

The Effectiveness of the Public Relations of the Sunni Endowment Diwan through Social Networking Sites: An Analytical Study of the official Facebook page of the Diwan

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Abstract

The Internet has added another dimension to public relations in institutions and organisations, as it provided tools and communication channels, especially social networking sites, which provided information and data on public relations for the institution through these websites. In addition to its communication with its audience, and the audience's interaction with it, so our research tagged (the effectiveness of public relations of the Sunni Endowment Diwan through social networking sites): An analytical study of the official Facebook page of the Diwan that addresses the knowledge and monitoring of the contents of the official Facebook page that public relations adopt in providing information, data, and activities of the Sunni Endowment Diwan, and their effectiveness. The research problem was represented by the main question: How effective is the public relations of the Sunni Endowment Office through the official Facebook page? This research was classified as a descriptive research, and the two researchers adopted the survey method in order to achieve the objectives of the research and answer its questions, and they used the tool: content analysis as a research tool, and they analyzed the contents of the official page of the Sunni Endowment Diwan on the Facebook site, which the Diwan uses to communicate with its audience. The content of the publications for the period from 1/1/2023 to 1/31/2023, And one of the most results conclusions is that the Sunni Endowment Diwan page on Facebook is more interested in publishing the news of the head, agents and managers Diwan than it is in publishing news and information of interest to the institution's audience. And that the audience of the institution interacts with publications that concern its interests and personal needs, so the publications of interest to the public got the highest likes, comments, shares, and videos.

Keywords: Public Relations, Facebook, Social networking sites, Sunni Endowment Diwan.

INTRODUCTION

The first chapter: the methodological framework of the research

First: the research problem:

Technological development has cast a shadow over the practice of public relations for its work with success and high effectiveness in institution, as it has become using electronic tools to accomplish its tasks and effective communication with its audience, that is, what

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has turned it into electronic practice by relying on websites, especially social networking sites, for which it has established pages managed by public relations professionals.

And because the Facebook site is one of the social networking sites that many institutions adopt in their communication with their audience and their public relations practices, so we will try in this research to know and monitor the contents of the official Facebook page that the public relations adopt in providing information, data and activities of the Sunni Endowment Diwan, and the extent of its effectiveness in achieving its goals by analyzing the contents of that page and identifying the extent of its usefulness. The research problem was represented by the main question: (How effective is the public relations of the Sunni Endowment Office through the official Facebook page?).

Search questions:

The two researchers seek to answer the following sub-questions: _

- 1- What are the forms of interaction of the Sunni Endowment Diwan with the publications that are published on its official Facebook page?
- 2- What are the topics that public relations were most interested in publishing on the official page of the Sunni Endowment Office on Facebook?
- 3- What are the contents that got a high rate of interaction by the public on the official page of the Sunni Endowment Office on Facebook?
- 4- To what extent are public relations officials interacting and responding to public inquiries through the official page of the Sunni Endowment Office on Facebook?
- 5- What are the most used communication activities by public relations officials on the official page of the Sunni Endowment Office on Facebook?

Second: Research objectives

- 1- Knowing the forms of interaction of the external public with what it publishes on the official page of the Sunni Endowment Office on Facebook.
- 2- Disclosure of the contents of the publications that were published on the official page of the Sunni Endowment Office on Facebook.
- 3- Knowing the issues that are highlighted more on the official page of the Sunni Endowment Office on Facebook.
- 4- Disclosure of the communication activities adopted by public relations officials through the official page of the Sunni Endowment Office on Facebook when communicating with their audience.
- 5- Identifying the level of public relations officials' responses to their audience's inquiries through the official page of the Sunni Endowment Office on Facebook.

Third: the importance of research:

The importance of the research is due to the importance of the topic, which represents an important aspect in the field of strengthening the practice of public relations institution in terms of their employment of websites, especially social networking sites, and what they can achieve in terms of development in their work and communication with their audience effectively.

