

The uses of public relations employees in Al-Ahsa hospitals for social networking sites and their use in raising awareness of Corona disease

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Abstract

The objective of this study was to identify the uses of public relations employees in Al-Ahsa hospitals for social networking sites and the relationship between this use and employing it to raise awareness of Corona disease, as well as to identify social communication activities by public relations employees to manage the stages of the Corona virus crisis, the sources of information they use, and the communication patterns they provide, as well as the effectiveness of public relations. The study's findings were based on the comprehensive survey method and the analytical-descriptive method. Due to the small size of the study population, the entire community was used as a sample for the study, with a total of 61 male and female employees as of the time the study was conducted. Twitter ranked first among the most popular websites, with a usage rate of 35.9%, while Google Chrome ranked last, with a usage rate of 1.9% of the total study sample. Additionally, the rate of using social media to raise awareness of the dangers of Corona disease was (always) high, at 60%. The results also indicate that the pattern of providing information of the type "tweet / publication" ranked first with a rate of 29.9%, while the pattern of providing information of the type "animated infographic" ranked last with a rate of 8.5% of the total study sample, and that there is a weak direct relationship between the use of social networking sites and the level of awareness of the risks of Corona disease, and a medium direct relationship between the use of social networking sites and the level of awareness of the (0.05).

Keywords: Al-Ahsa hospitals, uses and gratifications, Corona pandemic, public relations employees.

Introduction

Numerous global medical crises, such as the plague, malaria, cholera, SARS, and other infectious diseases and viruses, have had a significant impact on economic, social, and health-related factors. World in a short time and caused hundreds of thousands of deaths. The Kingdom of Saudi Arabia is regarded as one of the first nations to attempt to contain and mitigate the severity of the crisis and its effects on the economy and the public health of Saudi society, as well as to reduce its effects and repercussions on hospitals (Saudi Ministry of Health, 2021). The health sector had a primary role in addressing the pandemic, as it was the first line of defense, as it was the most affected and resistant to the crisis and to sudden and unexpected situations, whether government or private hospitals, as it worked to effectively manage these crises to reduce their effects, which necessitates exceptional leadership to effectively manage such crises to lessen their severity and prevent them (Abu Abah, 2020). Public relations activity is regarded as an essential part of the lives of organizations and a significant factor in their efficiency and effectiveness, as it seeks to achieve harmony and consensus in a society undergoing changes in governance systems and crises. The primary function of public relations is to facilitate mutual response and coordination between regimes, their environments, and the surrounding society (Abu Ali, 2021).

As a result of this role that public relations agencies enjoyed and their vital role that helped them adapt and spread among all problems, whether environmental, health, or educational, the most important role they required was their presence in the field of community awareness of the dangers of the pandemic, as the need for public relations in hospitals arose to play this role effectively due to its great significance in the process of communication and communication (Abdel-Al, 2021). Public relations agencies in hospitals play a crucial role in maintaining public safety and health awareness, as well as society's psychological and physical health. Based on the educational role played by employees of public relations agencies in hospitals and the activities and programs they provide, which could have a significant impact on the level of awareness of the dangers of the virus, the idea for this study arose, which is based on a statement of the use of social networking sites by public relations employees in Al-Ahsa hospitals in relation to raising awareness of Corona disease.

Previous studies

The two researchers combed the library and online databases for prior research on the topic of the current investigation. In reviewing previous studies, the researchers went in chronological order from most

recent to oldest. In order for the studies to be comprehensive and relevant to the subject of the research, Arab and foreign studies were selected and divided along the following three axes:

The first axis: Studies examining the role of hospital public relations employees in raising awareness of the COVID-19 pandemic

Mona Abdulaziz Hassan's (2021) study entitled "The Role of Public Relations Practitioners in Egyptian University Hospitals in Managing the Phases of the Coronavirus Pandemic Crisis"

This study aimed to identify the role of practitioners of public relations activities in Egyptian university hospitals in managing the stages of the Corona pandemic crisis through a descriptive and analytic study using a survey list and by interviewing all members of the research sample in Egyptian university hospitals in the Greater Cairo region (Cairo, Giza, and Qalyubia) that applied quarantine during the corona crisis. The study concluded that there were no specific tasks to confront the Corona crisis, although the practitioners of public relations activities had the ability to deal with the repercussions of the crisis in all stages of its management, starting with the stage of prediction and discovery and moving on to the stage of learning and gaining experience. The most prevalent social communication activities for the study sample were condolences and condolences to the families of doctors, nurses, and paramedics, as well as those who died as a result of virus infection while performing their duties. The most prominent means of communication in social networks were "Telegram, then WhatsApp."

Cassandra Hayes et al (2021), "A Tale of Two Hospitals: The Role of Spatial Sense Industry in COVID-19 Communications for a Rural and Urban Texas Hospital"

Through a critical analysis of public relations strategies in rural and urban hospitals in Texas, this study aimed to identify communication strategies in times of crises and pandemics such as COVID-19. The results revealed that the examined press releases used specific details to establish their health-related information, and that the mechanism for improved access to information and data about long-term crises has a flaw. More research is required to comprehend the protracted response of public relations officials and practitioners in urban and rural Texas City hospitals to the crisis.

Nawzat Saleh Abu Al-Assal (2021), entitled "Electronic Public Relations Campaigns in Jordanian Hospitals and Their Role in Raising Awareness of the Risks of H1N1 Influenza and the COVID-19 Virus"

This study aimed to determine the nature of communication activities provided by electronic public relations campaigns in Jordanian hospitals to increase awareness of the risks of influenza and the Corona virus, as well as the quality of electronic campaigns directed by public relations agencies in Jordanian hospitals to increase awareness of the two diseases. The results demonstrated that hospitals' public relations departments implemented a number of electronic public relations campaigns to raise awareness of the dangers posed by the two patients. While the content of the campaigns centered on increasing community awareness of the dangers posed by two patients, the electronic communication tools most frequently used to direct the campaigns were Facebook posts, followed by the hospital's website, and finally the hotline. Seminars, lectures, and awareness sessions constituted the most prevalent forms of communication. In order to increase awareness of the two patients, the hospital's website was updated with news, data, investigations, and photographs.

Nesma Abdullah Mutawa (2021). Titled "The official page of the Egyptian Ministry of Health and Housing dealing with the Corona pandemic and its relationship to public awareness of it"

This study aimed to determine how the official page of the Egyptian Ministry of Health and Housing handles the Corona pandemic and its relationship to public awareness by conducting an analytical study of the content published on the Ministry's Facebook page and a separate field study with a representative sample of the Egyptian public. In addition to using infographics as a tool for disseminating data and information, the results of the study indicate that the page is interested in spreading prevention and treatment methods for the Corona virus and aims to raise awareness and educate the public about the published content. While the field study found that respondents relied heavily on the Ministry of Health's official website and viewed it as the primary source for obtaining information and the latest updates on the spread of the virus, the study also revealed a statistically significant positive correlation between respondents' reliance on the Ministry of Health's website and their level of awareness of the Corona pandemic.

