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The Role of Social Media in the Promotion of Local Good Governance: The Case of El Salvador City

[1]John Lloyd B. Mendoza, [1]Marecon C. Viray
[1]Mindanao State University, Marawi City, Philippines

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ABSTRACT

The study was focused on identifying the role of social media platforms in the promotion of local good governance in El Salvador City, Misamis Oriental. It was conducted in five selected barangays using a purposive sampling method, as follows: Taytay, Poblacion, Sinaloc, Molugan, and Bolobolo (PSB). The study findings revealed that barangay officials commonly used various social media platforms for promoting local governance. Facebook and Messenger dominate as established platforms for community engagement, while TikTok and Instagram were disclosed to be the evolving landscape of social media. Furthermore, the study emphasized the importance of adapting strategies to reach a wider audience and foster meaningful engagement by considering these platform preferences. Limited resources of the respondents may restrict their utilization of social media channels, highlighting the need to explore alternative communication channels to increase opportunities for different perspectives. The implications of the study findings underscore the diverse range of social media platforms for promoting local governance and the positive perception and awareness among respondents regarding the role of social media in enhancing transparency, accountability, and citizen participation. The findings suggest the need for targeted strategies to utilize social media effectively, meet expectations, and build trust between the government and citizens. Additionally, the study revealed favorable access to social media platforms, indicating overall favorable conditions for communication and engagement. In this connection, the study recommended the establishment of a dedicated social media management team to ensure consistent and timely engagement, content curation, and discussion monitoring. Collaboration with technology experts and social media analytics professionals was also advised to provide valuable insights for data-driven decision-making. Policymakers and stakeholders were encouraged to actively engage with social media platforms to foster transparent communication, build trust, and prevent misinformation. Monitoring and assessing the impact of social media activities on transparency were deemed crucial for improvement and risk mitigation.

Keywords: *Social Media, Social Media Platforms, Good Governance, Local Government, El Salvador City*

INTRODUCTION

Social media platforms have emerged as powerful tools that can significantly impact local governance. With their widespread adoption and ability to facilitate real time communication, social media platforms provide a unique opportunity for citizens to engage with local government agencies, share their perspectives, and participate in decision-making processes. Through social media, governments can disseminate information, gather feedback, and promote transparency and accountability. Using social media channels between the government and its stakeholders will open the dialogues between the government and its citizens, which started by disseminating information to the public via social media and by listening to citizens' opinions and feedback on such information. The popularity of social media and its characteristics enable citizens or any stakeholder to get more information that makes them more acquainted with governments' activities (Mergel, 2013; Mossberger et al., 2013).

Moreover, social media allows for the rapid dissemination of news and updates, fostering a sense of community and empowering citizens to voice their concerns, express their aspirations, and collaborate with local authorities. According to Bertot, et.al. (2010), social media tools can improve interactivity

between a government and the public, and they reach populations that do not consume traditional media as frequently as others. However, it is important to recognize the potential challenges and limitations of social media, including issues related to misinformation, privacy, and the digital divide. Therefore, understanding the relationship between social media and local good governance is crucial for developing effective strategies to harness the potential of these platforms while addressing their associated risks, ultimately paving the way for inclusive, participatory, and responsive local governance.

In contemporary society, social media has transformed the dynamics of interpersonal interactions, information sharing, and communication. Its impact extends beyond personal relationships, now playing a significant role in shaping government processes. This study is designed to explore and comprehend the role of social media platforms in fostering good governance within the context of Philippine local governance. Thus, the importance of the present study lies in its investigation of the role of social media in the promotion and realization of good governance at the local government level.

Studying the role of social media in the promotion of good governance among Local Government Units (LGUs) is of great significance for several reasons. Firstly, it provides insights into the effectiveness of utilizing social media platforms as tools for transparency, accountability, and citizen engagement, which are essential pillars of good governance. Secondly, understanding how social media influences governance practices can aid in the development of policies and strategies that harness its potential while addressing challenges such as misinformation and the digital divide. Lastly, the findings can contribute to the enhancement of local governance practices, fostering more inclusive, participatory, and responsive decision-making processes within LGUs.

