Perceptions on Motives for Adoption and Use of Facebook for Non-Profit Organizations in Libya

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Abstract - *Due to very limited attention that has been given to the examination of the adoption of social media tools by non-profit organizations especially in Libya, this paper has explored how non-profit organizations have adopted and used Facebook to achieve their goals. Therefore, through the perceptions of 24 Informants, the study discovered that environmental factors and Facebook dynamism motivated the adoption and use of Facebook to drive non-profit organizations. The analysis covered both the perceptions of managers of the organizations as well as the donors. In order to achieve clearer understanding of these perspectives, the study adequately supported each of the theme, sub-theme and sub sub-theme with model generated by NVivo 10. The findings provide more understanding for non-profits organizations, donors and companies serving the non-profit sector concerning the most significant behaviour and trends that revolve around Facebook as part of non-profits' organizations marketing, communications, fundraising, and advocacy works. Finally, it is been recommended that non-profit organizations in Libya pay more attention to the needs of donors in the area of multimedia benefits and personalization of Facebook.*

Keywords: *Facebook, non-profit organizations, multimedia, social media, adoption*

INTRODUCTION

Very limited attention has been given to the examination of the adoption of social media tools by non-profit organizations. Volunteer organizations are being confronted by the tasks of recruiting and retaining volunteers the challenges not found in different organizations. Though, social media use is growing amongst individuals, but its adoption, use as well as effectiveness for donors and volunteer enlistment and retaining by non-profit organizations is unknown [1]. For instance, only a handful of researches [2], [3] have investigated the social media use by non-profit organizations. More so, no known study of such has been documented on the situation in Libya. Also, in Libya, the roles of non-profit organizations have undoubtedly become unique and fascinating particularly after the revolution and uprising of February 17, 2011. For this reason, further research should be done on how do non-profit organizations in Libya adopt and usage of social media (Facebook).

Social media networking tool such as Facebook is regarded as innovative communication tool that have played a significant role in organizational settings particularly in transforming the business' and company's values [4]. In AFP Congress 2012 the study supports that using social media is not the way to make money but is useful to engage new donors and strengthen relationships with existing donors [1]. Giving its importance therefore, Crunch [5] reiterated that social media would force non-profit organizations to rethink the method to improve relationships with their donors. Supporting this claim, Ellison, Steinfield, and Lampe [6] note that online social media usually offers an economical solution to reach a wide variety of people in addition to maintain a conversation with them, which improves an organization's capability to reach both new and old members. Social media increases users' social resources and expands their social networks.

However, in spite of these values of social media, some non-profit organizations have not been using the full potential of Facebook to communicate with donors and volunteers in order to make them engage in non-profit organization events. Though, in other

societies unlike Libya, researches have explored how non-profit organizations are using their online media for media relations [7]. Thus, this paper wants to determine how non-profit organizations in Libya adopt and use social media particularly Facebook to interact with their donors. Therefore, it would be logical to deduce that social media are likely to, in the same way, have the prospect of serving as a tool of communication by an organization and stakeholder relations. Nonetheless, previous studies [8], [9] only provide clues about the extent and character that stakeholder-associated organizational communications facilitated by the social media diffusion. In addition, only a handful of previous researches [3] have discussed the ways in which establishments utilize social media to interact with their stakeholders and the populace in general extensively [2].

The need for social media to improve the activities of non-profit organizations is evident now because, presently in Libya, many non-profit organizations have closed down, while few others are managing to survive. In 2011, the number of non-profit organizations operating in Libya which registered under the oversight of the Culture and Civil Society Ministry was 2,107. By 2013, as put forth by general manager of the centre support establishments, the estimated number of non-profit organizations operating under civil society organizations are presently within the range of 1,800 to 1,900 organizations [10].

Overview of non-profit organizations

A non-profit organization in any society is the organization that serves as the mechanism that provides room for the active participation and involvement of many people in their communities, and serves as essential channels through which community preferences are voiced [11]. Non-profit organizations are concerned with the mobilization of communities' people for collective action and to have a say in matters of public affairs [12]. Therefore, non-profit organization is operationally identified to mean crucial means by which group of people attach themselves and relate with one another in building trust, relationships, and social resources which make it likely for the effectively operate. The non-profit organization also ensures that it is possible for individuals in their communities volunteer as an active donor will improve the general standard of living of these communities. Giving the nature of non-profit organizations, they rely heavily on contributions from