Safia Ibrahim Al-Karim (2020). Entitled "The Employment of Public Relations Practitioners from Social Networking Sites in Managing the Corona Crisis: A Field Study on a Sample of Public Relations Practitioners in Governmental and Private Hospitals in Riyadh"

This study aims to determine the sources on which public relations relies to know and gather information

about the Corona crisis, the social networking sites most depended on to acquire information about the Corona issue, and the steps public relations takes prior to the emergence of the disaster. The results of the study revealed that public relations practitioners relied on social networking sites for the most information about the Corona virus, at a rate of 20.9%, with Facebook being the most prominent of these compared to all other sources. It also demonstrated that the most essential strategies for public relations professionals to take in handling the Corona problem are Before the occurrence of a crisis, preventative measures include the existence of a highly trained staff for crisis management, and identifying the type of crisis is one of the most essential ways to assess the possible impact of the crisis on the facility's reputation.

Wouter Jong (2020): "Assessing Crisis Communication." "A 30-Item Checklist for Performance Assessment During COVID-19 and Other Epidemics"

This study aimed to develop a conceptual checklist for evaluating the efforts of public relations and communication staff during the emergence of crises and pandemics and beyond, to evaluate the effectiveness of communication during crises at all levels, and to contribute to the development of an assessment tool that takes into account the challenges faced by crisis communications specialists. The study revealed that there is no clear trend regarding who is responsible for the crisis, that such a trend requires effective communication management by public relations employees and stakeholders, with the goal of enhancing their competencies and experiences, and that citizens must be informed of developments in the Corona virus and its potential threats and effects, within a broader context of responsibility and accountability.

Brooke Liu et al. (2018), "Keeping Hospitals Running During Disasters Through Crisis Preparedness: A Study of Communicators"

This study aimed to identify the role of the communicator in government hospitals facing disasters and crises such as epidemics, as well as the extent of their preparedness to communicate effectively internally and externally to inform the public about these disasters, crises, and epidemics and to offer them intensive care and support. The study revealed that there are no compelling answers to the question of how to define effective communication between risks and crises. Therefore, best practices should not be considered static, and hospitals encounter common challenges and obstacles when conveying dangers and crises connected to public relations during a natural

catastrophe. It is impossible to emphasize the significance of hospital risk and crisis communication.

Khaled Faisal Al-Farm's (2016) study entitled "Using Social Media in Health Awareness of Corona Disease: An Applied Study on Medical Cities and Their Governmental Hospitals in Riyadh, Saudi Arabia"

This study aimed to determine the level of use and employment of medical cities in Riyadh and their government hospitals on social networks (YouTube, Facebook, and Twitter) in health awareness strategies for Corona disease, as well as the level of participation of medical cities and their government hospitals in Riyadh in health awareness programs for Corona disease through social media in the Kingdom. 73% of Riyadh's medical cities and government hospitals lack social media platforms (Twitter, Facebook, and YouTube) for use in health awareness initiatives, despite the prevalence of social networks in the Kingdom, according to the study. 60 % of medical cities in Riyadh did not use accessible social networks to increase awareness of Corona disease, indicating that there is no clear national health strategy through which all medical cities and their government hospitals may participate in the national health effort.

The second axis: COVID-19 pandemic-related studies that examined the public's adoption and interaction with social networking sites

Zainab Muhammad Hassan (2021) study entitled "The Impact of Relying on Saudi Official Media Platforms in Twitter on the Public's Knowledge and Behavior of the Corona Pandemic"

The purpose of the study was to assess the effect of depending on official Saudi media outlets on Twitter on the public's awareness of and response to the Corona outbreak. The study discovered that the proportion of permanent followers of the official media channels on Twitter exceeded the Corona pandemic by 67.4%, followed by followers and those who are occasionally interested at a rate of 29.6%, for a total of 97% followers of these platforms. The media platform of the Saudi Ministry of Health on Twitter was ranked as the most significant media platform by respondents with a rate of 61.3%, followed by the official Saudi newspapers with a rate of 42.2% and the Saudi Press Agency, SPA, in third place with a rate of 36.5%.

Osama Abdul Hameed Muhammad's (2021) study entitled "Public Interaction with Health Information on Social Media During the Corona Pandemic Period: An Analytical Study of the Ministry of Health and Population's Facebook Page"

This study aimed to examine the public's engagement with health information published by the Ministry of Health and Population via its social networking accounts. The results of the study revealed that the public's engagement with publications about the Corona virus is greater than its engagement with publications about public health, and that there is a correlation between the public's engagement with health information and the number of people infected and killed by the Corona virus. The study also highlighted the importance of interactive dialogue concepts in enhancing public engagement with health information.

Anna Escoda et al. (2020), "Social Networking Engagement During the COVID-19 Pandemic in Spain: Health Media Versus Health Care Professionals"

This study aimed to understand the relationship between the population in general and digital media in particular by measuring participation during the COVID-19 pandemic and analyzing the degree of impact of health-focused digital communication media versus health-focused information and communication files. The results suggested a new communications model that creates a new arena for agents whose content may be compared to and even surpassed by health communications-focused digital media on Facebook in terms of engagement. In addition, the outcomes demonstrated that the pandemic crisis has expedited the development of the telecommunications business and produced new market-related issues for the communications industry, media professionals, and higher education institutions.

Hagar Mahmoud Omar (2020), entitled "The Egyptian Public's Use of Television and Facebook to Obtain Information About the Corona Pandemic and Their Attitudes Toward Government Performance in Light of the Information Epidemic"

This study attempted to assess the media outlets on which the Egyptian public relied to receive information about the Corona crisis, as well as the extent to which this public was exposed to the new media (Facebook) to obtain information about the issue. The results indicated that the study sample spent more time on Facebook than in front of the television to receive information about the Corona pandemic, and the most crucial reason for the study sample to use Facebook was their always-present smartphones.

Rani Jayaseelan et al. (2020), "Social media dissemination of accurate or misleading information about COVID-19 and the extent to which it is controlled through the study of phenomenology"

The study aimed at whether social media spreads correct information or false information to the public

regarding the spread of the Covid-19 pandemic, and the study used the qualitative approach to reach the results of the study subject. The results of the study concluded with the importance and ease of social networking sites as a platform for disseminating information related to infectious diseases to the public in order to control the panic resulting from the misinformation circulated by social media users among themselves, and to fight misinformation responsibly and effectively reduce fear promoters.

Rehab Sami Mohamed (2020), entitled "The Egyptian public's reliance on new media as a source of information and news about the COVID-19 pandemic and its role in promoting health awareness"

This study sought to determine the extent to which the Egyptian population relies on new media as a source of information and news regarding the COVID-19 pandemic, as well as the function of new media in improving health awareness among Egyptians. Intensity of exposure to new media and high dependence on it as a source of information through media templates such as news and reports about the Corona virus pandemic and methods of prevention, symptoms, methods of infection transmission, preventive and precautionary methods, the acquisition of good health information, and the monitoring of all developments in the pandemic were among the most important results. The respondents relied on physicians more than any other non-media source, and trust in official websites increased more than trust in other new media.

Lisa Singh et al. (2020): "A first look at sharing COVID-19 information and misinformation on Twitter"

The purpose of this study was to determine the impact of using the social networking site Twitter in disseminating knowledge about the Corona virus among the general public, as well as the impact of this site in propagating false information and rumors among the general public. According to the findings, there were 36,352 valid tweets released, as well as 1,135 misleading tweets that were not based on facts while presenting information. The findings also revealed that the absence of control over the content published on social networking sites leads to the spread of myths, tales, and incorrect and misleading information among the public, which frequently results in the development of dread and panic. The findings also demonstrated the significance of Twitter and its significant use in dealing with the virus, preventing it, and implementing preventive measures when infection develops.

