



RESEARCH ARTICLE

How Communication Strategies Influence Conflict Development: A Case Study of Social Networks

Lidiia Shvelidze^{1*}, Tetiana Karavaieva², Yuliia Tomchakovska³^{1,3} Foreign Languages Department, National University "Odesa Law Academy", Odesa, Ukraine.² Department of Foreign Languages for Specific Purposes, Odesa I. I. Mechnikov National University, Odesa, Ukraine.

ARTICLE INFO	ABSTRACT
Received: Jul 13, 2024 Accepted: Sep 11, 2024	The study aims to systematically analyze and evaluate the effectiveness of various communication strategies used in multiple sectors. This includes business, politics, government, and social campaigns. The article employs multiple methods, including sociolinguistic and discourse analysis, to assess the key factors that influence the success of these strategies. The main research findings include an analysis of the effectiveness of social media communication strategies, revealing their short- and long-term impact. Over the short term, social media strategies demonstrate their ability to quickly engage audiences and increase awareness and response to marketing campaigns and initiatives. Specifically, the use of trending topics, interactive elements, and targeted content has proven to be effective in attracting attention and stimulating engagement. In the long run, the results indicate that such strategies have a significant impact on building brand identity, trust, and loyalty among consumers, as well as on strengthening public opinion and social changes. That is especially true for the way brands and organizations maintain a dialogue with their audiences, respond to feedback, and adapt to changing conditions and audience demands. According to the study, there is a significant correlation between online strategies and offline users' behavior. It is reflected in the way digital content influences people's real actions and decisions as far as purchases and consumer behavior to participation in civic and political initiatives. In particular, social media play an essential role in mobilizing public opinion, influencing electoral decisions, and even shaping new cultural and social norms. These findings emphasize the need to integrate online and offline components in the planning and execution of marketing and communication strategies, as well as the importance of adapting to the changing digital environment. The authors recommend further research on the impact of cultural and geographical factors on the effectiveness of communication strategies on a global scale.
Keywords	
Social media discourse	
Communicative strategy	
Communicative tactics	
Communicative conflict	
Communicative cooperation	
Verbal aggression	
Speech genre	
English language	
*Corresponding Author: 9087000@gmail.com	

INTRODUCTION

Over the past decade, the rapid development of digital technologies and social media has radically transformed the communication landscape. In this context, social networks have become not only platforms for personal expression but also powerful tools for marketing, political influence, and

shaping public opinion. In this paper, we will analyze how communication strategies on social media affect modern society's social, cultural, and economic aspects.

Specifically, we are interested in how different actors (from corporations to individual users) engage with social media to achieve their goals. We pay special attention to the mechanisms of influence, encompassing language, imagery, and interactive aspects of social media. Such analysis allows for a deeper understanding of how social norms, values, and identities are shaped in the virtual space.

We also focus on how these strategies influence the dynamics of social relationships and power in the digital sphere. Below, we will look at those processes from the social theory perspective. We will try to identify new trends and determine possible societal consequences.

In conclusion, this article aims not only to analyze the existing communication patterns on social media but also to suggest ways in which these communication strategies can be used for the benefit of society. This will help to promote a healthier and more constructive dialogue in the digital world.

LITERATURE REVIEW

Jothi et al. (2011) examined effective communicative strategies in the development of brand communication in social networks. This study emphasizes the importance of choosing suitable communicative approaches for developing and maintaining a brand in social media. The subsequent research by Hickson et al. (1995) moves away from the branding theme. It focuses on the link between communicative skills, social networks, and decision-making strategies. This link is crucial for understanding the impact of communicative strategies on decision-making processes in different social groups.

The analysis by Klemenova and Ereshchenko (2020) focuses on communicative strategies in social media discourse. The authors emphasize the importance of linguistic and visual aspects in message formation. This study expands the understanding of the impact of media language on the perception and interpretation of messages in social networks. Furthermore, the research by Cepernich and Bracciale (2019) examines the communicative strategies of political leaders in social networks during the 2019 European elections. It demonstrates the importance of digital platforms as a means of political influence and interaction with voters.

