



## BROADCASTERS' MANAGEMENT OF SOCIAL MEDIA PLATFORMS: A STUDY OF BEREKETE FAMILY

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**ABSTRACT:** *This study examines the management of social media platforms by broadcasters in the Berekete Family. Employing the Technological Determinism Theory, the research uses focus group discussions and interviews as its primary methodologies. Through availability sampling, seven interviewees and one focus group were selected. The findings reveal that Berekete Family broadcasters use a range of social media platforms, including Facebook, Twitter, WhatsApp, Facebook, Pinterest, Tumblr, Facebook Live Audio Room, and WeChat, among others such as TikTok, Google Business Messenger, Snapchat, Quora, Reddit, Medium, Ustream, Shopify X, and Google Engage. The study also reveals that broadcasters within Berekete Family screen materials before posting them on social media and analyse the profiles of those they repost from, in order to enhance the quality of their content and avoid dissemination of misinformation. Additionally, the research identifies several challenges faced by broadcasters in using social media, including misinformation, disinformation, weaponization of social media, privacy concerns, and filter bubbles. The study recommends among others that broadcasters should intensify their efforts in managing social media platforms due to the high prevalence of misinformation and privacy concerns associated with social media. The dynamic nature of social media requires broadcasters to remain vigilant and proactive in combating misinformation and safeguarding privacy rights. Strategies such as thorough content screening, fact-checking, and promoting transparency can help mitigate these risks and ensure the dissemination of accurate and reliable information.*

**KEYWORDS:** Broadcasters, Management, Social media platforms, Technological determinism theory, Misinformation and disinformation.



## INTRODUCTION

The proliferation of social media has brought about significant transformations in the management practices within workplaces. Social media platforms serve as information dissemination tools and technological mediums facilitating communication among internal and external stakeholders (Lopes, 2014). Prominent social media applications encompass platforms such as Facebook, Pinterest, WhatsApp, Twitter, Instagram, Tumblr, YouTube, and LinkedIn, among others. Beyond altering traditional management approaches, social media presents considerable opportunities for organisations across various domains including public relations, internal and external communications, organisational learning, collaboration, and more.

Baruah (2012) outlines diverse ways organisations can leverage social media, including hosting departmental or unit-level meetings to foster ongoing dialogues through blogs, using wikis for project management and knowledge sharing, enabling CEO blogs or podcasts for direct communication, and swiftly disseminating news updates to employees. Obregon (2011) corroborates the significance of collaborative technologies in enhancing workplace effectiveness by fostering understanding, teamwork, relationship building, and lateral communication. Christakis and Fowler (2012) highlight the conversational nature of social media, emphasising its role in knowledge exchange through discussions, collaborative editing, and storytelling processes.

However, the widespread adoption of social media in workplaces raises potential concerns, particularly regarding employees' adherence to professional conduct standards (Kaplan & Haenlein, 2010). The journalism profession is not immune to such challenges concerning social media utilisation. It is against this backdrop that this study endeavours to investigate the management practices of social media platforms by broadcasters, with a specific focus on the Berekete Family.

### Statement of the Problem

Social media platforms have emerged as indispensable tools in the realm of broadcasting. These platforms enable broadcasters to foster deeper, more personal connections with their audiences Lewis, Holton and Coddington, (2014), to craft their professional identities or "brands" (Molyneux, 2019), and to advocate for improved working conditions within their respective organisations (Cohen & De Peuter, 2020). However, alongside their benefits, social media platforms have also introduced new risks and challenges for broadcasters, particularly in terms of management. While scholars have dedicated significant attention to exploring the dynamics of social media management among broadcasters both globally and within contexts outside Nigeria, there remains a dearth of research examining the management of social media platforms specifically by broadcasters within Nigeria. This study aims to fill this gap by utilising qualitative data gathered from broadcasters associated with the Berekete Family.

### Research Objectives

The broad objective of the study is to assess broadcasters' management of social media platforms: The specific objectives are to:

- i. Find out the social media platforms used by broadcasters in *Berekete* Family.
- ii. Establish how broadcasters in *Berekete* Family manage social media platforms.



- iii. Challenges broadcasters in Berekete Family encounter in the course of managing social media platforms.

### **Research Questions**

The study answers the following research questions?