The third axis: study on the impact of the media in informing the public about the Corona epidemic Ahmed Ibrahim Salih (2021), entitled "Using the media to gain information about the crisis of the Corona Virus (Covid-19) pandemic"

This study aims to determine the perspective of Iraqi newspapers on the Covid-19 pandemic crisis. The study population was chosen and sampled based on the themes of the Corona Virus (Covid-19) pandemic that were published between Sept 15, 2020 and Oct 15, 2020. The results indicated that the issue of the government and its role in dealing with the Corona Virus (Covid-19) pandemic, particularly the issue of health institutions conducting inspection campaigns for restaurants and closing violating restaurants, had priority in the news coverage of the Covid-19 pandemic, based on the frequency that the subjects received, and that the issue of the media's role in dealing with the Corona pandemic, specifically the issue of the media's coverage of the pandemic, had the lowest priority.

Abdul Hafeez Mustafa's (2020) study entitled "The Role of Saudi News Websites in Health Awareness During the Corona Pandemic (Covid-19)"

The study aimed to monitor the role of Saudi news sites in health awareness during the COVID-19 pandemic, in light of the social responsibility of the media, in an attempt to evaluate Saudi news sites in the media content they provide to determine the extent of success in managing the health crisis or not. The study reached a set of results, the most important of which is that the sample varied between males and females, as males came in with a percentage of 54.5%, while females came in with a percentage of 45.5%. The sample also reflected different levels of education, as intermediate education came in at 18.8%, then university education at 76.5%, then diploma and postgraduate studies at 4.8%. Ajel website came first, on which the respondents relied to obtain their information about Corona, then Sabq website, then Okath website, then the news website of Al-Riyadh newspaper, then Al-Watan website, then the news website of Al-Sharq Al-Awsat newspaper, then the Al Mowatin website, then Al-Marsad website, then Sada website, and finally Tawasul website.

Nicola Gozzi, et al. (2020), "Collective Response to Media Coverage of the COVID-19 Pandemic on Social Media Platforms Reddit and Wikipedia: A Mixed Methods Analysis"

This study sought to determine the level of media reaction to reportage of the COVID-2019 pandemic in four nations (Italy, the United Kingdom, the United States, and Canada). On the basis of this objective, the

significance of the study is that exposure to news and information about the pandemic can eventually affect (negatively / favorably) the growth of the virus and promote its spread if the material is mistakenly disseminated and vice versa. Based on the significance of exposure to news and information on the epidemic, the results demonstrated that frequent usage of illustrative pictures through animated and static infographics can influence the course of events. This necessitates the transmission of the image in a variety of formats and techniques. The general interest and activity of users in obtaining information was primarily driven by media coverage of the pandemic.

Ayman Muhammad Braik (2020), entitled "The Role of Mobile Journalism in Educating the Saudi Public about the Developments of the Corona Pandemic Crisis: A Field Study"

The purpose of this study was to determine the function of mobile journalism in teaching the Saudi public about the developments of the Corona pandemic (COVID-19) problem by identifying the patterns, rate, and motivations for the Saudi people's use of mobile journalism. Forms of mobile journalism, the most significant crisis-related themes that the public is eager to follow, and the amount of their trust in it are discussed. The study discovered that the Saudi public relies heavily on mobile media for coverage of the COVID-19 outbreak. Followed by audio and visual applications, then news applications, then newspaper websites and electronic portals, followed by official applications, then SMS and MMS services, and finally postal applications, social media applications topped the list of mobile journalism types that the Saudi public, the study's sample, is eager to follow.

Kazuki Shimizu and Masashi Negita (2020), "Lessons Learned from Japan's Response to the First Wave of the COVID-19 Pandemic: Content Analysis"

This study aims to extract lessons learnt from Japan's reaction to the first wave of the COVID-2019 pandemic by examining the content of expert conference minutes and the many viewpoints on the pandemic, such as epidemiology, health systems, border control, and health communication. The results of the study revealed through content analysis that the epidemiological impact of the 2019 Corona virus outbreak in East Asian countries was rather moderate, despite the fact that the epidemic had a significant impact on the lives and livelihoods of individuals, including Japan. In the early phases of the COVID-19 pandemic, Japan implemented an unprecedented quarantine, recognized the challenge of controlling COVID-19, and ultimately recorded a

relatively high death rate per million in the Western Pacific region.

Sylvia Mutua and Daniel Oloo Ong'ong'a (2020), "Online news media framing of the COVID-19 pandemic: Exploring the initial stages of the outbreak in international media"

This study analyzed the media coverage of the first two months of the COVID-19 pandemic by the BBC, CNN, Al-Jazeera, and The People's Daily. This study contributes to the identification of the language of media practice and the evaluation of the use of several research models in the dismantling of the media framework during crucial moments. The data demonstrated the success of the BBC, Al Jazeera, CNN, and The People's Daily in spreading the COVID-19 epidemic. During the initial phase of the epidemic, the BBC covered the majority of the news in negative stories and frames, while The People's Daily's coverage was more impartial and positive, and CNN's coverage of COVID-19 contained the fewest negative articles of the four outlets.

Commenting on previous studies

The researchers remarked on past studies by highlighting contrasts and similarities, followed by what distinguishes the current study from previous ones:

1. The researchers have at their disposal a collection of Arab and foreign studies on the use of public relations employees of social networking sites in raising awareness of Corona disease, and the researcher discovered the degree of interest of these studies in the uses of social media due to the fact that they are efficient means of communicating health information to the receiving public quickly and significantly.
2. Hassan (2021) researched the impact of public relations practitioners in Egyptian university hospitals in handling the stages of the Corona virus pandemic crisis, which is distinct from the current study's study on the role of public relations practitioners in the same context. The study by Hayes et al. (2021) evaluated the role of the spatial sense industry in the COVID-19 communications of a rural and urban hospital in Texas, as well as the breadth of communication techniques during crises and pandemics such as the Corona virus sickness. In terms of methodology and theory, previous studies, such as the Mutawa study (2021), which used the content analysis tool on the official page of the Egyptian Ministry of Health and Housing regarding the Corona pandemic and its relationship to public awareness, and the Al-Farm study (2016), which was conducted using a comprehensive inventory of

social networks: YouTube, Twitter, and Facebook regarding the u.s. ebola outbreak, differ from the current study.

3. This study is similar and converges with a number of previous studies in terms of methodology, as the current study was based on the descriptive analytical approach, and that is through what the current study will describe of its variables and the extent of the uses of public relations employees in Al-Ahsa hospitals for social networking sites and its relationship to employing these sites in health awareness of Corona disease, as well as by analyzing the data that will be collected. Upon which several studies were based, including those by Abu Al-Assal (2021), Al Kareem (2020), Jong (2020), Jayaseelan et al. (2020), and Shimizu and Negita (2020).
4. This study differs from others in that it focuses on an important topic related to the significance of the uses of social networking sites by public relations personnel in Al-Ahsa hospitals and their relationship to the use of these sites in raising awareness of Corona disease; this study is an attempt to understand this role and its significance in fostering health awareness in Saudi society. It is intended that this study would increase public understanding of the roles of public relations in the health sector.

