Using Social Media to Build & Manage Corporate Identity in Bahrain's Real Estate Companies

A Thesis Submitted in Partial Fulfillment of the Requirements for the Master Degree in Mass Communication

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Abstract

This study is entitled "Using Social Media in Building and Managing Corporate Identity: Real Estate Companies in the Kingdom of Bahrain." The objective is to recognize the importance of social media in the marketing and communication strategies in one hand, and the role of building and managing the identity in other hand. And examines the challenges of marketing strategies for real estate developers in the Kingdom of Bahrain. In addition to standing on the motives behind the engaged social media in the marketing and communication strategies of these companies.

This study adopted qualitative research with interpretive (epistemological) positioning to monitor the representations made by Bahraini real estate companies regarding the strategies of identity building and management methods, and this was explained by the reality of employing social media in this regard. The data has been examined and interpreted using the theoretic framework of corporate identity management by Helen Stewart, and the others model is social media in relation with marketing by W. Glenn Mangold and David J. Foulds. The study sample included eleven Bahraini real estate companies. Semi-structured interviews were also used as a tool for data collection from managers, decision makers or public relations managers of these companies.

The study found that Bahraini real estate companies followed the Bahrain Economic Vision 2030 in terms of attracting new investors in the Bahraini real estate market. However, these companies vary in their use of various social media platforms and their applications in building and managing their identity. This use is often done without full awareness of the potential and characteristics of these means, or at the best way for such recruitment. The study also showed that all real estate companies do not use all the components of institutional identity, but some of them, and there is a clear confusion between several Concepts such as corporate image and identity. On the other hand, social media is considered one of the means that helps in the marketing process and not the most important means. Real estate companies are still relying on traditional media and direct marketing to reach different audiences and in the beginning of the marketing process. Although companies have agreed that social media are of great importance and are easy to use, low cost and significant impact, all but three of them have failed to involve customers in the marketing and promotion of their services and products. All other communication activities of the first hand or to build a mental image of the projects executed on the other hand. In contrast, the means of social communication were used in all the usual communication activities on the one hand or to build an image of the Executed projects on the other hand.

Keywords Social Media, Corporate Identity, Corporate Image, Managing corporate identity, Bahrain Real Estate Companies