

GHANA INSTITUTE OF JOURNALISM



**EXAMINING SOCIAL MEDIA USE IN PUBLIC RELATIONS PRACTICE
IN GHANA POLICE SERVICE**

BY

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DECLARATION

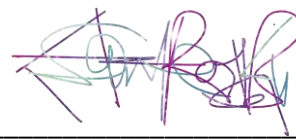
I, **Mark Brown**, declare that except for references to other works which have been duly cited and acknowledged, this work is entirely mine and has not been submitted to any other institution and it was conducted under the supervision of Dr. Rabi K.B. Asante.



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DEDICATION

This work is dedicated to my entire family who have been the pillar in my whole life. I am thankful and grateful to you all. God bless you.

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I am grateful to God for bringing me this far first and foremost.

A special thanks to my supervisor, Dr. Rabiú Asante, for his encouragement, guidance and patience. His support throughout the duration of this research is beyond any value.

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ABSTRACT

The purpose of this study was to examine social media use in public relations practice in Ghana Police Service. To achieve this, its objectives were; to analyze the types of social media platforms used by the public relations department at the Ghana Police Service; to examine whether social media use has enhanced the achievement of public relations objectives in terms of information passed at the Ghana Police Service; to investigate factors for preference of social media tools employed by the public relations department at the Ghana Police Service. This research was anchored by one theory- The Uses and Gratification theory- which looked into reasons why certain users of the media at the Ghana Police Service pick one type of communication channel over others can obviously express the reasons they favor a channel to different channels. The study adopted the quantitative approach because it inspects many variables and factors and is unique gathering information method for an enormous populace as the study aimed at officers at the Ghana Police Service. The study looked into existing literature done on the frame of 'Police and Social Media' in the western context and narrowed it down to the Ghanaian setting. Data collection and presentation was not feasible because it adopted a long-essay approach because of the COVID-19 which makes it difficult to collect data. The study concluded that, Ghana Police Service ought to consider building up a fit social media strategy. This would enable its officials to be readily available to the public.

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CHAPTER 1

INTRODUCTION

1.1 Overview

This chapter discusses the background to the study, statement of the problem, objectives of the study, research questions, rationale of the study, significance of the study, limitations of the study and operational definitions.

1.2 Introduction

Technology has a method of impacting all aspects of human life. Public Relations practice is no exemption for this situation. With the appearance of social media, Public Relations professionals have changed contemplations about themselves and even practice in government institutions. Public Relations refers to the arranged and continued exertion to set up and keep up goodwill and common understanding between an association and its publics. It involves building sustainable connections between an institution and its publics so as to create a positive picture. There has never been a positive picture of government organizations by the publics, since communication will in general be uneven; to inform the publics.

As indicated by Bernays, public relations can be portrayed as the function of the administration associated with the classification of the assessment of people in general, description of procedures, strategies and the interests of an element followed by doing an arrangement to gain endorsement from the general public. The social networking sites have delivered less muddled to actualize this job. According to Harrison (2002), it has now developed to join the part of 'reputation management', at the end of the day, what others see or consider you. Public Relation as a discipline centers on reputation or pedigree, with an objective of getting approval, determining assessment and practices. It might be considered as a planned and continued aim to create and safeguard

goodwill and shared connection the general society and an enterprise (Harrison, 2000). This can be accomplished uniquely through a rich communication medium, which is online or social media. Decker (1974) characterized public relations as “an arranged exertion to impact public opinion through acknowledgment, execution and two-way communication”. Decker’s inclusion of two-way communication model draws out the exceptionally dynamic quality of social media. McLuhan focused on that the effects of technology don’t happen at the degree of concepts or feelings, however rather change the extents or patterns of sentiments consistently and with insignificant objection. In this advanced age, public relations in government establishments must be adjusted or affected. It is therefore to take note of the different manners by which online media has influenced the habits of perception and thinking public relations professionals in government organizations, a segment of society that is delicate with regards to informing with a premise of one-way communication model.

1.3 Background

Social media has taken over society and culture. The use of this vehicle of communication has expanded significantly in the previous decade over the globe. Law enforcement is no exception to the social media craze. Organizations across the country have started utilizing social media in their public relation activities or investigations. In a similar vein, it is shown on the Ghana Police site that the Information Communication Technology (ICT) directorate of the Ghana Police Service functions as a cross-cutting body which tries to address the availability and harnessing of the developing advancements to upgrade police activities. It has been made realized that the modernization of infrastructure and administrations that help crime detection and anticipation is a need of the directorate (GPS, 2017).

As the police imply the utilization of innovation and technology to help crime detection and avoidance, it is fundamental to discover how social media is being used by the police to execute their obligations. Wolff, McDevitt and Stark (2010) contend that social media have industriously become parts in the lives of individuals. Today, individuals accumulate in organized online public spaces for a variety of purposes through negotiating of identities, sharing jokes and gossips, supporting each other, sharing data, flirt, telling etc. similarly as they would do, all things considered, in parking garages and shopping centers (Wolff et al, 2010). Social media is presently being considered as a spot where individuals mingle and ought not to be restricted distinctly to a means for communication (Miller, Costa, Haynes, McDonald, Nicholescu, Sinanan, Spyer, Venkatraman and Wang, 2016). This suggests the internet ought to be seen by law enforcement organizations as a community on its own. To numerous individuals, the utilization of social media platforms has become a day by day standard and a vital aspect of their social and business lives (Hallikainen, 2015). Notwithstanding the various advantages of web-based or social media, Ackerman, Schutte and Schaefer (2015) are of the view that the commonness of social media makes it possible for people to use the technology as a vehicle to execute cyber-crime.

The accumulated advantages of online media sites, for example, Facebook, MySpace, Twitter and Instagram have made it convincing for law enforcement organizations to improve and use these new strategies for communication. In the computerized age, law enforcement agencies should exploit the various advantages given by online media. This should be possible by coordinating and integrating social media as a component of the public/territorial/neighborhood communication and community commitment techniques. Social media can help police to get important for the community regarding cybercrime avoidance and mindfulness. The police service should use these free engaging instruments so as to communicate rapidly and adequately while guaranteeing that

they are getting the right message out to general society without impeding their investigation or bids. In 2010, the IACP found that 35.2% of the reviewed offices had a social media strategy. This number expanded in 2014 to 71.7%, and 12.2% were currently making a strategy (IACP, 2014). The interest for the formation of sound online media policies has ascended alongside the prominence of this communication platform. Seeing this crucial need, the IACP has dedicated a significant part of its online assets to strategy improvement and coordination of social media approaches.