outside the organization, in part, because they cannot afford to pay staff to fill the multitude of job responsibilities essential to accurately run the organization. By doing so, non-profit organizations add more value to the condition of living of the needy in the community. In Libya, non-profit organizations also aim to achieve their goal of enhancing the welfare of their community members by involving in governance of democracy, affecting public policy and authorizing the community members for effective representation [13]. According to Salhi and Gebara [10] among the non-profit organizations before revolution in Libya was one big non-profit organization called Gaddafi International Foundation Charity Association (GIFCA). Then they were approximately about 90 to 95 non-profit organizations registered according to the law of NGOs No. (111) of 1970 and Law No. (19) of the year 2001. However, after the revolution, many of the organizations have experiencing increase in the numbers of community members who need the support of non-profit organizations to survive.

Therefore, the survival of the small size of non-profit organizations in terms of total financial assets or capacity depends on adopting social media because it can reduce the expenses such as public relation expenses and advertising expenses but gives more efficiency in terms of communication strategy to inform their activities. In view of this, the role of social media and non-profit organizations in post Libya revolution will be explored by this study which focuses on how non-profit organizations in Libya have adopted and used Facebook and how Facebook has helped the Libyan non-profit organizations to achieve their goals.

Social media of non-profit organizations

Given the important roles of non-profit organizations in any society and the roles of social media in the facilitation of dialogic relationship-building messages, it is important to understand the acceptance as well as the implementation of this social media by the establishments [14]. According to Connolly [1] social media offers two-way communication with the ability to disseminate messages and thrust them straight to the targeted user including all of his or her friends. With Facebook for instance, many people in a social network can be reached promptly. Consequently, communication as well as relationship management between

organizations and their clients has become effective and productive.

Similarly, Ellison [15] notes that social media establish on-line and in the real world, social network prospects for non-profit organizations. In the same way that Waters [16] explains that social media can help non-profit organizations to make progresses in their management, interactions with donors and volunteers, who then inform others about their activities. Explaining the uniqueness of social media for non-profit works Connolly [1] said social media characteristically offers instant feedback from other users, to comment on ideas. More so, Facebook specifically allows a user to update one's status, share another's post, or "Like" a page, all of which indicate users' assertion of feelings. While email demands the original recipient to respond, social media inspires many people to respond. Facebook even send an instant notification to friends when new material is posted. Social media is also more generalized than bulletin boards, which tend to contain very specific topics.

Another impact of social media on organizations emanate from being honest and trustworthy. In an attempt for organizations whether for-profit or non-profit to become trustworthy, they become more transparent and open in their activities. Much information about their various acts, process of making decisions, basis of decision and information are made accessible for the public and as such, organizations which utilise social media comparatively seem craftiness compared to organizations which omit to [17].

RESEARCH DESIGN

The study applied qualitative method using in-depth interview approach to examine how non-profit organizations in Libya have adopted and used Facebook to achieve their goals. Purposive sampling design was used to select 24 managers and donors of non-profit organizations operating in Libya. To select the potentials managers of non-profit organizations for this study the following inclusion criteria were adopted: that the non-profit organization manager operates is located in Tripoli; that the non-profit organization's mission which he operates is either Philanthropy or Voluntarism, Relief and Aid, and Human Development; that the manager selected has followers on Facebook; and that the organization Facebook page has been existing for more than 2 years before 2014.

In qualitative research according to Yin [18], the samples are much more likely to be selected in a deliberate way recognized as purposive sampling [19; 20]. Series of in-depth interviews were conducted and data were analyzed thematically using NVIVO 10 software. Resulting from the interviews was the generation of coding frames which consisted of conceptualizing elements that explained the perspectives and lived experiences of the interviewees. Then, subcategories were further developed in other to deepen the probing for rigorous and reliable findings to the question how do non-profit organizations and donors adopt and use Facebook to interact?

The researcher informed the interviewees about the objective, methods and participants were assured that all the information provided is kept confidential and will only be used for this study. Creswell [19] discloses that the fundamental role for ethical consideration in research is to prevent maltreatment, such as psychological, physical, economic, social, or legal for interviewee, interviewer and others involved in the research activities. In relation to this, prelude to the start of the interview, the researcher ensured that all the informants agreed to the interview and signed the informed consent form.

