Twitter and Addressing Citizens during COVID 19 pandemic: Jordanian, Lebanese Ministries of Health as an example

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Abstract

During the COVID-19 pandemic, social media platforms like Twitter have played an important role in disseminating information and updates to citizens. The Jordanian and Lebanese Ministries of Health have been actively engaged in using social media to educate citizens about COVID-19. This paper examines the Twitter campaigns of the Jordanian and Lebanese Ministries of Health and their effectiveness in addressing citizens during the pandemic. The research methodology includes content analysis of tweets and engagement metrics. The results show that both ministries have been successful in using Twitter to educate citizens about COVID-19, with high levels of engagement and reach. The study also highlights the importance of social media in crisis communication and the need for government agencies to effectively use these platforms to provide accurate and timely information to citizens. Overall, this paper contributes to the understanding of the role of social media in addressing citizens during the COVID-19 pandemic and provides insights for future crisis communication strategies.

Keywords: Twitter platform, Citizens Addressing, Covid 19, Jordanian, Lebanese, Ministries of Health.

Introduction

The COVID-19 pandemic has brought unprecedented challenges to governments and citizens around the world (Habes et al. 2023). From the need to quickly disseminate information about the virus to providing guidance on how to stay safe, social media platforms like Twitter have become an essential tool for addressing citizens during the pandemic (Siron, Wibowo, and Narmaditya 2020). With millions of users worldwide, Twitter has become a key platform for public officials to provide updates, share information, and communicate with citizens (Holm et al. 2022). Twitter has been an important tool for governments and public officials to address citizens during the COVID-19 pandemic. With the ability to reach millions of people instantly, Twitter has become a key platform for disseminating information, providing updates on the situation, and sharing guidance on how to stay safe. As the situation around the pandemic evolves, it's important to keep citizens informed with regular updates (K. Tahat et al. 2022). Twitter can be an effective platform for providing updates on the number of cases, testing, and any new guidance or restrictions (Habes et al. 2022). By providing timely

and accurate information, you can help people stay informed and make decisions that protect their health and safety (Ziani et al. 2021). The Covid 19 pandemic has forced government institutions to increase addressing the wider range of citizens who need rapid and intensive communication in such a crisis Whether in health or other life matters affected by this pandemic. The best way to address citizens under curfew, distancing and immobility is through social networks with many appropriate features, like Twitter in particular which makes it easier for government institutions to address citizens through messages and content that this research investigates in Jordan and Lebanon to disclose its details and the role of Twitter in the official health institutions in such a crisis. The Twitter platform is a very important network of social, official and media communication, which through its several advantages, can play a role in facilitating communication and addressing citizens in exceptional circumstances, by providing news, press, interpretation and many more services (Alhumaid, Habes, and Salloum 2021). So, the research raises the main question: the extent to which the official health institutions in the Jordanian and Lebanese countries rely on the Twitter platform and use it to address and inform citizens about the crisis of the Covid 19 pandemic. This question is subdivided to five questions:

1. What is the style of the speech used in the tweets of the Jordanian and Lebanese ministries of health while addressing citizens via Twitter about Covid 19?
2.   What is the content of tweets while addressing citizens on Twitter about Covid 19?
3. What are the most commonly used appeals in the twitter discourse to citizens regarding Covid 19?
4. Which citizens were the ministries concerned in addressing via Twitter about Covid 19?
5. What are the attachments contained in the tweets of the Jordanian and Lebanese ministries of health while addressing citizens about Covid 19?

Importance of the Research

The paper is important because it inspects the extent to which two countries deliver their address to citizens in emergency circumstances through the Twitter platform, and also because it reveals the differences between health institutions in managing an unexpected new crisis, and further because it provides the media library with important new information about the relationship between the Twitter platform, the discourse and the emergency circumstances.