The study problem

Many studies indicate the importance of social networking sites and their use as a means of communication for the transfer of information, news, and statistics, as shown by Al-Batayneh (2017) study that indicated that 93% of doctors working in hospitals in the northern region of Jordan use social networking sites to inform the Jordanian public about infectious diseases, the importance of prevention, and the latest medical developments in the form of reports and statistics, which enhances the importance of these networks and the importance of their use. Al-Mamoun's (2019) study agreed with Al-Batayneh's (2019) study and emphasized the role of public relations in the centers and hospitals of the Libyan Ministry of Health in raising health awareness. whereas public relations employees used social networking sites to reach the largest possible segment of the Libyan public, so that educational and health messages reach a greater extent and on a more comprehensive geographical scale than traditional means.

Studies confirm that social networking sites are highly used within the Kingdom of Saudi Arabia, but a scientific study did not address their uses in hospitals, and therefore the problem of the study was crystallized in identifying the extent to which public relations employees in Al-Ahsa hospitals use social networking

sites and the relationship between this use and raising awareness of Corona disease.

Study importance

The study's significance is clear by spotlighting an essential problem in public relations, particularly as it investigates the use of social networking sites in boosting awareness of Corona's illness. As this disease is considered one of the global pandemics that affected and continues to affect various humanitarian sectors, and the importance of the current study emerges from being an attempt to monitor the nature of the relationship between the uses of public relations employees in Al-Ahsa hospitals and their uses of social networks. It may aid in the discovery of some proposed solutions for activating public relations approaches and strategies in the use of social networks and websites to promote awareness of the danger of Corona disease.

Objectives

The current study aims to identify the uses of public relations personnel in Al-Ahsa hospitals for social networking sites and the relationship of this use in employing it to raise awareness of Corona disease.

1. The importance of public relations employees using social networking sites to raise awareness of the dangers of Corona disease.
2. The reality of the performance of public relations employees in Al-Ahsa hospitals in employing social networking sites to raise awareness of the dangers of Corona disease.
3. Social media activities by public relations personnel to manage the stages of the Corona virus crisis.
4. The most widely used means of social networks and websites to manage the stages of the Corona crisis and raise awareness of its risks.
5. Sources of information used by the relations staff in Al-Ahsa city hospitals.
6. Communication patterns provided by public relations personnel in Al-Ahsa hospitals: tweets, photos, and video clips.
7. Efficiency of public relations employees in Al-Ahsa hospitals in using various media techniques.

Study questions

It emerges from the study's main question, which is: What is the extent to which public relations employees in Al-Ahsa hospitals use social networking sites to raise awareness of Corona disease? This main question stems from a group of the following sub-questions:

1. What is the importance of public relations employees using social networking sites to raise awareness of the dangers of Corona disease?
2. What is the reality of the performance of public relations employees in Al-Ahsa hospitals in

employing social networking sites to raise awareness of the dangers of Corona disease?

3. What are the social media activities by public relations employees to manage the stages of the Corona virus crisis?
4. What are the most effective means through social networks and websites to manage the stages of the Corona crisis and raise awareness of its risks?
5. What are the sources of information used by the relations staff in Al-Ahsa city hospitals?
6. What are the communication styles provided by public relations employees in Al-Ahsa hospitals: (Tweet, photo, video clips)?
7. What is the efficiency of public relations employees in Al-Ahsa hospitals using different media techniques?

Hypotheses

The study hypotheses can be stated as follows:

1. There is a statistically significant correlation between the use of public relations employees for social networking sites and the extent of awareness of the dangers of Corona disease.
2. There is a statistically significant correlation between the employment of public relations employees for social networking sites and the sources of information that are relied upon in providing awareness of the Corona disease.
3. There is a statistically significant correlation between the audience's interaction and the type of information provided by public relations employees in Al-Ahsa hospitals to the public.
4. There is a statistically significant correlation between the number of media templates provided by public relations employees in Al-Ahsa hospitals and the extent of people's demand for them.
5. There are statistically significant differences in the use of social networking sites to raise awareness of the risks of corona disease, according to demographic variables: (gender, hospital sector, educational level, number of years of experience).

Methodology

The comprehensive survey approach, as well as the analytical-descriptive approach, will be used to analyze the subject of the study, which can be defined as "a method of analysis based on sufficient and accurate information about a specific phenomenon or topic over a known period or periods of time in order to obtain practical results that have been interpreted in an objective manner consistent with the actual data of the phenomenon." (Adass et al., 2020: 37).

Study sample

All public relations employees from the Al-Ahsa city administration and private hospitals were included in the study sample. Due to the small size of the study population, the complete community was used as a sample for the study, which included 61 male and female public relations personnel at Al-Ahsa municipal hospitals in the Kingdom of Saudi Arabia at the time of the current study. This is shown in Table 1:

Table 1: Distribution of the study sample according to Al-Ahsa City Hospitals

Hospital	No.	%
Al-Ahsa Hospital	5	%8.2
Prince Saud bin Jalawi Hospital	3	%4.9
Al-Moosa specialist Hospital	8	13.1%
Almana General Hospital	4	6.6%
Hussein Al-Ali Hospital	2	3.3%
Salwa General Hospital	6	9.8%
Eye City Hospital	5	8.2%
Al-Obaid Specialized Hospital	7	11.5%
Al-Jabr Eye and ENT Hospital	9	14.8%
Al-Jafr Hospital	5	8.2%
Al Afaleq Hospital for Primary Care	1	1.6%
Elag Hospital	6	9.8%
Total	61	%100

The data in the preceding table show the distribution of the study sample based on the study population, which is made up of public relations employees from both the public and private sectors working in Al-Ahsa municipal hospitals.

Characteristics of the study sample

Frequencies and percentages were employed to accurately describe the features of the study sample. The characteristics were reflected in the study sample's demographic data (sex, hospital sector, educational level, and number of years of experience). The following are the results from the analysis of these variables:

Table 2: Distribution of sample members according to their demographic characteristics

Variables	categories	Rept.	%
gender	Male	20	%32.8
	Female	41	%67.2
	Total	61	%100
hospital sector	Governmental	29	%47.5
	Private	32	%52.5
	Total	61	%100
Educational level	Ba	38	%62.3
	Higher Diploma	8	%13.1
	Master's	11	%18
	Ph.D	4	%6.6
	Total	61	%100
Years of Experience	Less Than 1 To 3 Years	35	%57.4
	Less Than 4 To 6 Years	14	%23
	+7 Years	12	%19.7
	Total	61	%100

The data in Table No. 2 show that females made up the majority of the study sample, accounting for 67.2% of the total 41, while males made up 32.8% of the total 20. It is also worth noting that 52.5% of the employees in the study sample work in private hospitals, while 47.5% work in government hospitals. In terms of educational level, it should be highlighted that the majority of public relations employees in Al-Ahsa hospitals were at the bachelor's level, as their number reached 38, accounting for 62.3%, while 6.6% were at the doctoral level. In terms of years of experience, the majority of respondents 57.4% had years of experience ranging from (less than one year to three years), while 19.7% of the study sample had years of experience ranging from (less than one year to three years) (7 years or more).

