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## **Economic Intelligence and Algerian Community Transformation in the Age of Social Media**

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### **Abstract:**

The current paper aims to demonstrate that social media are becoming a crucial tool for strengthening the economic intelligence of local authorities in the context of the digitalization of state services. The use of social media by local authorities makes it possible to collect relevant information, interact with citizens, understand the needs of the population, anticipate economic and social developments, and encourage citizen participation. Social media offers the possibility for those in power to better interact with their constituents, connecting the State, citizens, and society. The Algerian commune, as a local community, is both a point of convergence and a starting point for reflection as well as an action on any type of commitment, whether direct or indirect. Through a deductive methodology, the present article aims to show that the EI approach is a pedagogical (educational) opportunity for local elected officials and their agents to improve their daily management of the well-being of the inhabitants of their municipality. The current work aims to determine to what extent social media can become a communication tool around the activities and projects of the municipality. The importance of this study is that it brings attention to the case of the use of social media by the municipalities. A case study on the use of social media conducted by the city of Oran, Algeria, town hall of Bir el Djir, will illustrate perspective of managerial change in Algerian municipalities. In field study, we combined quantitative methods with a study of the use of statistical data and an analysis of the content of its Facebook page. Relying on the results gathered by the current research, it could be remarked that the presence of the Town hall of Oran on social media, particularly via Facebook, is insufficient, given that there are other platforms such as Twitter, Instagram, Snapchat, and Telegram that are used by developed countries.

**key words:** Communication, Economic Intelligence; Facebook, Local Elected Representatives, Management, ICT.

**JEL Classification Codes :** M38 ; C81 ; D83 ; O38.

## INTRODUCTION

Economic and social development is primarily an organizational problem. The way in which any responsible entity proceeds to gather information and access well-identified sources is the real obstacle to be able to mobilize its financial resources and then develop and implement its programs. As a result, any community concerned with improving the well-being of its population and making rational use of its often-limited resources needs to integrate its actions into a methodical management system guided by economic intelligence (Baumard&Harbulot, 1997). Nowadays, it is easy to say that the universal recognition of management as a means of achieving development objectives has removed any doctrinal quarrel over the need to control how it works. This is where *economic intelligence* comes in, *as an educational opportunity to help organizations undergoing vital and necessary change to adopt the spirit of management and its key tools and techniques.*

The Algerian commune, as a local authority, is both a point of convergence and a starting point for reflection and action on all types of commitment, whether direct or indirect, linking the State, citizens and society. That is to say, its decision-making bodies must have a mastery of the information leading to a projection sufficiently far into the future to measure the appropriateness of the decision taken in the light of its expected implications. Two key skills are needed, or rather the link between them: ownership and monitoring of the information collected. They are essential if administrations and local assemblies are to move away from bureaucratic approaches and move towards convergence and synergy of actions (Khelil, 2011). It is widely known that the partnership between the various development players is the key to establishing a learning culture in the management of a local entity (OECD, 2005). In this paper, we are attempting to answer the following question:

*How will this new managerial code of conduct be implemented within the Algerian commune in the age of social media? And to what extent can social media become a communication tool for all municipal services?*

Indeed, we may wonder if the use of social media as a means of communication allows for reaching citizens, particularly through the use of a less institutional discourse than in municipal bulletins.

This article aims to demonstrate that social media has become a crucial tool for enhancing the economic intelligence of local authorities in the context of the digitization of state services, particularly when the use of social media by local authorities allows for the collection of relevant information that will help improve the relationship between those who govern and those who are governed. This, in turn, facilitates interaction with citizens, understanding the needs of the population, anticipating economic and social developments, and encouraging civic participation.

This would enable the municipality to establish an economic intelligence system fed by the data and information collected on social media.

To this end, we integrated the communication service of the municipality of Bir el Djir, in the city of Oran, where we were able to observe its communication on social media, specifically Facebook. Furthermore, conducting research will allow us to understand the habits and

preferences of social media users, as well as their reactions regarding their municipality. To answer our research question, we formulated the following hypothesis:

**HYPOTHESIS:** The EI approach through social media (Facebook) enriches the municipality's communication, improves its internal and external daily management, and thereby achieves the well-being of the municipality's residents. This reflection carried out from the beginning, shows that economic intelligence (EI) is a response from the state to civil society, while addressing the issue of public communication on social media.

By adopting a deductive methodology, (we) are going to address the subject matter in three parts. In part 1, the focus will be on the clear articulation between the economic intelligence approach as an educational opportunity available to local elected representatives and their deputies in order to improve their day-to-day management of the population's well-being. Part 2, on the other hand, focuses on the prospect of the municipality's transformation by gradually absorbing managerial practices guided by the intensive use of information technologies (adoption of urban marketing and effective communication). Part 3 finally centers on an illustration through a case study on the use of social media by the local authorities of the city of Oran, Algeria, more precisely the use of Facebook by the town hall of Oran as a means of promoting EI by local authorities in the city of Oran.

## **LITERATURE REVIEW**

### **I/ THE TEACHING OF ECONOMIC INTELLIGENCE (EI)**

The term "economic intelligence" first appeared in France in 1994 in a report presented by (Martre, 1994) to the French General Planning Commission. He defined it as the coordinated search for, processing and distribution of information useful to economic players, with a view to its exploitation. *Useful information* is that which is needed by the various decision-making levels of the company or the community in order to develop and implement, in a coherent manner, the strategy and tactics required to achieve the objectives defined by the company, with the aim of improving its position in its environment.