Law enforcement's accentuation on community relations and the resulting coordination of more formalized correspondence/public relation activities are mostly a reaction to significant social and political occasions. Furthermore, it is pivotal to have somebody take up the public relation in wake of police exercises. As indicated by Broom (2009), the public relation expert as a communicator facilitator is a touchy listener and broker of information. Communication facilitators go about as translators, middle people and contacts between an association and the public. The point is to offer both the management and the public the information needed to settle on decisions of general or shared interest. Moreover, Broom (2009) brought up that public relations specialists have numerous jobs and go about as actors between people in general and associations. They work under the assumption that effective two-way communication upgrades the norm of decisions that institutions and the general public make concerning methods, arrangements and acts of common interest.

Because of the uplifted affectability that is inborn in the idea of policing, it is imperative that a department has objectives and a thorough comprehensive of approaches with respect to its use of social media. All these portray what social media can do and this study intends to inspect the degree to which Ghana Police Service use web-based media for public relation practices. Public

relations specialists are in steady journey to relay information to their publics and thusly hold on to get with them particularly through online media. It is critical to review this communication a way to deal with appropriately use of them as a methods for communication with others to decide their suggestions on public relation discipline, especially, in the public division, with the Ghana Police Service as a case study.

A better understanding of police departments' uses of social media can help other departments make the decision whether or not to participate in this growing trend. Also, by answering these questions, this study can determine if more training and development are needed on the use of social media. Evaluations of the use of social media in policing can determine if valuable resources should be put towards some other, more beneficial, use.

The Ghana Police Service is under the Ministry of Interior of the National Government. The public relations officers in the department act as a bridge between the department management and the publics. The core functions of the Public Affairs department are to:

1. Serving as the bridge between the general public and Ghana Police Service;
2. Serving as the mouthpiece of the Service.
3. Formulation of public relations policies for the Police Service;
4. Advise to the Administration on matters of public relations;
5. Educating and informing and sensitizing the public about the operations and activities of the Service.
6. Monitoring all forms of media and advising the police administration.

7. Implementing planned programme of action to project the image of the Service (GPS website, 2020)

It is therefore an ideal sector for study in relation to government institution public relations practice in the era of social media.

1.4 Statement of the problem

Kibwana et al (2001) contended, there has been a test of lacking and services to general public by the government of Kenya. Berman in 1997 was of the idea that deficiency or lack of public information and services was answerable for diminishing trust towards government organizations. Heise in 1985 concocted a reaction of tending to this test by including responsive and open communication practices inside the public sector. The social media is consequently, ideal.

Past studies have represented that the social media sites can achieve changes or changes in policy implementation, upgrade enhance information delivery. Exactly, Newsom et al (2013) acknowledged that the web has changed the force balance between general public and an organization to a degree of guaranteeing symmetric two-way exchange of information. Social media thusly, has cleared route for surprising prospects of connecting with the general population in government jobs. The utilization of web-based media is ever-expanding among associations and state offices. As per Martin (2009), there are at any rate 67% of organizations and government agencies using the social media. Yin (2008) likewise detailed how government organizations are improving their PR objectives through the social media (Facebook to be exact).

The Ghana Police Service, as the main law enforcement agency in Ghana, is yet to catch up with the effective use of social media tools to enforce the laws of Ghana. Also, there is inadequate

literature on the use of social media for law enforcement. Therefore, the status of social media use and emerging trends in public relations in the Ghana Police Service Public Affairs Directorate is not known in terms of categories used, type of information passed to the publics through it, and how the public use it in inquiries and feedback. This study would fill gap in literature.

1.5 Objectives and Questions

Main objective: to examine the use of social media in public relations practice in the Ghana Police Service.

1.5.1 Specific objectives of the study

1. To analyze the types of social media platforms used by the public relations department at the Ghana Police Service
2. To examine whether social media use has enhanced the achievement of public relations objectives in terms of information shared by Ghana Police Service
3. To establish how Ghana Police Service use social media in their public engagement

1.5.2 Research Questions

1. What are the types of social media platforms used by the public relations department at the Ghana Police Service?
2. How has the use of social media enhanced the achievement of public relations objectives in terms of information shared by Ghana Police Service?
3. How do Ghana Police Service use social media in their public engagement?

1.5.3 Research Hypothesis

1. The public relations department of Ghana Police Service make use of different types of social media platforms.
2. Information shared by the Ghana Police Service has enhanced the achievement of public relations objectives by the use of social media.
3. Ghana Police Service make use social media in their public engagement activities.

1.6 Rationale

Web-based media is turning into a significant tool in public relation practice due to the progression in communication innovation. Moreover, the extraordinary move from traditional ways to deal with information dissemination to new model in light of social media, influences how public relation is practiced in administrative establishments. There is no particular scholastic study done on use and developing patterns of social media in public relation in government organization, Ghana Police Service to be exact. Most are reports or news highlights, with not many dependent on a study. This literature drew out the away from of situation. This would fill in as a functional significance of social concerns and technology application.

1.7 Significance of the study

The research would be an archive that could give detailed feedback on the level at which the Ghana Police Service utilizes social media tools for public relations practices. It would likewise contribute in bridging the communication gap between the Ghana police services and its publics. Moreover, the research would signify writing on the uses of online media for public relations practices in a governmental institution. Discoveries of the research would enable the Ghana to police service to develop its journey to enhance the utilization of online media for public relation practice. It would subsequently fill in as a kind of perspective point for additional researches.

1.8 Limitation of the Study

This study limited itself to a four-chapter long essay research rather than the regular five-chapter project. The four chapter therefore looks at the Introduction, Literature Review, Methodology and Conclusion. Data collection and analysis is exempted because the researcher finds it difficult to collect data amid the obvious global pandemic- Covid-19 and cannot provide empirical results for analysis in this study.

1.9 Scope of the study

This study limited itself to a case of Ghana Police Service for more conclusive results. This study did not include challenges of the use of social media at the Ghana Police Service. But it gauged out the social media tools is used, whether social media has enhanced service delivery in terms of information shared from the PR department and establish how the Ghana Police Service use social media in their public engagement to make inquiries and give feedback. The target population of the study was the Ghana Police Service. This is because the Ghana Police Service is among the key institutions in the Ghanaian government- Ministry of the Interior- that public relation offices employ ICTs and embraces social media social media technologies. This literature can be used by other departments in various government ministries in Ghana and developing countries in general enhancing relevance validity of study.

1.10 Organization of the study

The study is organized into four interrelated chapters. Chapter one comprises the background of the study, the objectives of the study, research questions, significance of the study, delimitations, and the organization of the study. Chapter two reviews related literature and the theory that has

been employed to situate the context of the study. Chapter three discusses the methods and procedure for data collection and analysis. Here, the research approach, research design, population, sample and sampling technique, data collection instruments, data collection procedure and method of data analysis are discussed. The fourth chapter is dedicated to the summary of the findings of the study and draws some conclusions from the findings. The chapter then discusses some recommendations on the basis of the findings and makes some propositions for further studies.