Since the Sunni Endowment Diwan is one of the vital institution in society and a wide audiences is associated with it and provides its services to the community as a religious institution, so the adoption of public relations in the Sunni Endowment Diwan on websites, especially the official Facebook page, has an active role and serves the institution in two directions: the first is introducing the institution Diwan of the Sunni Endowment for the external audience, and the second direction is to knowledge of feedback from the audience of the institution, whether the internal or external audiences,

and their positions and opinions regarding the services it provides to them and to society as a whole.

This research is a scientific addition in the field of studying public relations and its practice through websites and its effectiveness for institution, which facilitates informing the public of what these institution are doing and continuous and effective communication with them.

Fourth: the type of research and its methodology:

This research is a descriptive research, which aims to develop an accurate perception of the characteristics of the media phenomenon in question. The two researchers used the survey method to reveal the public relations practices of the Sunni Endowment Office by analyzing the contents of the official page of the Sunni Endowment Office on Facebook.

Fifth: the search tool:

The two researchers used the content analysis tool to analyze the contents of the publications on the official page of the Sunni Endowment Diwan via Facebook, for the period from 1/1/2023 to 31/1/2023, which amounted to (157) publications.

Sixth: the research community and sample

The two researchers identified the research community on the official page of the Sunni Endowment Office via Facebook, and the research sample was selected, which was subjected to a content analysis of the materials that were published on the official page of the Sunni Endowment Office during the month of January of the year 2023 for the period from 1/1/2023 to 1/31/ 2023 .

Seventh: Truth and Consistency (for content analysis):

A- Validity of the analysis: The two researchers chose accurate and clear categories that are commensurate with the research questions and objectives, and subjected them to analysis.

B- The stability of the analysis: The two researchers followed the method (consistency over time) to conduct the analysis stability, as the analysis was conducted twice, separating the duration of the end of the first analysis and the beginning of the second analysis two weeks, and it was found from the results of the two analyzes that no fundamental change appeared in the results, and no new category appeared , or an old category was absent.

Eighth: previous studies

The two researchers dealt with the studies closest to the subject of the research, as the studies that dealt with public relations and their use of websites when carrying out their work in institutions were selected, which are:

1- Dr. Mubarak Rayan, Public relations practice through social networks: an analytical study of the official page of the Mobilis Foundation on Facebook, 2018.

This study aimed to reveal the communication model adopted by the Mobilis Corporation (the first mobile operator in Algeria) in its practice of public relations through the Facebook site, and the researcher used the descriptive approach based on the sample survey method, and used the content analysis tool as a basic tool for collecting and conducting the analysis The quantitative and qualitative data, and the study concluded that the Mobilis Corporation relies on the communication model (bidirectional asymmetric), as it exchanges information with its audience and interacts with it (two-way communication), but the effect between them is unbalanced.

2- Youssef Othman Youssef Mohamed, The effectiveness of Internet sites in public relations, an applied study on a number of Sudanese websites, 2014. (2)

The study dealt with research and analysis of questions raised about what facilities modern technology provides to public relations departments in the implementation of their functions, in addition to the study hypotheses about the fulfillment of corporate websites on the Internet by the communication requirements of the organization and the needs of its audiences. The researcher used a number of tools, including interview, observation, and content analysis. The researcher used the descriptive analytical approach that is commensurate with the nature of the research and the problem. The researcher set a number of goals, the most important of which are: highlighting the reality of public relations, and supporting the optimal exploitation of Internet technologies in the field of achieving public relations functions; As well as the definition of developments in the field of communication and information technology, while the sample of the study was a deliberate sample of a number of Sudanese websites. The results of this research showed the importance of modern methods and technologies in managing and completing business quickly and easily. The results also confirmed that the websites of Sudanese institutions on the Internet are attractive and consistent and contain a lot of good design standards.

The second chapter: the theoretical framework of the research

(Practice public relations through social networking sites in the Sunni Endowment Diwan)

First: the concept and definition of public relations and its practice via the Internet

Public relations is an important communication activity that plays an essential role for organizations of their different orientations. Public relations has been defined as: "informing and persuading the public to modify attitudes and behavior towards the organization in order to create a kind of agreement and satisfaction between it and this audiences."(Al-Janabi,2019,p.50).