These actions, within the organisation, are organised around an unbroken cycle, generating a shared vision of its objectives. Another vision of economic intelligence, according to (Baumard&Harbulot, 1997), Economic intelligence is defined as the systematic search for and interpretation of information accessible to all, in order to decipher the intentions of players and understand their capabilities. It includes all environmental surveillance operations (protection, monitoring, and influence). It differs from traditional intelligence in many ways such as:

- The nature of its scope: Since it is concerned with the field of *open information and* therefore requires compliance with a credible code of ethics.
- The identity of its players: insofar as all staff and management - and not just experts - are involved in building a collective information culture.
- Its cultural specificities: As each national economy produces an original economic intelligence model, the impact of which on commercial and industrial strategies varies from country to country.

To conclude with its array of definitions and in order to have a complete vision of this discipline, the SYNFIGE (syndicate French of Intelligence Economies): designates it as all the coordinated activities of collecting, processing and disseminating information useful to economic players. These activities are carried out within a legal and ethical framework. We can therefore draw up an initial summary: As a decision-making tool, *economic intelligence* brings together several complementary activities:

-Anticipation, knowledge of the economic environment and support for change, in particular through monitoring and gathering information and strategy.

-An economic security activity through the management and prevention of risks, particularly intangible risks, and the protection of undisclosed economic information.

-Influence, to provide a favorable and necessary framework for the development of economic players in strategic markets.

- An educational activity to train and raise awareness of the objectives and methods of business intelligence. Institution- territory exchanges, meetings between actors or even communications between individuals make it possible to enrich the first phase of intelligence (Belaouni, 2017). The latter fits well with the present study to which we will devote a particular approach and importance.

### **THE ECONOMIC INTELLIGENCE APPROACH WITHIN ORGANISATIONS:**

Like all practices, E.I. is influenced by environmental factors specific to each country (Prescott & Tao, 2000). It is a public policy based on a convergence of interests between the public and private spheres. Its management must be based on an ideological, technological and economic approach. The State must equip itself with the art of helping economic players to acquire all the knowledge they need to accomplish the tasks assigned to them. This is where the vulnerability and incompleteness of organization's information systems becomes problematic.

If intuition and reasoning have to be confirmed by facts (ROUSSEL, 2012), this proves that E.I. is the answer to this equation. It is precisely the meeting of politicians and members of civil society.

For a long time, information-engineering models were referred to as "old-fashioned", and by limiting themselves to this pejoration, E.I. related activities were unable to develop for lack of a global vision. They have focused on attempts to mimic mythical experiences, without taking into account the cultural contexts of the notion of information itself (Martre, 1994). Economic intelligence in Japan has focused on attempts to mimic experiences of a mythical nature. A distant, impenetrable, little-known country, Japan has become the country which "holds the secret" of information know-how.

E.I. is an element of governance based on information engineering. (Claude REVEL, 2013) suggests that the national

E.I. structure must have interministerial influence and be unwaveringly supported at the highest level of government. It is the capacity to have access to all useful information, from government departments, private players and consulted non-state players. Each ministry, while

retaining its competence, must know how to gather and master useful information in order to use it to influence projects.

In light of these popularized explanations of the very notion of E.I. modeled after the French model, from which the Algerian institutional approach draws its inspiration, it would be interesting to take a critical look at what could constitute the backbone of a specific E.I. compatible with Algerian culture.

### **CONTRIBUTION OF NETWORKS TO ECONOMIC INTELLIGENCE:**

The approaches suggested by (Besson & Possin, 1996) have explicitly developed the role of networks in the economic intelligence framework. For them, economic intelligence relies on the detection of internal networks of expertise and analysis. According to the economic intelligence framework of AFDIE: "The network is the new mode of organization for companies that live in a world of networks and that are themselves networks" (LEVET & al, 2001). Economic intelligence is partly the coordination and animation of these networks." The framework involves the description and improvement of existing networks within the company, whether internal or external, particularly through centralizing information and facilitating its access. Social media, as noted by (QUONIAM & LUCIEN, 2009), strengthen existing networks. As broad links, they allow users to stay in contact with each other and thus expand the size of the network.

### **THE PROPER USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES**

Setting up an effective E.I. system requires in-depth knowledge of the country, its local culture, language, information sources, customs and citizens' habits (Baaziz, Quoniam, &Reymond, 2014). Some studies (FEKIR, 2008) shown that the IE activity has not been able to emerge in Algeria due to a lack of mastery of concepts, adequate training, dedicated resources, effective support in managing change and the non-existence of an institutional framework favoring its development.

The information popularizing EI is theoretical far from concrete action in the field, on the other hand which has contributed to conveying a misconception and disillusionment about its importance (Baaziz, Quoniam, &Reymond, 2014) in adding value to decision-making action. In 2006, the government officially adopted E.I. as an approach for anticipating and projecting into the future, based on the links between business networks and those of economic operators.

In 2008, the Directorate General for Economic Intelligence, Studies and Prospects (DGEI) was set up by Executive Decree No. 08/101 of 25/03/2008 on the Organization of the central administration of the Ministry of Industry, SMEs and Investment Promotion. Its role is to support Algerian companies in their monitoring and economic intelligence activities. In 2010, the DGEI published a training manual on economic intelligence in Algeria.

Moreover, since 2014, Algeria has had better access to ADSL fixed and 3G mobile broadband

internet, and this improvement in internet services is of vital importance to all organizations because of its implications for the widespread use of information and communication technologies.

In this instance, the Internet market has experienced significant growth, primarily driven by the launch of 4G mobile Internet and fixed 4G LTE services. By the end of 2022, 90.51% of all Internet subscribers in Algeria were mobile Internet users, compared to 9.49% who were fixed Internet subscribers (Telecommunications, 2022).

The dissemination of a culture of economic intelligence, which aims to bring about a change in the individual and collective behavior of public and private economic players within a collective and multidisciplinary vision, is closely correlated with the optimum exploitation of the use of this technology promoted by the State's policy of making the Internet accessible to all.