- i. What are the types of social media platforms used by broadcasters in the Berekete Family?
- ii. How do broadcasters in the Berekete Family manage social media platforms?
- iii. What are the challenges that Berekete Family broadcasters encounter in the course of managing social media platforms?

## **CONCEPTUAL FRAMEWORK**

### **Broadcasters**

The role of a broadcast journalist is deeply entrenched in effective communication, the discovery of stories, and their swift dissemination to the public in a coherent and captivating manner. Durham (2016) defines a broadcaster as an individual who delivers talks, participates in interviews, and engages in discussions on radio or television programs. Riaz (2023) further asserts that a broadcaster engages in research, investigation, and presentation of news and current affairs content across television, radio, and online platforms. Crystal (2023) corroborates this by suggesting that a broadcaster's objective is to present information in a balanced, accurate, and engaging manner through news bulletins, documentaries, and other factual programs. Therefore, a broadcaster can be understood as a professional responsible for hosting and presenting programs on radio or television shows.

According to the Radio Academy (2020), broadcasters undertake a variety of roles within the media landscape, including editing, reporting, presenting or anchoring, producing, and corresponding. The Association of Graduate Careers Advisory Services (AGCAS, 2023) states that the primary responsibilities of broadcasters within a media organization encompass generating ideas for stories and features, pursuing leads from news agencies, law enforcement, the general public, press conferences, and other sources, and pitching ideas to editors and commissioners. Additionally, broadcasters are tasked with conducting research, verifying information, and compiling evidence to support stories using relevant sources such as the internet, archives, and databases. They craft scripts for bulletins, headlines, and reports, select suitable locations, visuals, and sound, and exercise editorial judgment to determine the best approach to a story. Broadcasters also identify required resources, manage technical crews for location shoots, including sound operators and camera crews, and provide guidance to crews on filming or recording requirements. They use portable digital video cameras and other equipment for recording purposes, produce complete packages for broadcast, and prepare and present material on air for both pre-recorded and live segments. Broadcasters identify potential interviewees, brief them, prepare interview questions, and conduct live or recorded interviews. They monitor the timing for each news item during broadcasts, determine the running order for bulletins, and make necessary adjustments during broadcasts. Furthermore, broadcasters



collaborate with editors to assemble the complete item, cultivate and maintain local contacts, assume public relations roles, adhere to media law and industry codes of conduct, and play a significant role in the dissemination of information. This role requires a diverse skill set ranging from research and storytelling to technical proficiency and adherence to ethical standards.

## **Management**

When the term "management" is evoked, it often conjures thoughts of navigating life's challenges. While this perspective holds merit, the concept of management encompasses a broader spectrum of activities. Management pervades every aspect of our existence, whether consciously or unconsciously engaged in. From our homes to schools, workplaces, places of worship, and entertainment venues, some form of management is invariably at play. In essence, management is an omnipresent force in our lives, essential for navigating the complexities of contemporary society.

In recent years, the significance of management has escalated dramatically. The operational structure of any organisation, comprising various departments and units, relies on effective coordination among its constituents to achieve desired outcomes. As Karam (n.d) elucidates:

The orchestration of individuals' efforts to accomplish objectives through the mechanism of management is not merely a matter of executing commands or analysing financial statements. It extends beyond the realm of issuing directives or enforcing regulations. Rather, it embodies the authority to influence the well-being and contentment of entire communities, and holds the power to shape the destiny of nations and the collective global landscape (2).

Management transcends mere administrative tasks; it embodies the capacity to mould societal structures, foster organisational efficacy, and influence broader socio-political trajectories. Thus, the study of management assumes paramount importance in understanding and navigating the multifaceted dynamics of contemporary society.

## **Social Media**

In the contemporary time, technology has reshaped the media domain with a staggering increase in internet and web-based media penetration. As individuals embrace the use of ICTs, devices, and applications continue to evolve, engaging them in unprecedented ways. The proliferation of internet-enabled devices such as androids, IOS, and Windows has ushered in an era of digitization in media technology. This emergence of digital communication has given rise to interactive web applications, commonly referred to as social media. Social media, therefore, denotes interactive web-based applications that enable users to network, socialise, communicate, share, and disseminate information, knowledge, and market ideas and products with one another at minimal or no cost (Baruah, 2012). The distinctiveness of social media lies in its immediacy, interactivity, virality, seamlessness, and cost-effectiveness. Social media platforms or sites are web-based applications that accentuate interactions between users through end-to-end encryption, fostering participation and interoperability for sharing posts, comments, experiences, and ideas, including audio and visual content.