1.11 Operational definition of the terms

Ghana Police Service- a key department in the Ministry of the Interior, Ghana mandated to produce an enabling environment for commerce through the maintenance of law and order as well as the arrest and prosecution of people who fall foul of the laws.

Practice- day to day activities of public relations officers/department

Public Relations- a unique management function for establishing and maintaining mutual communication lines and understanding between the public and the Ghana Police Service.

Social media- they are a web-based applications where people create profiles and connect with others (with profiles) in a closed system.

CHAPTER 2

LITERATURE REVIEW

2.1 Overview

This section reviews concept of social media, police communication-internal and external, police and social media, public relations roles in police and theoretical framework from scholars and researchers in the field of ICT and social media.

2.2 Concept of Social Media

The term is typically connected with any website on the web. As per a few researchers notwithstanding, it is an electronic sites and applications permitting clients to make a profile in a shut framework, has different clients with whom one relate with and can see them as companions (Boyd and Ellison, 2007). From this definition, social media is web based and gives users snappy electronic correspondence of substance and can be likened as methods for interpersonal interaction, since it is viewed as a communication channel between individuals.

Online journals or blogs are other portrayal of informal community destinations which permits clients the opportunity to distribute and part-take in various discussions through the web (Weber, 2009). They are significant for organizations as they help construct notoriety particularly in case of positive blogging and can likewise be ruinous on account of negative blogging. Content people group award individuals the opportunity to trade media data between each other.

With the assistance of the kind of web-based media used, individuals associate a trade data, photographs, texts and video clasps and users convey invites to others to join an interpersonal platform. Twitter and Facebook happen to be among the two normal and mainstream web-based media channels on the planet and thus, they are utilized by numerous organizations to connect with customers and show their products or promote (Kaplan and Haenlein, 2009).

Web-based media stages are being utilized by politicians and as indicated by Parikh (2012), Barack Obama's capacity to use online journals, Facebook, YouTube and other web-based media locales permitted voters to connect with him and changed a politician-citizen relationship into something else. With web-based media, politicians can connect and talk about public issues with general society without meeting them up close and personal and this is an open door youngsters in Ghana can exploit and be important for the democracy cycle. Online media help individuals to become community journalists. Insights show that social media sites, for example, Facebook, Twitter, and You Tube are gotten to additional on the African continent (Pfeiffer et al, 2014). SOCIAL media practices have been received on the African landmass, and they have added to insurgencies, observed elections, and helped political competitors promote themselves. Social media platforms are the most visited sites on the African continent (Africa Practice, 2014). As indicated in an article by Olusegun Abolaji Ogundeji on www.pcworld.com, the ongoing fruitful political race in Nigeria has been conceivable by the assistance of online media. Web-based media helped keep individuals educated and gave them the inclination that they could convey and communicate their perspectives without turning to brutality.

In a survey conducted by CliqAfrica (2017) 3,424,971,237 people use the internet globally of about 46% of the global population, a growth difference of three percent (3%) from 2015. Facebook was recorded as the largest and most active social media channel with active users of 1.79 billion and 1.09 billion active users on portable devices such as mobile phones. This swing showed that one to two out of three online users was using Facebook probably using mobile to access. It was also reported that the shift is no different in Ghana because, the 7,958,675 of the populations can be found online (28.4%), making the country the 47th highest in using the internet closely following that of the United Arab Emirates in the global internet user base ranking. This goes to confirm the

fact that the community has now moved on to the cyber space. Kemp (2017) posits that the entire world records 18 new social media users every second. This implies that more than 100 new users are likely to sign up to mobile social media in the next one minute of which Ghanaians are no exemption.

With regard to this, one can emphatically say that the law enforcement agencies are not capitalizing on the numerous benefits social media has provided for facilitating their duties. Social media has already reached its peak but brands (such as the Ghana Police Service) and some businesses in Ghana and West Africa are yet to come to terms on how to operationalize and integrate the use of social media in their business activities to reach the main objectives and goals while communicating with their audiences (CliqAfrica, 2017). There is no qualm nowadays, that we are seeing a huge shift in media. People are drifting to the use of smart phones and social media thereby rendering social media as the most engaging and interactive form of communication. According to Ahmad (2016), the use of social media has grown rapidly in recent years. From 2006, the growth rate has been unpredicted, especially Facebook and Twitter have had much downloads and captured millions of users in the last few years.

Ghanaians are making good use of social networking. According to www.Ghanaweb.com, 'social networking websites represent one of the most modern and versatile forms of communication around today'. An online community called 'Iamaghanaian' connects Ghanaians all over the world. The site allows them to share videos and all sorts of information, foster relationships, and bridge long distance gaps between friends and family. There are young adult bloggers like Ameyaw Debrah, there are the presence of political leaders on social media platforms and businesses are using social media to boost sales. There are young politicians like Samuel Okudjeto Ablakwa (deputy minister for Education) on social media and students can take opportunity of this

and voice out issues affecting them. The Dalberg report in 2013 states that Ghana shows high engagement in social media. Television stations are active on social media and they encourage the public to engage them on these platforms. T.V3, one of Ghana's television stations has a section on its morning show "New Day" whereby viewers can log into social media platforms and share their views on selected topics. This same television station gives the public the opportunity to post comments and views on Facebook and Twitter during its news bulletin "News 360", and this gives the public a platform to comment on governance issues among other things. There have been movements like Occupy Ghana which started online as #occupyflagstaffhouse and later went offline as supporters physically trooped to the Flagstaff house to register their displeasure about issues such as corruption and the state of the economy of Ghana.

2.3 The Police Communication- Internal and External

Communication in the police administration have changed since whenever to fit the mechanical and objective situated. The absolute first type of non-verbal police communication was classified "call boxes" during the 1800s (Brown, 2014). The "call boxes" empowered cops to have discoursed dispatch through a mechanism mode and simultaneously arrangement to approach all officials (Stewart, 1994). There were communication changes as time advanced as wireless communication opened up in the last part of the 1890s and mid 1900s and that birthed the two-path method of correspondence among police (Brown, 2014). Utilizing the remote device permitted dispatch to connect with the police authorities paying little heed to their topographical position or the other way around. This innovation additionally gave the opportunity of the improvement of handheld radios gave to officials (Brown, 2014).