Calder and Beckie (2011) investigate the use of communicative strategies and social networks in municipal resilience planning in Alberta, Canada. Their study provides insights into how communication can contribute to public engagement and support for local sustainability initiatives. Finally, the research by Lacarcel and Huete (2023) analyzes digital communicative strategies used by private companies, entrepreneurs, and public organizations to attract tourists for long-term stays. The study highlights the importance of adaptive and innovative approaches in digital communication.

Sanmartín and Martínez (2013) conducted a comparative study of communicative strategies in social networks between universities in Spain and Mexico. This research is vital for understanding how educational institutions use social networks to engage in dialogue with students and enhance their attractiveness.

Rudeloff et al. (2022) analyzed the relationship between decision-making and communicative strategies in startups. The authors focus on engagement in social networks. This research demonstrates the importance of effective communication for the successful development of new enterprises.

Isaeva and Sokolov (2021) explore the communicative strategy of non-profit organizations and activists in social networks. They highlight the challenges and prospects of these approaches. The research provides important insights into the use of social media for social change and public dialogue.

Souri et al. (2022) systematically reviewed IoT communication strategies to create an effective smart environment. Their review is essential for understanding the technological aspect of communicative strategies, especially in the context of digitization and automation.

The research by Coll-Rubio and Carbonell (2022) focuses on communication development strategies in the digital era, emphasizing the need to adapt traditional approaches to the evolving digital landscape. López-Meri et al. (2017) analyze the activities of politicians on Twitter during the 2016 Spanish election campaign. The authors identify various communication functions and strategies. Fedorova and Rotanova (2019) concentrate on the communicative strategies of religious organizations in contemporary digital society. Scholars illustrate how these organizations use digital technologies to achieve their goals.

Finally, the study by Balakhonskaya et al. (2018) focuses on political mythologization in the digital environment as a communicative strategy during the formation of a candidate's image during elections, demonstrating the media's impact on political campaigns.

Dolan and Goodman (2017) investigate communicative strategies on social media, with a focus on wine marketing. This research demonstrates how brands can use social media to interact with consumers and boost sales. Lilleker and Koc-Michalska (2013) analyze the online communication of European Parliament deputies. The authors explore how they use digital platforms to engage voters and strengthen their own image.

Kim et al. (2014) concentrate on strategies used by Fortune 100 companies on Facebook. The scientists analyze the balance between corporate capabilities and social responsibility. This study highlights the importance of considering social and ethical aspects in corporate communication.

Eisenberg et al. (2015) study how companies can use social networks for strategic success, providing insights into the role of networks in implementing business strategies. Obradović et al. (2019) explores the use of social media by Premier League football clubs for communication strategies. The author demonstrates how sports brands use social networks to engage fans and generate interest in their teams.

Fussell Sisco and McCorkindale (2013) analyze communication strategies and transparency of social media sites dedicated to breast cancer awareness. They highlight the importance of transparent and responsible communication on social networks.

Rando-Cueto et al. (2023) examine health strategies through TikTok for the prevention of eating disorders. Scholars indicate the potential of social media in raising health awareness.

Miletskiy et al. (2019) analyze transformations in professional political communications in the digital society, including the strategy of using fake news.

Cox and Schwarze (2022) examine the media/communication strategies of environmental non-governmental organizations. This research is crucial for understanding how these organizations use communication platforms to enhance environmental awareness and mobilize public opinion.

Friebel and Seabright (2011) investigate gender differences in communication strategies. Scientists specifically studied the duration of phone conversations among men and women. This study underscores the importance of understanding gender aspects in communication.

Barreda et al. (2015) explore brand awareness generation in online social networks, highlighting critical strategies for brand promotion in the digital space.