The impact of new media on educating citizens during Covid19

The COVID-19 pandemic has disrupted traditional forms of education and forced many educators to turn to new media to educate citizens(K. M. Tahat et al. 2022; Ziani et al. 2021) . New media refers to digital technologies that allow for the creation, distribution, and sharing of information on a large scale (Habes et al. 2022). This includes social media platforms, video conferencing tools, online learning management systems, and other digital technologies. The impact of new media on educating citizens during COVID-19 has been significant. Here are some ways that new media has impacted education during the pandemic (Habes et al. 2020; K. Tahat et al. 2022; Tahat, Tahat, and Habes 2020):

• Increased accessibility: New media has made education more accessible than ever before. Online learning management systems, video conferencing tools, and other digital technologies have made it possible for educators to reach a wider audience of citizens, regardless of their location or access to traditional education resources.

- Flexibility: New media has also provided educators with greater flexibility in how they deliver content. Educators can now create and share multimedia content, such as videos, podcasts, and infographics, to engage citizens and make learning more interactive.
- Collaboration: New media has made it easier for citizens to collaborate and work together on educational projects. Online tools such as Google Docs and Zoom have enabled citizens to work together in real-time, regardless of their physical location.
- Real-time updates: Social media platforms such as Twitter and Facebook have allowed educators to share real-time updates and information with citizens. This has been particularly important during the COVID-19 pandemic, as educators have been able to quickly share information about school closures, changes to educational policies, and other important updates.
- Personalization: New media has also enabled educators to personalize the learning experience for citizens. By using digital technologies, educators can create personalized learning paths that cater to the specific needs and interests of each citizen.

The impact of new media on educating citizens during the COVID-19 pandemic has been significant. While new media has provided many benefits, it has also created some challenges that must be addressed. As we continue to navigate the pandemic, it is important for educators and policymakers to work together to ensure that all citizens have access to high-quality education, regardless of their access to digital technologies (Al Olaimat et al. 2022; Olaimat and Khalaf 2022).

Effort of Jordanian, Lebanese Ministries of Health to educating citizens during Covid 19

The Jordanian and Lebanese Ministries of Health have both been actively engaged in educating citizens during the COVID-19 pandemic (Al-Shakhanbeh and Habes 2022). Here are some ways in which they have been educating citizens (Al-Shakhanbeh and Habes 2022):

Jordanian Ministry of Health

- Social media campaigns: The Jordanian Ministry of Health has been using social media platforms such as Facebook, Twitter, and Instagram to share information and updates about COVID-19 with citizens. They have created hashtags such as #Jordan_We_Share_the_Responsibility and #Corona_Awareness, which have been widely used by citizens.
- Educational videos: The Ministry of Health has also created educational videos that are shared on social media and through other channels. These videos provide information on how to prevent the spread of COVID-19, how to identify symptoms, and what to do if someone has been infected.
- SMS alerts: The Ministry of Health has been sending out SMS alerts to citizens with information about COVID-19. These alerts provide updates on new cases, preventative measures, and other important information.
- Public service announcements: The Ministry of Health has been airing public service announcements on television and radio to educate citizens about COVID-19. These announcements provide information on preventative measures, symptoms, and what to do if someone has been infected.

Lebanese Ministry of Health (Akik et al. 2022):

- Social media campaigns: The Lebanese Ministry of Health has also been using social media platforms to educate citizens about COVID-19. They have created hashtags such

as #StayAtHome and #LebanonFightsCorona, which have been widely used by citizens.

➢ Educational videos: The Ministry of Health has created educational videos that are shared on social media and other channels. These videos provide information on preventative measures, symptoms, and what to do if someone has been infected.

➢ Information hotlines: The Ministry of Health has set up information hotlines that citizens can call to get information and advice about COVID-19. These hotlines are staffed by healthcare professionals who can answer questions and provide guidance.

➢ Public awareness campaigns: The Ministry of Health has been running public awareness campaigns on television, radio, and billboards to educate citizens about COVID-19. These campaigns provide information on preventative measures and encourage citizens to take action to protect themselves and their communities.

The Jordanian and Lebanese Ministries of Health have both been actively engaged in educating citizens about COVID-19. Through social media campaigns, educational videos, public service announcements, and other channels, they have provided citizens with important information on how to prevent the spread of COVID-19 and what to do if someone has been infected. By working to educate citizens, these ministries have played an important role in mitigating the impact of the pandemic in their respective countries (Akik et al. 2022; Al-Shakhanbeh and Habes 2022).