FINDINGS

The aim of this study is to present, discuss and analyze the data collected. The thematic approach allows the analysis to be presented in themes, sub-themes and sub sub-themes as well as in graphical models through which the perspectives and the actual words of the 24 informants were systematically presented. Therefore, given the important roles of non-profit organizations in any society and the roles of social media, especially Facebook, in the promotion and facilitation of relationship-building messages, it is imperative to understand its adoption as well as the usage [14] by these organizations.

Motive for Adoption and use of Facebook for non-profit organizations in Libya

The motives for non-profit organizations to adopt and use Facebook for their activities are as diverse as the challenges that influenced the set-up of the charity organizations. Apart from the fact that the social media are ubiquitous, the more than one billion active users of Facebook [21] compared to others such as Twitter with more than 100 million [22], Facebook

has proven to effective in addition to the advantage of being largely free to all users across the World [23].

As part of the aims, this study has explored the motives behind the adoption and use therefore the analysis of the interviews using NVivo software has generated and discovered the main motives as environmental factors and Facebook dynamism emerged and sub sub-themes as popularity of Facebook, cluttering internet, high information need, mobilization of grassroots supports, multimedia platform, diverse reach and ease of use all of which determined the motive and use. The figure 1 below therefore shows a graphical display of the findings.
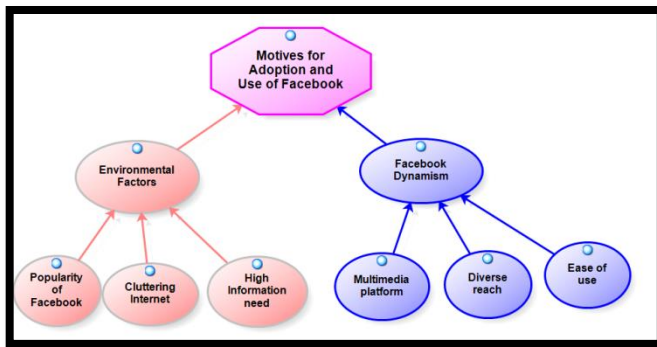

Figure 1. Motive for adoption and use of Facebook by Libyan non-profit organizations

Environmental factor

One of the motives for the adoption and use of Facebook by non-profit organizations was the environmental factors which summed up the reasons emanating from popularity of Facebook, cluttering of internet and high information need as disclosed by the informants of this study.

Popularity of Facebook: The popularity of Facebook emerged as one of the factors that influenced the non-profit organizations' adoption and use of the social media for their interaction with donors and the public at large. In line with this, significant numbers of the Informants disclosed that the popularity of Facebook among adult and young ones in Libya has been one of the motives for the need to use Facebook to interact and lobby for their organizations. For instance, Informant M10 disclosed that, "… we did not look for any other source to get in touch with our contributors except Facebook, as it is the most common and useful social network around the world nowadays". In relation to that, Informant M5 specifically stressed further on why the popularity of Facebook is a factor, "Facebook is the most common and widely used in Libya since 2010 to the

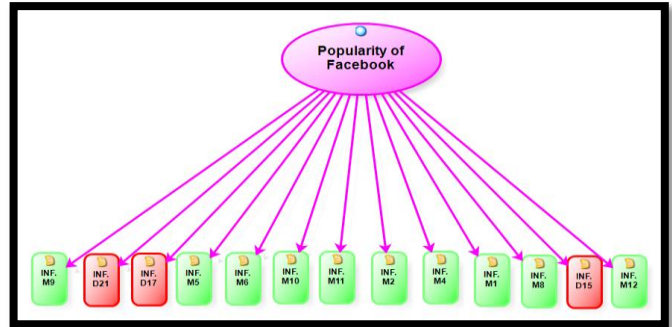present, and that what motivated us to have it as the main source of supporting us".

Figure 2. Sources perceptions on popularity of Facebook as a motive for adoption and use

Cluttering internet sites: The analysis of the data from the informants has shown that the challenges being faced by non-profit organization in the past regarding cluttered internet sites, inaccessible blogs for the public and donors is the another motive for adoption of Facebook. This was confirmed by the informants. Informant M2 for instance noted that, "Facebook becomes the right channel of reaching the donors because other means such as YouTube and weblog are not easily accessible to people". Another manager of non-profit organization stressed that, "In fact one of the reason for adoption of Facebook was because other channels have become difficult to use and complicated".

In line with the managers, the donors also expressed their motive for use of Facebook in relating with organizations. One of them, Informant D14 disclosed the reason as, "Before, we don't find it ok to access blog of organization and the mail was not fast like Facebook".