Study tool

An electronic questionnaire was used to collect data from the study sample in order to achieve the objectives of the field study, and it is one of the basic methods that are used to collect data directly from the selected sample by asking a set of specific and prepared questions, which is the most common method in the survey method. Based on previous studies and theoretical literature, the questionnaire was designed as follows:

Part 1: The study sample's demographic characteristics, such as social gender, hospital sector, educational level, and number of years of experience.

Part 2: It included a set of questions dealing with the most commonly used social networking sites to manage the Corona crisis and raise awareness of its risks, as well as the communication forms provided by these sites to raise awareness of the risks of Corona disease, as well as an axis that measures the study sample's attitudes toward the use of social networking sites in raising awareness of the dangers of Corona disease.

Validity of the study tool

Face validity was used to confirm the study tool's validity. The study tool was presented to seven academic specialists in the field of media from university professors, who were asked to comment on its paragraphs in terms of linguistic formulation, the extent to which the paragraphs belong to their fields, and their validity for the purpose for which they were designed. It was altered in accordance with the arbitrators' directions, with some paragraphs changed or eliminated and changes made to its linguistic and scientific composition.

Stability of the study tool

The concept of stability is defined by other concepts that have similar meanings to it, namely consistency and accuracy, all of which refer to the same procedural definition, which is to achieve the same results by repeatedly applying the results to the same individuals

at the same time and under the same circumstances, and there are a number of ways to ensure consistency. The researchers adopted the re-testing procedure, in which they administered the questionnaire to ten members of the study population sample. The correlation coefficient was 95% between the two tests, indicating that the scale was stable.

The results of the study questions

Frequencies and percentages were derived from the sample members of public relations employees in Al-Ahsa hospitals to estimate their use of social networking sites and their relationship to the use of these sites in promoting awareness of Corona disease:

Using social media to raise awareness of Corona disease

To provide an accurate description of the features of the study sample based on the usage of social networking sites to promote awareness of Corona disease, the following frequencies and percentages were extracted:

Table 3: Using social networking sites to raise awareness of the coronavirus

Usage	Rept.	%	rank
Yes	50	%82	1
No	11	%18	2
Total	61	%100	-

According to data in Table No. 3, 82% of the study sample uses social media to raise awareness of Corona disease, with 50 items ranking first. Those who do not use social networking sites to raise awareness of Corona disease accounted for 18% of the total, with 11 items coming in second place. Employees in Al-Ahsa hospitals who do not use social networking sites were excluded because the current study aims to improve awareness of the dangers of Corona disease among users of social networking sites.

The social networking sites most used to manage the stages of the Corona crisis and raise awareness of its risks

To obtain an accurate description of the study sample's characteristics based on the social networking sites most commonly used to manage the stages of the Corona crisis and raise awareness of its risks, frequencies and percentages were extracted, and because sample members were allowed to choose more than one option, the percentage of the choice equals the total number of options. As a result, we can calculate the percentage of concentration, which indicates that the higher the percentage of concentration on an option, the higher the percentage of concentration on this option, as follows:

Table 4: Distribution of the study sample according to the social networking sites most commonly used in relation to the Corona crisis

Top sites	Rept.	%	Rank	x ²	df ²	df
Facebook	18	%17.5	2	153.00	0.00	6
Twitter	37	%35.9	1			
Instagram	17	%16.5	3			
YouTube	9	%8.7	5			
snap chat	16	%15.5	4			
tick tock	4	%3.9	6			
Google Chrome	2	%1.9	7			
Total	103	%100	-			

The data in Table No. 4 show how the study sample was distributed based on the social networking sites most widely used to manage the stages of the Corona crisis. Twitter came out on top of the most utilized sites, with 37 repetitions and a rate of 35.9%, followed by Facebook, with 18 repetitions and a rate of 17.5%. Instagram came in second with 17 repetitions at a rate of 16.5%, while Snapchat came in fourth with 16 repetitions at a rate of 15.5%, followed by YouTube with 9 repetitions at a rate of 8.7%, and TikTok with 4 repetitions at a rate of 3.9%. As for the last place, Google Chrome came with two repeats, at a rate of 1.9% of the overall study sample. The researchers explain the current study's finding that Twitter is at the top of the most popular sites. That Saudi society frequently favours Twitter among social networking sites for collecting information, thoughts, and ideas, particularly those affecting its interests, and health measures and precautions associated to Corona are among these worries.

This finding contrasts with the Mona Abdulaziz Hassan (2021) study, which found that the most popular social network was "Telegram, followed by WhatsApp." It also differs from the Safia Ibrahim Al-Karim (2020) study, whose findings showed that social networking sites were the most important sources of information that public relations practitioners relied on for all information about the Corona virus, at a rate of 20.9%, with Facebook being the most prominent, while it agrees with Zainab Muhammad Hassan (2021), who found that the percentage of permanent followers of the official media platforms on Twitter towards the Corona pandemonium According to the previous table, the value of X² reached 153.0, which is statistically significant at 6 degrees of freedom, and the value of statistical significance reached 0.00, which is less than the acceptable statistical error, indicating that the result obtained from the average responses of respondents on the most popular social networking sites is not due to chance but is of high reliability.

The rate of your use of social networking sites to raise awareness of the dangers of Corona disease

To provide an accurate description of the study sample's characteristics based on the rate of use of social

networking sites in raising awareness of the danger of Corona disease, the following frequencies and percentages were extracted:

Table 5: Rates of use of social networking sites in raising awareness of the risks of Corona

Usage rate	Rept.	%	Rank	x ²	df ²	df
Always	31	%60	1	131.00	0.00	2
Sometimes	17	%34	2			
Rarely	2	%4	3			
Total	50	%100	-			

The data in Table No. 5 show how the study sample was distributed based on the rate of use of social networking sites in increasing awareness of the hazards of Corona disease, with the rate of use (always) taking first position with 31 repetitions at a rate of 60%. This was followed by the use rate (rarely) with two repetitions, at a rate of 4% of the whole study group, and the use rate (occasionally) with 17 repetitions, at a rate of 34%. The researchers explain the study's finding about the rate of use, stating that these communicative social networks are indispensable sites and their use in numerous aspects, whether political, economic, or social. This finding is similar with Zainab Muhammad Hassan's (2021) findings, which revealed that the percentage of "permanent" followers of the official media channels on Twitter towards the Corona epidemic surpassed 67.4%, followed by followers and those who are occasionally interested at 29.6%.

This result can be explained by referring to the theory of uses and gratifications, which asserts that media use can be explained through the motives and needs of users, as it primarily takes care of the media audience that satisfies its desires and fulfills its latent need within it, which means that the public is not passive and accepts everything that the media presents to it, but rather it has a limited goal of its exposure that it seeks to achieve. The previous table shows that the value of X² reached (131.0), which is statistically significant at (2) degrees of freedom, because the statistical significance value was (0.00), which is less than the allowed statistical error. This means that the result obtained from the average responses of respondents on the rate of using social networking sites to promote awareness of the hazards of Corona disease is not attributable to chance but has a high degree of reliability.