-The first objective should be to popularize and disseminate the I.E. culture, which is vital but still on-going in Algeria. The "useful and open" information aspect should be the first to be addressed in training programs proposals.

-The second objective concerns theoretical training based on real needs in the field. E.I. will only be seen as a priority when these training courses are able to demonstrate, with examples, the loss of earnings without its use (Etzkowitz, 2002).

Lack of information paralyzes any action or renders it ineffective. Armed with the IE spirit, any organization becomes a learning, resilient and innovative enterprise (Baaziz, Quoniam, &Reymond, 2014), In the age of the Internet and ICTs, any lag in EI can be made good by adopting good practice in exploiting Big Data, known as the 3<sup>ème</sup> or 4<sup>ème</sup> industrial revolution (Rifkin, 2012).

As a result, social media offer the possibility for Government to better interact with their public (Feeney, 2021).

Social media platforms are providing opportunities for people to easily engage in warning and informing others in response to natural disaster and crisis events. They are considered more effective and faster to spread among people than traditional media do, and as such make them very important for governments' civil protection authorities to consider using social media in a framework that will help people to better prepare and response to threats(Sadi, Nasim, Matar, & Balachandran, 2016). Governments have therefore tried to encourage behavioral changes within the population, particularly in the cases of urban cleanliness and public health (Picazo-Vela, 2016).

## **THE EMERGENCE OF THE 'MANAGER' COMMUNE**

The local authority of the 21<sup>st</sup> century, wherever it may be located, has an obligation to do more and better with limited resources; the time for waste and the right to make mistakes has gone out of fashion at a time when the stakes are global and societal concerns are paramount. Steering by

sight should be banished from the vocabulary of elected representatives in favor of actions that are made reliable by long-term perspectives on the one hand, and coherent arbitration on the other, which is implied by the rigor of the act of management (Khelil, 2011). We are therefore returning to the need for a strategy based on precise knowledge of socio-economic data, the potential for identifying areas of synergy and solidarity, and the forms of partnership to be devised to meet the essential needs of the population at the lowest cost to the community.

### **MOBILISING THE COMMUNITY'S KNOW-HOW**

The search for better social cohesion must be reinforced by the State as soon as possible. What is at stake is its credibility, which is always put to the test, its moral authority and, above all, its administrative efficiency. The solution that could be provided is imaginative approaches to be developed to adapt to the social structure of communities in their quest for well-being. Gone are the days when misguided administrative schemes and routine attitudes were the only basis for local authority action. Being rooted in society is becoming the only way for local authorities to be effective.

The considerable efforts made by the Algerian state since independence in educating human resources in diverse fields such as management, economics, sociology, history, architecture, town planning, fine arts, agronomy, forestry, the environment, information technology, and numerous

other disciplines constitute the initial database from which the municipality will draw, if the pursuit of efficiency is its primary concern.

The availability of this resource, which is just waiting to be exploited, will lead to the establishment of a "college of experts" (Khelil, 2011) in our municipalities, especially in urban areas, bringing together university departments, consultancies and engineering companies to carry out reflection and analysis.

In this way, we can avoid many of the amateurish mistakes of putting "a simple project idea" into practice without its necessary managerial maturity being examined by a panel of experts well versed in project evaluation techniques and their multi-disciplinary impact.

### **EMERGENCE OF A RESPONSIVE MUNICIPAL ADMINISTRATION**

The reality of the Algerian commune is that the presidents of town hall and their staff are often blocked from decision-making processes and relegated to a role as extras on the local scene, confining them to repairing and refurbishing streets.

Our proposals are designed to get around this stumbling block by adapting an EI approach so that the President of the Municipal Popular Assembly (P/MPA) and his staff can honor their mandate as elected representatives of the people by reinventing their role in a playful way,

without overstepping their limited prerogatives, but by going far beyond their minimal effectiveness with a maximum of simple responsiveness to the street and its population. How can they do this? By training themselves in the communications tools of the Internet age and by becoming a reliable database for the state decision-makers to whom they are subject.

While the Communal Code stipulates that participatory democracy, enabling citizens to contribute to the management of the commune, is a guaranteed right; The Town hall's president and his staff should focus on implementing this important aspect of communal co-management, which brings benefit.

The imbalances and disparities found within a single municipality require it to be organized into neighborhoods in urban areas and into homogeneous sectors in rural areas. The neighborhood becomes a planning unit and a place where local democracy emerges. In this configuration, the neighborhood association becomes a reservoir of social demand and a sorting center for social concerns.

A council of municipal associations made up of representatives from all the districts making up the municipality, chosen based on proven competence and integrity, will give greater meaning to citizens' involvement in the life of their district and in the management of the city. This will take the social pressure off the commune's head office, which has always been a center for grievances.

Playing a positive role in terms of proximity to citizens is the primary role of a local authority, and this qualitative aspect will be achieved as soon as the human component of its managers is also in tune with the development of information and responsiveness to networks.

An example, of the overhaul of the missions of these first representatives of the State to the people.

-As the embodiment of social attention and responsiveness, the President of the Municipal Popular Assembly (P/MPA) must have a multitude of communication, survey and information-gathering tools to his or her credit, as well as a presence on social networks with a marketing approach and real responsiveness.

-The technical staff, made up of senior executives who are specialists in all areas relating to the universal knowledge of city management, must establish, according to a judicious classification, the concerns identified by the most active associations in terms of rational proposals. This staff must provide mini-development plans for the neighborhoods, consistent with the commune's development plan and the guidelines of the town plan.

-A department dedicated to awarding prizes to neighborhoods that have distinguished themselves in competitions organized by the municipality for environmental improvement, cultural activities, sporting activities and creativity. This department needs to be well versed in all forms of communication.