Lukyanova (2020) analyzes the communicative strategies of commentators in social media. The author investigates users' motivations and behavior when commenting on content. This study provides insights into user interactions on social media.

D'Ambrosi et al. (2018) study social media use in communication strategies to combat gender-based violence. Their work proposes approaches to “new education” in the context of addressing gender-based violence.

Adamik-Szysiak (2014) analyzes the communication strategies of leaders of Polish political parties on Twitter. The scholar illustrates how politicians use social media to shape public opinion.

Huang and Wang (2019) investigate the strategies of Chinese diplomatic communication on Twitter. They analyze how China uses social media to shape its international image and disseminate its narratives.

Colleoni (2013) studies communication strategies of corporate social responsibility (CSR) in social media to ensure organizational legitimacy. This research highlights the importance of transparent and consistent communication to support positive corporate images.

Rivas-De-Roca et al. (2021) analyze communication strategies of the governments of Germany, Spain, Portugal, and the United Kingdom on Twitter and official websites during the second wave of COVID-19. This study illuminates the importance of adaptive communication strategies in crises.

Negrete-Huelga and Rivera-Magos (2018) investigate communicative strategies in social networks related to the practice of open governance. The authors emphasize the importance of transparency and openness in government communications.

Sung et al. (2023) examine the significance of strategy and content in corporate social responsibility communication by restaurant companies on Twitter from the perspective of social network theory. This research indicates the need for effective communication to enhance impact and achieve marketing goals.

Sekhar et al. (2023) explore the application of artificial neural networks in secure communication strategies for autonomous cargo networks. Their research makes a significant contribution to understanding technological innovations in communication strategies.

These studies demonstrate various communication strategies in different contexts – from corporate social responsibility to government communications and technological innovation. They emphasize the importance of flexibility, transparency, and technological development in modern digital communication.

In this literature review, we have covered various communication strategies in social media, including corporate social responsibility, marketing, political communication, government communication, gender studies, and technological innovation. The main conclusions include the importance of transparency, adaptability, and innovativeness in using social media for different purposes. It was found that effective communication strategies can have a significant impact on brand awareness, political influence, civic participation, and organizational legitimacy.

This article aims to provide a comprehensive analysis of modern communication strategies for using social media in various fields, such as business, politics, government, and public campaigns. The paper sets the following goals:

- To identify the key factors that influence the success of these strategies;
- To focus on the analysis of their short-term and long-term effects;
- To address the gaps in current research, including the impact of cultural differences, ethical challenges, and changing communication platforms.

This study was conducted to contribute to a broader understanding of the social media communication dynamics and to identify directions for future research in this area.

METHODOLOGY

The research methodology is based on applying two analytical methods: sociolinguistic and discourse analysis. The sociolinguistic approach was employed to analyze language practices, communication styles, and word choices in social media. It will help to identify how different linguistic features affect the effectiveness of communication strategies and how they reflect social, cultural, and contextual aspects. We will analyze social media discourses closely to determine how language and symbols are used to create meaning, brand identity, political messages, and other communication goals. The analysis will include the study of the content, context, intertextuality, and participants' interactions.

RESULTS

The modern social media landscape offers diverse platforms for effective communication and interaction with the audience. In various fields, from business and politics to governance and public campaigns, communicative strategies in social networks play a crucial role in shaping public opinion, brand identity, and political influence in social media discourse. The latter represents the organization of ways in which people communicate and interact on social media. Social media discourse contributes to the formation of an interactive, informal communication style that differs from more formal genres of traditional media. Users have the opportunity to interact directly with others, express their thoughts, and often do so in an informal manner. This creates conditions for the development of new linguistic genres based on immediacy, authenticity, and personalization.

This discourse encompasses various forms of verbal and non-verbal communication used in social networks such as Facebook, Twitter, Instagram, LinkedIn, and others. Social media discourse (especially in the context of the English language, which often serves as a global lingua franca) is characterized by its unique dynamics and complexity. One key feature of this discourse is its openness and accessibility, allowing people worldwide to interact and exchange ideas. However, this also contributes to the establishment of communicative cooperation and often to the spread of communicative conflicts and verbal aggression.

