

Government to Citizens Communication via Social Media Platforms: Literature Review

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Abstract

Using social media platforms for greater governance and bidirectional communication between government agencies and the public, commonly referred to as Government-to-Citizen (G2C) communication, has garnered significant attention. The utilization of social media platforms facilitates increased interactions between citizens and governments. Through the connection established via social media, citizens become integrated into an online society where they are not only linked to the government but also to fellow citizens who may not actively engage with governmental social media platforms. This article provides a concise overview of the recent progressions in social media networking and its use within government contexts. The study encompassed a time frame spanning from 2015 to 2023, during which a comprehensive analysis was conducted on articles about the adoption of social networking platforms and the utilization of social media practices for citizen-government communication and active engagement.

Keywords: Social Media, Social Networking, G2C, Citizen Engagement, E-Participation

Introduction

Social Media's definition by the main characteristics are openness, conversation, interaction, and interdependence (Khalaf, 2016). Few articles on social media are described as using Internet instruments and electronic devices to share information and events with other people more efficiently. Others define social media as using social interaction technology to generate value or interaction and generate value (Osama et al., 2016). Merriam-Webster defines social media as an electronic communication that exchanges information, opinions, and messages through internet users (Osama et al., 2016). The growth and increasing Internet use have turned the online communication system into the public sphere (Haro-de-Rosario et al., 2018). Social media have an essential channel for interactive online interaction, and native governments seize this opportunity to promote citizens' political and social interaction (Haro-de-Rosario et al., 2018). According to the annual report on government social media patterns (The State of Social Media in Government in 2018) done

by Hoot Suite company, which works closely with local and worldwide federal governments and understands unique social communication needs across all government levels, the report mentioned six platforms for government agencies, Facebook, Twitter, Snapchat, YouTube, Instagram and LinkedIn (Gruzd, Jacobson, et al., 2018). This research contributes to the current extant literature by presenting a timeline-based evaluation to help readers grasp better how the government's use of social media to communicate with citizens has changed over the past few years and how significant issues and methods have shifted over time.

Additionally, key results from the conclusion illustrate the absence of a specific agenda concerning government-to-citizen communication (G2C) via social media and the challenge of deciding the right form of utilizing social media inside the government. Several propositions for future research established by the results of this research can also be found in the concluding text. Furthermore, examining these propositions will offer further visibility into the existing and potential directions in government social networking use.

Differs from social media from the conventional media mainstream in that their content can make everyone share it or comment on it together (Drahošová & Balco, 2017). Furthermore, it enables people to talk with each other about the content of their website, connect online, and have a text, sound, video, and visual medium that brings groups together and supports people who wish to participate (Drahošová & Balco, 2017). Information sharing can be defined as an interactive process in which are involved two or even more groups in the transfer of knowledge, and this technique requires information supplied by a source. In other terms, the exchange of knowledge may be suggested as a social interaction (Nisar et al., 2019). The widespread use of social media and technical groups, from blogs to social networks, has led to the expansion of digital access to the public, creating science and knowledge challenges and opportunities (Nisar et al., 2019). Millions of users repost and share their articles, blogs, and videos on services like YouTube, Flickr, WordPress, Twitter, and other social connectivity platforms (Drahošová & Balco, 2017). Discovered that social media presence in the workplace has important outcomes for organizational knowledge sharing (Drahošová & Balco, 2017). The benefits of the government social media usage are explained in three: 1) communication to sustain public participation with their governments and to allow citizens to express their views, information, and expertise so that they can receive feedback from people that the government can use an investigation before any decision is made. 2) Transparency is information publication that citizens always want. 3) Collaboration, the highest level of engagement between government and citizens. To achieve the government task, the citizens take part by creating the content of government themes, and the government uses and follows the content produced by citizens (Mishaal & Abu-Shana, 2015). As social media are integrated into society, platforms like Twitter and Facebook deliver advantages to support the existing government-citizens interactions with more spheres for conditional online conversations (Freeman, 2016).

Methods

This literature review summarises existing research to enhance comprehension of the communication between government entities and citizens on social media platforms. The study encompassed a timeframe spanning from 2015 to 2023, during which a comprehensive examination was conducted on academic literature about the adoption of social networking platforms and the use of social media practices for citizen-government communication and active engagement.