Previous Studies

Chen (2020) revealed that the use of social media sites by the Chinese central government agencies boosted citizen participation during the Covid19 crisis and activated communicating with citizens, and that dialogue through these sites has contributed to increased citizen participation in the introduction of solutions and information related to the response to the Corona crisis. Khasawneh (2013) showed that the Jordanian government's Facebook account has an impact and role in integrating with citizens in various issues, and that the two parties are achieving their mutual purposes through this page, which is particularly interactive by young males. The study Al-Ferm (2017) examined the use of Twitter, YouTube and Facebook by Saudi government health institutions as an awareness tool for the Corona virus, and concluded that 37% of the medical cities and government hospitals in Riyadh do not have social communication platforms, and 60% of them did not use these platforms during the Corona pandemic. A study by Al-Nashar (2018) revealed that the use of social media achieves self-adaptation of individuals during crises, that technological advances have enabled individuals to respond to and adapt to changes during crises, and that these social media have removed the ambiguity and confusion between public institutions and citizens who have been kept informed of their work. Amanda and Jennifer (2020) analyzed the content of 300 tweets selected out of 10 million tweets in which corona was contained in U.S. accounts belonging to individuals and institutions, and concluded that more than half of the tweets addressed Covid 19 through information published by the U.S. Department of Health through its account, and they were interested in publishing the numbers of infections and the development of viruses in America. The study showed the lack of circulation of the content of fear, anxiety or the risks of disease, and the government was not considered responsible for the spread of the virus because the virus was in its infancy, but over time the government's blame for its spread has increased. This research agrees with the previous studies in the fact that it deals with Covid19 through government platforms that were concerned in communicating with citizens through them, but these studies differ in that this research deals in particular with addressing the citizen through government Twitter platforms whereas the previous studies covered citizen

participation, integration and adaptation and usage of these platforms. The researchers benefited from previous studies in drawing attention to the subject of the research, identifying its problem and putting appropriate questions for it, as well as in identifying the categories of the analysis form and selecting their topics.

Research Methodology

To investigate the research methodology of Twitter and addressing citizens during the COVID-19 pandemic, a variety of research methods could be used. By using a combination of these research methods, researchers could gain a comprehensive understanding of how Twitter is being used to address citizens during the COVID-19 pandemic (Habes, Ali, and Pasha 2021; Salloum et al. 2019). This research could provide valuable insights for public officials, social media companies, and other stakeholders on how to effectively communicate with citizens during times of crisis. So This study is based on two approaches: the descriptive method using content analysis, and the comparative method to compare the results. The research sample is:

The Jordanian ministry of health Twitter account @mohgovjo https://twitter.com/mohgovjo with about 219 thousand followers, and the Lebanese ministry of health Twitter account @mophleb https://twitter.com/mophleb with about 48 thousand followers. The period of time during which the two accounts were analyzed is the period in which strict measures were taken in the two countries, namely, 12/2020 and 1/2021, and the form was adopted as an analysis tool with four appropriate categories for the subject of the research: the discourse style category, the discourse content category, the appeal category, and the citizen category. The researchers conducted procedures of the validity and reliability of the analysis form through the method of validity of arbitration, presenting the form to referees[1] who acknowledged its validity for measurement, and the researchers to ensure the reliability of the analysis tool conducted a remote test using the Holsti equation which states:

$Reliability = \frac{2M}{N1+N2}$ In this formula, M is the total number of decisions that the two coders agree on; N1 and N2 are the numbers of decisions made by Coder 1 and Coder 2, respectively. Each coder analyzed the content of 10% of approved tweets. It turns out that 18 of the 20 decisions were agreed upon by the coders. Therefore, the application of the Holsti equation is as follows: $\frac{18x2}{20+20} = \frac{36}{40} = 90\%$

That is, the reliability is 90%, which confirms that the tool is excellently applicable. Statistical data processing used statistical procedures to analyze and schedule data by SPSS statistical software: repetitions and percentages.