In the external communication, verifiably, police have needed to depend and interact with the media as a channel through which they speak with the general population. Regularly, the police-media relationship is in some cases restricted by different components as plotted by Caeti, Liederbach and Bellew (2004). They explained on factions, for example, clashes and contradiction as to First Amendment of the right to free speech; perceptual contrasts in word related elements of occasions and unmistakable prior characters between the law and the media; and common doubt elevated by recorded timetables, for example, the social-political unrest of the last part of the 1960s (Caeti et al, 2004). In addition, Chermak and Weiss (2005) conducted an examination looking at the police-media relationship and found that news media invest an excessive amount of energy covering wrongdoing and police, yet that this inclusion gives a noteworthy chance to the police to utilize this stage to speak with general society. Both police and media staff singled out that they had an impression of good connection with most police associations (Chermak and Weiss, 2004). News media gave the most immediate type of correspondence line between the police and general society until the introduction of online media (Chermak and Weiss, 2004).

The internal communication of the Ghana Police Service under the scope of needs and requirements are structured in two main clusters (GPS, 2018). The information about the Service-institution, law and regulatory framework is one cluster under the internal communication of the Ghana Police Service which seeks to look at the progress being made with regard to the transformation programme; changes in the top and the senior management of the police; any new laws or court decisions that impact on criminal law, criminal procedure and the law of evidence; legal mechanisms to report misconduct. While the second structure focuses on 'Professionalism accountability and anti-corruption' (GPS, 2018). The literature stated the importance of service instructions and how to abide them, behaving in a 'correct, emphatic, professional manner' as

elaborated under one of the subsets of ‘Discipline and Ethics’ and the ‘Anti-corruption’ subset focuses on the effects of corruption on the police and the consequences for police officers, their families, and the public when police officers engage in corrupt behavior or other criminal offences; the importance of reporting misconduct and corrupt behavior with the police to support internal affairs in investigation(GPS, 2018).

In the external communication of the Ghana Police Service, (GPS, 2018) stated, depending on their rank and position, members of the Police Service will have very different communication targets. A personnel with great communication expertise and skills is mandated to do what is required of him that no ordinary member will ever need to do. Example, the Inspector-General may need to prepare a presentation for the Minister or Parliament to address issues of security and domestic violence. Members of Domestic Violence and Victims Support Units need particular communication with dealing with child victims and other surviving victims (GPS, 2018).

The public is perhaps the most important stakeholder for the Police – without communication from the public, there would be very few cases for the Police to deal with. Members of the public are the most likely to be victims or witnesses in any crime and being able to communicate effectively with them is critical if the Police are to be accountable, prevent and combat crime, and reduce Police corruption. Communication from the public thus needs to be actively encouraged (GPS, 2018). Public awareness goes further than just providing information, by engaging with citizens to improve their mutual understanding on a whole range of issues such as ‘the role and structure of the police service’ and ‘what to expect from the Ghana Police Service’ (GPS, 2018). Information and awareness are key components of crime prevention – the more the public know about where crime is more likely to take place, where and how to report suspicious behavior, and how to make themselves less vulnerable to criminals, the less likely they are to fall victim to crime. Notice

boards, bill boards, newsletters, posters, news media such as radio, television and newspaper programs and public service announcement can be used for both information and awareness for means of external communication (GPS, 2018)

2.4 The Police and Social Media

Police can now straightforwardly impart and cooperate with the general population using web-based media, conceding for more control of messages and communications. Each time another correspondence innovation has been found and actualized, it has taken effort to figure out what precisely this new innovation could mean for commonly improving adequacy (Rodgers, 2016). The utilization of web-based media as a type of correspondence and public connection rehearses by the police appears to potentially still be in this stage. Social media gives a marvel challenge that is continually changing dependent on client needs and requests (Rodgers, 2016).

Web-based or social media can help advance the objectives of network policing by refining law enforcement, spreading of data, and drawing in residents (Marshall, 2011). One unmistakable case of the utility of online media happened after the Boston marathon bombing in 2013. Police utilized Twitter to educate the general population about security issues, street terminations, and continuous examinations (Davis, Alves, and Sklansky, 2014; Franks and Evans, 2015). Web-based media permits law enforcement to shape developing stories and discuss straightforwardly with the general population, as opposed to depend on traditional media sources to cover occasions and give information (Norwood and Waugh, 2012). Online media likewise assists organizations with focusing on their interchanges or widen their effort (Brewer and Bray, 2014) while advancing straightforwardness by making the informaion broadly and freely available (Alexander, 2011; Jones and Johnson, 2011).

As the utilization of online media turns out to be more common, there remain numerous doubts with respect to how precisely it is used in police tasks (LexisNexis, 2014). Henton (2012) attests that offices have gotten progressively engaged with the utilization of web-based media to move the spread of information out to their communities. An advantage to this medium is that, it has decreased the over dependence on customary medium or channel, for example, the press, to get their message handed-off. In recent years, law enforcement agencies have been carrying out their jobs manually and the reason being that is, laws have not appreciably caught up with technology (Miguel, 2014). The expansion in the utilization of ongoing interaction with online media has changed the way where numerous individuals carry on with their lives as of late radically. Individuals use their advanced mobile phones to tell others their area, mention to companions what they are doing and post photographs continuously. Henton (2012) queries that on the off chance that law implementation were to completely draw in the portion of society utilizing ongoing intuitive web-based media, how might it advantage both the police division and the network? This infers that the Ghana Police Service can continuously connect the clear correspondence hole with its publics through steady communications by means of social media. Musteen (2013) contends that online media is impeding to law enforcement offices since individuals post abusive data on Facebook to make joke of the police. It is normal to see recordings of individuals defying the police in an exceptionally unforgiving way via online media, showing their thorough reputation in the network (Musteen, 2013). Henton (2012) then again, contends that the advantages provided by online media apparatuses would prefer to help law enforcement organizations to prevail in their obligations.

Police offices have progressively hopped into the universe of web-based media. The International Association of Chief Police (IACP) as a team with the Bureau of Justice Assistance (BJA), Office

of Justice Programs (OJP) and the U.S Department of Justice (DOJ), made the Center for Social Media in October 2010. The point of this activity, as expressed on its site, is "to fabricate the limit of law enforcement to use social media to forestall and fathom wrongdoings, fortify police-community relations and improve services" (IACP, 2015, section 1. The IACP Center for Social Media directs yearly electronic reviews sent to law requirement heads, focusing on the use of online media.

The IACP Center for Social Media sets out on yearly electronic reviews sent to law enforcement heads, focusing on law enforcement organizations' use of web-based media. Their latest review (N=553) led in the fall of 2015, found that 73.9% of offices not at present utilizing web-based media were thinking about its reception (IACP, 2015). 96 percent (n=533) of the organizations studied utilize online media; the most well-known utilize revealed was for criminal examinations at 88.7%. The most often utilized online media stages utilized by the law enforcement organizations are Facebook (94.2%), Twitter (71.2%), and YouTube (40.0%). Practically 77.8% of organizations studied have a web-based media strategy and 11.7% were currently creating an arrangement at the time they finished the review (IACP, 2015).