## **HOW SHOULD TECHNICAL STAFF BE TRAINED IN E.I. TOOLS?**

The communication deficit is the great loss of earnings for all the communes. This has led to a lack of interest, disinvestment and total indifference on the part of the population with regard to the laudable actions intended for them. This state of affairs is understandable. The decision-making centers (local communities) often determine needs without involving representatives of civil society, particularly neighborhood associations.

The result is a kind of divorce (separation) between citizens and the state, leading to a total lack of interest in public affairs and lax behavior on the part of many elected representatives. The negative impact on towns and their environment is the most blatant illustration of this.

A look at Algeria's public websites shows that the production of public information is still largely focused on institutional considerations. However, there is a genuine willingness from public authorities to develop e-government through the digitization of the administration. This effort is exemplified by the official launch of the Digital Government Portal for Public Services on December 7, 2022, which is considered a decisive step in revitalizing the process of digitizing and modernizing public administration while bringing it closer to citizens. This initiative is part of the national strategy aimed at promoting the widespread use of ICT, particularly within public administrations and structures, including local authorities.

In today's digital world, social media has become a part of everyday life for many people, especially young people. At a time when almost every company has a page on several social media, local authorities are beginning to understand the benefits of getting involved. In fact, more and more local authorities are setting out to conquer social media with the aim of broadening their communications.

The use of social media by local authorities is therefore a good way of reaching new targets. They can also broaden their audience by using a local approach rather than the institutional approach used in the media. In addition to the degree of proximity employed, the possibility of putting mentions

on social media enables them to make their image less cold and friendlier, also making it possible to increase their visibility and generate commitment on the part of their subscribers.

Social media presence and activity is no longer a matter of choice for most public administrations; indeed, as of November 2014, the main executive bodies (head of state, head of government or government as a whole) had a Twitter account in 28 out of 34 OECD countries and a Facebook page in 21 out of 34 countries. In addition, many departments, public agencies or public programs are present on social media, as well as many regional and local governments

(OCDE, 2016).

Launching themselves on social media is therefore a good thing for local authorities; however, we have seen the need to think about the objectives to be achieved as well as the strategies to be adopted in order not to be outdone by them. Indeed, local authorities often have preconceived ideas about social media. Thus, the purpose of creating a social media account for a local authority is also to get closer to its citizens and listen to their requests and complaints when there are any.

### METHODOLOGY AND RESEARCH METHODS

At this level, as we pointed out above, the IE approach can be materialized and see the light of day through the panoply of fun tools made available to the owners and administrators of these sites and associated Facebook accounts in order to instrumentalise their action and carry out their mission like a truly innovative enterprise.

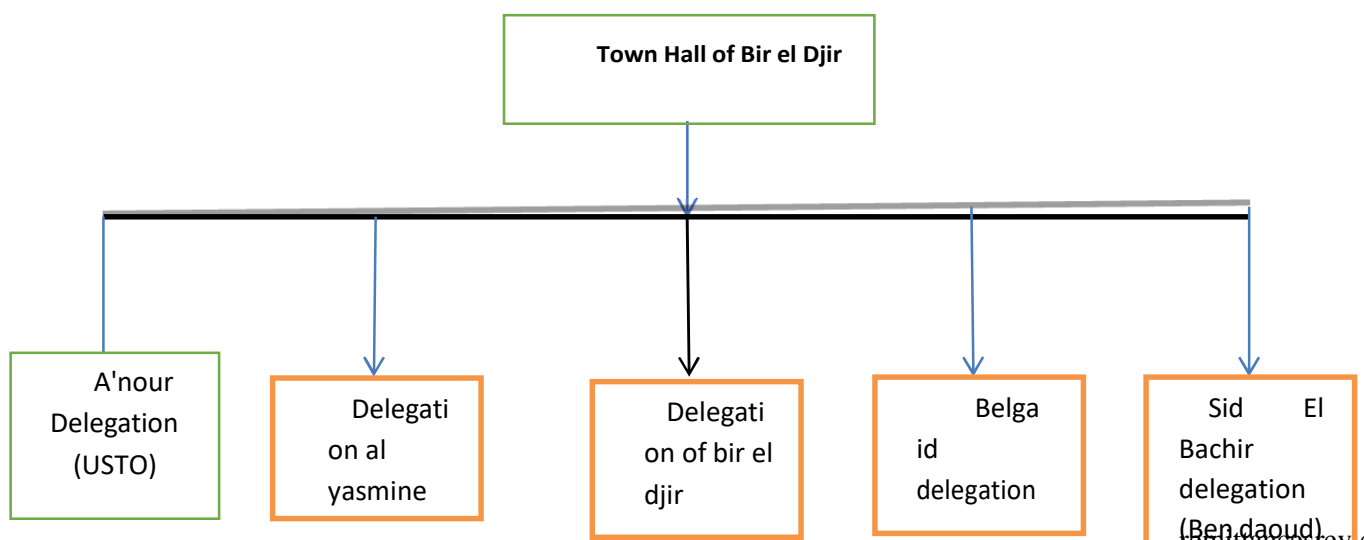
As we have pointed out, the digital culture of public decision-makers is still at the stage of an initiative with no immediate visibility of the IE embryo that should result.

This study will therefore enable us to address the issue of the presence of local authorities on social media, and in particular, to find out what interest they have in communicating via these new means of sharing. To answer our question, we decided to analyse the official Facebook page of a local authority, the Town hall of Bir el Djir in the city of Oran.

### PRESENTATION OF THE TOWN HALL OF BIR EL DJIR, ORAN, ALGERIA.

Our analysis focuses on the official Facebook page of the Municipal Popular Assembly (MPA) of Bir el djir, located at the city of Oran, Algeria, Slimani Mohamed Street, n°4 bir el djir.