Figure 3. Sources of perceptions on factor of cluttering internet as a factor for Facebook adoption

High information need: Scholars, Breeze [24], Rose-Ackerman [25] have noted that much attention has been paid to questions concerning how many donors give, how much they give, what sorts of people give and why people give, but there has been little

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attention paid to the specific question of how donors choose which charities to support, through which channel do usually get information and what extent information do they need. This observations was identified by this study's informants as high information need of the donors toward knowing which and how to support. For instance Informant M11 disclosed that, "many people need information and we have to give them through Facebook because other social media are not easy for to use". Explaining further on this Informant M8 said, "You know that the generation we are dealing with needs frequent and details information on everything, and Facebook is giving the opportunity to meet these needs".
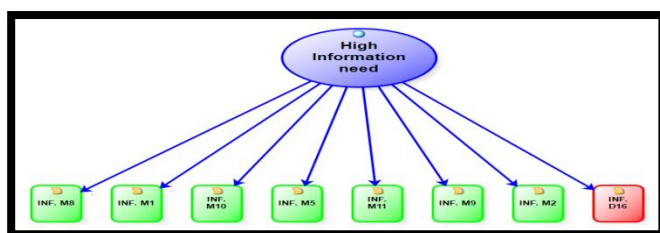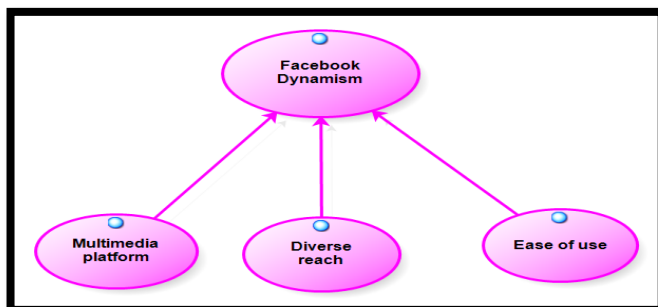

Figure 4. High information need of the donors as a reason for the adoption and use of Facebook sources

Facebook dynamism

The dynamism of Facebook has helped organizations and Businesses to have a range of flexible options when it comes to reaching new and existing donors and customers. Therefore, this dynamism as emerged in the analysis through NVivo

is shown in the sub-theme figure 5 below.

Figure 5. Sub-theme showing the dynamism of Facebook as motive for its adoption

Multimedia platform: The adopted and use of Facebook for non-profit organization works was because it allows for share status updates, photos,

videos, text, events, links and other multimedia content with the public, Friends and Followers. According to Khaddage and Bray [26] Facebook which is a universal phenomenon and an all-inclusive popular multi-user social platform developed into a dynamic dominant social multimedia platform, and presently it is the most common among users of all ages.

In a similar perceptions, the Informants attested to the values and power of the multimedia platform of Facebook as a reason for it adoption and use among charity organizations. For instance, Informant M10 enumerated that:

All our possible and intended public can be reached quickly and easily through Facebook. Unlike before that it take messages to get across, through Facebook, we post video, audio, text and pix. So great. Facebook has lots of properties, on our page we depend on uploading photos and videos that carry the works we have done through our campaigns (Inf. M10).

Another donor, Informant D17 highlighted the value of Facebook multimedia thus, "Usually I need to watch a video or photos included with the post, because only reading the post is not enough for me,
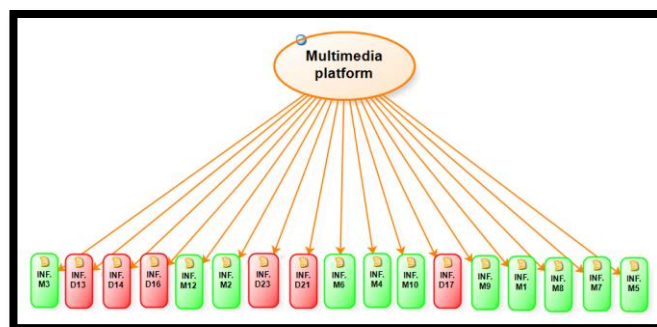
and that is what they do on their page".