Brief History: 2015 - 2018

In 2015, previous studies highlighted the use of social media by governmental departments as a platform for disseminating news and educating citizens. However, during crises, municipal governments in smaller communities tended to utilize social media less frequently compared to their counterparts in higher-population areas (Graham et al., 2015). Research suggests that increased community size correlates with heightened engagement with social media tools during crises (Graham et al., 2015). For instance, surveys conducted in various settings, such as Auburn, Maine, with a population of 23,000, revealed different opinions regarding the effectiveness of social media for providing instant updates on public meetings, road warnings, progress notifications, and local events (Zavattaro et al., 2015). Despite these variations, Twitter feeds were found to maintain objectivity and informativeness without overtly soliciting participation from users (Zavattaro et al., 2015).

Moreover, studies on participatory coding indicate that cities fostering engagement tend to convey more positive sentiments compared to those adopting a neutral tone and relying solely on push-type communication to solicit citizen input on social media platforms (Graham et al., 2015). Additionally, citizens' trust in government entities will also lead to citizens' participation in government social media, and surveys showed that citizen trust in government effectively is applied to raise trust in G2C in social media (Park et al., 2015). The effectiveness of such interactions is further highlighted by factors such as timely replies to public communication, which underscore commitment and various user-level characteristics like audience size, prior engagement, and communication style, all of which directly impact the probability of retweets (Van De Velde et al., 2015). Strategies aimed at enhancing governmental Facebook interaction with the public involve modeling factors such as post reach, efficiency, timing, and follower demographics, with findings suggesting that merely increasing follower numbers does not necessarily translate to more popular or successful posts (Goncalves et al., 2015). Furthermore, Mishaal & Abu-Shanab (2015) proposed a comprehensive framework comprising six elements—Transparency, Participation, Collaboration, Comfort, and Posted topic—to facilitate successful communication on social media platforms (Mishaal & Abu-Shana, 2015). However, despite the potential benefits, concepts for dialogue on social media remain in early stages across European Union countries, with fewer than half of large local governments having a Twitter presence, indicating a gap in leveraging the advantages of dialogue principles in online stakeholder relations (Sáez Martín et al., 2015).

In 2016, discussions surrounding the challenges faced by government social media platforms in fostering political participation and citizen engagement were prominent. Diverse perspectives exist regarding the effectiveness of e-participation through social media services in attracting citizens and stimulating participation (Alarabiat, 2016). While some argue that social networks may create a positive perception of governments, questions arise about whether e-participation genuinely incentivizes governments to enhance transparency (Guillamón et al., 2016). The interactive nature of social media platforms facilitates citizen-government interactions, potentially leading to increased citizen engagement and participation, thereby necessitating prompt government responses (Song & Lee, 2016). According to Song & Lee (2016), government social media initiatives are primarily aimed at fostering citizen engagement and participation, the study by Alarabiat (2016) suggested that while social media networks significantly impact transparency, their influence on e-participation remains limited, as observed in European communities.

Meanwhile, in South Africa, social media usage by metropolitan communities and regional government departments primarily focuses on disseminating information rather

than fostering e-participation (Mawela, 2016). Government agencies recognize the potential of online interactivity in promoting citizen participation, emphasizing the importance of timely and sincere responses in their online communications (Chen et al., 2016). Different strategies for utilizing social media affordances are evident among government departments in China, with a focus on editability, visibility, and interactivity (Chen et al., 2016). Porumbescu, (2016) suggested that while social media platforms facilitate the transmission of less detailed information compared to traditional e-government websites, they are more effective in improving relations between citizens and governments.

However, some argue that governments view social networks and interactive platforms as disruptive technologies, struggling to create two-way civic spaces where information isn't tightly controlled (Freeman, 2016). Despite this, social media may alleviate government workloads by encouraging citizen-to-citizen assistance (Freeman, 2016). Furthermore, examining the relationship between social media and democracy reveals its significant impact on citizen participation, expression of opinion, and engagement in political activities across various democracies (Chen et al., 2016). Reddick et al (2016) provided a conceptual framework exploring three e-participation models—managerial, consultative, and participatory—illustrating how local governments can learn from citizen engagement. They suggest that while Facebook is better suited for transactional interactions, Twitter is more suitable for information dissemination in e-government systems (Reddick et al., 2016).