Kabrud (2015) analyzed the utilization of web-based or social media by law enforcement offices in the territory of Idaho. This investigation focused on explicitly on inspecting the information spread through Facebook pages used by Idaho law implementation organizations over a three-month time frame, June through August 2013. Kabrud (2015) found that the dominant part (47.02%) of Facebook posts were committed on public relation information, all the more explicitly, what interests the community (43.17%). The second most normal utilization of

Facebook pages by law enforcement organizations in Idaho was for wrongdoing related posts (17.04%) trailed by alert-related posts (16.57%) (Kabrud, 2015). This examination shows that organizations in Idaho are utilizing Facebook to effectively draw in with general society on an everyday premise.

As indicated by Lesperance et al (2010), social media organizing apparatuses can be used in an assortment of approaches to help crisis the board and general wellbeing and security. Some police divisions utilize committed Facebook pages to caution residents about what is happening around. Directors of the long range interpersonal communication pages put out warnings, alerts and subtleties of wrongdoing. They likewise use Facebook for public assistance declarations (LexisNexis 2011).

In the wake of social developments over the world, started and generally encouraged by the utilization of online media, from "streak hordes," to fights, to clear endeavors to topple whole governments, law authorization offices have a conspicuous obligation to make and keep up a web-based media presence. Thinking about the current condition and state of policing in the United States, this duty reaches out past watching and looking for illegal or incendiary postings – in spite of the fact that need remains – and furthermore incorporates dynamic commitment with shoppers at the city, province, state, and government levels. In 2016 in Ferguson, USA, preceding Michael Brown's demise, police offices and traditional media for the most part clung to a built up protocol. In particular, journalists could by and large anticipate a concise explanation from police a few hours after the underlying occurrence, with occasional updates well into the examination and as subtleties of efficient meetings got realized first to police, at that point to the press (Grogan, 2016). Despite the fact that model had just started a sensational worldview change, with traditional media being to a great extent directed by close moment web-based media posts, no single episode was

more illustrative of that move than was in Ferguson. Immediately, Ferguson Police gave the examination concerning Brown's shooting to the Saint Louis County Police Department, a typical practice by smaller police offices (Patrick, 2014).

The main public remark by Saint Louis County Police came 23 hours after the shooting as a post on the division's Facebook page (Grogan, 2016). The six section, 1,438-character post – in excess of multiple times the character furthest reaches of Twitter – distinguished Saint Louis County Police as the lead exploring office, referred to the authority of their police boss, portrayed the organization's association with the Saint Louis County Prosecuting Attorney's Office, and encouraged calmness. (Baumer, 2014). Maybe above all, the last line of the post read, “Please keep watching this page for more information to come on this incident” (Baumer, 2014). The following update by Saint Louis County Police didn't come for fifteen days (Grogan, 2016).

Quite, while the social media firestorm encompassing Ferguson was unrivaled at that point, it is to a great extent unexceptional now, when compared with the advancement of comparative online media posts on newsworthy issues. What was novel, be that as it may, was the colossal measure of falsehood declared in those early days, the greater part of it unaddressed by Ferguson or Saint Louis County Police. Inside hours of the shooting, an expression and Twitter hashtag had risen: #HandsUpDontShoot (Capehart, 2015). In any case, Ferguson Police Department's inability to control the message by ideal spreading of information, or to address the falsehood being broadly conveyed, established the framework for quite a long time of brutal fights that shook the city and brought area law enforcement to approach complete breakdown.

Online media are predominately used to communicate existing web content or arranged articulations or statements from law enforcement organizations to the general population; there is no cooperation (Meijer and Thanos, 2013; Mergel, 2012). This isn't an inalienably unseemly or wasteful system. Indeed, during their reaction to the Boston Marathon besieging in 2013, Boston Police promoted their Twitter account as the authority – and just – place for constant updates. Their followers expanded by 400,000 out of 24 hours as they distributed alarms through online publications, adjusted news accounts, and gave requests to shield or evacuate. Then again, a pull technique is an authoritative endeavor to pull in clients to the site and have them give new data (Meijer and Thanos, 2013). This methodology is generally obvious on the "Near Door" platform, a digitized neighborhood watch style blog that permits information sharing between inhabitants of a particular neighborhood with minimal regulatory commitment by police authorities. The systems administration procedure, proposed by Mergel (2012), perceives that "the use of social media tools is profoundly intelligent with a great deal of back and forward between the organization and its diverse constituencies. This approach permits government offices to partake effectively in genuine systems administration and intuitive commitment, introducing information and assembling, and responding to criticism and feedbacks, and is particularly present in offices that permit numerous supporters of post and react to post responses (Meijer and Thanos, 2013).

Significantly, it is almost difficult to abstain from using same platforms for commitment and examination, as the platforms – and their utilizations – so much of the time cover. Keeping that in mind, Leonard (2016) suggests separating the parts of social media benefactors and criminal investigators. In particular, in the strategy he drafted for the Georgia Institute of Technology's Police Department, Leonard explicitly disavows social media contributors from directing criminal examinations (Georgia Institute of Technology Police Department, 2016). The strategy perceives,

nonetheless, that there exists a specific certainty that, acting in their functions as social media facilitators, police authorities will recognize information that establishes proof. (Georgia Institute of Technology Police Department, 2016). In those situations, Leonard (2016) guides social media contributors of appropriately record and safeguard the information they find, and forward it to the suitable criminal investigator for extra development. By so doing, agencies may make a level of partition between those cops entrusted explicitly with community commitment, and those entrusted with criminal investigations (Leonard, 2016). Hence, law enforcement offices ought to continue intentionally and with alert as they try to offset insightful duty with civic engagement. The reception of formal arrangements and cycles inside offices, similar to those executed by the Georgia Institute of Technology Police Department, may prompt a bound together, steady way to deal with insightful use, improving the probability of protecting the balance (LexisNexis Survey, 2015). Online media has brought a great deal of parts of advantages to law implementation organizations. Davis et al. (2014) present that web-based media offer open door for law enforcement organizations to advance the rule of community policing. Similarly, these researchers affirm that the degree and speed of social media make them a genuine channel through which police offices can get information across to people in general. Besides, Bartlett et al. (2013) state that web-based or social media empower the police to connect with and include the general population in another and conceivably extraordinary ways. To Wolff, McDevitt, and Stark (2011), the fame of Facebook and Twitter make them a basic asset of information which law enforcement authorities can quickly convey to disperse communicate to people in general and the media. In a comparative vein, Deneff, Bayerl, and Kapstein (2013) place that social media can be valuable to the Police since they can be utilized and prove to be key catalysts to help their essential capacities including wrongdoing investigations and anticipation, and they can likewise offer a quicker and

more straightforward method of correspondence through communication between the police and general society. Similarly, Wolff et al. (2011) recognized the kinds of proof that can be gotten from web-based media platforms to incorporate photos, announcements, and an individual's area at a specific time, and direct correspondences to or from a litigant's social media account.

