The Role of Social Media on Jordanian organization
A case Study of Mada Communications Jordan

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Dedication

To my dearest father, husband, and my family
Thank you for being there whenever I needed it.
I cannot thank you enough for all the support and love you have given me.
The Role of Social Media in Jordanian Organizations: A case Study of Mada Communication Company

By
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List of abbreviations

Social Media .............................................. SM
Social network .......................................... SN
Social Networking Site ................................. SNS
Integrated Marketing Communications ............ IMC
Mada Communications Jordan ....................... MCJ
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ABSTRACT

Qudisat, Balqees. The Role of Social Media on Jordanian Organizations: A case study of Mada Communications Jordan. Thesis submitted in partial fulfillment of the requirements of the degree of Master Business of Administration, Yarmouk University, 2012 (supervised by: Dr. Abed AL-Fatah Karasneh, Dr. Emad AL-Shawakfa).

The objective of this study is to investigate the role of the social media at Mada Communications Jordan. By understanding the networking influence of the social media processes and measuring the impact of social networking performance at Mada Communication Jordan. The researcher has distributed (116) questionnaires to the employees of Mada Communications Jordan, (108) were returned and analyzed. The SPSS package was used for the statistical analysis process to show the percentage mean, the standard deviation, and the coefficient correlation.

The results of this research showed that strategy building at social networking sites was important and an efficient factor for MCJ. The results also showed that the impact of the social media on Mada Communications Jordan for all characteristics (social media relation, impact of social networking, social media and consumer) were moderate.
Based on the results of the social networking system enjoys moderate level of privacy.

Finally, according to the results the researcher suggested the following recommendations:

1. The need to adopt clear objectives and specific media strategy in the company.
2. Following modern methods of dealing between the internal organization and external audiences.
3. Maintaining the companies which have the capacity and capability to deal with each individual client and provide him with the appropriate service.
4. The necessity of privacy in the relevant data on the protection of life, personal relationships and business confidentiality.
5. The need for similar studies using more variables, conducted on different companies in different regions of the country.

**Key words:** Social media (SM), Social Networking (SN), Mada Communications Jordan (MCJ)