The number of hours of exposure to social networking sites per day

To provide an accurate description of the features of the study sample based on the amount of hours spent on social networking sites every day, the following frequencies and percentages were extracted:

Table 6: Number of hours of exposure to social networking sites per day

Exposure hours	Rept	%	Rank	x ²	df ²	df
Less than an hour	2	%4	5	142.00	0.00	4
1- 1:59 h	13	%26	2			
3-4 hrs.	19	%38	1			
5-7 hrs.	12	%24	3			
+8 hrs.	4	%8	4			
Total	50	%100	-			

Table No. (6) data show the distribution of the study sample based on the hours spent on social networking sites in raising awareness of the hazards of Corona disease. The exposure hours (from 3 to 4 hours) came in first with 19 repetitions and a 38% rate. While exposure hours (from one to less than two hours) came in second with 13 repetitions and a 26% rate. Followed by exposure hours (from 5 to 7 hours) with 12 repetitions at a 24% rate, and exposure hours (from 8 hours or longer) with 4 repetitions at an 8% rate. While hours of exposure (less than an hour) with two repetitions came in last, accounting for 4% of the overall study group. The researchers describe the study's findings in terms of the amount of hours of exposure and the significance of these networks in terms of acquiring users' time and interests. As a result, users turn to these networks to satisfy their needs and desires, which manifest as cognitive, emotional, and behavioral impacts, as predicted by the theory of uses and gratifications. It also accords with the findings of Zainab Muhammad Hassan's (2021) study, which showed that the cognitive, affective, and behavioral effects of official media platforms on Twitter play major roles in relation to respondents' educational, cognitive, and emotional levels. According to the preceding table, X² reached 142.0, which is statistically significant at 4 degrees of freedom, and statistical significance reached 0.00, which is less than the allowed statistical error. This suggests that the result reached by averaging the respondents' responses to the amount of hours spent on social networking sites in raising awareness of the danger of Corona disease is not attributable to chance but has high reliability.

Reliable sources of information in providing awareness of Corona disease

Frequencies and percentages were extracted to provide an accurate description of the characteristics of the study sample based on the sources of information on which it is based to provide awareness of Corona disease, and because the sample members were allowed to choose more than one option, the percentage of the choice equals the total number of options. As a result, we can calculate the percentage of concentration, which

indicates that the higher the percentage of concentration on an option, the higher the percentage of concentration on this option, as follows:

Table 7: Distribution of the study sample according to the sources of information on which it is relied upon to provide awareness of Corona disease

Information sources	Rept	%	Rank	x ²	df ²	df
The Official Pages of The Ministry of Health	40	%29.0	1	165.00	0.00	8
The Official Platforms of The WHO	23	%16.7	2			
Doctors	15	%10.9	5			
Patients	5	%3.6	9			
Local And Arab News Agencies	18	%13.0	3			
International News Agencies	16	%11.6	4			
Friends	6	%4.3	8			
Groups	8	%5.8	6			
Ordinary People Pages	7	%5.1	7			
Total	138	%100	-			

The findings in Table No. 7 show the distribution of the study sample based on the sources of information used to raise awareness about Corona disease, with the sources of information of the type "official pages of the Ministry of Health" coming in first with 40 repetitions and a rate of 29.0%. The second place went to information sources of the type "official platforms of the World Health Organization," which had 23 repetitions and a rate of 16.7%, while the third place went to information sources of the type "local and Arab news agencies," which had 18 repetitions and a rate of 13.0%. This was followed by "international news agencies" information sources, which had 16 iterations and a rate of 11.6%. With 15 iterations and a rate of 10.9%, information sources of the type "doctors" came in fifth position. While sources of information of the type "groups" received 8 repetitions at a rate of 5.8%, sources of information of the type "ordinary people's pages" received 7 repetitions at a rate of 5.1% of the whole study sample. This result, which the study reached regarding the Ministry of Health's official pages in the first place, is consistent with Nesma Abdullah Mutawa's study (2021), which aimed to identify how the Egyptian Ministry of Health and Housing's official page deals with the Corona pandemic and its relationship to public awareness of it and concluded that respondents relied heavily on the official Facebook page of the Ministry of Health and considered

it the first source of information. Through the previous table, it is clear that the value of X2 reached 165.0, which is statistically significant at 8 degrees of freedom, and that the value of statistical significance reached 0.00, which is less than the acceptable statistical error, indicating that the result obtained through the averages of the respondents' answers to the sources of information that are relied upon to provide awareness of Corona disease is not due to the chance factor but is of high re

The pattern of providing information to the public through social networking sites

Frequencies and percentages were extracted to reach an accurate description of the characteristics of the study sample based on the pattern of providing information to the public through social networking sites, and because sample members were allowed to choose more than one option, the percentage of the choices equals the total number of options. As a result, we can calculate the percentage of concentration, which indicates that the higher the percentage of concentration on an option, the higher the percentage of concentration on this choice, as follows:

Table 8: Pattern of providing information to the public through social networking sites

The style of providing information	Rept	%	Rank	x ²	df ²	df
The tweet/post	35	%29.9	1	149.00	0.00	4
Illustrations	28	%23.9	2			
Fixed infographic	18	%15.4	4			
Animated infographic	10	%8.5	5			
Short videos	26	%22.2	3			
Total	117	%100	-			

The data in Table No. 8 show how the study sample was distributed based on the pattern of releasing information to the public via social networking sites. Whereas the pattern of presenting information of the type "twitter / post" came in first with 35 iterations and a rate of 29.9%, the pattern of delivering information of the type "illustration images" came in second with 28 iterations and a rate of 23.9%. While the third place was for the information-delivery style of "brief video snippets," with 26 repetitions and a rate of 22.2%. This was followed by a pattern of providing information in the form of a "fixed infographic" with 18 repetitions at a rate of 15.4%. The fifth and final place went to a pattern of displaying information in the form of a "moving infographic," which had 10 iterations and was used by 8.5% of the overall study population. The researchers explain the study's findings in relation to the "animated

infographic" style of providing information in the last place on social networking sites, indicating that this style requires specialists in designing infographics because it is an important art with its own specificity in presenting information in an attractive and purposeful way, and there appears to be a shortage of specialists in this type of public relations staff in Al-Ahsa hospitals. This result differs from the Nicola Gozzi et al. (2020) study, which found that the importance of exposure to news and information about the pandemic, which can eventually affect (positively or negatively) the development of the virus and its further spread, necessitates transferring the image in different forms and methods. According to the preceding table, the value of X2 reached 149.0, which is statistically significant at 4 degrees of freedom, as the value of statistical significance was 0.00, which is less than the acceptable statistical error, and this means that the result obtained through the averages of the respondents' responses to the pattern of providing information to the public through social networking sites is not due to chance but is of high reliability.