Allcott and Gentzkow (2017, p. 212) define Social Networking Sites (SNSs) as "web-based services that enable individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system." These



platforms allow users to connect by creating personal profiles, inviting friends and colleagues to access those profiles, and communicating via emails and instant messages. These personal profiles can encompass photos, videos, audio files, and blogs (Lopes, 2014). In a layman's perspective, social media is viewed as a platform where individuals access and acquire knowledge, share information, including photos, videos, audios, and more, on a daily basis.

Christakis and Fowler (2011) posit that SNSs serve as virtual communities enabling people to connect and interact with each other on specific subjects or simply 'hang out' together. Young (2014) identifies seven structural characteristics that constitute the foundation of SNSs, forming a honeycomb-like structure: identity, conversations, sharing, presence, relationships, reputation, and group participation, which influence and drive user behaviour. Social media encompasses a broad spectrum of online platforms, including word-of-mouth forums, company-sponsored discussion boards, chat rooms, consumer-to-consumer email, product or service rating websites, internet discussion boards, moblogs, and social networking sites such as Facebook, Twitter, and LinkedIn (Young & Jaganath, 2013).

Uimoren (2012) defines social media as a wide range of internet-based and mobile services that allow users to participate in online exchanges, contributions, or join online communities. Obregon (2012) describes social media as a broad term denoting software tools that generate user-generated content for sharing. However, for a website to qualify as a social network website, it must encompass user profiles, content, methods for users to connect with each other, post comments on each other's pages, and join virtual groups based on common interests (Atton & Mabweazara, 2011). Fisher (2015) characterises social media as an online space where individuals with shared interests converge to share thoughts, comments, and opinions. Weber further portrays social media as a new realm of unpaid media created by individuals and companies on the internet, heralding the age of instant communication and transparency, often referred to as the glasshouse effect.

Allcott and Gentzkow (2017) define social media as a cluster of internet-based applications building upon the ideological and technological foundations of web 2.0, facilitating the creation and exchange of user-generated content. From another standpoint, social media represents elements of new media with the highest activity on the internet, using web-based technologies to transform and broadcast media monologues into social dialogues, democratising knowledge and information dissemination while transitioning individuals from content consumers to producers. Social media channels serve as tools to reach people when, where, and how they prefer to receive messages, enhancing content availability and potentially influencing satisfaction and trust in the conveyed messages. Moreover, social media platforms offer opportunities to tap into personal networks, present information across multiple formats, spaces, and sources, thereby enhancing the credibility and effectiveness of messages. Additionally, many social media channels facilitate social engagement, viral sharing of information, and trust-building endeavours.



## Theoretical Framework

The study is anchored on the following theory:

### Technological Determinism Theory

Technological Determinism Theory, introduced by Marshall McLuhan in 1962, serves as the theoretical framework for this research. Chandler (2000, p. 4) suggests that this theory posits that "the entire form of society is seen as being determined by technology," implying that "new technologies transform society at every level, including institutions, social interaction, and individuals." Chandler, as cited in Reed (2004, p. 4), argues that "technology is presented as an independent, self-controlling, self-determining, self-generating, self-propelling, self-perpetuating, and self-expanding force," further stating that it "blindly" shapes society.

According to Chandler (2000), Technological Determinism Theory contends that technical developments, communication technologies or media, or, most broadly, technology in general, are significant drivers in historical and social change. It posits that technology is the fundamental condition underlying the pattern of social organisation. Hence, this theory is deemed highly relevant to the exploration of broadcasters' management of social media platforms, as exemplified in the case study of Bereket Family. Technological Determinism Theory suggests that technology plays a significant role in shaping societal structures, norms, and behaviours. It views technology not merely as a tool but as a force that fundamentally alters the way society operates. In the context of broadcasters' management of social media platforms, this theory provides a lens through which to understand how technological advancements, particularly in digital communication, influence the strategies, practices, and dynamics of media organisations.