Figure 6. Sources for multimedia platform of Facebook as the reason for its adoption

Diverse reach: The reach of Facebook has been phenomenon. Social media, especially Facebook connects people in a way few things can. Similarly, Informant M6 reiterated that the reason for the adoption is due to the fact that, "Facebook is a tool that provide the opportunity to reach a large and wide populace". Also, Informant M7 disclosed that they adopted and use it because, "We use…because Facebook has helped us in reaching high and diverse groups of people".
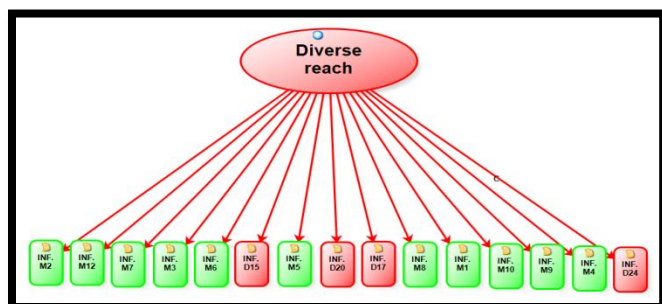
Figure 7. Facebook diverse reach as a reason for it adoption and use

Ease of use: It is has been noted that higher perceived ease of use has led to higher perceived usefulness and eventually bigger intensity of use [27]. In line with this, majority of the Informants have also stated that Facebook ease of use is one of the reasons why they use and adopt Facebook for their charity works. Informant M12 noted that the adoption is due to the fact that, "Facebook is simple and easy to use. Its features were not complicated, because it was founded to facilitate the process of contact and communication between people". In a similar tone, Informant M8 put it thus, "Facebook has many benefits, and it is clear, simple, uncomplicated, easy to use, and easy to get common on a short time (fast news spread among people)".
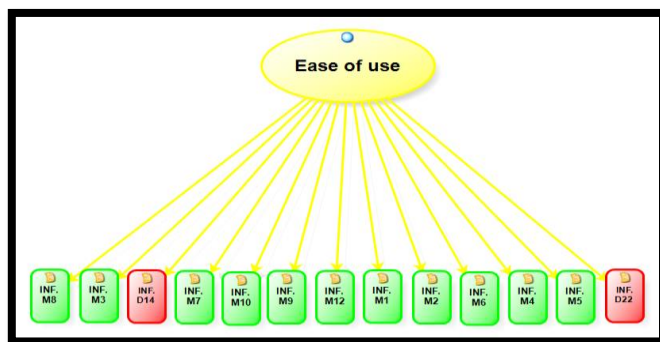

Figure 8. Sources perception on Facebook ease of use as the reason for its adoption

Facebook is not only the most famous and diffused social network, but it is the most diverse, easy and multiplatform channel which assists in the management of non-profit organization and charity activities [28]. This perception is what has been expressed by the 24 informants interviewed as presented above.

DISCUSSION OF FINDINGS

Environmental factor as one of the motives for the adoption and use of Facebook by non-profit organizations was highly reiterated by substantial numbers of the managers. This perception is basically grounded on the popularity of Facebook among Libyan, due to cluttering Internet which made it difficult for both organization and donors' interaction and for high information need of the Libyan. It was confirmed that Facebook has changed the way Libyans interact on the internet as well as their interest in charity works.

As revealed from the data gathered, the dynamism of Facebook has facilitated non-profit organizations in Libya to have a range of flexible options when it comes to reaching new and existing donors and as well as the members of the public. This perception which was echoed by most of the Informants confirmed the scholars' conclusion that any social media that can promote interaction will be adequate for charity works.

The results of this study could be useful in many ways. For example, the result could be useful to provide more understanding for non-profits organizations, donors and companies serving the non-profit sector concerning the most significant behaviour and trends that revolve around Facebook as part of non-profits' organizations marketing, communications, fundraising, and advocacy works.

RECOMMENDATION

Based on this study's findings it can be concluded that environmental factors along with Facebook dynamism play the predominant role in the adoption process. For instance, the adoption was not just about availability and popularity of Facebook but concretely, due to the organizations' need for diverse reach as well as ease of use and the multimedia platform which Facebook provides.

Based on the findings from this study, it is been recommended that non-profit organizations in Libya pay more attention to the needs of donors in the area of multimedia benefits and personalization of Facebook. This is important because, many donors have claimed to be highly interested in these as determinants of future donations.

One of the noticeable limitations of this study was the non-application of content analysis however, this do not weaken the importance of this research having filled the gaps established and answered the questions raised. Therefore, in order to offer more

comprehensive accounts of how non-profit organizations and donors build relationship towards successful charity works, future research should adopt content analysis to examine kinds of post and frequency on Facebook.

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