Media templates that you use to raise awareness of Corona disease

Frequencies and percentages were extracted to reach an accurate description of the characteristics of the study sample based on the pattern of providing information to the public through social networking sites, and because sample members were allowed to choose more than one option, the percentage of the choices equals the total number of options. As a result, we can calculate the percentage of concentration, which indicates that the higher the percentage of concentration on an option, the higher the percentage of concentration on this choice, as follows:

Table 9: Media templates that are used to raise awareness of Corona disease

Media Template	Rept.	%	Rank	x ²	df ²	df
News Template	35	%29.9	1	149.00	0.00	4
Article Template	28	%23.9	2			
Report Template	18	%15.4	4			
Dialog Template	10	%8.5	5			
Total	26	%22.2	3			

The statistics in Table 9 show how the study sample was distributed based on the media templates utilized to create awareness of the Corona disease. The media template of the type "report template" came in second with 25 repetitions and a rate of 30.9%. While the media template of the "article template" came in third with 14

repetitions and a rate of 17.3%. The media template of the "conversation template" came in last with 11 repetitions, accounting for 13.6% of the overall study sample. The researchers believe that the study sample's reliance on the news and report template as one of the most prominent journalistic templates in providing information about the Corona pandemic is a natural result of the importance that these two types represent in the ladder of journalistic arts, as these two types accounted for 69.2% of the percentage focused on the study sample. Thus, this percentage may be attributed to the fact that news is the basic and raw material, as it provides a preliminary summary of events and subjects discussed in the arena for the receiving audience about everything new regarding the Corona pandemic. While the reports include vital facts on these events and issues, they also attempt to provide the viewer with rational interpretations. This finding is congruent with the findings of the Rehab Sami Muhammad (2020) study, which found a high reliance on new media as a source of information via media formats such as news and stories regarding the Corona virus epidemic. According to the preceding table, the value of X² reached 173.0, which is statistically significant at 3 degrees of freedom, and the value of statistical significance reached 0.00, which is less than the permissible statistical error. This suggests that the result produced by averaging the responses of respondents to the media templates used to promote awareness about Corona disease is not due to chance but has high reliability.

Using social media to raise awareness of the dangers of Corona

To determine the respondents' estimates based on their use of social networking sites in promoting awareness of the risks of corona, the arithmetic means and standard deviations of their responses were calculated using the following equation:

$$\text{Degree} = (\text{upper limit of the alternative} - \text{lower limit of the alternative}) / \text{number of levels}$$

$$= (5 - 1) / 3 = 1.333$$

First: Low degree, less than 2.33.

Second: Average degree, 2.33 to less than 3.67.

Third: High degree, 3.67 to 5. Table 10

Table 10: Employing social networking sites to raise awareness of the dangers of Corona

No.	Employing of social networking sites	A.M.	S.D.	t value	A.D.	Grade
1	View all the latest information on Corona topics.	3.89	0.89	5.91	high	4
2	Focus on explaining the reasons for the occurrence of Corona disease.	2.88	0.95	7.51	average	7
3	Public relations personnel have a special database to communicate with the public and educate them about Corona disease.	3.97	0.81	6.89	high	2
4	Public relations programs are effective in raising health awareness of the dangers of Corona disease.	2.81	0.71	8.27	average	8
5	Internal meetings to raise awareness of the dangers of Corona disease are helped by public relations programs.	2.99	0.67	7.37	average	6
6	Public relations firms create plans and precautionary measures for any emergency that may arise as a result of Corona disease.	3.99	0.75	5.48	high	1
7	Public relations personnel use social networking sites in order to deliver accurate and objective health information about Corona disease to the target audience.	1.54	0.68	10.93	low	10
8	People who work in public relations use social networking sites because they are easier to use than other sites.	3.71	0.91	6.73	High	5
9	Public relations personnel use social media because it presents different points of view on health issues.	1.38	0.88	7.22	low	11
10	Public relations professionals use effective methods and strategies to educate the public about the health risks associated with Corona disease.	3.96	0.94	5.23	high	3
11	Public relations personnel organize awareness programs on a regular basis with the aim of increasing public awareness of the dangers of Corona disease.	2.34	0.65	9.12	average	9
	axis as a whole.	2.82	0.71	12.76		-

Table 10 shows that the arithmetic means of the sample's estimates for the axis items ranged between 1.38 and 3.99. With an arithmetic mean of 3.99, a high contribution degree, and a standard deviation of 0.75, paragraph No. 6, which states, "The public relations agencies shall establish preparations and precautionary actions for any crisis that may occur due to Corona sickness," came top. With an arithmetic mean of 3.97, a high contribution degree, and a standard deviation of 0.81, paragraph No. 3, "Public relations employees have a particular database to engage with the public to educate them about the Corona sickness," came in

second place. Subsequently, paragraph 10, which states, "Public relations personnel follow effective methods and plans in educating the public about the health risks resulting from Corona disease," came in third place, with an arithmetic mean of 3.96, a high degree of contribution, and a standard deviation of 0.94. With an arithmetic mean of 3.89, a high contribution degree, and a standard deviation of 0.89, paragraph 1, which specifies "displaying all

new information about Corona illness subjects," ranked fourth. With an arithmetic mean of 2.34, a low contribution degree, and a standard deviation of 0.65, paragraph 11, "Public relations personnel organize awareness activities on a regular basis with the goal of improving public knowledge of the hazards of Corona disease," ranked tenth.

Paragraph 7, which states, "Public relations employees use social networking sites to accurately and objectively communicate health information about Corona disease to the target audience," came in tenth place, with an arithmetic mean of 1.54 and a low contribution degree, as well as a standard deviation of 0.68. With an arithmetic mean of 1.38, a low contribution degree, and a standard deviation of 0.88, paragraph 9, "Public relations employees use social networking sites because they present multiple points of view on health concerns," came last. According to the data in the previous table, the arithmetic mean for the entire axis was 2.82, indicating a high degree of contribution. This reflects the extent to which Al-Ahsa hospital public relations staff use social networking platforms to increase awareness of the hazards of Corona sickness. By looking at the t-test values in the previous table, it is evident that all of them were more than the tabular value of 1.96 at the level of 0.05, indicating that the values of the averages stated by the study sample were going towards agreement, with a high degree of 12.76. The researchers explain the study's finding on the use of public relations personnel for social networking sites in Al-Ahsa hospitals, indicating that social networking sites have a significant impact on the communication process between the contact person, "public relations personnel," and the fans of the organization, "Al-Ahsa hospitals."

It is regarded as one of the most effective means of communication in cognitive and emotional aspects because it allows for communication with the masses, taking responses to publications or tweets, and understanding the patterns of these responses and comments in order to build other effective strategies that may contribute to publicizing the risks of pandemics and crises if they occur in the future. In this case, it appears that the world is on the edge of several pandemics and crises, as indicated by the entry of Russian forces into a war with Ukraine and the appearance of a new pandemic, known as "monkey pox," about which the World Health Organization has issued a warning. This finding is consistent with Mona Abdulaziz Hassan's (2021) study, which found some aspects of communication activities such as consolation and condolence, as well as Safia Ibrahim Al-(2020), Karim's which found that social networking sites were

the most important sources of information about the Corona virus that public relations practitioners relied on. While it differs from Khaled Faisal Al-Farm (2016), who discovered that, despite the prevalence of social networks in the Kingdom, 73% of Riyadh's medical cities and government hospitals lack platforms on social networks such as Twitter, Facebook, and YouTube for use in health awareness initiatives.

Hypothesis tests

1. There is a statistically significant correlation between the use of public relations employees for social networking sites and the extent of awareness of the dangers of Corona disease.

Table 11 shows the relationship between public relations employees' use of social networking sites and their awareness of the risks of Corona disease.