In order for public relations to perform its functions, it relies on a set of activities that it provides to its audiences through communication means in order to achieve its goals, and with the technical developments in the field of communication, public relations has developed its work by adopting electronic tools and methods in its communication with the public, which allowed the emergence of a new concept known as (electronic public relations) or (public relations via the Internet) or (digital public relations) and among the most important modern means of communication that have benefited from its services are social networks, or what is known as social networking sites, (Rayan,2018,p.54).

Electronic public relations is defined as: the process of communicating through means and distributing materials such as publications and interviews electronically, and benefiting from the tools and rules of the Internet and new technological production, (Al-Shamalia,2015,p.146).

As for the International Public Relations Association and the British Institute for Public Relations, they defined (electronic public relations) as employing and harnessing modern communication technologies and electronic media channels to implement its activities, in order to contribute to achieving the objectives of the organization in its relationship with the public or society.

Second: The objectives of the organization's practice of public relations through social networking sites.

Public relations works in organizations to achieve several goals when practicing them, which are:(Amer,2021,p.109)

1. Spreading the positive image of the organization so that its audience would like to be part of it, by publishing its positive image of it to its audience and protecting it from influences that may distort that image.

2. Improving the organization's image and protecting it in times of crisis, creating public awareness about the organization and what it offers by influencing the target audience, and working to build and develop the company's credibility with its audience, considering the online public relations in general and social networking sites in particular as the link between the organization, the public and organizations. The other, targeting and influencing an audience with a large online presence, seeks to make information available.

3. Bringing the organization closer to the target audience and conveying the news of the organization to them and making it easy for them to reach and communicate with it.

4. Monitoring, managing and protecting the reputation of the organization, as it manages its presence through social networking sites, and places emphasis on the image of identity that the organization wishes to create for its audience.

5. Educating the organization of its social role by carrying out various social activities that aim to achieve consistency and harmony between the organization and society.

Third: Social networking sites and their function in the work of public relations in organizations.

Social networking sites are sites of great importance in the social field, which are built on the idea of traditional social networks, and they combine many different internet sites, (Al-Shamalia,2015,p.199) including Facebook, which is one of the most famous and largest social networking sites in terms of the speed of spread and expansion, competing for Major companies and organizations included it because of its many advantages, in addition some applications to the official website by programmers and programming them in a way that is compatible with the website, (Shaqra,2014,p.63).

On the other hand, this development has been reflected in websites, including social networking sites, positively on the work of public relations, as social networking sites have been employed professionally in the service of public relations, in addition to that they have provided to specialists in public relations enormous capabilities in delivering their messages to the target audience, (Amer, 2021, p.6).

Websites in general and social networking sites in particular offer several functions for public relations in organization. These functions are related to the following concepts: (Tabat,2019, p.86).

1- The personality of the organization: It is everything related to the professional organizational culture of the management of the organization and the dealings of its employees with each other (Who are we?).

2- The reputation of the organization: It relates to relatively stable impressions of the organization among its fans or public opinion. (What are the characteristics attributed to the institution).

3- The mental image of the organization: It relates to the current mental perceptions of the organization among individuals, groups, and public opinion.

Fourth: The Sunni Endowment Diwan, its founding and objectives as a religious establishment.

1- The establishment of the Sunni Endowment Diwan:

In view of the abolition of the Ministry of Endowments and Religious Affairs, and the distribution of its functions to the offices of endowments and the competent sects, the law establishing the Office of Endowments and Islamic Affairs was enacted in order to organize Islamic endowments and their affairs, and its tasks, divisions, and formations were defined based on what was approved by the House of Representatives and approved by the Presidency Council, and based on Governing Council Resolution No. (68) dated 10/22/2003 A.D. The law was issued stipulating the establishment of a Diwan concerned

with the endowments of the Sunnis and their Islamic affairs, called the Sunni Endowment Diwan, (sunniaffairs.gov.iq)

As for Resolution No. (57), it came based on what the House of Representatives approved in accordance with the provisions of Clause (First) of Article (61) and Clause (Third) of Article (73) of the Constitution. The President of the Republic decided on 10/1/2012 to issue the following Law:(Iraqi Wakaae Journal,10/15/2012,p1-6).