In 2017, research on government social media has increased regrettably, studies on government social media are still concentrated on the government rather than on citizens (Verma et al., 2017). In terms of the existence of government on social media, according to Verma et al. (2017) analyses of 259 governmental departments in India, 60 departments have one, and maybe more social media accounts, the digital social media integration page show that most departments do not have a social media accounts (Verma et al., 2017). Also, the observed in Verma analysis government has its way of preparing websites, which is specific for a certain kind of public rather than all citizens. Moreover, the government social media studies are focused on government instead of users, the management scenarios and user studies are mainly concerned with quantitative issues, in contrast, the social media platform properties are under-examined (Verma et al., 2017). A survey on Weibo users in China has shown that social media communications between government and citizens, seem to be mostly non-dialogical and not creative and marked by division (Medaglia & Zhu, 2017). Zhang and Xiao (2017) analysed the critical factors of social media in local governments in terms of technological, organisational and environmental aspects, and the results show that the use of social media within local governments is strongly impacted by specialised expertise, support the top management and perceived benefits together with citizens readiness (Zhang & Xiao, 2017).

On the impact of e-participation in climate change fighting, a comparative analysis by Pina et al (2017) results demonstrates that e-participation is just the facilitator for citizens to engage in participation processes actively. Still, not all challenges to such processes are overcome (Pina et al., 2017). Al-Aufi et al (2017) investigated Omani citizen's perceptions of the government's use of social media in terms of participation and engaged relations based on five issues highlighted: presence, transparency, engagement, responsiveness, and trust, and the results showed neutral concordance of all the elements studied (Al-Aufi et al., 2017). Moreover, the neutral result indicates that interviewees have a degree of ambiguity in identifying the status of the current participatory government use of social media (Al-Aufi et al., 2017). Darwish (2017) investigated the effectiveness of governmental entities in the UAE

that used social media, by examined 100 UAE government accounts, belonging to 25 entities, the study showed that they participate actively in marketing and transparency (Darwish, 2017). While the level of maturity of the use of governmental social media generally has not grown and developed yet, precisely in terms of citizen participation (Darwish, 2017). Regarding the type of social media platforms apparent in studies, governments do not seem to be using most social media platforms types, concerning the government to citizen communication, focusing mainly on Facebook and Twitter (Verma et al., 2017; Zhang & Xiao, 2017; Darwish, 2017). In 2018, a new concept emerged, focusing on the investigation and implementation of tactics within social media platforms to facilitate and enhance citizens' engagement with governmental entities (Gálvez-Rodríguez et al., 2018). Rodríguez et al. (2018) findings positive impact of dialogue strategies on online community involvement, especially those based on a dialogue loop and the beneficial information, aims at promoting participation via social media (Gálvez-Rodríguez et al., 2018).

Furthermore, authors discuss the linkage between social media, power distance, civic engagement and the development of e-government (Vakeel, 2018). Results show that the use of social media and e-government development is positively connected, e-participation partially mediates the negative relation between power distance and the development of e-government (Vakeel, 2018). Additional questions emerged, do certain platforms produce particular kinds of messages? If yes, what do they do and how may they affect community engagement and answer public concerns? (Gruzd et al., 2018). Comparing the Instagram and Twitter usage, in the case of The Big Lift' in a Halifax Harbor Bridge redecking project, finding that Instagram was a more informal storytelling platform which promoted audience response, in contrast, Twitter has been a more formal news broadcast platform supporting enhanced bidirectional communication among the Organisation and the public (Gruzd, Lannigan, et al., 2018). Concerning the transparency issues, Flores and Rezende (2018) conducted a study in the Brazilian city, and Twitter was analysed, evaluated the information characteristics, results illustrate Twitter can provide communication, public services rudiments and knowledge sharing on inherent municipal issues in strategic digital cities, the finding showed that twitter increased transparency and improved connections between citizen and governments (Flores & Rezende, 2018). Democratising society through government social media platforms, Donga and Ji (2018) proposes and teste a concept model that measures the citizen engagement in social media networks with government departments' perceptual, relational and behavioural outcomes (Dong & Ji, 2018). Findings confirmed a positive impact on perceived government transparency, political effectiveness and citizen's participation by government social media engagement (Dong & Ji, 2018). Hubert et al (2018) examined government-citizen Twitter interactions using several visualisation techniques, in Latin America, implementing a methodology, such as the citizens' feeling, intensity and reactions, to government topics and showed that proposed techniques based on visual and emotional analyses are useful (Hubert et al., 2018).