Table 11: The relationship between public relations employees' use of social networking sites and the extent of awareness of the risks of Corona disease

Variable	A.M	S.D	R	Trend	S	Sig.
Use of social networking sites	2.5	1.89	**0.178	α	low	0.01
Extent of awareness of the dangers of Corona disease	3.2	2.98				

According to the data in the previous table, there is a weak direct relationship between the use of social networking sites and the extent of awareness of the risks of Corona disease, as it was (R 0.3), which is statistically significant at 0.01, implying that the greater the use of social networking sites, the greater the public awareness of the risks of Corona disease. According to the previous findings, public relations employees in Al-Ahsa hospitals make excellent use of social networking sites. The researchers attribute this result to these sites' ability to reach the masses due to their characteristics, which include the high speed and instantaneous transmission of information and news, allowing the parties involved in the communication process to see and know what is new and useful about the Corona pandemic. Based on the above, it is evident that the first hypothesis has been fully realized by the presence of this link.

2. There is a statistically significant correlation between the employment of public relations employees for social networking sites and the sources of information that are relied upon to provide awareness of the Corona disease.

Table 12 indicates the relationship between the public relations employees' employment of social networking sites and the sources of information that are relied upon in raising knowledge about the Corona virus.

Table 12: The relationship between public relations employees' use of social networking sites and the sources of information they rely on

Variable	A.M	S.D	R	Trend	S	Sig.
Employing of social networking sites	2.5	1.89	**0.211	α	low	0.01
Reliable sources of information	3.1	2.78				

The data in the preceding table show that there is a weak direct relationship between the use of social networking sites and the information sources that are relied on to raise awareness of the dangers of Corona disease, as it was ($r < 0.3$), which is statistically significant at 0.01, implying that the more social networking sites are used, the more reliable the information sources will be to raise awareness of the dangers of Corona disease. The preceding evidence indicates that the second hypothesis has been partially fulfilled, because there is a relationship, but it is weak, and the presence of a relationship does not imply absolute causation.

3. There is a statistically significant correlation between the type of information provided by public relations employees to raise awareness of the dangers of Corona disease and the public's interaction with it.

Table 13 shows the relationship between the type of information provided by public relations personnel to raise awareness of the risks of Corona disease in Al-Ahsa hospitals and the public's interaction with it.

Table 13: The relationship between audience interaction and the type of information provided

Variable	A.M	S.D	R	Trend	S	Sig.
The type of information provided	2.5	1.89	**0.332	α	Av.	0.01
Audience interaction	3.5	2.99				

The data in the preceding table show a medium-direct relationship between the type of information provided by public relations employees in Al-Ahsa hospitals and the public's interaction with it, as ($0.3 > R > 0.7$), which is statistically significant at 0.01, implying that the more diverse the information presented, the greater the audience's interaction with it. According to the existence of this association, it is obvious that the third hypothesis was met to a moderate degree.

4. There is a statistically significant correlation between the number of media templates provided by public relations employees in Al-Ahsa hospitals and the extent of people's demand for them.

Table 14 shows the relationship between the number of media templates provided by public relations employees in Al-Ahsa hospitals and the extent of people's demand for them.

Table 14: The relationship between public relations employees' use of social networking sites and the extent of awareness of the risks of Corona disease

Variable	A.M	S.D	R	Trend	S	Sig.
Media templates provided	2.5	0.73	**0.314	α	Av.	0.01
People's interest in it	3.2	0.78				

According to the data in the preceding table, there is a medium-direct relationship between the media templates provided by public relations employees in Al-Ahsa hospitals and the extent of public acceptance of them ($0.3 > R > 0.7$), which is statistically significant at 0.01, implying that the more diverse the media templates provided, the more people will accept them. Based on the existence of this link, it is obvious that the fourth hypothesis has been realized to a moderate degree.

5. According to demographic variables (gender, hospital sector, educational level, and number of years of experience), there are statistically significant differences in the use of social networking sites to raise awareness of the risks of Corona disease.

Table 15 shows the differences in the use of social networking sites with the risks of corona disease, according to demographic variables.

Table 15: Differences in the use of social networking sites and the risks of Corona disease, according to demographic variables

Properties	Variable	A.M	S.D	t	Sig.
Gender	Male	2.3	1.631	0.631	0.399 no-sig.
	Female	2.2	1.682		
Hospital Sector	Governmental	2.5	1.469	0.555	0.486 no-sig.
	Private	2.7	1.514		
Education	BSc	2.2	1.541	0.479	0.633 no-sig.
	High diploma	2.1	1.499		
	MA	2.3	1.611		
	PhD	2.5	1.514		
Experience	-1 – 3 y	2.6	1.444	0.614	0.741 no-sig.
	-4 – 6 y	2.5	1.323		
	+ 7	2.4	1.577		

As the value of t was not significant at 0.05, it is obvious from the previous table that there are no statistically significant variations between the mean degrees of males and females in the usage of social networking sites to promote awareness of the hazards of Corona

disease. The previous table's findings also revealed that there were no statistically significant hypotheses between the mean degrees of the hospital sector (government or private) and the educational level (bachelor, higher diploma, master's, doctorate) and the number of years of experience (less than 1 to 3 years, less than 4 to 6 years, and 7 years or more) in using social networking sites to raise awareness of the risks of Corona disease, where the value of (t) was non-significant (0.05).

Conclusion

Based on the study's aims and questions, which the researchers aimed to answer in order to resolve the study's problem based on its findings, the study arrived at the following conclusions:

1. Twitter was the most popular site, with a rate of 35.9%, while Google Chrome was the least popular, with a rate of 1.9% of the overall study population.
2. First and foremost, 60% of people used social networking platforms to spread the word about the dangers of Corona sickness.
3. The hours of exposure to social networking sites (from 3 to 4 hours) came in top place, with 38% of the overall study population participating.
4. It was discovered that sources of information of the type "official pages of the Ministry of Health" ranked first with a rate of 29.0%, while sources of information of the type "pages of ordinary people" ranked last with a rate of 5.1% of the whole study sample.
5. It shows that the pattern of providing information in the form of a "tweet or post" came in top with a rate of 29.9%, while the pattern of providing information in the form of a "animated infographic" came in last with a rate of 8.5% of the whole study sample.
6. With an arithmetic mean of 3.99 and a high degree of contribution, the respondents' estimates for the paragraph that states, "The public relations agencies shall establish preparations and precautionary measures for any emergency that may occur due to Corona disease" scored first. The text "Public relations employees use social networking sites because they present multiple points of view on health concerns" came in last, with an arithmetic average of 1.38 and a low contribution degree.
7. There is a weak direct association between the usage of social networking sites and the level of public awareness of the hazards of Corona disease, which means that the more people use social

networking sites, the more people are aware of the dangers of Corona disease.

8. There is a moderate direct association between the variety of information offered by public relations professionals in Al-Ahsa hospitals and the audience's contact with it, which means that the more diverse the material provided, the more the audience interacts with it.
9. There are no statistically significant differences in the mean degrees of gender, hospital sector, educational level, and number of years of experience, where the value of t was non-significant at the significance level (0.05).

Recommendations

1. Public relations professionals must pay attention to the conversation template in coverage of the Corona pandemic, as this approach aids in growing information about the disease's symptoms, strategies to overcome them, and suitable protocols for it.
2. Continuing to increase public relations staff communication tactics in Al-Ahsa hospitals, as well as developing plans and precautionary steps for any emergency that may occur during times of crises and pandemics.
3. The necessity to diversify the sources of information on which public relations officials rely to raise awareness of the Corona virus, such as reviewers, friends, groups, and regular people's Facebook sites.
4. The need of focusing while supplying information to hospital public relations professionals via social networks, as well as paying attention to the pattern of providing moving graphical material.

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