The emergence and widespread adoption of social media platforms have revolutionised the broadcasting landscape. Broadcasters now use these platforms as integral components of their communication strategies, leveraging them to engage with audiences, disseminate content, and cultivate communities. However, the manner in which broadcasters navigate and manage these platforms is not arbitrary; rather, it is shaped by the affordances and constraints of the technology itself. Technological Determinism Theory posits that technology possesses agency and autonomy, exerting influence over social structures and processes. In the context of social media management, this means that broadcasters may be compelled to adapt their practices and strategies in response to the inherent characteristics of the platforms they use. For instance, the real-time nature of platforms like Twitter and Facebook may necessitate broadcasters to adopt more agile and responsive communication strategies, while the visual-centric nature of platforms like Instagram may influence content creation and presentation.

Furthermore, Technological Determinism Theory highlights the interconnectedness between technology and society, suggesting that changes in technology can precipitate broader social transformations. In the case of broadcasters' management of social media platforms, the adoption of new technologies or features may not only influence how broadcasters engage with audiences but may also reshape audience behaviours and expectations. For example, the introduction of live streaming capabilities on social media platforms has transformed audience expectations regarding access to real-time content, prompting broadcasters to adjust their programming and engagement strategies accordingly. Overall, Technological Determinism Theory offers valuable insights into the complex interplay between technology and society,



shedding light on the ways in which technological advancements shape and are shaped by social structures and practices. By applying this theoretical framework to the study of broadcasters' management of social media platforms, researchers can gain a deeper understanding of the multifaceted dynamics at play in contemporary media environments.

## REVIEW OF LITERATURE

The role of social media in broadcasting has evolved significantly over the years, transitioning from a minor aspect of broadcasting to one that is now considered essential and continuous. Platforms such as Twitter and Facebook, once viewed as optional tools by some broadcasters and disregarded by others, have now become implicit prerequisites for on-air personalities seeking success in today's broadcasting landscape. There are several reasons behind the pervasive influence of social media within broadcasting. Firstly, these platforms provide broadcasters with a means to connect with audiences and sources (Santana & Hopp, 2016; Vis, 2013). Additionally, in an industry characterised by instability, where layoffs and closures are commonplace, many broadcasters rely on social media to build personal brands that can open doors to new professional opportunities (Brems, Temmerman, Graham & Broersma, 2017; Molyneux, Holton & Lewis, 2018). Lastly, broadcasters increasingly use social media to voice criticisms of their employers, with the hope of improving working conditions for themselves and their colleagues (Cohen & de Peuter, 2020). The significance of social media in broadcasting cannot be overstated. It serves as a vital tool for audience engagement, source discovery, personal branding, and advocating for better working conditions. As such, understanding how broadcasters manage their presence on social media platforms is crucial for comprehending the contemporary dynamics of the broadcasting industry. In the context of the "Berekete Family" radio program, which has garnered significant attention and engagement on social media platforms, it becomes imperative to delve deeper into how broadcasters manage their social media presence. This study aims to explore the strategies employed by the Berekete Family broadcasters in managing their social media platforms, the challenges they encounter, and the impact of their social media management on audience engagement and program success (Santana & Hopp, 2016; Vis, 2013).

### **Broadcasters' Encounters with Social Media Management:**

The surge in broadcasters' utilisation of social media platforms has coincided with the recognition that these platforms can often become unwelcoming environments for broadcasters. At the dawn of the internet age, many individuals hoped—or even assumed—that social media platforms would democratise content management and foster a more egalitarian relationship between broadcasters, their employers, and audiences (Gillmor, 2006; Webster, 2014). These assumptions have underpinned aspirational movements among broadcasters, such as participatory journalism (Karlsson, Bergström, Clerwall & Fast, 2015), reciprocal reporting (Lewis et al., 2014), and, more recently, engaged reporting (Wenzel, 2020). However, the actual impact of social media is considerably more intricate, with broadcasters often facing what Thorsten Quandt (2018, para. 3) describes as "management challenges." Broadcasters routinely grapple with managing their social media presence, including their posts and the sources of information and factual content they share. Quandt (2018) observes, "Hateful comments, manipulation of forums, and fabricated information seem to be common features of user participation in the news-making process these days" (43).