In Brazil, research paper illustrates the technological challenges and limitations of the use by social networks for e-participation, three main challenges for promoting e-participation in government decisions via social: 1) minimise the digital divide, 2)improve government relations with citizens via social media, 3) raise government connectivity of online participation initiatives (Ribeiro et al., 2018). Evans et al., (2018) discussed how the government-citizen trust relationship implements in 20 local governments in Canada and the USA via social media management, by answering two questions: Will local government use social media to raise citizens' confidence? And if local governments can be able to use social

media, what can be learned from social media management, which raises government citizens' trust? Additionally, the authors clarified, to build confidence in employees and publics, cities have controlled accounts, access and content, whereas, trust between the government and citizens, can require mutual instead of one-way trust behaviour.

Continued History: 2019 - 2023

In 2019, the perspective in surveys focused on strategy requirements for government social media and prescriptions for success, as Gintova (2019) suggests several recommendations to government agencies to attract citizens' interaction with government social media (Gintova, 2019). Gintova (2019) examined the experiences of government users of social media and how they communicate and interact on the Twitter and Facebook accounts operated by an immigration department in the Canadian federal government (Gintova, 2019). As well, J. Xu and his colleagues (2019) investigated how different sets of symbols (e.g., images and text) are used in relation to social media user engagement and proposed a model based on media synchronicity theory (MST) (Xu et al., 2019). In short, J. Xu et al (2019) analyzing five police departments' Facebook posts, and the outcomes offered specific message design strategies recommendations (Xu et al., 2019). Utama and his colleagues (2019) conducted a case study in Indonesia's Ministry of Foreign Affairs that examines the level of maturity of the Ministry's open government with an emphasis on the social online platforms (Utama et al., 2019). Utama et al (2019) demonstrate that the lack of data management in the Ministry of Foreign Affairs made it impossible for the department to gather information for reactions or to provide data on social media networks (Utama et al., 2019). The main goals of most social media e-government projects were electronic participation, and civic engagement. Wang & Luo (2019) proposed a framework to examine technology, Organisation, and environment (Wang & Luo, 2019). Wang & Luo (2019) suggest that the local context of technology, environment, and the Organisation is affecting their use by government entities (Wang & Luo, 2019).

Another issue affecting citizens' engagement, Sahly et al. (2019) investigate the cross-platform gaps in social networking, during the U.S. presidential election in 2016, discusses how both (Donald Trump and Hillary Clinton) developed their message on Twitter and Facebook and how the frame influenced the engagement of citizens (Sahly et al., 2019). Ahmad et al (2019) examine how online political activities influence political performance and the actual political participation of Pakistani university students, An online survey (N=200) of male and female students findings the younger generation engages very effectively in online and offline social media politics (Ahmad et al., 2019). Another study explores the impact of citizens' use of social media on the traditional conception and implementation of political participation in society, and the analysis shows that people on Twitter have the most notable form of political participation (Pandey et al., 2019). Moreover, in a study on Cambodia's political participation on Facebook, the study examines the shapes, determinants, and effects of Cambodians' online participation on Facebook through a face-to-face survey of 500 urban residents (Chunly, 2019). Chunly (2019) found that although online political activism took a variety of shapes on Facebook, the rate of engagement differed from one form to another. The study also demonstrates that Cambodia citizens engaged in Facebook political online activity are more willing to participate offline (Chunly, 2019).