At any rate, the crucial association between social media and good governance is complex as well as significant because it is the pervasive nature of social media, especially Facebook, which radically transforms the modern way the government engages with the citizenry. In addition, social media promotes and facilitates transparency and accountability, and enhances or strengthens citizen participation in governance. In order to promote social media in enhancing good governance, it is necessary for the government to achieve high digital literacy among the citizenry, coupled with continuous highest morality by combating disinformation circulated in different social media platforms.

Social media has had a significant impact on the lives of Filipinos, encompassing various aspects from communication to entertainment. It is defined as a social structure that empowers communities rather than institutions, providing user-friendly applications for sharing, collaborating, and co-producing content (Kaplan & Haenlein, 2010). In the Philippines, social media usage is widespread, with 78.5 million users spending an average of 4 hours and 8 minutes per day on social networks (Statistica Research Department, 2021). The need for social interaction, especially in a country with numerous islands and a large overseas workforce, along with the effects of the COVID-19 pandemic, has further fueled the popularity and reliance on social media platforms.

At this critical juncture, it is essential to emphasize the rationale for the conduct of the current study, which attempted to investigate and assess the impact of social media on the advancement of local good governance. This study holds great importance as it provides fresh perspectives and valuable insights to the respective LGUs, constituents, and stakeholders, focusing on the pivotal role of social media platforms in the effective delivery of fundamental social services rooted in the principles of good governance. By exploring this dynamic relationship, the study offers a comprehensive understanding of the potential benefits and challenges that arise from leveraging social media for promoting transparency, accountability, and citizen engagement in local governance processes.

MATERIALS & METHODS

The research design of this study employed a descriptive quantitative approach to investigate the role of social media in local governance. By utilizing first-hand data and information gathered through surveys, the researcher aimed to collect numerical data that can be analyzed using statistical tools. The statistical tools utilized in this study include frequency count, percentage distribution, and weighted mean, which will be used to present, analyze, and interpret the gathered data. Quantitative research design is a systematic and structured approach that enables researchers to collect and analyze numerical data, allowing for the exploration of relationships, patterns, and trends within a population or sample.

This type of research design follows rigorous methodologies, ensuring the use of standardized data collection instruments and statistical analysis techniques to enhance objectivity and reliability in the findings. By employing a quantitative research design, this study sought to provide a comprehensive and data-driven understanding of the relationship between social media and local governance. The use of surveys as a data collection method allowed for the collection of quantifiable data, enabling statistical analysis to identify and examine key factors and trends related to social media's role in governance.

RESULTS AND DISCUSSION

Profile of the Respondents

In this section of the study, study findings regarding the demographic profile of the respondents, such as age, sex, address, and position, are presented and analyzed. In terms of the age of the respondents, Table 1 discloses that more than one-third (16 or 35.6%) of the respondents were 24 years old, followed by the 21-age category (9 or 20%) and then by the 22-age category (8 or 17%). The remaining respondents were evenly distributed in the other age brackets. With regards to the gender of the respondents, it shows that the majority (28 or 62.2%) of the respondents are females, while only 17 (37.8%) are males.

As to the address of the respondents, it indicates that the respondents were equally distributed with 20% each for the five barangays under study, namely: Barangay Poblacion, Barangay Pedro sa Baculio, Barangay Molugan, Barangay Sinaloc, and Barangay Taytay. Furthermore, in terms of the respondents' position, it is shown that a significant majority (35 or 77.8%) were Sangguniang Kabataan Kagawad with five Sangguniang Kabataan Chairpersons and five Punong Barangay.

Popular Social Media Platforms

In this part of the study, the findings on the popular social media platforms commonly used by the barangay official respondents in the promotion of local good governance are presented, discussed, and analyzed. Hence, in terms on the commonly used social media platforms related to local good governance, Table 1 shows that only six (6) of the sixteen (16) social media platforms were commonly used by the respondents which are ranked as follows: Facebook (45 or 100%), messenger (43 or 96%), Google (35 or 78%), TikTok (31 or 69%), Web Portal (15 or 33.3%), and Instagram (6 or 13.3%). The study findings provide valuable insights into the commonly used social media platforms for promoting local good governance.