No. (56) of 2012 the Sunni Endowment Law, which includes chapters: Chapter One (Foundation, Objectives, and Means), Chapter Two (Chief of the Diwan), Chapter Three (Council of the Sunni Endowment Diwan), Chapter Four (Institutional Structure), Chapter Five (Scientific Council and fatwa), Chapter Six (Financial Provisions), Chapter Seven (Management of the Waqf), Chapter Eight (General and Final Provisions).

First Branch Establishment:

Article -1- A Diwan shall be established called (the Diwan of the Sunni Endowment), linked to the Council of Ministers, enjoying a legal personality and being represented by its president or whomever he authorizes.

Section Two Objectives and Means:

Article -2 – The Sunni Endowment Diwan works to achieve the following objectives:

A - Strengthening religious ties with the Islamic world in particular and the world in general, and working to bring sects and sects closer together.

B- Organizing, supervising and monitoring the affairs of endowments management in accordance with Sharia principles.

C - Investing endowment funds in legal aspects to ensure their preservation and development.

D - Caring for the implementation of the conditions of the endowers and supervising the attached endowments.

C - Taking care of the affairs of Islamic and charitable institutions and their development.

H - Promoting, nurturing and developing Islamic education and culture, reviving and preserving Islamic heritage and antiquities.

C - Managing the shrines of the prophets, holy shrines, and Sunni shrines that have been historically known to be administered by Ahl al-Sunnah.

2- Electronic means of communication for the Sunni Endowment Office.

A- The official website of the Sunni Endowment Diwan: It is the official website of the Diwan, which includes all its activities and its various departments. The site is managed by the Media and Public Relations Department in the Diwan, and its sections are:

- About the Diwan: which includes the establishment of the Diwan, the objectives of the Diwan, the structure of the Diwan, the endowment and its provisions.

The activities of the Diwan departments: which includes all the activities carried out by the Diwan's departments, such as religious ceremonies, seminars, training courses, meetings, visits, and workshops that serve the community.

- Diwan News: It includes all Diwan news, activities, denunciations and statements.

Electronic fatwas: It is the submission of fatwas that the public asks about.

- Publications of the Diwan: It includes books about religious men and scholars and their biographies, which are specialized in the Department of Research and Studies, as well as the issuance of the Islamic Message Magazine, which is one of the Diwan's publications.

- Diwan Library: It includes a lot of electronic literature and the modern encyclopedia with (20) parts.

Citizens' Affairs: It deals with the citizens' affairs, inquiries and complaints.

B- The official Facebook page of the Sunni Endowment Diwan: the official page whose address was written in Arabic (Iraqi Sunni Endowment Diwan) and in English: <https://m.facebook.com/SunniAffairsIq> And I wrote under the title that it is a government organization, and the page includes 380,000 followers, and it was established on July 12, 2012.

C- The official page of the Sunni Endowment Diwan on Instagram: <https://www.instagram.com/SunniAffairsIq> This is the account address in English for the Sunni Endowment Diwan on the Instagram website. The number of followers of the page as of January 31, 2023 reached (87,244) thousand followers, while the likes of the page amounted to (38,863) thousand.

D - The official page of the Sunni Endowment Diwan on Twitter: The address of its page in English is <https://twitter.com/SunniAffairsIq> . And it states on its front page that it was established in July 2013, and the number of its followers as of January 31, 2023 reached (4844) thousand followers.

C- Diwan satellite channel on YouTube: a satellite channel affiliated with (the Sunni Endowment Diwan), for which she established a website via YouTube. The channel's address in Arabic: (Diwan's satellite channel) and in English: <https://youtube.com/@channeldiwan7842> , the date of its joining on 7 6/2016, on the Nilesat satellite, with a frequency of 12437 and code 27500/ v, and the number of views reached (121,745,220) views, while the number of subscribers to the channel reached (684) thousand subscribers, and the number of videos on the YouTube site of the channel reached (7.1) thousand videos.

