Abstract
Comparing Twitter messages between New York City and AL Riyadh Municipality, and creating a social media plan for AL Riyadh Municipality in Saudi Arabia.

STUDENT: Abdulmajeed Alomayri
DEGREE: Master of Arts
COLLEGE: Communication, Information, and Media
DATE: May, 2016

The literature suggests that the use of social media such as YouTube, blogs Twitter, and Facebook can enhance public relations exercise as these media facilitate two-way communication between an organization and its public. Members of the public can use these social media to access information, respond to information, ask questions or raise concerns. Social media also facilitate immediate response between the organization and the public. These media also provide flexible and personalized platforms for communicating with the public as opposed to mass media. A member of the public can use these channels of communication to raise very personal and specific issues concerning a given organization. It is because effectively designed social media plan enables the PR practitioners to develop two-way communication with the customers, which help the organizations to develop understanding about the needs and expectations of the customers regarding the products and services. Twitter content analysis was conducted December 2014 through November 2015 New York City was hypothesized to have a higher engagement than AL Riyadh Municipality in Direct Tweeting, Retweeting, Hashtag, Photo in Twitter, Photo in Facebook, Photo in Instagram, Photo in Website, Photo in Flyer, Website and Video. The study gave insight in how the different cities used Twitter and was used to develop a Twitter plan to AL Riyadh Municipality.