Analysis of the data presented in Table 1 reveals that out of the sixteen social media platforms listed, six platforms emerged as the commonly used ones among the respondents. Facebook stands out as the most widely utilized platform, with all 45 respondents (100%) reporting its usage for promoting local

good governance. This study highlights the platform's widespread popularity and its effectiveness in reaching and engaging with the community. Messenger, ranking second, was reported by 43 respondents (95.5%) as a commonly used platform for promoting local good governance. The high usage of Messenger suggests its importance as a communication tool for engaging with constituents and facilitating direct interactions. Moreover, Google, ranking third, was reported as a commonly used platform by 35 respondents (77.8%). Its usage indicates the relevance of search engine platforms in accessing information and resources related to local good governance initiatives.

Surprisingly, TikTok, a platform primarily associated with entertainment, ranked fourth among the commonly used platforms. Thirty-one respondents (69%) reported utilizing TikTok for promoting local good governance. This study suggests the emergence of newer platforms and the potential for innovative and engaging approaches to governance communication. The Web Portal, reported by 15 respondents (33.3%), ranked fifth in terms of common usage. Web portals provide centralized access to information and services, and their usage highlights the importance of easily accessible online platforms for effective governance communication. Finally, Instagram, reported by six respondents (13.3%), emerged as a platform with relatively lower usage for promoting local good governance. While its usage may be limited among the respondents, it still holds potential for visual storytelling and engaging younger audiences in governance-related discussions.

Table 1
Distribution of the Respondents on the Commonly Used Social Media Platforms in the Promotion of Local Good Governance

Social media	Frequency	Percentage	Rank
Facebook	45	100.0	1
Messenger (facebook)	43	96.0	2
Google (class, meet.)	35	78.0	3
TikTok	31	69.0	4
Web Portal	15	33.3	5
Instagram	6	13.3	6
You tube	0	0.00	7
WhatsApp	0	0.00	7
Zoom	0	0.00	7
Skype	0	0.00	7
Snapchat	0	0.00	7
Viber	0	0.00	7
WeChat	0	0.00	7
Tumblr	0	0.00	7
EdModo	0	0.00	7
Twitter	0	0.00	7

Level of Awareness of the Respondents on the Social Media Platforms

For this section of the study, the respondents' level of awareness of the role of social media platforms in the promotion of local good governance was measured through eight statement indicators (SIs). As indicated in Table 2, four (SIs 3, 6, 7 and 8) of the eight statement indicators used in measuring the role of social media platforms were perceived by majority of the respondents with extreme awareness while the other four statement indicators (SIs 1, 2, 5 and 6) moderately familiar to majority of the respondents. The overall weighted mean for the eight statement indicators is 4.40, which is interpreted as extremely aware. The study findings, as presented in Table 2, demonstrate a high awareness among

the majority of respondents regarding the role of social media platforms in promoting local good governance.

Analysis of the data indicates that the majority of the respondents were either extremely aware or moderately aware of them. The overall weighted mean for the eight statement indicators is 4.40, indicating an interpretation of "extremely aware." This suggests that the respondents possess a high level of awareness regarding the role of social media platforms in promoting local good governance. Further analysis of the statement indicators reveals that four indicators (3, 6, 7, and 8) were extremely familiar to the majority of respondents. This implies that these specific aspects of social media platforms and their contribution to promoting local good governance were well-known and understood by the respondents. On the other hand, the remaining four statement indicators (1, 2, 4, and 5) were moderately familiar to the majority of respondents.

While they may not be as extensively recognized as the previous indicators, the respondents still demonstrated a reasonable level of familiarity with these aspects of social media platforms' role in promoting local good governance. These findings indicate a generally positive perception and awareness among the respondents regarding the potential of social media platforms in enhancing local good governance efforts. The extreme or moderate awareness suggests that the respondents recognize the value of social media in facilitating communication, engagement, and information dissemination for effective governance. These insights emphasize the importance of leveraging social media platforms to further promote local good governance initiatives. By capitalizing on the familiarity and agreement expressed by the respondents, policymakers and stakeholders can design targeted strategies and initiatives that harness the potential of social media to foster transparency, citizen participation, and accountability in local governance processes.