Chapter Three: Analysis of the Content of the Official Page of(the Sunni Endowment Diwan) on the (Facebook) website

The two researchers analyzed the content of the publications of the Facebook page, the official website of the Bureau, which it relies on in its communication with the public for the period from January 1 to January 31, 2023. This page was chosen because it has the largest number of followers and the percentage of interaction by the public, and the month of January was chosen for its novelty, instead of Choosing an old time period, the number of publications that were analyzed on the page was (157) published throughout the month of January 2023, and these publications contained news attached with pictures, posters, or videos, as shown in the tables below:

1- Types of publications:

Table No. (1) shows the types of publications

Publications	Repetition	Percentage
Publication (text, photos)	69	43.94%
Ad/poster	46	29.29%
Video	40	25.47%
Code	2	1.27%
the total	157	100 %

It is clear from Table (1) that (publication (text, pictures) came in the first place among the types of publications with a rate of (69) recurrences, with a rate of (43.94%), then came in the second place (an advertisement/poster) with a rate of (46) repetitions, with a rate of (29.29). %), and the third place came (video) with (40) repetitions, at a rate of (25.47%), followed by the fourth place (symbol), with two repetitions, at a rate of (1.27%).

2- Contents of publications

Table No. (2) shows the contents of the publications

The contents of the publications	Repetition	Percentage
News	99	63.05 %
Miscellaneous	58	36.95%
the total	157	100%

It is clear from Table (2) that (News) ranked first among the total sample of publications, with (99) repetitions, at a rate of (63.05%), while (various) publications ranked second, with (58) repetitions, at a rate of (36.95%).

3- Contents of news in text publications with pictures:

Table No. (3) shows the contents of the news in text publications with pictures

Contents	Repetition	percentage
Visits and meetings of the Chief of Staff with officials	15	%21.73
Meetings	9	%13.04
Visits and meetings of officials and their activities	8	%11.59
Training courses	5	%7.24
Activities of waqf managers in the governorates	5	%7.24
Participation, establishment and sponsorship of conferences	4	%5.79
Seminars	3	%4.34
President's meetings with students	2	%2.89
President's congratulations	2	%2.89
Workshops	2	%2.89
Participation in international exhibitions	2	%2.89
Mosque opening	2	%2.89
Guidance forum	1	%1.44
Blood donation drive	1	%1.44
Protest	1	%1.44
Issuing administrative orders to confirm contracts	1	%1.44
poetry night	1	%1.44
Quranic competition	1	%1.44
Student initiative	1	%1.44
Project (Inculcating Values)	1	%1.44
Festive	1	%1.44
Final tournament	1	%1.44
the total	69	%100

The contents of the news in the text publications with pictures in Table (3) indicate that the contents of the news came as follows:

- In the first place (visits and meetings of the Chief of Staff with officials) with (15) repetitions, with a rate of (21.73%).
- In second place (meetings) with (9) repetitions, with a rate of (13.04%).
- The third place came (visits and meetings of officials and their activities) with (8) repetitions, with a rate of (11.59%).
- (Training courses) and (activities of waqf managers in the governorates) ranked fourth, with (5) repetitions, with a rate of (7.24%).
- In fifth place came (participation, establishment and sponsorship of conferences) with (4) repetitions, with a rate of (5.79%).
- In sixth place (seminars) with (3) repetitions, with a rate of (4.34%).

- The seventh place came (the president's meetings with students),(President's congratulations), (workshops), (participation in international exhibitions) and (the opening of a mosque), with two repetitions for each of them, with a rate of (2.89%).

And in the eighth and last place came each of (Guideline Forum), (Blood Donation Campaign), (Protest Sit-up), (Issuing Administrative Orders to Confirm Contracts), (Poetry Night), (Quranic Competition), (Student Initiative), and (Project Planting). Values)), (celebration) and (closure of a football tournament) with one repetition for each of them, with a rate of (1.44%).