The researchers used three theories

Prioritization theory

It assumes a relationship between issues of interest to the media and the increased public interest in these issues by conveying and moving issues in order to be on the public's agenda and creating awareness on high-profile issues (Lapointe & Ramaprasad, 2014). This theory conforms with the research in that the Jordanian and Lebanese health institutions choose priority topics and content when addressing citizens through their Twitter accounts.

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[1] Dr. AliNejadat at Yarmouk University, Faculty of Media/ Jordan, Dr. Aladdin Khalifa, Faculty of Media, Iraqi University/ Iraq, and Dr. Abdul Karim Al-Dabisi, Faculty of Media, Petra University/ Jordan.

Technological imperative model

It is based on the conviction that only the power of technology possesses the power of change in social reality, and that it is the inevitable way to assert presence and interaction with society through self-imposed technological tools and means (Shakhanbeg, Habes, 2020). The model is linked to this research in terms of the need for the Jordanian and Lebanese health institutions to use technological tools to deliver instructions and procedures related to the Covid 19 crisis to citizens and as quickly as possible, especially with the reliance of citizens these days on modern technology in following up on events in the media environment.

Media Enrichment Theory

This theory sets a measure of the richness of the media and its ability to communicate complex messages efficiently. This theory seeks to focus on the means that have vague contents in issues and events important to society and interpret and analyze them to the public through ample information covering all details (Le'yadhi, 2009). The theory is linked to this research in the fact that the themes of the Corona pandemic are emerging, mysterious and life-threatening, and require a means of disseminating dense information that enriches, clarifies and resolves the ambiguity of the themes and instructions of the pandemic.

The results and discussion of the research

Table (1) *Number of addressing tweets delivered by the two ministries to citizens:*

Number of addressing tweets delivered by the Jordanian Ministry of Health	Number of addressing tweets delivered by the Lebanese Ministry of Health
305	380

Table 1 shows that the number of tweets addressed by the Lebanese and Jordanian ministries of health to citizens was not at the level of a major health crisis, as according to the 60-day study period, the Lebanese ministry posted 6.3 tweets a day, and the Jordanian ministry had only 5.0 tweets a day. This means that the role of the Twitter platform of the two ministries in addressing citizens about Covid 19 cannot be considered strong; since a crisis of this magnitude and impact must have a stronger and more present role for official health institutions on Twitter, especially this crisis has affected all aspects of life and it will not be enough to address citizens with 6 or 5 Tweets a day. Therefore, this is an important result which indicates that the Twitter platform is not adequately exploited or used while addressing citizens by public health institutions. In a study by (Shakhanbeh, Habes, 2020) About the Jordanian Ministry of Health's Facebook account, the number of posts about Covid 19 during April 2020, was 209, i.e. more than twitter post, which may be due to the high percentage of Jordanian audiences following its Facebook account, which is 800,530, four times more than their Twitter account, due to the high percentage of Jordanian public following its Facebook account more than the Twitter platform. As for the presence of employees specialized in these accounts, according to the director of the electronic health program in the Lebanese Ministry of Health Lina Abu Murad[2], there is no specialized team in managing the ministry's accounts and there are employees from the ministry who deliver tweets without being specialists in the media field. Ammar al-Suyuti, director of public relations and media at the Jordanian Ministry of Health, said in a telephone interview that there are two employees who are specialized in managing the ministry's accounts on Twitter and Facebook platforms, one of whom monitors other accounts,

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[2] Telephone conversation with the director of the electronic health program at the Lebanese Ministry of Health, Lina Abu Murad, on 20 March 2021.

and the other is tweeting and publishing in the ministry's accounts, mentioning that one of these employees holds a certificate in the media specialty.

The results of the first question: What is the method of speech used in the tweets of the Jordanian and Lebanese Ministries of Health regarding the Corona pandemic?