Regarding enhancing transparency and democracy, Gil and his colleagues (2019) illustrate how e-platforms are used to promote public participation in decision-making processes, boost the provision of information and services, and enhance transparency (Gil et

al., 2019). E-platforms pose challenges in terms of deployment for both businesses and policymakers, as well as discussion opportunities for scientists to create new research and analyses to strengthen the advantages for citizens and the participatory dimension (Gil et al., 2019). Referring to a prescription for strategy and policy, Prasetya et al. (2019) proposed a framework for social media strategies useful to a government agency that has a low level of interaction with the public through its social media accounts (Prasetya et al., 2019). Authors eventually recommend the Organisation must respond positively to the audience in, particularly via the social network, towards its concern or issue, and this behavior will lead to other aspects, such as perception and engagement (Prasetya et al., 2019). In 2020, the level of engagement and participation of citizens and the objective of government social media networks were still saturated with interest. Stone and Can (2020) examine the connection between linguistic influences and citizen engagement levels and the rate of tweets on municipal government Twitter account in the United States (Stone & Can, 2020). Authors examined the linguistic character of the Twitter feeds using textual evaluation software, illustrating that higher tweet rates municipal government accounts often use the present tense and unofficial, contextually complicated with the more feminine style, healthcare (Stone & Can, 2020).

Another study examines how civic engagement during the COVID-19 crisis relates to several theoretically essential factors, such as media wealth, dialogue sequence, subject area, and empathy reflectivity, by using information scraped from an official Sina Weibo National Health Agency account in China (Chen et al., 2020). Chen et al. (2020) demonstrate that media wealth adversely predicts civic engagement through the government's social media. While the dialogue loop facilitates engagement, relevant information about the crisis and the management of the event by the government has a positive impact on civic engagement (Chen et al., 2020). Maintaining current social media participants and promoting continuance intention is a significant challenge that management must take into account (Li et al., 2020). Li et al (2020) suggest that the perception of government interactivity in social media, including effective control, playfulness, and ability to respond, affects citizens' satisfaction, which impacts citizens' continuance intention to engage (Li et al., 2020). Scholars argue that citizen trust is built across e-government channels such as social networks. Starke et al (2020) suggest that citizen interactions with politicians via social networking influence government's trust (Starke et al., 2020). Simultaneously, some illustrate that local governments' social media management roles are essential to promoting citizen trust in the government (Lovari & Materassi, 2020). Lovari and Materassi (2020) demonstrate that trust is strongly felt during natural emergencies and disasters when social media managers work becomes fundamental for city life, and when social media channels are among the most frequently used tools (Lovari & Materassi, 2020).

Another argument that found trust in Organisation was insufficient for citizens' political online engagement (Arshad & Khurram, 2020). Arshad and Khurram (2020) investigate the correlation between quality information produced by a government social networking organisation and citizens' online political participation, answering why and how concerns relating to this collaboration arise by investigating the mediating effect of transparency, trust and responsiveness perceived (Arshad & Khurram, 2020). Trust in the Organisation and responsiveness perceived have prevented the correlation between providing the Organisation with quality information through social media and citizens political participation (Arshad & Khurram, 2020). Jennings and his colleagues (2020) proposed a model, an experimental design used to test the video's impact on citizens' engagement in the political

stage and encourage personal and social discussions, based on normative democratic theory (Jennings et al., 2020). Results demonstrate that social media have the possibility of a positive democratic impact (Jennings et al., 2020). In studying government dialogue direction in social media strategies, the effectiveness perceived and outcomes, Lai et al (2020) analysed Hakka Affairs Facebook account messages in Taiwan, besides interviews and surveys (Lai et al., 2020). Arguably, Facebook messages aimed at mobilising publics offline and communicated by the dialogue method, easygoing vocabulary, influential, and moving phrases, represent the government dialogic direction on Facebook that positively affects civic engagement (Lai et al., 2020). Boateng and Chenane (2020) analyzed social media usage by a small Oxford Police station, using mixed-method recommendations offered as resulted from analysis, to enhance police usage of social media (Boateng & Chenane, 2020).