4- Contents of the Pictures

Table No. (4) shows the contents of the pictures

The contents of the images	Repetition	percentage
A Pictures of the officials in (Diwan) with Iraqi and Arab officials	122	27.72%
The Pictures of the inner audience	108	24.54%
The Pictures of officials with the inner audience	64	14.54%
The Pictures of officials with the external and internal audience	53	12.04%
The Pictures of the external audience	47	10.68%
The Pictures Of officials together	18	4.09%
The Pictures of the official alone	16	3.63%
The Pictures of officials with meetings in other institutions	11	2.5%
The Pictures school	3	0.68%
The Pictures of donated blood bags at a donation drive	1	0.22%
The Pictures of Collector	1	0.22%
The Pictures of a member of the Fiqh Academy	1	0.22%
the total	445	100 %

The contents of the images in Table (4) indicate that the content of (A picture of the officials in (Diwan) with Iraqi and Arab officials) came in the first place with (122) repetitions, with a rate of (27.72%), then the second place (The Pictures of the inner audience) with (108) repetitions. With a rate of (24.54%), and (the Pictures of officials with the internal audience) came in third place with (64) recurrences, with a rate of (14.54%), then (the Pictures of officials with the external and internal audience) ranked fourth with (53) repetitions, with a rate of (12.04%), and The fifth came (the Pictures of the external audience) with (47) repetitions, with a rate of (10.68%), and the sixth rank was (the Pictures of the officials together) with (18) recurrences, with a rate of (4.09%), while the (the Pictures of the official alone) came with (16) repetitions, with a percentage (3.63%), followed by the seventh rank (the Pictures of officials at meetings in other institutions) with (11) recurrences, with a rate of (2.5%), then the eighth (The Pictures school) with (3) repetitions, with a rate of (0.68%), and in the last rank came each of (The Pictures of donated blood bags at a donation drive), (The Pictures of Collector) and (The Pictures of a member of the Fiqh Academy) with one repetition for each of them, at a rate of (0.22%). The results of this table indicate the following: (Picture of officials with officials in other Iraqi and Arab institutions) ranked first because the page published pictures of all interviews, visits and celebrations by the Chief of Staff, agents, general managers, and department managers, and because the activities of the Chief of Staff and agents, General managers are the most, as the photos were parallel to the number of activities, and the number of photos published with the activities ranged between one photo, as in the interview of the Chief of Staff with the Minister of Interior, and two photos with some officials, such as: the interview of the Chief of Staff with the head of the Hajj and Umrah Authority, and with the Iraqi ambassador in Cairo . The Pictures of the internal audience also ranked second, and this is a positive indicator that indicates the Diwan's interest in the internal audience and that it does not monopolize Pictures for officials only.

And in fourth place came (The Pictures of officials with the internal and external audience), as the page published (19 Pictures) about a scientific symposium on the role of media in combating drugs held by the College of the Great Imam.

And (The Pictures of the officials with the internal audience) ranked third, and this confirms the Diwan's interest in the internal audience of the institution with the same interest in publishing the pictures of the officials, as well as the case for (The Pictures of the external audience), which came in the fifth place with (47 pictures), and this is a positive indication of publishing their pictures in balance with the pictures Officials and the internal public, as it published (17 Pictures) about the International Scientific (Artificial Intelligence) Conference, which was sponsored by the Sunni Endowment Office

5- Contents of the posters:

Table No. (5) shows the contents of the posters

Contents	Repetition	Percentage
prayer time	31	67.39%
Biography of a scientist	4	8.69%
Congratulation	3	6.52%
Announcing an article	3	6.52%
Condemnation	2	4.34%
Announcing the sighting of the crescent	1	2.17%
Notice	1	2.17%
Saying of the Messenger of God (may God bless him and grant him peace)	1	2.17%
the total	46	100 %

It is clear from Table (5) that the content of (Prayer Times Posters) came in the first place with (31) repetitions, at a rate of (67.39%), i.e. more than half of the sample, then came in the second place (Biography of a Scholar) with (4) repetitions, at a rate of (8.69%).), and came in the third place (congratulations) and (announcement of an article) with (3) repetitions for each of them, at a rate of (6.52%), then (denunciation) in the fourth place, with two repetitions, at a rate of (4.34%), then in the fifth and final rank came each of (announcement Confirming the sighting of the crescent), (disclaimer) and (saying of the Messenger of God (may God's prayers and peace be upon him)) with one repetition for each of them, with a rate of (2.17%).