Table 2
Distribution of the Respondents on their Level of Awareness on Social Media Platforms to Promote Local Good Governance with Weighted Mean

STATEMENTS INDICATORS	EA (5)		MA (4)		SA (3)		SLA (2)		NA (1)		N=45	WM	V. I
	F	%	F	%	F	%	F	%	F	%			
Government Transparency	10	22.22	30	66.67	5	11.11	0	0.00	0	0.00	45	4.11	MA
Public Accountability	8	17.78	35	77.78	2	4.44	0	0.00	0	0.00	45	4.13	MA
Citizen's Participation	31	68.89	14	31.11	0	0.00	0	0.00	0	0.00	45	4.69	EA
Equity and Inclusiveness	3	6.67	42	93.33	0	0.00	0	0.00	0	0.00	45	4.07	MA
Rule of Law	14	31.11	25	55.56	6	13.33	0	0.00	0	0.00	45	4.18	MA
Responsiveness	25	55.56	20	44.44	0	0.00	0	0.00	0	0.00	45	4.56	EA
Consensus Oriented	30	66.67	10	22.22	5	11.11	0	0.00	0	0.00	45	4.56	EA
Effectiveness and Efficiency	40	88.89	5	11.11	0	0.00	0	0.00	0	0.00	45	4.89	EA
											TOTAL WEIGHTED MEAN	**4.40**	**EA**

Legend: *Extremely Aware (EA)-4.20-5.00, Moderately Aware (MA)-3.40-4.19, Somewhat Aware (SA) -2.60-3.39, Slightly Aware (SLA)-1.80-2.59 & Not at all Aware (NA)-1.00-1.79*

Assessment on the Effects of Social Media in the Promotion of Local Good Governance

At this point, the study probed and examined the respondents' assessment of the influence of social media on the promotion of local good governance. The focus lies in evaluating the impact of social media in relation to key components of good governance, namely transparency, accountability, and citizen participation. By employing these specific measurement criteria, the study aims to measure the effectiveness of social media in fostering local good governance. The study findings would explain the intricate relationship between social media and local good governance. Through a comprehensive analysis, the study could uncover the effects of social media platforms in facilitating transparency,

ensuring accountability, and promoting citizen participation within the governance processes at the local level.

As to the effects of social media on transparency, Table 3 shows that five (1, 2, 4, 7 and 8) of the eight statement indicators (SIs) utilized as measurement methods were perceived by majority of the respondents as "agree" while the other three (3,5 and 6) statement indicators were perceived by majority of respondents as "strongly agree." The total weighted mean for the eight statement indicators is 4.17, verbally interpreted as "agree". The findings suggest that social media has a positive impact on transparency. The agreement or strong agreement of respondents with the statement indicators implies that social media platforms play a significant role in promoting transparency in various aspects. When social media users perceive transparency positively, it indicates that these platforms provide opportunities for individuals, organizations, and institutions to be held accountable for their actions.

Similarly, this implication highlights the potential benefits of social media in promoting transparency and accountability. It suggests that social media platforms can play a crucial role in disseminating information, encouraging open communication, and facilitating transparency in different areas such as governance, organizations, or public services. However, it is important to note that the specific context and nature of the statements or indicators used in the study are not provided. The implications may vary depending on the exact statements assessed and the specific research context. Moreover, the study findings indicate that the locality has implemented measures to enhance transparency through the utilization of social media platforms.

The majority of respondents expressed agreement or strong agreement with several indicators. Firstly, they acknowledged the presence of data sharing, as well as the posting of office availability on official social media channels. Furthermore, respondents noted the regular posting of meetings, signifying a commitment to keeping the public informed. However, the area that received the lowest rating was financial disclosure regarding the use of public funds, indicating the need for improvement in this aspect. Efforts should be directed towards enhancing transparency in financial matters to strengthen public trust and accountability.