Based on the Oxford Police station's gathered data, authors illustrated that the police station shared the public with six topics, such as crime and arrest reports, reporting of criminal incidents, information on vehicular accidents, police programs, and events, missing persons, and animals (Boateng & Chenane, 2020). In his study, Mansoor (2021) investigates the impact of effective governance on public trust, specifically focusing on the government's reaction to the COVID-19 outbreak. Additionally, this study investigates how governmental entities regulate the quality of information disseminated through social media platforms (Mansoor, 2021). The key factors that influence people's engagement on government social media accounts lead to online civic behaviour, such as the search for information, political advantages, personal growth, altruistic motivations, and the perception of reciprocity (Islm et al., 2021). Local government social media managers in Greece and other countries with similar public administration processes and social media usage patterns should engage with their citizens (Lappas et al., 2021). Facebook posts can be used to answer questions and resolve issues (Lappas et al., 2021). They can also upload videos and written content on Facebook to encourage offline activities (Lappas et al., 2021). The results show that government-to-citizen (G2C) social media contact is the primary channel for citizen coproduction, including information dissemination and encouragement (Cho & Melisa, 2021).

In contrast, citizen-to-government (C2G) contact, like sourcing and filing reports, is limited (Cho & Melisa, 2021). Social media has the potential to enhance the engagement between the government and its citizens, hence fostering many forms of citizen empowerment (Lin & Kant, 2021). The findings of the content analysis conducted in the two case studies revealed the presence of interactions between the government and residents (Lin & Kant, 2021). However, it was seen that the extent of citizen power was ultimately contingent upon the actions and decisions of the local government (Lin & Kant, 2021). A research study was conducted utilising a two-stage approach that combined Partial Least Squares Structural Equation Modelling (PLS-SEM) with Artificial Neural Network (ANN) analysis (Yuan et al., 2022). The study used a sample of 505 participants who completed an online questionnaire in China (Yuan et al., 2022). The findings of the analysis indicate that factors such as privacy, trust in technology, and accessibility have a positive impact on individuals' level of engagement with digital platforms (Yuan et al., 2022). Based upon the theoretical underpinnings of attribution theory, we have formulated a conceptualization of the federal government's incapacity to address the COVID-19 pandemic problem effectively (Chon & Kim, 2022). Neuromarketing tools can be used to study the consumer behaviour towards consumer behaviour (Alsahrif et al., 2023a; 2023b), additionally, these tools can be applied to investigate the impact of social media on individuals (Ahmed et al., 2023a; 2023b; 2023c; Pileliene et al., 2022).

Specifically, we propose that this inability can be understood as a factor that predicts citizens' level of participation and the subsequent amplification of unfavourable tweets directed against the federal government (Chon & Kim, 2022). In the context of Italian municipalities, it is usual practice to employ Twitter accounts as a communication medium to effectively distribute information to the general public on various topics, such as transit and public infrastructure, among others (Blasi et al., 2022). An additional study presents implications for the future practical application of GSM, thereby aiding the government's endeavours to enhance health communication tactics and effectively manage crises (Zhang et al., 2022). Individuals with higher digital literacy and perception of the potential impact of digital technologies on political outcomes are more inclined to utilise digital media platforms to acquire knowledge and access novel public information (Memmott et al., 2022). Furthermore, a further study investigates the advantages of employing social media data for governmental communication during disasters (Lerouge et al., 2023). Moreover, this study provides preliminary results concerning the influence of social media on individuals' levels of anxiety (Lerouge et al., 2023). The results of this study indicate a noteworthy correlation between the thematic category "Life-Changing Scenario" and the degree of dread manifested in tweets (Lerouge et al., 2023).

Therefore, these findings provide insight into the possible implications of addressing the population's perception of control over their circumstances during periods of crisis (Lerouge et al., 2023). It is evident that despite the global expansion of personal digital media platforms such as Facebook, Twitter, Instagram, LinkedIn, and similar platforms, local government officials frequently exhibit a deficiency in inventiveness, expertise, organizational adaptability, and entrepreneurial attitude required for effectively utilizing these platforms (VLAD et al., 2023). A survey study was undertaken to investigate the influence of Twitter on the national security of Nigeria, uncovering that specific users on the platform have employed it as a means to promote their objectives, and they sometimes propagate erroneous information and harmful content to achieve their objectives (Oshionebo et al., 2023). The use of Twitter in a dangerous manner has escalated the levels of tension and security dangers encountered by the populace of Nigeria (Oshionebo et al., 2023). In contrast, several individuals on Twitter have successfully employed the platform to advance their modest and authentic goals (Oshionebo et al., 2023). Furthermore, an examination of Government Communication in Indonesia via Social Media reveals that amidst the pandemic, the government has encountered obstacles and has been ineffective in executing crisis communication adequately through official social media platforms, despite the existence of established regulations pertaining to crisis communication and disaster management (Rahmawati et al., 2023).