6- Contents of the videos:

Table No. (6) shows the contents of the videos.

Contents	Repetition	percentage
News of the Sunni Endowment Office.	21	52.5%
Interpretation of the QURAN	5	%12.5
A supplication for the benefactors.	4	10%
Friday sermon (Friday message).	3	7.5%
Archaeological mosques.	3	7.5%
Awareness short films.	3	7.5%
Miscellaneous report.	1	2.5%
the total	40	100%

Table (6) showed that half of the videos included (News of the Sunni Endowment Diwan), which came in first place with (21) repetitions, at a rate of (52.5%), and in second place came (interpretation of the Holy Qur'an), with (5) repetitions, at a rate of (12.5%).), and (Prayer for the benefactors) ranked third with (4) repetitions, at a rate of (10%), and in fourth place came each of (Friday sermons), (archaeological mosques), and (awareness short films) with (3) repetitions for each of them, with a percentage of (7.5%, and the last place came (variety report) with one recurrence rate (2.5%).

7- Contents of the news in the videos:

Table No. (7) shows the contents of the news

Contents	Repetition	percentage
visits and meeting of The president (Diwan)	4	19.04%
Mosque opening	3	14.28%
Meeting	2	9.52%
A seminar	2	9.52%
The president takes part in the festivities	2	9.52%
Workshops	1	4.76%
Participation in conferences	1	4.76%
Guidance forum	1	4.76%
proxy word	1	4.76%
Protest	1	4.76%
Distribution of financial guarantees	1	4.76%
Students graduation ceremony	1	4.76%
Project (Instill Values)	1	4.76%
the total	21	100 %

The contents of the video news in Table (7) indicate the following:

- He came in first place (visits and meeting of The president (Diwan)) with (4) repetitions, with a rate of (19.04%).
- Then in second place (opening a mosque) with (3) repetitions, with a rate of (14.28%).
- In third place (meeting), (symposium), and (the president participates in celebrations), with (8) repetitions for each of them, with a rate of (9.52%).
- And in the fourth (workshops), (participation in conferences), (guiding forum), (deputy's speech), (vigil), (distribution of financial guarantees), (students' graduation ceremony), and (project (implanting values)) with one repetition for each (4.76%) of them.

8- More and less forms of interaction:

Table No. (8) shows more and less forms of interaction

more likes	2,474	least liked	33
more comments	707	less comment	5
more watched	25,447	Less seen	59
more watched	130	Less involved	No participation

Table (8) indicates the forms of interaction of the institution's audience when browsing the Sunni Endowment Diwan's page via the Facebook site in terms of more or less interactions with the institution's publications. (707) corresponds to the least comment (5), then the most views reached (25,447) and the views were (59), while the most participation was (130), while the least came Participation was without participation. From this result, we see, for example: The post (appointing contracts in the Diwan and issuing official orders to them) on 1/29/2023 had the highest likes throughout January 2023, which is (2474) likes out of a total of (157) posts.

This is an indication of the interest and follow-up of the internal public of the institution regarding their affairs and interests on the official pages of the institution.

While the post about holding a workshop (Geographical Systems) (video) on 19/1/2023 received the least likes throughout the month, which indicates a lack of audience interaction with the videos, because they require watching for minutes, with a lack of public interaction with publications far from their affairs and interests.

The publication (Assigning Contracts in the Diwan and Issuing Official Orders to Them) on 1/29/2023 received the highest rate of comments, amounting to (707) comments. While the post (The Monologue of the Benefactors) episode (14) on 1/26/2023 (video) got the fewest comments, the number is (5) comments only.

The publication (Presence of the Chief of the Diwan Council of the Great Imam College) on 1/8/2023 got the highest number of views, amounting to (25,427) views, while the publication (Ancient Mosques / Qamariya Mosque) on 1/20/2023 got the lowest number of witnesses, amounting to (59) Watch only.

The post (Announcing the legal vision and determining the first days of the month of Rajab for the Hijri year 1444) on 1/22/2023 got the highest number of participations, amounting to (130) posts, while several posts did not get any significant participation.