Table 3
Distribution of the Respondents on Their Assessment of the Effects of Social Media on the Transparency Dimension of Local Good Governance with Weighted Mean

STATEMENTS	SA (5)		A (4)		N (3)		D (2)		SD (1)		N=45	WM	V. I
INDICATORS	F	%	F	%	F	%	F	%	F	%			
Data sharing is apparent	5	11.1	40	88.9	5	11.1	0	0.0	0	0.0	45	4.1	A
Availability of the office being posted in the official social media platform/s	10	22.2	35	77.8	2	4.4	0	0.0	0	0.0	45	4.1	A
Financial disclosure on the use of public funds	0	0.00	15	33.3	0	0.0	20	44.4	10	22.2	45	2.4	D
Regular posting of meetings	15	33.3	29	64.4	1	2.2	0	0.0	0	0.0	45	4.1	A
Posting on the official social media about the projects, programs, and activities of the locality	39	86.7	6	13.3	0	0.0	0	0.0	0	0.	45	4.6	SA
Regular monitoring of projects, programs and activities	22	48.9	23	51.1	0	0.0	0	0.0	0	0.0	45	4.5	SA
Accurate data information	29	64.4	16	35.6	0	0.0	0	0.0	0	0.0	45	4.6	SA
Public Display of Expenditure Reports	15	33.3	5	11.1	15	33.3	10	22.2	0	0.0	45	3.6	A
											TOTAL WEIGHTED MEAN	**4.2**	**A**

Legend: *Strongly Agree (SA)-4.20-5.00, Agree (A)-3.40-4.19, Neither Agree nor Disagree (N)-2.60-3.39, Disagree (D)-1.80 2.59 & Strongly Disagree (SD)-1.00-1.79*

With respect to the effects of social media on accountability as an element of good governance, it is indicated in Table 4 that out of the eight statement indicators employed, four (SIs 3, 6, 7 and 8) were strongly agreeable to majority of the respondents while the other four (1,2, 4 and 5) statement indicators were perceived as agreeable to many respondents. The total weighted mean for the eight statement indicators of accountability is 4.64, verbally interpreted as “strongly agree”. The study findings reflect the results of a survey conducted to gauge constituents' perceptions of the local government's performance across various domains. The outcomes demonstrate a strong agreement among constituents towards most of the initiatives undertaken by the local government, as evidenced by a high total weighted mean of 4.64, corresponding to the category of "Strongly Agree."

For instance, regarding anti-red tape measures, the government received a strong positive response, with 53.33% of respondents expressing strong agreement and 22.22% agreeing with these measures. Similarly, constituents showed a positive attitude towards the government's responsiveness to crises, with 40% strongly agreeing and 60% agreeing. Additionally, disaster preparedness garnered the highest positive response, as 88.89% of respondents strongly agreed with the government's efforts in this area. This suggests that constituents believe the government is well-equipped and adequately prepared to handle natural calamities and emergencies. Furthermore, constituents appreciate the government's utilization of social media platforms. The majority agreed that social media has facilitated the monitoring of government transactions, with 37.78% strongly agreeing and 40% agreeing.

Moreover, a significant percentage (71.11% strongly agreeing and 28.89% agreeing) acknowledged that social media has enhanced public accountability. It is worth mentioning that all respondents (100%) confirmed that their respective local government units are actively employing social media. To summarize, the survey results indicate that constituents hold a positive perception of the local government's performance, particularly in the areas of disaster preparedness, anti-red tape measures, and the utilization of social media. The high levels of agreement reflect constituents' satisfaction with the government's initiatives and their perception of their effectiveness. These findings affirm the local government's successful efforts in meeting constituents' expectations and fostering positive engagement with the community. The study findings reveal significant implications regarding constituents' perceptions of the local government's performance, more specifically, with respect to accountability.

The strong agreement among constituents indicates a positive reception of the government's initiatives. This reflects constituents' satisfaction and belief in the effectiveness of the government's efforts. Specifically, the positive responses towards anti-red tape measures, responsiveness to crises, and disaster preparedness underscore constituents' confidence in the government's ability to address challenges and provide efficient services during emergencies. The appreciation for the government's use of social media platforms suggests that constituents value the transparency and accountability fostered through these channels. On the whole, the study findings affirm the local government's success in meeting constituents' expectations, fostering positive engagement, and building trust within the community.

