6. What do organisations in Benin City use social media to communicate with the public?
a. For crisis management [] b. For customer service [] c. For information dissemination about their products [] d. For engagement and interaction [].
7. Is social media effective in enhancing public relations outcomes for organisations in Benin City? a. Strongly Agree [] b. Agree [] c. Disagree [] d. Strongly Disagree ([].

8. Do organisations in Benin City face challenges in using social media for public relations? a. Strongly Agree [] b. Agree [] c. Disagree [] d. Strongly Disagree [].
9. Which challenges do organisations in Benin City face in using social media for public relations? a. Unreliable infrastructure like erratic power supply and internet [] b. Lack of expertise [] c. Social media policies [] d. Online harassment [] e. Others [].
10. How often do organisations in Benin City use social media for public relations? a. Daily [] b. Weekly [] c. Monthly [] d. Rarely [].
11. What is the primary purpose of organisations' social media presence in Benin City? a. Press Release [] b. Engagement [] c. Customer service [] d. Other (please specify) [].
12. Do social media platforms help organisations in Benin City to reach a wider audience? a. Strongly Agree [] b. Agree [] c. Disagree [] d. Strongly Disagree [].

Section C: Effectiveness and Recommendations

13. Has social media improved the public relations practices of organisations in Benin City? a. Strongly Agree [] b. Agree [] c. Disagree [] d. Strongly Disagree [].
14. Should organisations in Benin City increase their use of social media for public relations? a. Strongly Agree [] b. Agree [] c. Disagree [] d. Strongly Disagree [].
15. How effective is social media in crisis management for organisations in Benin City? a. Very effective [] b. Somewhat effective [] c. Not very effective [] d. Not at all effective [].

16. Do organisations in Benin City monitor and respond to social media feedback? a.

Strongly Agree [] b. Agree [] c. Disagree [] d. Strongly Disagree [].

17. Is social media a cost-effective tool for public relations in organisations in Benin City? a.

Strongly Agree [] b. Agree [] c. Disagree [] d. Strongly Disagree [].

18. Would you recommend social media as a public relations tool to organisations in Benin

City? a. Yes [] b. No [] c. Undecided [].