9- Numbers of the activities of the president, agents and managers in the Sunni Endowment Office on Facebook:

Table No. (9) shows the numbers of the activities of the president, deputies and directors of the Sunni Endowment Diwan on Facebook

Activities	Repetition	percentage
the head of the Diwan	30	48.38%
deputies	14	22.58%
General managers	14	22.58%
Department managers	4	6.45%
the total	62	%100

Table (9) shows the activities that are published on the Sunni Endowment Diwan's website via Facebook, as the activities of (the head of the Diwan) came in the first place with (30) repetitions, at a rate of (48.38%), i.e. slightly less than half of the sample, and then in the second place came (deputies). And (general managers) with (14) iterations each, with a rate of (22.58%), and (department managers) came in third place with (4) iterations, with a rate of (6.45%). Also, here, the activities of the (Chief of the Diwan) took the first place, given that the number of activities he carried out is the most because he is the president. He performs the main activities such as interviews and visits with officials in Iraqi government institutions and Arab institutions similar to the Sunni Endowment Diwan, such as: Al-Azhar Al-Sharif Mosque, the Egyptian Ministry of Endowments, and the Mufti The Egyptian Republic, then followed by the activities of (deputies), (general managers) and (department managers), respectively.

10- The names of the president, deputies and directors in the Sunni Endowment Diwan's Facebook posts:

Table No. (10) shows the names of the president, deputies, and managers in the Sunni Endowment Diwan's publications on Facebook

Names	Repetition	percentage
Chairman of the Bureau	83	61.02%
Deputies	25	18.38%
General managers	23	16.91%
Department managers	5	3.67%
the total	136	100 %

It is clear from Table (10) that the name (Chairman of the Bureau) was mentioned more than the other names, as it came in the first rank with (83) repetitions, at a rate of (61.02%), i.e. more than half the number of the sample, then in the second rank came (Deputies) with (25) repeatedly, with a rate of (18.38%), and (general managers) came in third place, with (23) and (16.91%), while (department managers) they ranked fourth, with (5) repetitions, and a rate of (3.67%). This result is logical that (the name of the Chief of Staff) takes the first place, given that the number of activities he carried out is the most because he is the president. Also, the category of (deputies) and (general managers) came after him, respectively, because their activities come after the activities of the president.

Results :

- 1- The page (Diwan of the Sunni Endowment) published 157 publications throughout January 2023.
- 2- The page published news and information in a variety of formats, as it published 69 texts with pictures, 445 photos, 46 posters and 40 videos.
- 3- The page focused on publishing the news of the visits and meetings of the president, deputies and directors of the institution with Iraqi and Arab officials, at a rate of (70.14%). Followed by the news of holding a training course with a percentage of (7.24%).
- 4- The page focused on publishing pictures of the president, agents and managers of the institution with a rate of (37.52%), followed by pictures of the public with a rate of (34.83%).
- 5- The page focused on publishing posters (Prayer Times) daily, at a rate of (67.38%), followed by posters (Biography of a Religious Scholar) at a rate of (8.69).
- 6- The page focused on publishing videos of the Foundation's news, at a rate of (52.50%), followed by videos (Interpretation of the Holy Quran), at a rate of (12.50%).
- 7- The training courses, and the establishment and sponsorship of conferences are the most communication activities that the Foundation has set up.
- 8- The audience interacted with the Institution's publications, but it varied according to its contents, as the news (appointment of contract holders in the Institution) got the highest likes (2,474) likes, and it got the most comments (707) as well, while a video related to holding a workshop got the least likes (33) wonder . And a video of the presence of the Chief of Staff to the Council of the Great Imam College got the highest views (25,427), and a poster about determining the date of the first day of the month of Rajab for the Hijri year got the highest participation (130).

Conclusions:

- 1- The page is more interested in publishing news, photos and videos of visits and meetings of the president, agents and directors of the institution than in publishing news

and information of interest to the public. The official page of the institution is not a platform for advertising for the president, agents and managers, but rather for communication between the institution and the public.

2- The public interacts with publications that care about its issues, interests, and personal needs. Therefore, publications that care about and meet its needs got the highest likes, comments, shares, and views. The least of them were publications that did not concern its interests.

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