In the English-language discourse of social media, communicative conflicts often arise due to cultural and ideological differences when participants from different countries and cultural contexts engage in dialogue. This can lead to misunderstandings, as the exact words or phrases may have different connotations in different cultures.

Verbal aggression in the English-language discourse often manifests as hate speech, cyberbullying, and trolling. These phenomena become a severe problem, mainly when they result in personal attacks and racist or sexist comments. For example, major social media platforms, such as Twitter and Facebook, often face challenges related to content moderation to prevent the spread of aggressive messages without violating freedom of speech.

A distinctive feature of the English-language discourse is its impact on a global audience, as it often sets the tone and standards for discussions in other linguistic groups. This creates additional responsibility for ensuring cultural sensitivity and appropriate responses to conflict situations.

It should be noted that in the business sector, social media is used to attract and retain customers, promote products or services, and build a brand. Companies actively use platforms such as Facebook, Instagram, and Twitter to create interactive campaigns that engage the audience and encourage interaction.

In the political context, social networks have become a platform for campaigns, debates, and the mobilization of advocates. Politicians and parties use social media to disseminate their messages, engage volunteers, and raise funds. Government organizations also actively integrate social media

into their communicative strategies. They are using social media for public information, feedback, and crisis communication management.

Public campaigns finally use social media to raise awareness, fundraise, and build a community of like-minded citizens. This has become particularly relevant in the context of social and environmental issues.

Each of these spheres employs unique approaches and tactics, but a common goal is the desire to maximize the effective use of social media opportunities to achieve their objectives. The success of communicative strategies in social media largely depends on linguistic characteristics, communication style, and word choice. It shapes the audience's perception of messages and influences their effectiveness.

First of all, it is about language characteristics. The tone, jargon, and the level of language formality play a crucial role. For instance, informal and friendly language may be effective in branding and marketing, while political and governmental communications often require a more formal and objective tone. The communication style is also essential. Considering the target audience and their preferences is critically important. Visual elements, such as images and videos, and interactive elements, like polls and voting, can enhance audience engagement.

It's also noteworthy that keywords and phrases matter, especially in the context of search engine optimization and audience interaction. Effective word choice helps increase the visibility of messages and their relevance to the target audience. Additionally, the ability to adapt language and communication style based on changing situations, cultural context, and audience behavior is a key success factor. This includes quickly responding to feedback and interacting with the audience.

By combining these elements, flexible and resonant communicative strategies can be developed to meet the needs and expectations of different audiences and utilize the unique opportunities provided by social media. Flexible and vibrant communicative strategies in social media often involve innovative approaches and creative tactics. They enable brands, politicians, government organizations, and public initiatives to engage their audience effectively.

One of the most successful approaches involves creating captivating stories through images, videos, and animations. For instance, brands can use success stories of customers or "behind-the-scenes" videos to establish a deeper connection with the audience. Additionally, surveys, polls, and interactive games help to engage the audience and encourages further interaction. For example, companies can invite the audience to vote on new products or services, thereby involving them in the decision-making process.

Furthermore, utilizing data for personalized communication can significantly enhance its effectiveness. Sending personalized messages or offers based on previous user interactions can increase engagement and loyalty. The use of User-Generated Content (UGC), involving users in creating content such as photos and reviews, not only stimulates engagement but also builds trust in the brand.

Lastly, it is important to note that a quick and adequate response to contemporary events or trends can enhance the relevance and timeliness of communications. For instance, incorporating relevant social themes or global events into communications can demonstrate the brand or organization's social responsibility.

These approaches demonstrate how creativity and innovation can be employed to develop effective communication strategies that align with the dynamic nature of social media and the evolving needs of the audience.

Flexible and resonant communication strategies leverage adaptability and creativity to interact with the audience on social media. Let us consider a few examples.