For citizen participation as the last element of good governance under study, Table 5 shows that the total weighted mean for the five statement indicators employed to measure the impact of social media on local good governance more specifically, citizen participation, is 4.82 verbally interpreted as “strongly agree”. In fact, all the five statement indicators were strongly agreeable to a big majority of the respondents. The study findings indicate that social media platforms have a positive influence on communication and constituent participation regarding local matters. A majority of respondents strongly agreed that social media enhances communication and participation (91.11%) and encourages

citizen involvement (93.33%). Additionally, the local government consistently invites the public to participate in events through social media (82.22%).

Table 4
Distribution of the Respondents on Their Assessment of the Effects of Social Media on the Accountability Dimension of Local Good Governance with Weighted Mean

STATEMENTS INDICATORS	SA (5)		A (4)		N (3)		D (2)		SD (1)		N=45	WM	V. I
	F	%	F	%	F	%	F	%	F	%			
Anti- Red Tape Measures are strengthened	24	53.3	10	22.2	5	11.1	0	0.0	0	0.0	45	4.11	A
Responsiveness to crisis	18	40.0	27	60.0	2	4.4	0	0.0	0	0.0	45	4.13	A
Disaster preparedness	40	88.9	5	11.1	0	0.0	0	0.0	0	0.0	45	4.69	SA
Peace and order	45	100.0	0	0.0	0	0.0	0	0.0	0	0.0	45	4.07	A
Posting on official social media platforms about the projects, programs, and activities of the locality	25	55.6	21	46.7	6	133	0	0.0	0	0.0	45	4.18	A
Social media has helped the constituents monitor the transactions of the government	17	37.8	18	40.0	0	0.00	0	0.	0	0.0	45	4.56	SA
Social media has enhanced public accountability most especially in the locality that I belong	32	71.1	13	28.9	5	11.1	0	0.0	0	0.0	45	4.56	SA
The local government unit I belong is making use of social media	45	100.0		0.00	0	0.0	0	0.0	0	0.0	45	4.89	SA
											TOTAL WEIGHTED MEAN	**4.64**	**SA**

Legend: *Strongly Agree (SA)-4.20-5.00, Agree (A)-3.40-4.19, Neither Agree nor Disagree (N)-2.60-3.39, Disagree (D)-1.80-2.59 & Strongly Disagree (SD)-1.00-1.79*

For citizen participation as the last element of good governance under study, Table 5 shows that the total weighted mean for the five statement indicators employed to measure the impact of social media on local good governance, more specifically, citizen participation, is 4.82, verbally interpreted as “strongly agree”. In fact, all five statement indicators were strongly agreeable to a big majority of the respondents. The study findings indicate that social media platforms have a positive influence on communication and constituent participation regarding local matters. A majority of respondents strongly agreed that social media enhances communication and participation (91.11%) and encourages citizen involvement (93.33%). Additionally, the local government consistently invites the public to participate in events through social media (82.22%).

Respondents strongly agreed that all constituents, regardless of age, gender, and religious affiliation, are highly encouraged to engage in local projects, programs, and activities (71.11%). Social media platforms also foster a sense of belongingness among constituents (73.33%), highlighting their effectiveness in promoting citizen engagement and strengthening the government-citizen relationship. The high total weighted mean of 4.82 indicates strong agreement among respondents regarding the beneficial impact of social media platforms in enhancing citizen participation and promoting public accountability at the local level. The most important implication of the study findings is that social media platforms play a crucial role in facilitating communication and promoting active participation of constituents in local matters.

The respondents strongly agreed that social media enhances communication and encourages citizen involvement. The local government's consistent use of social media to invite public participation further reinforces this finding. Additionally, respondents believed that all constituents, regardless of age, gender, or religious affiliation, should be actively engaged in local projects and activities. Social

media platforms also contribute to a sense of belongingness among constituents, fostering a stronger government-citizen relationship. The high level of agreement among respondents and the significant weighted mean disclosed the positive impact of social media in enhancing citizen participation and promoting public accountability at the local level.