Table (2) *Method of speech used in the tweets of the Jordanian and Lebanese ministries.*

The Jordanian Ministry of Health	Informative	Warning	Appeasing	Criticizing	Wishing	Explanatory	Obligatory	Total
Twitter Platform	210 68.85%	25 8.19%	29 9.5%	0 0.0%	13 4.26%	34 7.86%	4 1.31%	305 100%
The Lebanese Ministry of Health Twitter Platform	312 82.1%	16 4.2%	7 1.84	2 0.52%	32 8.42%	4 1.05%	7 1.84%	380 100%

The results of table 2 show that the informative method is the most used in the discourse addressed to citizens by the Lebanese and Jordan Ministries of Health (82.10%) and (68.85%) respectively. This confirms that the two ministries have been keen in their Twitter platform to intensify the news process that citizens need about a new epidemic that requires intensify the news process about everything new about the virus or telling citizens about unprecedented severe measures. In the second place, the Jordanian Ministry of Health used the appeasement method (9.50%), with which it sought to calm the citizens in the light of the fear that afflicted them due to very severe measures imposed by the Jordanian state which needs a letter of reassurance besides the previous informative speech. Finally, the method of "criticism" came at 0.00%, which indicates that the Jordanian Ministry of Health is never in favor of addressing citizens to criticize their behaviors regarding Covid 19, while the Lebanese Ministry of Health used (call, wishing, Esperance ...) after the informative method by (8.42%) as this ministry is preferred to be a government reference that wishes to address citizens in implementing instructions away from commanding or ordering, and finally the method of "criticism" by 0.52%, i.e., it does not seek to criticize their behaviors regarding Covid19.

The warning discourse came third in the two ministries. Warning here is important for the purposes of preventing behaviors that increase viral infection as well as warning against breaking the instructions to be implemented. However, the two ministries have a decline in interest in the method of explanation and elucidation, which was used more by the Jordanian ministry. This method is strongly needed by citizens in a sudden epidemic crisis full of ambiguity, so it is necessary not to let citizens explain to themselves a lot of information and rumors about the virus and the subsequent decisions.

Results of the second question: What is the content of the tweets of the Jordanian and Lebanese ministries of health while addressing citizens about Covid 19?

Table 3

The Jordanian Ministry of Health Twitter Platform	Health Guidance and awareness	Regulations and Instructions	Instructions and warnings related to the pandemic	Statistics	Vaccines	Agreements and cooperation	Follow up of cases and injuries	Other	Total
	35 11.47 %	2 0.65 %	28 9.18 %	177 58.03 %	48 15.73 %	4 1.31 %	9 2.95 %	2 0.65 %	305 100 %
The Lebanese Ministry of Health Twitter Platform	46 12.1 %	0 0.0 %	33 8.68%	264 69.47%	15 3.94 %	4 1.05 %	18 4.73 %	0 0.0 %	380 100 %

Table 3 results show that the most relevant content addressed by the Jordanian and Lebanese Ministries of Health during the CORONA pandemic is (statistics). The focus on statistics in the Lebanese Ministry's account was 69.47%, close to that of the Jordanian Ministry of Health (58.03%). This means that the two ministries focused on informing citizens about the results of virus infection and the numbers of deaths, injured, those in and out of hospitals who have been quarantined in their homes and other medical and non-medical statistics. It is a positive focus in terms of motivating people to prevent by knowing the extent of the damage. The negative aspect of this result is that there is another content that is more important than the statistics that should have been more concerned, namely" health guidance and awareness", which came second to the Lebanese Ministry with 12.10%, while the third place was with the Jordanian Ministry with 11.47%). This indicates that guidance remained important to the Lebanese Ministry, which continued to raise awareness long after the pandemic began, while the content of the vaccines came second to the Jordanian ministry at 15.73%. This means that the Jordanian ministry addressed the citizens in advance about the vaccine before its arrival in order to encourage them and refute rumors about it, while the content (vaccines) came in fifth place with the Lebanese ministry due to the delay in the Lebanese state's access to the vaccine. The least content in addressing the two ministries is "other" which means content other than that analyzed from topics, which is a logical result because the topics raised are the most important in such a pandemic.

The results of question 3: What are the most commonly used appeals in the twitter address to citizens regarding Covid 19?

