

# **Participation and Strategic Communication through Social Media Contribution to Food Waste Awareness in Saudi Arabia Citizen**

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## **Abstract**

Twitter is a microblogging service that has quickly risen to prominence as the most popular social media platform for strategic communication campaigns. Twitter was used by 95% of the Non-Profit Organizations (NPO) in Saudi Arabia, making it the most popular social media platform. NPOs use Twitter to raise awareness of causes, recruit volunteers, raise funds, and communicate with stakeholders. Despite the features that Twitter is introducing, few studies have discussed NPOs' use of this tool, and few studies have introduced the factors that encourage NPOs to use this platform. This paper investigates how NPOs (Food Banks) in Saudi Arabia use Twitter, as well as their posting behaviour over a two-year period. We hope that by the end of the research, we will be able to provide a framework for new or existing NPOs to adopt using Twitter as well as helping NPOs (Food banks) to recognize and see their impact of Twitter.

**Keywords:** Social Media, Twitter, Awareness, Behaviour Influence, Food waste, Saudi Arabia, Foodbanks.