Understanding the connection between social media and citizens' participation is significantly impacted by the study on social media use and participation by Boulianne (2015), which conducted a meta-analysis of recent research. According to this preceding study, social media platforms have the ability to increase citizen participation by increasing relationships between people and offering channels for engagement. Organizations and institutions should utilize social media to promote active involvement by recognizing its potential as a tool for promoting citizen participation. Increasing accessibility and audience reach through social media platforms has the capacity to connect with a large and varied audience.

Organizations can use social media to share information, interact with the public, and promote active citizen engagement in decision-making. They may expand the impact of their projects and include more diverse viewpoints in the conversation by doing this. Similarly, social media encourages citizen expression by giving people a platform to share their thoughts on a range of topics. Citizens should be given the chance to engage in online debates, express their opinions, and provide input throughout the formulation of organizational policies. As a result, people may feel more a part of their community and have the ability to participate in its development actively. Social media platforms that allow people to interact with others who share their interests, exchange information, and coordinate actions can mobilize collective action. Organizations must make use of these networks and aid citizen-led projects that aim to address societal problems and advance progress.

Table 5
Distribution of the Respondents on Their Assessment of the Effects of Social Media on the Citizen Participation Dimension of Local Good Governance with Weighted Mean

STATEMENTS	SA (5)		A (4)		N (3)		D (2)		SD (1)		N=45	WM	V. I
INDICATORS	F	%	F	%	F	%	F	%	F	%			
Social media platforms enhance communication and participation of the constituents on matters relating to their locality	41	91.1	4	8.9	0	0.0	0	0.0	0	0.0	45	4.91	SA
The local government unit is consistently inviting the public to join the events through posting it on social media platforms	37	82.2	8	17.8	0	0.0	0	0.0	0	0.0	45	4.82	SA
Citizens are encouraging to participate in matters pertaining to their locality through social media such as: live hearing on facebook, posting of infographics about the session, and others	42	93.3	3	6.7	0	0.0	0	0.0	0	0.0	45	4.93	SA
All constituents, regardless of age, gender, religious affiliation, are highly encouraged to participate to all projects, programs and activities provided or conducted by their locality	32	71.1	13	28.9	0	0.0	0	0.0	0	0.0	45	4.71	SA
The constituents feel belong to their locality due to social media platforms	33	73.3	12	26.7	0	0.0	0	0.0	0	0.0	45	4.73	SA
											TOTAL WEIGHTED MEAN	**4.82**	**SA**

Legend: *Strongly Agree (SA)-4.20-5.00, Agree (A)-3.40-4.19, Neither Agree nor Disagree (N)-2.60-3.39, Disagree (D)-1.80-2.59 & Strongly Disagree (SD)-1.00-1.79*

Challenges Encountered by the Respondents in Using Social Media Platforms

The following shows the challenges encountered by the respondents in using social media platforms as a tool in the promotion of local good governance. The study findings reveal that accessing social media platforms was not a major challenge for the majority of respondents, as indicated by the data presented in Table 6. Specifically, most respondents did not encounter issues such as slow internet connections or difficulties with mobile data in their residences. Additionally, the respondents reported having access to gadgets for browsing social media, suggesting that technological barriers were not a significant hindrance for them. However, a portion of the respondents expressed a neutral response when asked about the impact of their school-related schedule on their ability to check social media (53.33%).

This suggests that for some individuals, academic commitments may have a moderate influence on their social media usage. In addition, a small percentage of respondents stated that they did not have a reason to open social media accounts (6.67%) and that they lacked the budget to avail themselves of a Wi-Fi connection (22.22%). While these factors may pose some challenges to accessing social media, they do not appear to be significant barriers for the majority of respondents. By and large, the findings suggest that the majority of respondents did not face significant obstacles in accessing social media. While factors like academic schedule, lack of interest, or budget constraints may have a modest impact on some individuals, they did not emerge as prominent challenges. This indicates that overall, the respondents had favorable access to social media platforms for their communication and engagement.