Notwithstanding, Davis et al. (2014) called attention to that police officials need to comprehend and regard the idea of online media essentially in light of the fact that these innovative assets have their own rationale, standards, and culture. LexisNexis Risk Solutions (2014) saw that disregarding the continuous use of social media by law enforcement authorities, just a couple of organizations have embraced formal preparing and arrangements or have devoted staff set up to manage their use, which frequently establishes hindrances to their reliable use and wide application. In their article, Gil-García and Pardo (2005) made an observation that police divisions may need intrigue or experience boundaries to interpersonal interaction activities that are identified with e-government difficulties, for example, hierarchical and administrative difficulties (resistance to change), and lawful difficulties (the scrutinizing of the official communication status of web-based media messages). Additionally, LexisNexis (2014) forewarned that because of the arranged idea of online media, any information delivered by the police through the web-based media can be immediately reshaped or put to new uses by anybody taking an interest in the embraced network.

2.5 Public relation roles in police

Generally, the police set up since the period of colonial masters (indirect rule) was burdened with the duties of avoidance and investigation of crime, trepidation of wrongdoing culprits, reaction to trouble call by residents, enforcement of laws, etc, Alemika (2010). Oluwasola (2016), called attention to why residents' failure to trust in law implementation is a direct result of the powerlessness of the police power to convey a center order expected of them combined with

degenerate practices which obviously prompted poor public picture and impression of the police. Accordingly, people in general have lost their trust and regard for the police in light of the organization's ineffectiveness. As demonstrated by Nweke (2001:53), there is a model that is a fix against some negative headways in affiliations. Jefkins (1988) referred to in Nweke (2001) explains that when the negative condition is changed over into positive achievements through knowledge, the result ordinarily, is the fundamental objective of public relations practice- understanding. The model explains how experts can use and apply public relations gadgets and frameworks towards changing threat among an affiliation's target publics to sympathy so as to be in a better position than change over prejudice into affirmation, make interest when there is standoffish quality and a short time later, have the choice to grant feasibly to achieve knowledge where there is carelessness and ignorance.

Police-public relations, along these lines, insinuates an organization function of a masterminded and continuing with character whereby the police as a public institution search for ways to deal with win and hold the getting, sympathy, support, and co-movement of people from the public both as individuals and a collectivity towards amazing arrival of their lawful obligations as a bad behavior contravention and fighting outfit in the public eye (Chukwuma, 2005). Because of the earlier, in the police-public relations attempt, it is not only the police that make the move yet what's more the public who are moreover expected to get a handle on each move by the police towards working up earnest relations between the two get-togethers in the undertakings at bad behavior fighting and contravention of social issue. The past shows that any significant police-public relations is contingent upon to be a two-party move towards coordinated effort and support for crime fighting and social issue evasion.

Keegan, Moriarty and Duncan (1992), public relations are activities that assembles pictures, advance altruism and comprehension between an association and its partners. Public relation is an administration work. It includes directing administration at all levels in the association concerning strategy choices, game-plans and comunication, considering the organization's social and citizenship duties.

This Literature audits on use of online media in law enforcement mirror that most investigations on this similar topic are unfamiliar and in Ghana specifically, studies done is meager and restricted. It additionally proposes that grasping innovation gets it going. The possibility of online media use in public relations practice is genuine out there and Ghana isn't excluded.

A couple of studies done in certain pieces of Africa, Kenya particularly, involves the act of Public Relations includes models, preparing needs, challenges, importance among others. Kiambi (2010) considered the exploration of PR models and social impacts in Kenya. Molly (2009) looked to explore on preparing needs appraisal for public relations official in publics firms in Nairobi. Molly (2009) discoveries that professionals in government and different associations need preparing in numerous zones of their calling, such as, occasions the executives, spending plan, public talking, pitching, vital reasoning, introduction abilities and group building.

Muthigani (2008) examined public relations a case of the ministry of communication and information. The investigation discovered that despite the fact that the legislature speaks with its citizens, it needs to build up channels to acquire criticism from them and that are a few difficulties that influence PR practice. Web-based media is by all accounts that channel. In Ghana, there are insufficient examination done on Public Relations practice in government, explicitly, at the Police Service to build up fruitful use and patterns of social media to accomplish PR practice goals.

An exploratory study brought up that online media needs straightforwardness, realness among others researchers keep up that the genuine state comparable to government practice is no't yet known (DiStaso and Bortree,2012; Kietzmann, Hermkens, McCarthy and Silveste, 2011; Macnamara, 2010a; 2010b; 2011) Generally, the standards of social media have been acquired from academic works and researchers. In any case, it isn't suitable to reason that they need justify or need not bother with the standards, it's only that there must be extra examination led to strengthen them. This study utilizes these standards to measure out whether social media is at all valuable to the administration PR practice.

2.6 Conceptual/Theoretical Framework

This study is going to be anchored by one framework:

2.6.1 Uses and Gratification Theory

This studied is focused on analyzing whether social media has improved the achievement of public relations objections to the extent information passed at Ghana Police Service. It is likewise concerned about analyzing types of social media platforms embraced by the public relation department at the Ghana Police Service and research establish how the Ghana Police Service use social media in their public engagement. The rationale behind picking this theory is that, a couple of assessments have found that people are dynamic users of the media which moreover applies to new media. According to Garcia-Martin and Garcia-Sanchez (2015), this theory can be applied to people's quest for the casual associations that best satisfy their necessities. Ruggiero (2000) prescribes that two requests should be tended to by users and gratification researchers and these are: the motivation behind why users interact together in a specific sort of mediated communication channel, and what fulfillments are gotten from such intercessions? This study will address these requests as it attempts to examine the reasons why Ghana Police Service use social media similarly as the points of interest they get from them.

The principal assumption of this theory is that individuals are persuaded and purposive in their communication conduct. This implies audiences purposively select communication channels dependent on their inspirations and motivations. Some recent literatures have discovered that youngsters join online media platforms on the grounds that their companions recommend to them and a few people join web-based media platforms since, they aid them with staying in contact with companions (Karimi, Khodabandelou, Ehsani and Ahmad 2014) The subsequent supposition that will be that individuals effectively select and use media to fulfill needs or wants. Contingent upon one's needs and wants, one media set up might be favored over another. The third supposition that will be that individuals are affected by social and mental components while choosing among communication channels. Depending upon the perspective of individuals, just as their environment, they may choose one communication medium over another. The fourth assumption says that the media need to contend with different types of communication for consideration, selection, and use.