This challenge of social media management manifests not only as threats and insults but also, more recently, as bad-faith efforts to jeopardise broadcasters' employment—a tactic that many broadcasters find frustratingly effective (Grueskin, 2021). For instance, in 2020, Washington Post reporter Felicia Sonmez was suspended by her newsroom managers for tweeting a link to a news story about the allegations of sexual assault against Kobe Bryant shortly after he was killed in a helicopter crash—not because the action itself violated the Post's social media policy, but because many social media users mobilized against her after she posted it (Allsop, 2020). More recently, conservative activists accused Associated Press news associate Emily Wilder of being an "anti-Israel agitator" not based on her journalistic work but due to social media posts she made while still a college student. These accusations were amplified by other prominent conservatives and right-wing media outlets, leading to Wilder's termination (Allsop, 2021). These incidents underscore the intricate and often precarious relationship between broadcasters and social media platforms. While social media offers unprecedented opportunities for engagement and audience interaction, it also presents significant challenges in terms of managing one's professional reputation and navigating the complexities of public discourse. As broadcasters continue to navigate this landscape, understanding the dynamics of social media management becomes essential for maintaining integrity, credibility, and professional standing within the broadcasting industry.

### **Challenges Faced by Broadcasters in the Management of Social Media**

According to recent research by We Are Social and Hootsuite, there are 3.8 billion social media users worldwide, representing nearly 60% of the global population already online (Kemp, 2020). Given this extensive reach, social media has become indispensable for most broadcasters, serving as a crucial tool for both story gathering and distribution. However, in leveraging social media for their professional endeavours, broadcasters encounter a multitude of challenges. Radcliffe (2020) highlights several of these challenges:

1. **Mis- and Disinformation:** A significant challenge for social media users is the difficulty in discerning between genuine news and misinformation in their feeds. Misinformation often appears indistinguishable from authentic content, making it challenging for both broadcasters and non-broadcasters to separate fact from fiction at first glance.
2. **Weaponization of Social Media:** The dissemination of misinformation can occur inadvertently, such as when individuals share stories from satirical websites without realising their fictitious nature. Broadcasters must develop more sophisticated methods for scrutinising sources, particularly as technologies like deep fakes and other manipulation techniques advance.
3. **Privacy Concerns:** Broadcasters using social media platforms must be mindful of the potential repercussions of their online statements. These platforms are not immune to scrutiny, and actions taken within these spaces can have real-world consequences.
4. **Shift to Closed Networks:** Conversations are increasingly migrating to closed networks like WhatsApp groups and Telegram channels due to their encryption features and the perception that they offer protection from digital surveillance. One key challenge for broadcasters is gaining access to these closed discussions, as it is not always straightforward.





5. **Filter Bubbles:** Social media algorithms are designed to present users with content they are likely to engage with, creating filter bubbles that reinforce existing beliefs and preferences. As broadcasters, it is crucial to recognize that online discussions may not accurately represent broader populations, as they are heavily influenced by platform algorithms and user preferences. To counteract this, broadcasters must actively seek out diverse viewpoints and rely on traditional methods of sourcing and relationship-building.

In navigating these challenges, broadcasters must develop strategies to effectively manage their social media presence while maintaining journalistic integrity and credibility. This involves staying vigilant against misinformation, safeguarding privacy, adapting to shifts in online discourse, and actively seeking out diverse perspectives. While social media presents valuable opportunities for broadcasters, it also necessitates a nuanced understanding of its complexities and potential pitfalls.

Harris (2022) corroborates this, noting that broadcasting in the digital era presents increasingly complex challenges. With global access to podcasts, social media, email, blogs, and video-based apps, virtually anyone can now create and disseminate content online. Moreover, the rapid pace of the internet and social media has made information more immediate and interactive, prompting individuals to engage with professionals on topics of interest. Consequently, news is continuously distributed around the clock, creating a fertile environment for the proliferation of misinformation.

Without adequate filters and journalism training, individuals often share inaccurate information and misleading headlines, exacerbating the spread of misinformation. The ubiquity of digital platforms combined with the desire for immediate interaction has created a landscape where misinformation can easily thrive. In such a context, broadcasters face the challenge of navigating this vast digital ecosystem while upholding journalistic standards and combating the spread of misinformation. Therefore, understanding how broadcasters manage their presence on social media platforms becomes crucial in addressing these challenges and maintaining the integrity of the broadcasting industry.