**Fig.1. Town hall and its Delegations by District**



As shown in the diagram above, the Bir el djir Town Hall is responsible for four delegations per district, namely those of E'nour, el yasmine, Belgaid and Sid el bachir. Each delegation has its own page and exchanges publications.

### **PRESENTATION OF THE FACEBOOK PAGE OF "COMMUNICATIONS UNIT OF TOWNHALL OF BIR EL DJIR:**

The Town hall Facebook page was created on 23 April 2016 by the communications unit. It was created

under the directives of The governor of Oran with the aim of getting closer to citizens and providing them with credible information.

The Facebook Page different objectives include the following:

- Publish information of public interest, see information from the source.
- Publish amateur photos and videos, respond to questions and concerns from Internet users Publish mediacoverage of outings by the governor of Oran, as well as the various meetings chaired by them.
- Offer more information to web users by responding to specific requests.
- Distribution of awareness-raising publications on various themes.

It should be pointed out that the way the page works is based on the fact that users of the page can contribute to it by reacting to publications.

### **STUDY STAGES**

Analysis of the content of the official Facebook page of Town hall of Bir el Djir in the city of Oran began on 01 December 2023.

#### **\*PAGE ANALYSIS**

In order to answer our question, we had to analyze the content of the face book page of the town hall of Bir el Djir, based on the number and content of publications per day, as well as the form of publications such as: "multimedia, language, hypertext links and interactivity". Finally, once the data was collected, it was presented in the form of statistical tables.

The reason why we choose the location of the survey is that the city of Oran is the second largest city in Algeria after the capital Algiers. We opted for the BIR EL DJIR town hall because its web page is very rich compared to other municipalities in Oran. In addition, it has six delegations under its supervision. Finally, the choice of the period is justified by the fact that December is the last month of the year when public administrations are very active and carry out their annual inventory.

### **PRESENTATION OF DATA ANALYSIS**

Presentation of data relating to the content of publications on the Facebook page of the

communications unit of the townhall of Bir el Djir.

### TYPES OF PUBLICATIONS

This category gives a general idea of the diversity of content published on this Facebook page during the month of December.

**Table 1:** Kind and Number of Posts on Facebook Page

Posts Date	Type of Posts			
	Information/ Cleaning	Raising awareness	Work And Others	Total
<b>Total Advertising from 01/12 to 07/12</b>	57inf-cleaning	- Reforestation campaign -2theft of buffers -The dangers of smoking	- 2 Rehabilitation ofsewers -Renovating schools/ -releasing pavements	<b>65</b>
<b>Total Advertising from 08/12 to 15/12</b>	52	It is forbidden to cut trees, consumer protection	Lighting wo rk, Rehabilitation, Miscellaneous	<b>59</b>
<b>Total Advertising from 16/12 to 22/12</b>	45	Danger of CO2 gas, Reforestation Campaign, Reforestation campaign.	Freeing up pavements 2 tarmac projects andfreeing up The pavements	<b>52</b>
<b>Total advertising from 23/12 To 31/12</b>	47cleaning information		Public works, APC meeting, Rehabilitation, Free the pavements.	<b>56</b>
<b>Total</b>				<b>232</b>

**Source:** prepared by the researchers using Facebook page of the communications unit of Town Hall of Bir el Djir

It could be showcased from the table above which includes all the publications posted in December (232), it shows thatthis page is active. More analysis that is detailed will be presented in the following table.

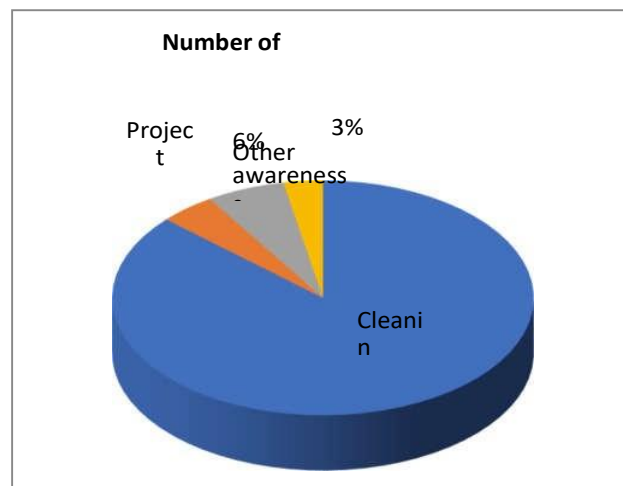
**Table 2:** Posts Number by Kind and Percentage

Type of Publication	Number de Publications	Percentages
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<b>Information</b>	Cleaning	201	87%
<b>Information</b>	Project	10	4%
<b>Information</b>	Others	14	6%
<b>awareness</b>	Raising awareness	07	3%
<b>Total</b>		<b>232</b>	<b>100%</b>

As presented in Table 2, it could be noticed that a larger part of posts are for information purposes, concerning cleaning activities then comes in second place the publications on projects

**Graph.1.** Number of Posts



*Source: prepared by the researchers*

## RESULTS OF THE RESEARCH

### \*ANALYSIS OF THE TABLE AND DIAGRAM IN TERMS OF PUBLICATION CONTENT

According to the table 2 above, the majority of publications relate to the "clean-up" campaigns that have affected several places in Oran, including Hai el Yasmine, Hai USTO, Belgaid and the motorways and ring roads.

According to the obtained results (See Table 2) and (graph 1) that "information" type publications represent a high rate of 97% (cleaning 87%, project 4%, other information 6%) followed by a rate of 3% for publications concerning "awareness" campaigns. As far as "information" publications are concerned, clean-up campaigns hold the lion's share compared with publications on projects or other topics.