One criticism of this methodology is that it is non-hypothetical and unclear in clarifying a few ideas, for example, "needs". It has additionally been criticized as being simply an information gathering procedure (Severin and Tankard, 2001). Elliot (1974) scrutinized it saying it revolves a lot on the person. As per White (1974), writers worried about the issue of media authority have scrutinized the uses and gratification point of view, saying it goes excessively far in guaranteeing that individuals are allowed to pick the media passage and the understandings that they need. Lometti et al (1977) additionally condemn this theory saying there is an assumption of an active audience, yet as indicated by Dunne, Lawlor and Rowley (2010), the internet invalidates this analysis. Dunne et al (2010) make explicit reference to social media platforms, saying that for one

to utilize any of these sites, they should be dynamic to sign on to the site, look for data and information, post content, remarks and interact with their audience.

In other studies conducted on ‘students’ use of social media’ using this theory, Karimi, Khodabandelou, Ehsani & Ahmad (2014), students of higher education in four countries were surveyed to know their motivations and gratifications sought in their usage of social networking sites. The examination was led from the viewpoint of the uses and gratification theory so as to discover the satisfactions looked for and the delights acquired from utilizing informal social network platforms by students from Malaysia, Iran, United Kingdom and South Africa. The study also sought to find out if there are any differences between the students from these four countries in their motivations for using Social Media Networks. A representative sample of 320 was used and findings show that a high number of students from all four countries indicated that they were motivated to use Social Media Networks because their friends suggested it. Other factors that motivated them include: keeping in touch with others, finding classmates, and because everyone around them use Social Media Networks.

In the aspect of gratifications obtained, the study shows that “information seeking” was the highest gratification obtained in using Social Media Networks by Iranian students, followed by “pass time”, “interpersonal utility”, entertainment, and “convenience”. Malaysian students reported “interpersonal utility” as the most important reason for using Social Media Networks followed by “information seeking”, “entertainment”, “pass time” and “convenience”. United Kingdom students reported “convenience” as the main reason, followed by “interpersonal utility”, “entertainment”, “pass time” and “information seeking”. In South Africa, African students reported that their principle purpose behind using Social Media Networks were to pass time, followed by “convenience”, “entertainment”, and “information seeking”. Another finding is that male

respondents reported “information seeking” as the main reason for using Social Media Networks while female respondents used Social media networks to “pass time” the most.

2.6.2 Relevance of theory to study

The theory is appropriate in explaining the utilization of web-based or social media for public relation exercises at the Ghana Police Service. Taking a gander at the different needs arranged by Perse and Courtright (1993), the suppositions of this theory, and different literatures, it tends to be said that officials may pick which social media space to participate in relying upon their inspiration, motivation, needs, and perspective at a specific time. It is likewise certain that users of the media who pick one type of communication channel over others can obviously express the reasons they favor a channel to different channels. The uses and gratification approach is deployed in this literature since, this examination agrees with the thought that media users, for example, officials of Ghana Police Service, are dynamic users of web-based or social media for public relation practices.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This part depicts the research techniques used in this investigation. The research design, sampling, data collection instrument, analysis and presentation of data, instrument validity, instrument reliability, and ethical considerations.

3.2 Research Design

This study is a quantitative study and the survey method will be deployed. According Wimmer & Dominick (2011), this survey will permit an enormous number of information to be gathered easily and it will additionally cause the researchers to inspect numerous factors, for example, socio-economics, perspectives, way of life, and thought processes among others. As he would see it, Babbie (2007) says that ‘survey research is the best technique for a social researcher who is keen on gathering unique information for depicting a populace too enormous to even consider observing straightforwardly’. This survey strategy along these lines will be the best way to deal with use to consider law enforcement organization, for example, the Ghana Police Service. The entire of Ghana Police Service can't be concentrated as the populace is excessively enormous. The survey technique in this way will catch all essential data, for example, the segmentation of demographics of the Police Officials just as their thought and perspectives processes in using online media, their preferences and difficulties in addition to other things.

3.3 Population and Sampling

As per Wimmer and Dominick (2011), a population is a group of subjects, factors, ideas, or phenomenon. Hanlon and Larget (2011) posit that population refers to all the people or units of interest of an investigation. Consumes and Grove (2003), deflect that population refers to all the components that meet the criteria for incorporation in a study. As indicated by the report of Ghana's

development framework which was under review for implementation for the period 2014 – 2017, the absolute number of police staff expanded from 24,818 out of 2011 to 29,117 out of 2012 speaking to a cosmic increment of seventeen percent (17%) (Ghanaian Times, 2014). This suggests the genuine number of police work force in Ghana today, goes past (30,000).

The study will employ the stratified sampling which is a type of random sampling method. In his view, Babbie (2007) says that definition is the gathering of the units of a populace into homogenous gatherings before inspecting and this strategy can be used related to basic random, precise and systematic, or group. 30,000 is too big a number for this study, so the researcher will need to trim it to a reasonable figure to conduct the study hence the need for the simple random sampling. The simple random sampling of police officers will be used to choose 1,500 officials as the subjects of the study from a total population of 30,000 police officers in Ghana. The sample elements will be chosen randomly from three major regional headquarters which are Accra, Cape-Coast and Kumasi Regional Headquarters on the grounds that these workplaces have the most number of police officers. The sample size bares similar attributes. At least 5% of the police officers will be sufficient representative sample size, due to time, resource and distant constraint.

$$n=N*5/100 \text{ where } n=\text{sample size, } N=\text{population size}$$

$$n=30,000*5/100=1,500$$

This sample size will be viable for administering of questionnaires and its analysis considering the time limit. Picking methods that enables the researcher is significant on the grounds that they help in more profound comprehension and the simplicities of complexities and difficulties that are unused (Gorry and Westbrook, 2009)

After the stratification, the police officials will be chosen in using the simple random strategy. As per Wimmer and Dominick (2011), with the straightforward irregular technique i.e simple random

sampling, each subject, component, occasion, or unit in the populace has an equivalent possibility of being chosen. The police officers will pick collapsed papers with "Yes" or "No" composed on them. The individuals who picked the papers with the "Yes" will be picked and the individuals who picked the papers with the "No" will not be picked.

The sample chosen will speak to the significant attributes of the entire populace in the study. This is on the grounds that samples are totally illustrative of the populace from which they will be drawn, the researcher will be sure beyond a shadow of a doubt that the end drawn would sum up the whole population.

