ABSTRACT

CREATIVE PROJECT: DESIGNING A SOCIAL MEDIA PLAN FOR FOOD BUSINESSES IN SAUDI ARABIA

STUDENT: Abdullah Faraj

DEGREE: Master of Arts

COLLEGE: Communication, Information, and Media

DATE: May 2014

PAGES: 39

As technology continues to change the way people interact and communicate, social media has emerged as one of the most effective platforms of public communication. Recently, global businesses have recognized how powerful social media is as a tool of communication with their customers. This project aims to examine the effect of social media uses with businesses in Saudi Arabia and how it can be a significant tool for food businesses to communicate directly with their customers. This project will provide a plan for food local businesses in Saudi Arabia using one social media platform, which can be integrated with popular platforms such as Facebook and Twitter in order to develop a comprehensive new style for advertising, marketing and publicizing products and brands. About 15 local food business owners will be interviewed to identify the best use of social media in order to understand how social media could increase the business popularity and became a marketing trend within the Saudi business community.