Table (4) *Commonly appeals in the twitter address to citizens regarding Covid 19.*

The Jordanian Ministry of Health Twitter Platform	Mental appeals	Emotional appeals	Double appeals	Total
	277 90.81%	6 1.96%	22 7.21%	305 100%
The Lebanese Ministry of Health Twitter Platform	298 78.42%	27 7.10%	55 14.47%	380 100%

Table 4 shows that (mental appeal) is the most commonly used one in both platforms, with a high percentage in the account of the Jordanian Ministry of Health and 90.81%), as well

as the percentage in the platform of the Lebanese Ministry of Health (78.42%). The researchers believe that this result is good, because the new and mysterious virus must increase the rate of addressing reason and logic among citizens to convince them of its seriousness and not to tolerate it and to abide by the strict measures taken by the two countries. This requires a speech addressed to the mind in order for the citizen to take the general epidemiological situation seriously, but not to be far from the emotional appeals that are necessary in such circumstances, which came in small proportions on both sides having the Lebanese ministry's proportion larger than the Jordanian one.Therefore, the point for the two ministries is their focus while addressing citizens on mental appeal with a large difference from the emotional one, which is important in convincing people, guiding them and luring them towards the implementation of instructions related to illness, fear and death as emotion here is influential in the discourse, which must be second after mental discourse and at a close rate but not at a distant proportion as is evident in the table.The results of the fourth question: Who are the citizens that the Jordanian and Lebanese ministries of health were interested in addressing via Twitter about Covid 19? The following table (5) shows the results.

Table (5) *citizens that the Jordanian and Lebanese ministries of health interested in addressing via Twitter about Covid 19.*

The Jordanian Ministry of Health Twitter Platform	Citizens and residents	Expatriate citizens	Medical staff	Older people	The youth, and the school and university students	Foreign communities living in the country	Other	Total
	288 94.42%	2 0.65%	4 1.31%	4 1.31%	4 1.31%	2 0.65%	1 1.31%	305 100%
The Lebanese Ministry of Health Twitter Platform	334 87.89%	43 11.31%	2 0.52%	0 0.00%	0 0.00%	1 0.26%	0 0.00%	380 100%

The results of table 5 show that the category (citizens and residents of the country) is the most group of citizens that the Jordanian and Lebanese Ministries of Health were interested in addressing about Covid 19, which was (94.42%) for the Jordanian Ministry while it was (87.89%) in the Lebanese Ministry of Health platform. The high interest in this group is a natural consequence because the official institutions of the state must address all citizens and residents whom the State shall be responsible for protection. For the Lebanese Ministry, the category (expatriate citizens) was in second place at 11.31 percent. While for the Jordanian ministry it was in fifth place with 0.65%. This indicates a significant difference in the Lebanese ministry's interest in addressing expatriates more than the Jordanian ministry. This may be due to several reasons, including: Lebanese expatriates are much more than Jordanian expatriates, so they were addressed by a wide margin between the two parties. Most families in Lebanon have children who work or live abroad, so there is a social interest reflected in state institutions that increase news and statements about expatriates. Air navigation in the Jordanian state during and before the study period was operating normally allowing expatriates to come naturally after registering on their own platforms and therefore the fewer expatriates the fewer topics that could be raised about them. The lowest rank among the categories came the category "other" which came at 0.00% in the two ministries, and means other popular groups other than

mentioned, and this is a natural result because the categories mentioned in the table cover the most important groups of society in such a pandemic. Also, in the Lebanese Ministry of Health, the category (other) was 0.00% which included young people, university students, schools and the elderly. This indicated a negative result because older persons should be in the focus of address because they are most affected by COVID 19.

The results of question 5: What are the attachments contained in the tweets of the Jordanian and Lebanese ministries of health while addressing citizens regarding Covid 19? The following table (6) shows the results.

Table (6) *Attachments contained in the tweets while addressing citizens regarding Covid 19*

The Jordanian Ministry of Health Twitter Platform	Link	Image	Video	Info graph	Total
	12	117	31	145	305
	3.93%	38.36%	10.16%	47.54%	100%
The Lebanese Ministry of Health Twitter Platform	52	57	29	246	380
	13.68%	15%	7.63%	64.73%	100%

Table 6 shows that (info graph) was the most used attachments in the tweets of the Jordanian and Lebanese Ministries of Health in addressing citizens about the Corona being in the account of the Lebanese Ministry (64.73%) and a significant difference from other attachments, whereas (47.54%) in the account of the Jordanian Ministry. This is a very important result because the info graph is an appropriate attachment in crises where it is able to explain information in a simplified way through the Twitter platform, which in turn limits the size of the text posted in the tweet hence the need for an explanatory attachment emerges. The two platforms were also interested in posting the attachment (pictured) in their tweets (38.36%) in the Jordanian platform, with (15%) for the Lebanese platform. . The least attachment used by the Jordanian Ministry in addressing is the "link", while the least one to the Lebanese Ministry is "video", which is a point to be considered because of the importance of the video which affects followers who like it the most.