3.4 Data Collection Method and Instrument

Questionnaire will be the data collection method for this investigation. The questionnaire is an entrenched strategy inside sociology research for getting information on participant or respondent social attributes, present and past conduct, norms of conduct or perspectives and their convictions and explanations behind activity concerning the topic under investigation (Bulmer, 2004). Good questionnaire as contended by Bulmer (2004) is a plan that is urgent so as to produce information helpful for the objectives of the research. The principal requirement of questionnaire design is that questions are sequenced in a legitimate manner, allowing a smooth transition starting with one theme then onto the next (Sarantakos, 2005). This will guarantee that members of the study understand the reason for the research and they will cautiously respond to inquiries to the furthest limit of the study (McGuirk and O'Neill, 2005). This can be cultivated by gathering related inquiries under a short heading describing the section's theme.

Structured questionnaire will be sent for data collection. Issues on surveys is written in English Language. The researcher will manage the survey. Researcher will guide police respondents to fill the polls under no weight of pressure and will gather data when they are done at their own

convenience. The surveys are overwhelmingly shut finished with scarcely any open finished inquiries. Inquiries posed to related segment data of the officials just as the destinations of the investigation 1. To dissect the types of social media platforms used by the Police 2. To examine at whether social media use has upgraded the accomplishment by the Ghana Police Service 3. To establish how the Ghana Police Service use social media in their public engagement. Specific questions will be posed in the poll to show up at answers for the objectives of the study. To answer the main goal of discovering what police officers utilize online media for, they will be asked to demonstrate with purposes behind utilizing social media.

As per Leary (1995), there are unmistakable favorable circumstances in utilizing a questionnaires. Questionnaires are more affordable and simpler to manage than individual meetings and they lend themselves to aggregate organization, they also permit confidentiality to be guaranteed. Thus, this is the ideal survey instrument to evaluate social media use in public relations in the Ghana Police Service.

3.5 Data analysis and presentation

This study use the quantitative approach analysis. The information gathered will be investigated according to objectives and topics and afterward finished up. Result analysis will be organized suitably using diagrams, graphs, and percentage to show the reactions to the questionnaire.

3.6 Instrument validity

As indicated by Orodho (2004), validity is about building up whether an instrument measures what was planned to gauge. In order to ascertain content and face validity, the questionnaires will be presented to the supervisor and panel of masters' in the Ghana Institute of Journalism. Utmost care will be taken in constructing questions for questionnaire and in analyzing the data collected to

ensure credibility. The questionnaire will be modified in a way that they will be related to the research question. This will ensure all research question are covered.

3.7 Reliability of the instrument

As per Orodho (2004), unwavering quality in research concerns how much a specific measuring mechanism gives comparable outcomes over various rehashed preliminaries. So as to test the reliability of the instrument the researcher used the retested strategy. This was done by overseeing same instruments twice to one segment of the Police Service not in the sample, and sitting tight for a period before regulating the research instruments for the subsequent time and the reactions are scored manually. A comparison between answers obtained is made.

3.8 Ethical consideration

The names and offices of the various respondents have not been mentioned in any way as far as the research is concerned. Most of the respondents in this research work are people of substance and high ranking in the Ghana Police Service. Respondents of the research work were assured of utmost confidentiality. Fouka and Mantzorou (2011) assert that the issue of privacy and secrecy is firmly associated with the privileges of advantage, regard for the pride and loyalty of respondents. Secrecy is secured when the subject's character cannot be connected with individual reactions. On the off chance that the researcher cannot guarantee anonymity, he needs to address confidentiality, which is the regulating of private data by the researcher so as to ensure and protect the subject's identity.

CHAPTER 4

CONCLUSION AND RECOMMENDATION

4.1 Overview

Social media utilization is significant in public relation practice. The law enforcement organization, Ghana police service should see how web-based media uphold this practice that they are to utilize web-based media adequately. Landsbergen (2010) further emphasizes that social media upholds the expanded dependence on human networks, and the requirement for fast intelligent correspondence; the need to obscure what is private and public, and the requirement for connecting with sight and sound. Regardless of whether Ghana Police Service can utilize social media relies upon how well the organization see, comprehend, and take care of these requirements. The reason for this study was to look at social media use in PR practices in Ghana Police Service. In particular, it tried to break down the types of social media used; to look at whether online media use has improved the achievement of public relations objectives regarding information sharing by the Ghana Police Service and furthermore to explore the variables for preference of social media tools utilized by the PR department at the Ghana Police Service.

This chapter presents a synopsis of the study, offering relevance for recommending future field work to resolve the research questions.

4.2 Summary

The study sought to discover the utilization and patterns of social media in public relations activities at the Ghana Police Service. The review of literature filled in as an establishment for

exploring into the phenomenon. The Uses and Gratification theory was utilized to contextualize the study. It was consequently settled that individuals' attitudes towards the utilization of a framework or system is influenced by how helpful and satisfying they see the framework to be and how simple it would be for them to utilize the framework to accomplish their goal. The study took a gander at how simple the Ghana Police Service could utilize social media to complete public relation activities and enforce laws of the land. This study would have adopted the quantitative methodology which is proper for this research yet was impractical in the midst of the obvious pandemic-COVID-19 so settled for a long essay study.

4.3 Conclusion

The study tried to test if the hypotheses that Ghana police service utilize the social media in their public relation tasks. The investigation would have inspected that the Ghana Police Service employed the utilization of social media tools for PR activities as a result of their the motivation driving why users of social media collaborate together in a particular kind of mediated communication channel, and what achievements are gotten from such interventions as police officers are convinced and purposive in their communication conduct and furthermore relying on the viewpoint of people, similarly as their condition, they may pick one communication medium over another. This investigation would have along these lines uncovered larger part of police faculty acknowledge that social media tools can be effectively worked by any individual and that social media tools ought to be organized by the Ghana Police Service so as to improve its law implementation order through public relations practices.

4.4 Recommendation

This will be required by a social media public authorities' execution guide that will guarantee right approaches, techniques and assessment devices (Cardenas, 2013). This would settle the issues of danger averseness, limitations, assessment and inconsistent use for the internal versus external communication.

As the Ghana Police Service endeavors towards its change, it would be of extraordinary advantage to focus on how best to fuse online media use for successful information dissemination and crises management. This, in my view, would harness the Ghana Police Service's point of turning into an a-list proficient police institution; the best Police Service in Africa; and one of the best ten (10) police administrations on the planet inside four (4) years (GPS, 2017). Informed by Wolff et al (2011), the entire community is slowly turning out to be digitized. Individuals no longer assemble in spots to mingle or mobilize.

At last, the study suggests that the Public relations department of the Ghana Police Service should grasp the methods of social media deemed fitting to the internal publics with a touch of friendliness. This would guarantee that the department doesn't lose the trust and confidence it has just developed with the internal public as that would hose efficient service and non-accomplishment of public relation practice objectives.

4.5 Suggestion for further research

The study was not decisive due to its reliance on literature. It will be recommended that future studies should explore this topic using field data. Further investigation ought to be done for a huge scope PR research on social media use in Ghana Police Service, other than a contextual analysis.

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