Discussion and Recommendations

Over the last few years, there has been a fascinating increase in government social network analysis to communicate with citizens. Studies have been classified using social media tools and increasing participation, mostly in the crisis, and optimizing government-to-citizen interaction (Graham et al., 2015; Van De Velde et al., 2015). Moreover, the discourse on dialogue themes in literature pieces was still developing in 2015. E-participation and civic engagement in government social media have been consistently discussed in various literary publications, representing a recurring issue across different periods. The initial research focused on augmenting government social media strategies while neglecting the ordinary citizen social media users, therefore lacking enough consideration. In 2018, the social media

dialogue strategies conception just started to emerge to enhance citizen engagement with government social media platforms. Additional questions emerged, such as how do certain platforms produce messages of certain kinds? What how will it affect civic engagement and citizenry concerns? During 2018 and 2020, transparency and democracy themes arose as a concept model to measure citizen engagement on perceived government transparency, testing the impacts of citizen engagement in the political sphere to encourage personal and social dialogue regarding participatory democracy (Dong & Ji, 2018; Jennings et al., 2020).

Additionally, the case studies appear to be a continuous theme across all periods, using a case study approach to understand complex issues, especially social media research. Additional questions emerged, such as how certain platforms produce messages of certain kinds. How will it affect civic engagement and citizenry concerns? As the Halifax Harbor Bridge redevelopment case, a case study compares two social media platforms - Instagram and Twitter - uses. However, every successful strategy would include some functionality that is not readily apparent from a previous successful implementation. The right way to use social media in government is a complex, ambiguous, and sometimes subjective challenge that does not lend itself to a single set of rules for any task, region, organization, individual, or government. Best tips and strategies may come in the form of a suggestion, and studies eventually recommend the Organisation must respond positively to the audience, particularly via the social network, towards its concern or issue. This is when social media managers' work becomes fundamental for city life, and more through domination the cross-platform gaps in social networking (Sahly et al., 2019; Prasetya et al., 2019; Lovari & Materassi, 2020). The extent of this analysis is limited by the content that has been reviewed and the specific countries and governments analyzed in the available literature. Electronic indexing and collection formats limit the selection process.

In contrast, efforts have been made to identify and review all relevant publications on government-citizen communication and social media within the time frame. Excluding some articles or others' inclusion in the databases and search engines used affected the examined articles. Furthermore, scholarly studies don't quite equitably cover the government's use of social media to communicate with citizens by any government. In addition, the previous scholarly records are not complete regarding all uses of government social media in all parts of the world. In this respect, examining the academic record is limited.

Conclusion

Academic research investigates the correlation between government utilization of social media platforms and citizen engagement, with a specific emphasis on the administrative viewpoint. Civilians, government agencies, and society must comprehend the significance of citizens' involvement in crisis management and other governmental roles. Governments must acknowledge the direct impacts of citizen participation through social media to govern successfully. The recognition and active involvement with various social channels, such as social media platforms, and the prompt response to feedback are of utmost importance. It is recommended that the government allocate resources to enhance social media account management abilities. The agency should improve its technical proficiency and foster effective communication within and with external stakeholders. To achieve these objectives, it is imperative to reform civilian practices and management structures. To delineate the community agenda and foster democratic principles, governments can enhance their engagement on social media platforms through active collaboration with advocacy organizations, such as those dedicated to environmental preservation. Government social networks encounter three primary obstacles when fostering citizens' e-participation: the need to tackle inefficiencies and inadequate coordination across several platforms, the imperative to enhance communication between the government and its citizens, and the task of augmenting project interconnectedness.

Further investigation is warranted to explore the realm of government-citizen social media relations. Primarily, it is essential to conduct further research on the objectives, strategic approaches, and categorization of platforms for government social media. Additional investigation is required to examine the impact of context, message subjects, and participation criteria on the linguistic styles employed by government social media platforms. Further investigation is needed to gain a comprehensive understanding of the dynamics of citizen-to-citizen interactions on government-operated social media platforms, as well as the underlying motivations driving individuals to engage actively in matters about governance and service provision.

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