



Faculty of Social work



The Role of Social Networks in Marketing the Services of NGOs " studyfrom the point of view of social work"

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Abstract :

The study aimed at determining the role of social networks in mobilizing the necessary resources for the services of NGOs, in promoting the services of NGOs, in providing the services of NGOs, in achieving participation in NGOs, identifying obstacles and mechanisms to activate the role of social networks in marketing services in NGOs ,In order to achieve the objectives of the study, the researcher relied on a main tool, which is a measurement form applied to the employees of the NGOs studied. It consists of (42) phrase in addition to the preliminary data, as follows: Preliminary data (8)questions, mobilizing the necessary resources (7) phrases,in promoting the services(7) phrases ,in providing the services(7) phrases ,in achieving participation(7) phrases, identifying constraints (7) phrases,mechanisms for activating the role of social networks in marketing services in NGOs (7) phrases,Procedures were carried out to verify the validity and stability of the toolK, The tool was applied on a sample of (104) individuals representing those related to dealing with the clients of the NGOs ,The study reached several results, the most important of which are: The role of the social networks in mobilizing the necessary resources is represented in: getting the support of the social networking community for the activities and programs of the association, reporting the donations in cases of emergency in the association ,The role of the promotion was to build a positive image of the programs and projects of the association, to inform the public of the social networks of the projects and programs of the association ,While its role in the provision of services has been around: providing donations and in-kind assistance to others in need of the Society, the definition of the community of different types of services provided ,As for its role in achieving the participation, it was in: building partnerships with the institutions and parties working with the association ,The main obstacles were: Lack of skills to use social networking sites in promotion and marketing, but only fundraising ,Finally, the most important mechanisms of activation were: To develop a clear marketing plan to communicate with the society of the target audience and the beneficiaries together, to find cadres capable of managing social marketing campaigns for projects and activities of the national work.

- **Keywords :** Socialnetworks,Services Marketing – Non GovernmentalOrganizations.