## RESEARCH METHODOLOGY

A qualitative research approach was employed for this study, focusing on obtaining insights through open-ended and conversational communication. Qualitative research, as defined by Bhandari (2020), seeks to explore the behaviours and perceptions of a target audience regarding a specific topic, allowing for in-depth understanding and analysis.

The primary data collection instruments utilised were interviews and focus group discussions. These methods were chosen to facilitate a comprehensive exploration of broadcasters' experiences within the Berekete Family concerning social media management. Interviews and focus group discussions enable researchers to pose open-ended questions and gather detailed responses, thereby offering valuable insights into the research questions.

The study population comprised broadcasters affiliated with the Berekete Family program. The sampling technique employed was convenience sampling, selecting subjects who were readily available to the researcher. Interviews and focus group discussions were conducted randomly



among the available participants, with each respondent assigned a unique code for anonymity and organisation.

The sample size for the study was determined based on the argument by scholars such as Vasileiou, Barnett, Thorpe and Young (2018), suggesting that qualitative studies aim for a balance between richness of data and manageability of analysis. The sample size of 8 (1 focus group and 7 interviews) was deemed sufficient to achieve a deep and nuanced understanding of the phenomenon under investigation, consistent with Morse's (2000) assertion that qualitative samples typically range from 10 to 30 participants.

Data collection involved the researchers personally gathering primary data using online methods, supplemented by secondary data obtained from journals, books, newspapers, and online sources. The narrative format was adopted for data presentation and analysis, as it allows for the exploration and interpretation of stories and experiences shared by respondents. This method involves reformulating narratives considering the context of each case and the diverse experiences of each respondent, making it well-suited for this research endeavour (Valcheva, 2017)

## **DATA PRESENTATION AND ANALYSIS**

This segment presents the data uncovered during the research. The data was collected, transcribed, and categorised into various sections, with quotes included in the text to reinforce the findings.

### **Social Media Platforms Used by Berekete Family Broadcasters**

All participants indicated that they used various social media platforms. One participant stated, "I use Facebook, Twitter, WhatsApp, TikTok, Instagram" (P2). Another participant emphasised, "In today's world, one cannot function effectively without social media. It has become an integral part of my life, and I use numerous platforms such as Twitter, Facebook, LinkedIn, YouTube, Snapchat" (P4). Participant 6 highlighted, "Social media platforms are inherently enticing. I use a variety of them including WeChat, Google Business Messenger, Facebook, WhatsApp, Twitter, TikTok, and many others." (P6). Participant 1 expressed, "The convenience of connecting with people to gather broadcast-related content through social media has compelled me to use multiple platforms. The ones I primarily use are Twitter, Facebook, Medium, Quora, UStream, Google Engage, Stack Overflow, Amazon, WhatsApp, Instagram, YouTube, and WeChat" (P1). Participant 7 elaborated, "The social media technologies I engage with are too numerous to list comprehensively. However, platforms like Pinterest, Twitch, Digg, Clubhouse, Weibo, Shoppable Pins, Reddit, Pocket Facebook, WhatsApp, Instagram, YouTube, Tumblr, Shopify, among others, are part of my repertoire" (P7).

### **Managing Social Media in Berekete Family: Insights from Broadcasters**

This section delves into how social media is managed within the Berekete Family workplace. Through inquiries into the participants' approaches to handling social media platforms in their professional capacities, the responses collected are summarised as follows:



Participant 3 articulated, "To effectively manage my use of social media in this profession, I invest time in understanding the individuals I interact with before engaging in conversations or posing questions."

Participant 8 underscored the importance of discernment in social media interactions, stating, "Given the vastness of social media and the influx of information, I prioritise verifying the identities of individuals I engage with. I thoroughly scrutinise their profiles, previous posts, and comments to gain insight into their credibility."

Participant 1 emphasised the significance of content integrity, expressing, "Before sharing content on social media, I conscientiously evaluate whether it aligns with professional standards. I consider whether I would feel comfortable sharing the content with my colleagues, superiors, and audience."

Participant 7 highlighted the rapid spread of information on social media platforms and the importance of accountability, stating, "Given the propensity for posts to go viral, I meticulously review the content I intend to share. If errors are identified, I promptly acknowledge and rectify them."