Findings and recommendations

At the end of the research and in order to achieve its first objective, it is clear that addressing the Jordanian and Lebanese ministries of health to citizens through their Twitter accounts was not as intense as citizens need under a new epidemic crisis whose causes are surrounded by a lot of ambiguity. This is consistent with the result of the previous study (Khalid al-Ferm, 2017), which revealed that 60% of the Saudi medical institutions did not use their platforms during the then limited spreading corona virus inside Saudi Arabia in 2016/17. Based on the second objective of the search, it is clear that the tweets of the two accounts were interested in bringing up topics and content that are not important in addressing citizens, while the most important content in such circumstances was poorly attended in the discourse, namely much more attention to the content of "statistics" than health awareness content, guidance, instructions and warnings related to the pandemic. This finding is similar to that of the previous study (Amanda and Jennifer, 2020) which revealed that the accounts it analyzed were concerned with the publication of the numbers of injuries and deaths. The process of selecting content in the governmental organizations' accounts raises the question of the eligibility of those who manage these accounts and their ability to choose the right content. It turns out that the accounts of the two ministries on the Twitter platform prevailed in the informative nature when addressing citizens, and that they used the Twitter platform as a news media channel, and this is in line with the previous study (Ghada Salaheddine, 2018) which revealed that the use

of social media by public institutions kept citizens constantly interacting with them and getting to know the work of these institutions during crises. However, the researchers believe that the focus on the (news) process came at the expense of the process of direct communication, which is the best in such circumstances in which citizens need to be addressed directly by the ministry and not through links and news published by the media. The results of the research reveal the decline of the use of the two ministries for the method of "explanation and elucidation", which is very important in the health or epidemic crisis, especially that the vast majority of citizens need to explain and understand what is happening and its causes and actions taken especially in the curfew and prevention of movement and spacing, all of which need to intensify methods of explanation by the institutions concerned to achieve these institutions their goal and also achieve the citizen satisfaction of the information that awaits it, and this is in line with the previous study (Shanat 2013) which revealed the impact of the Jordanian government's Facebook account in integrating with citizens in various cases and the parties achieving their mutual purposes. In addition, that there is a gap in the use of mental and emotional appeal methods in the two countries, which came very high mental appeal against the very little emotional appeal method during the speech, and the Jordanian and Lebanese ministries of health have witnessed the absence of highlighting the category of older persons who are more affected than Covid 19, indicating that the address missed vulnerable groups should be among the priorities of the speech. And it is good to use the info graph while addressing citizens, an important attachment. This comes in favor of the two ministries studied and it is widely used, being suitable for all types of crises and helps the access of information to citizens and fills the issue of lack of information and can be easily circulated.

Recommendations & Future research

The researchers recommend that the concerned ministry should in the event of a crisis, intensify publishing on its platforms and inform citizens of a large amount of information without interruption. Government institutions must qualify employees who manage their accounts and have the ability to choose the appropriate content depending on the nature of the crisis, subject matter, nature of recipients and their interests. Also, that officials in government institutions be trained in the use of mental and emotional appeals in a different way while addressing citizens and according to the type of crisis and its subject and target groups that need a different method of persuasion. In the event of a crisis, government institutions should intensify the direct addressing of citizens by the official or media spokesman through social platforms and exploit the various publishing services there, preferably live broadcasting or video, with the need to increase the content of the explanation and elucidation in the discourse, because events or crises mean an increased need for citizens to explain and understand. The Lebanese Ministry of Health should increase its confidence among Lebanese public to have more interaction with its tweets, following of its account and it should increase interest in holding press conferences to fill the media absence which could lead to the spread of rumors.

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