In fact, there are three "awareness" campaigns: One campaign focuses on the dangers of smoking, the other on tampon theft and the last on reforestation campaigns. According to the research, this Facebook page "communication cell of the town hall bir el djir" is always trying to inform, share and disseminate information in order to keep up to date with its public, and above all to give them "news" about the clean-up operations that have affected several places. Although

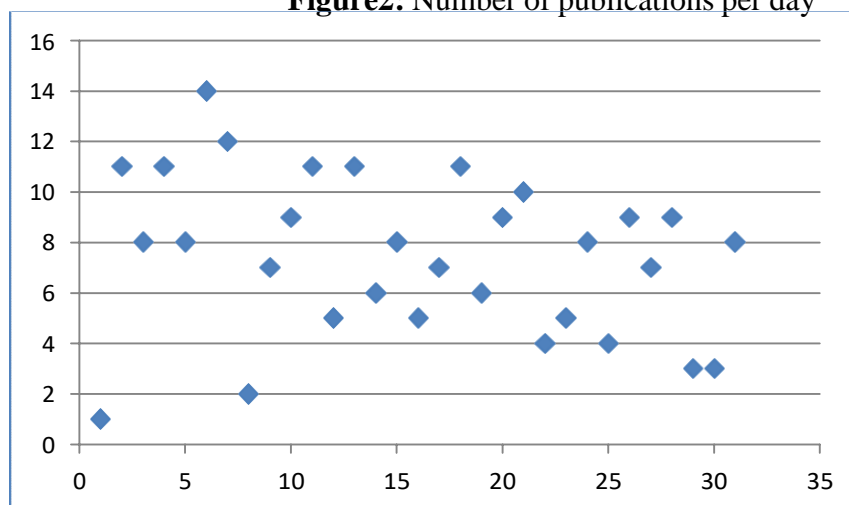
these publications may appear to be 'information', this does not mean that they do not set an example to citizens, encouraging them to take responsibility for keeping their neighbourhoods clean and attractive. Secondly, it places greater emphasis on "awareness-raising" publications to involve and guide its audience towards living in better conditions.

**Table.3.** Number of Publications Per Day / Month of December

1 December 1 publication	2 December 11 publications	Dec,3rd 8	Dec,4th 11	5 Dec 8	6 Dec 14	7Dec 12
8 December 2 publications	9 Dec 7	10 Dec 9	11 Dec 11	12 Dec 5	13 Dec 11	14 Dec 06
5 December 8 publications	16 Dec 5 publications	17 Dec 7 publication	18 Dec 11 publication	19 Dec 6 publicati ons	20 Dec 9 publication	21 Dec 10 publication s
22 December 4 publications	23 Dec 5 publications	24 Dec 8 publication s	25 Dec 4 publication s	26 Dec 9 publicati ons	27 Dec 7 publication s	28 Dec 9 publication s
29 December 3 publications	30 Dec 3 publications	31 Dec 8 publication s				

**Source:** prepared by the researchers from the Facebook page of town hall of Bir el djir, Algeria.

**Figure2:** Number of publications per day



According to the above-mentioned table 3 and figure (Fig.2.) the Town Hall publishes between 5 to 10 publications per day, with an average of 8 publications per day.

### TYPE OF PUBLICATIONS

The city of Oran is promoted on the Facebook page through the publication of photographs and video reports of events.

### PUBLICATIONS ANNOUNCING EVENTS

Publications announcing events will also feature prominently on the Facebook account. They will be accompanied by text so that users are directly aware of the subject of the Publication as well as the date and time of the event in question. Indeed, it is now possible to insert photographs into a post.

**Table.4.** Kind of Multimedia Used in Posts

Post Date	Posts				Kind of Multimedia
	Cleaning	Raising awareness	Work And Others	Total	
01/12/2023			Rehabilitation of sewers	01	01Photo
02/12	10	Reforestation Campaign		11	08photos/02videos
03/12	07	01theft stamp		08	06photos/02videos
04/12	08	The dangers of smoking	School renovation/ freeingup pavements	11	12photos/04vedoes
05/12	08			08	7photo/01 video
06/12	13		1st APC meeting	14	11photos/03videos
07/12	11		1 rehabilitation	12	03 photos/09 videos
08/12	01		Lighting work	02	2Photos/2videos
09/12	07			07	06photos/01video
10/12	09			09	08photos/01video
11/12	07	Tree-cutting ban	Inauguration/announcementof pralines/ceremony	11	12photos

<b>12/12</b>	05			<b>05</b>	05photos
<b>13/12</b>	10		rehabilitation	<b>11</b>	08 photos/03videos
<b>14/12</b>	06			<b>06</b>	05photos 01 video
<b>15/12</b>	07	Consumer protection		<b>08</b>	06 photos/02 Videos
<b>16/12</b>	05			<b>05</b>	04photos/1video
<b>17/12</b>	06	Danger of CO2 gas		<b>07</b>	06 photos/1video
<b>18/12</b>	10		Freeing up pavements	<b>11</b>	10photos/01video
<b>19/12</b>	06			<b>06</b>	2 videos/10 photos
<b>20/12</b>	08	Reforestation campaign		<b>09</b>	2 videos 12photos
<b>21/12</b>	07		2 road paving projects and freeing up pavements	<b>10</b>	4 videos 8 photos
<b>22/12</b>	03		Freeing up pavements	<b>04</b>	2 videos/02 photos
<b>23/12</b>	04		Public works	<b>05</b>	01video/ 04 photos
<b>24/12</b>	07		APC meeting	<b>08</b>	8 photos
<b>25/12</b>	3		Refurbishment	<b>04</b>	01video/03 photos
<b>26/12</b>	08		Freeing up pavements	<b>09</b>	2 videos 7 photos
<b>27/12</b>	07			<b>07</b>	01video/07photos
<b>28/12</b>	08		Refurbishment project	<b>09</b>	3 videos/10 photos
<b>29/12</b>			Court project / street and other numbering	<b>03</b>	Videos and 3 photos
<b>30/12</b>	2		Sports activities	<b>03</b>	3 photos
<b>31/12</b>	08		End of year ceremony/deliberation	<b>08</b>	6 photos /2 videos

**Source:** prepared by the researchers



from the Facebook page of town hall of Bir el djir, Algeria. The table 4 shows the nature of the posts, are they in the form of text or video or text and video.