Participant 4 echoed this sentiment, adding, "As part of our management strategy, I ensure that any modifications made to published content are warranted and do not compromise the organisation's reputation."

Participant 2 emphasised collaboration and accountability in decision-making, stating, "I seek input from superiors or colleagues when uncertain about the appropriateness of posting certain information. This precaution is essential as I bear responsibility for any information breaches."

Participant 8 emphasised professionalism and discretion, stating, "To maintain professionalism, I maintain a clear distinction between personal and organisational contacts on social media. Additionally, I exercise caution in interactions by requesting relevant information from participants, such as their names and locations."

Participant 5 prioritised authenticity and fact-checking, stating, "Before posting on social media, I carefully scrutinise the authenticity of the content and remain vigilant against the dissemination of misinformation, conspiracy theories, or partisan content."

Participant 3 emphasised the broadcaster's role in upholding truth and credibility, stating, "As part of our social media management strategy, we are committed to dispelling fake news and fact-checking trending issues to ensure the public's access to reliable information."

## **DISCUSSION OF FINDINGS**

The data analysis revealed a diverse array of social media platforms used by broadcasters within the Bereket Family. These platforms include Facebook, Twitter, WhatsApp, Instagram, Pinterest, Tumblr, Facebook Live Audio Room, and WeChat, among others. Additionally, platforms such as TikTok, Google Business Messenger, Snapchat, Quora, Reddit, Medium, UStream, Shopify, Google Engage, among others, were also mentioned. These findings are consistent with previous research conducted by Miller and Nelson (2022), who highlighted the integration of social media platforms into broadcasters' work processes. They noted that these



tools enable broadcasters to establish stronger connections with their audiences, cultivate professional identities, manage information, and advocate for improved working conditions. However, alongside these benefits, social media platforms have also introduced new challenges, including misinformation and privacy concerns. Also, the findings indicate that broadcasters within the Bereketé Family employ various strategies to manage social media platforms effectively. Prior to posting content, they meticulously screen materials to ensure accuracy and credibility. Additionally, they analyse the profiles of individuals behind the content they share to enhance the quality of their work and avoid disseminating misinformation. As highlighted by respondent 5, careful consideration is given to the verification of materials and awareness of tactics used to spread misinformation, conspiracy theories, and partisan content. Moreover, respondents emphasised their responsibility to champion truth, debunk fake news, and fact-check trending issues to provide the public with reliable information. Furthermore, maintaining a clear boundary between personal and organisational contacts on social media, as well as practising discretion in interactions, emerged as critical management strategies for broadcasters. These findings underscore the broadcasters' commitment to professionalism, authenticity, and accountability in their social media practices.

## CONCLUSION

The research has provided insights into how broadcasters within the Bereketé Family manage social media platforms. The study concludes that the advent of social media has significantly influenced the way broadcasters handle information accessed through these communication channels. Bereketé Family broadcasters use a wide range of social media platforms to manage information effectively. However, they also face challenges such as misinformation, the weaponization of social media, privacy issues, and filter bubbles. Despite these challenges, the findings highlight the proactive approaches adopted by broadcasters to ensure the integrity and reliability of information shared on social media platforms. Moving forward, it is imperative for broadcasters to continue refining their social media management strategies to navigate the evolving digital landscape effectively.

## RECOMMENDATIONS

- i. Broadcasters should intensify their efforts in managing social media platforms due to the high prevalence of misinformation and privacy concerns associated with social media. The dynamic nature of social media requires broadcasters to remain vigilant and proactive in combating misinformation and safeguarding privacy rights. Strategies such as thorough content screening, fact-checking, and promoting transparency can help mitigate these risks and ensure the dissemination of accurate and reliable information.
- ii. There is a pressing need to continue empowering broadcasters with the necessary skills and knowledge to effectively manage social media platforms in their day-to-day assignments. This can be achieved through comprehensive training programs, workshops, and seminars focused on social media management best practices, digital literacy, and ethical considerations. Additionally, ongoing support and mentorship



initiatives can help broadcasters navigate the evolving landscape of social media and adapt to emerging challenges effectively.

By prioritising these recommendations, broadcasters within the Bereketi Family and similar organisations can enhance their proficiency in managing social media platforms, thereby strengthening their ability to engage with audiences, uphold professional standards, and contribute positively to public discourse in the digital age.

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