Table 6
Distribution of the Respondents on the Challenges Encountered Using Social Media Platforms

STATEMENTS	SA (5)		A (4)		N (3)		D (2)		SD (1)		N=45	WM	V. I
INDICATORS	F	%	F	%	F	%	F	%	F	%			
I experience slow internet connection in my residence	0	0.0	10	22.2	6	13.3	20	44.4	9	20.0	45	**2.38**	**D**
I do not have mobile data always which makes me incapable of checking my social media at all times	0	0.0	0	0.0	0	0.0	38	84.4	7	15.6	45	**1.84**	**D**
I do not have gadget to use for browsing social media	0	0.0	0	0.0	6	13.	10	22.2	29	64.4	45	**1.49**	**SD**
I am busy doing household chores which resulted for me not being able to check on social media	0	0.0	0	0.0	0	0.0	10	22.2	35	77.8	45	**1.22**	**SD**
Sudden power shortage	0	0.0	0	0.	0	0.0	0	0.0	45	100.0	45	**1.00**	**SD**
I am busy doing school stuff like paperwork and others	0	0.0	0	0.0	24	53.3	21	46.7	0	0.0	45	**2.53**	**D**
No official social media account of our local government unit	0	0.0	0	0.0	2	4.4	17	37.8	26	57.8	45	**1.47**	**SD**
I do not like opening my social media accounts for no reason	0	0.0	3	6.7	7	15.6	28	62.2	7	15.6	45	**2.13**	**D**
I do not have budget to avail for Wi-Fi connection	0	0.0	10	22.2	0	0.0	23	51.1	12	26.7	45	**2.18**	**D**
I do not have social media account at all	0	0.0	0	0.	0	0.0	0	0.	45	100.0	45	**1.00**	**SD**
											TOTAL WEIGHTED MEAN	**1.72**	**SD**

Legend: *Strongly Agree (SA)-4.20-5.00, Agree (A)-3.40-4.19, Neither Agree nor Disagree (N)-2.60-3.39, Disagree (D)-1.80-2.59 & Strongly Disagree (SD)-1.00-1.79*

CONCLUSION

This study aims to explore the role of social media in promoting local good governance. It seeks to answer several research questions, including the profile of the respondents in terms of age, sex, address, and official position. Additionally, it investigates the commonly used social media platforms by the respondents for promoting local good governance and their level of awareness regarding the use of social media for this purpose. The study also assesses the respondents' perception of the effects of social media on local good governance, focusing on transparency, accountability, and citizen participation. Lastly, it explores the challenges faced by the respondents when utilizing social media as a tool for promoting good governance. By addressing these research questions, the study aims to provide valuable insights into the role of social media in enhancing local good governance practices.

Recommendations

Based on the study findings and their significant implications, the following recommendations can be advanced:

1. Local government authorities and policymakers it is recommended they utilize the high awareness and positive perception of social media platforms to enhance local good governance; comprehensive strategies should be formulated to leverage social media for transparency, citizen engagement, communication, and information dissemination, which include targeted campaigns, partnerships with stakeholders, and monitoring for effectiveness.
2. Policymakers and local authorities should capitalize on popular social media platforms like Facebook and Messenger to promote local good governance; prioritize community engagement and direct interactions with constituents on these platforms. The emergence of platforms like TikTok and Instagram also provides an opportunity for LGUs like El Salvador City to engage younger audiences by applying strategies to diverse platform preferences, which can reach a wider audience and foster meaningful engagement in local governance initiatives.
3. Local government executives and policy makers should make the most out of the positive perceptions of social media in local governance through the development of guidelines promoting transparency, citizen participation, and accountability. Training local employees and officials in engagement and information dissemination is crucial, not to mention the adoption of monitoring mechanisms designed to ensure improvement in social media usage.
4. Local organizations and institutions, especially the Sanggunians at all LGUs, including civil society organizations (CSOs) and the private sector, should collectively engage with social media platforms to foster transparent communication and build trust with LGU constituents and stakeholders. This can be achieved by regularly sharing accurate and timely information, responding to inquiries and feedback, and addressing any concerns raised by social media users. Additionally, implementing policies and guidelines for responsible social media use can help ensure transparency and prevent misinformation.
5. Future Research studies should be encouraged and conducted for the purpose of confirming, reinforcing, or rejecting the general findings of this study, as well as probing into important areas or subjects not covered by the study.

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