**Table.5.** Summary Table of Multimedia Used in Posts

	<b>Image and Text</b>	<b>Text and Video</b>	<b>Total</b>
<b>Form of Publication</b>	208	48	<b>256</b>
<b>Type of publication as a percentage</b>	81%	19%	<b>100%</b>

**Source:** prepared by the researchers from the Facebook page of town hall of Bir el djir, Algeria.

According to this table, the multimedia statistics show that the highest rate is 81% for "text with image", followed by 19% for "text with video". Most publications are made with photos and others with videos. In both cases, they are accompanied by text. Photos are the most engaging content, and videos generate the most impressions.

As shows on the table, photographs with video are the most viewed and represent the shared content that generates the most engagement from the public. Photographs and videos elicit more likes (see table No. 3 below). In fact, the Facebook page contains photographs of events and video reports, which play an important role in communication; that is why these are prioritized on the Facebook page."

### TERMS OF THE INTERACTIVITY OF POSTS

Posts Date	Type of Posts			
	Cleaning	Raising Awareness	Work and Others	Total posts
<b>01/12/2023</b>			Rehabilitation of sewers	<b>01</b>
<b>Interactivity</b>			9 "likes" and 1 share	
<b>02/12</b>	10	Reforestation campaign		<b>11</b>
<b>Interactivity</b>	48"likes"/13comments/13shares	32"likes"/04comments/4shares		
<b>03/12</b>	07	01 stamp theft		<b>08</b>
<b>Interactivity</b>	32"likes"/4shares	3 "likes"/ 1comment		

<b>04/12</b>	08	The dangers of smoking	School renovation/ freeing up pavements	<b>11</b>
<b>Interactivity</b>	32"likes"/2comments	67"likes"/10comment/3shares	76"likes"/16 comments/6shares	
<b>05/12</b>	08	Refurbishment of schools		<b>08</b>
	48"likes"/1comment	5 'likes'/1comment		
<b>06/12</b>	13		1st APC meeting	<b>14</b>
	58"likes"/6comment		13"likes"/ 4comments	
<b>07/12</b>	10		2 renovations	<b>12</b>
	44"likes"/4comments		61 likes'/13comments/3shares	
<b>08/12</b>	01		Lighting work	<b>02</b>
	8 'likes'/ 1comment		5 likes 2comments	
<b>09/12</b>	07			<b>07</b>
<b>Interactivity</b>	24"likes'/5comments/1share			
<b>10/12</b>	09			<b>09</b>
	32"likes"			
<b>11/12</b>	07	Tree-cutting ban	Inauguration/announcement of pralines/ceremony	<b>11</b>
<b>Interactivity</b>	35'likes'	6'likes"/ 2 comments	154'likes'/29comments/17shares	
<b>12/12</b>	05			<b>05</b>
	30"likes"			
<b>13/12</b>	9		2rehabilitation	<b>11</b>
<b>Interactivity</b>	54'likes'/1comment		51'likes"13comments/3shares	
<b>14/12</b>	06			<b>06</b>
<b>Interactivity</b>	23'likes'/1 comments/3shares			
<b>15/12</b>	07	Consumer protection		<b>08</b>
<b>Interactivity</b>	10"likes"	15 'likes'/5comments		

<b>16/12</b>	05			<b>05</b>
<b>Interactivity</b>	36'likes'/4comments/ 1 share			
<b>17/12</b>	06	Danger of CO2 gas		<b>07</b>
	24 'likes'/1share	8'likes'/2comments/ 2 shares		
<b>18/12</b>	10		Freeing up pavements	<b>11</b>
<b>Interactivity</b>	24'likes'/6comments		38"likes"/2 comments/1share	
<b>19/12</b>	06			<b>06</b>
	20"likes"			
<b>20/12</b>	08	Reforestation campaign		<b>09</b>
<b>Interactivity</b>	29"likes" 2comments	46"likes" 9 comments/ 5share		
<b>21/12</b>	07		2 tarmac projects and freeing up the pavements	<b>10</b>
<b>Interactivity</b>	11" likes"		421'likes'/122comm ents/29shares	
<b>22/12</b>	03		Freeing up pavements	<b>04</b>
<b>Interactivity</b>	28"likes" / 2comme nts		35"likes/ 4comments /1 share	
<b>23/12</b>	04		Public works	<b>05</b>
<b>Interactivity</b>	21 likes		4 "likes	
<b>24/12</b>	07		APC meeting	<b>08</b>
	38 likes		7" likes"/ 2comments	
<b>25/12</b>	3		Refurbishment	<b>04</b>
<b>Interactivity</b>	23"likes"2comment		7 'likes'/1 comment/1 share	
<b>26/12</b>	08		Freeing up pavements	<b>09</b>
<b>Interactivity</b>	25"likes"/2comments		175"likes"/49comm ents3shares	
<b>27/12</b>	07			<b>07</b>

<b>Interactivity</b>	32"likes"			
<b>28/12</b>	08		Refurbishment project	<b>09</b>
<b>Interactivity</b>	29"likes"/2 comments		39"likes"/11comm ents/1shares	
<b>29/12</b>			Court project /street and other numbering of street.	<b>03</b>
<b>Interactivity</b>			87'likes'20comments/ 10shares	
<b>30/12</b>	2		Sports and other activities	<b>03</b>
<b>Interactivity</b>	14 likes 6 comments		100'likes'/15comm ents 1share	
<b>31/12</b>	06		End of year ceremony/deliberation	<b>08</b>
<b>Interactivity</b>	26"likes"/1share/		132'likes'/43 comments/4shares	

*Source:* prepared by the researchers

According to this table, the subscribers who follow this page make 'like' mentions as a reaction, with a high number, to what has been posted (see table). The number of subscribers who share these posts is very low. Followers do not share and rarely comment on posts. So, from the table above, we can see that there is interactivity between subscribers and the publications on the Facebook page. The MPA of Bir El Djir communications unit is recording a large number of "likes". Another observation is that when it comes to "awareness" campaign publications, responsiveness is higher. For example, for the publication on smoking, the number of 'likes' was 67, with 10 comments and 3 shares. For the 'reforestation' campaign, the number of 'likes' was 46, with 19 comments and 6 shares.

To this end, the MPA is encouraging residents to find out about and take part in the various awareness campaigns organised by the municipality. There is also a high level of responsiveness when it comes to publishing information about projects. For example, the "free the pavements" initiative recently launched by the MPA has had a positive effect on residents. There were 175 'likes', 49 comments and 3 shares, because it's all about organising people's movement on the pavements. This was a major problem for the public, who were forced to use the roads for motorists.

According to the table, subscribers to this page react to publications by using the "like" sign. However, fewer subscribers share posts or leave comments, as shown in the table. This shows that there is interaction between subscribers and the posts on the Bir el Djir

(MPA) Facebook page, with a significant number of "likes" and comments.

Responsiveness on the part of citizens also brings this notion of proximity. This will make it possible to reach a wider population.

## **CONCLUSION**

At the start of the study, we asked ourselves how the use of social networks by local authorities is a means of broadening their communication. Through the study, we have attempted to demonstrate in a deductive, simple and educational way that mastery of EI is a priority for reshaping the whole problem posed by the lack of familiarity with the managerial schemes of the last century. The trend is now reversed, with the learning organisation, through NICTs, becoming better equipped to deal with the major information gaps observed in the design of a project and its efficient implementation.

The use of social media by local authorities is therefore a good way of reaching new targets. It is also a way for them to broaden their audience by using a local approach rather than the institutional approach used in the media. To answer the above research question, a case study was carried out in Bir El Djir, where we examined the Facebook page for the commune of Bir El Djir in Oran city.

In order to gain insights, we use a combination of quantitative methods have been used. The study of the use of statistical data and the analysis of the content of its Facebook page. The aim of our work is to determine the extent to which social media can become a communication tool for local authority activities and projects.

This paper highlighted the extent of use of social media by public administrations. According to the results of study, it is clear that the presence of the Municipal Popular Assembly (MPA) of Oran on social media, particularly via Facebook, is insufficient. Other platforms such as Twitter, Instagram, Snapchat and Telegram are used by municipalities in developed countries. Therefore, there is an urgent need to review the communication strategy of local officials, considering the possibilities offered by social media. These platforms represent a valuable source of information that can be used for more effective economic intelligence, helping to modernize obsolete practices based on outdated populism and traditional media such as radio, television and newspapers.

At this stage, we can say that our hypothesis has been confirmed, that EI is a response from the State to civil society by addressing the issue of public communication through social media. This is also an excellent way to promote the town and the events organized by the commune or city. Thus, it is possible to publish picturesque, nice, proper, attractive photographs looking back on these events or promoting the players in

the local authorities. Moreover, the social network allows a certain immediacy of information, which is not possible in the media.

This allows people to remember the date of an event, as it is regularly published on the page or in a calendar of events that can be consulted at any time. The possibility of live videos is also a good way of reminding them or getting those who can't attend to 'take part'. This brings the city closer to its citizens. Of course, the information published on a social network will not be the same as in a local newspaper. The social network makes for a more convivial and closer relationship between the town and its citizens, who can also participate by commenting, sharing and 'liking'.

The simple fact of joining the Oran Town Hall Facebook page is an indicator of a link between Internet users and the page. However, this is not enough to speak of engagement. Joining a group on Facebook is easy, instantaneous, and free and can be carried out on a large scale. Users often join several groups without becoming attached to them. What's more, in the case of the MPA page, many users join out by curiosity. For them, joining the page is enough for them; they don't want to get more involved or actively commit to the Facebook page.

The present paper will provide an overview of the degree of use of social media by local authorities, which is limited compared to certain OECD countries. It has been confirmed this through our field study.

From perspective, social media have the capacity to transform power relations between citizens and governments in order to promote more open governance but our local communities do not fully benefit from the advantages of social media.

In 2024, social media can no longer be seen simply as entertainment platforms, but as tools for gathering information about citizens' demands and needs. The data can be used to improve the relationship between those who govern and those who are governed. However, there is still a lot to be done in our municipality of Bir El Djir to take full advantage of this means of communication, because the inhabitants of the 21<sup>st</sup> century live in a technological world.

Finally, we can say that social networks are indeed complementary supports to the communication which was already carried out by local authorities. The municipal newspaper is rather a formal means of communication, while the social network allows more conviviality and proximity between the city and its citizens who can also participate thanks to comments, shares and likes.

#### **AUTHOR CONTRIBUTIONS**

Conceptualization: K.S and B.D.; data curation: K.S and B.D.; formal analysis: K.S and B.D.; investigation: K.S and B.D.; methodology: K.S and B.D.; project administration: K.S and B.D.; resources: K.S and B.D.; visualization: K.S and B.D.; writing- original draft: K.S and B.D.; writing - review & editing: K.S.

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