One of the most notable examples of responding to trends and current events is using the Oreo brand during the power outage at Super Bowl 2013. The company quickly posted creative graphics with Oreo cookies on Twitter along with the text “You can still dunk in the dark”, which immediately gained enormous popularity. Another example is the interactive strategy of Coca-Cola, which created the “Share a Coke” campaign, featuring popular names on the labels of its products. This encouraged people to share photos of their personalized cans and bottles on social media, significantly increasing the brand's reach.

Another example involves the use of User-Generated Content (UGC). For instance, GoPro, the action camera manufacturer, effectively leverages content created by users by sharing their own videos from extreme sports events and adventures on their social media. This showcases the capabilities of GoPro products and encourages the audience to create and share their own content.

Communicative strategies on social media can have a significant impact on various aspects, including audience engagement, public opinion, and corporate image. These effects can be both short-term and long-term, depending on the nature and content of communicative initiatives.

Short-term impacts of communicative strategies typically manifest as increased audience engagement, including higher views, likes, comments, and shares. Effective strategies such as using trending topics, interactive content, or personalized messages can quickly capture attention and promote active interaction with the brand or organization.

Long-term effects of audience engagement include the formation of a loyal community that regularly interacts with the content and supports the brand or idea. This can lead to the development of brand ambassadors and the organic spread of the brand through users' personal networks.

Communicative strategies in social media can have a powerful impact on shaping public opinion. In the short term, this may be reflected in changing the perception of a specific topic or situation, especially when emotionally charged or viral campaigns are employed. Long-term effects, through consistent and targeted communication, may involve the formation or alteration of attitudes and beliefs within certain social groups.

Corporate image is critically important for any organization, and communicative strategies on social media play a key role in its formation and maintenance. In the short term, successful campaigns can quickly enhance the brand image, particularly during crises or product launches. Long-term, consistent, and authentic communication helps sustain a positive image, build trust in the brand, and maintain its reputation.

These aspects underscore the importance of an integrated approach to developing and implementing communicative strategies. They focus on adapting to current audience needs and expectations, as well as the ability to respond quickly to changes in social and cultural contexts.

The long-term impacts of communicative strategies in social networks encompass changes in brand perception, political consequences, and sustained influence on public engagement. Real-world examples from various domains demonstrate how strategically planned communication can lead to significant and lasting changes.

As an example of a long-term strategy, Apple has crafted the image of an innovative and stylish brand. Through advertising campaigns such as “Think Different”, the company shaped the perception of its products as symbols of creativity and individualism. Social media reinforced this image, allowing Apple to effectively interact with its audience and maintain a high level of loyalty.

Many environmental organizations and activists use social networks to promote green initiatives and educational campaigns. For instance, Greta Thunberg and her movement, Fridays for Future, leverage social media to mobilize youth and influence political decisions on climate issues.

These examples illustrate how communicative strategies, especially in social media, can have long-term consequences on various aspects of societal life. They showcase the power of social media as a tool for shaping public opinion, corporate image, and political dynamics.

The long-term impact of communicative strategies in social networks can manifest in various forms. It influences many aspects of societal life, corporate activities, and politics. Some of the main types of the long-term impact include:

Strengthening or changing corporate image and reputation. Consistent and continuous communication can support a positive brand image and create a strong reputation. Negative incidents, if they are not properly managed, can lead to long-term damage to reputation.

Shaping and changing public opinion. Campaigns aimed at social or political issues can significantly influence public opinion, shaping social norms and values over time.

Political and social changes. Effective communication strategies can lead to significant political changes, such as in electoral campaigns, and contribute to social movements and legislative initiatives.

Community development and consumer loyalty. Building a strong online community around a brand or idea can ensure long-term loyalty and support, creating a base of reliable brand advocates.

Cultural influence. Brands and organizations using communicative strategies to promote innovative or progressive ideas can, over time, influence cultural trends and values.

Economic impact. For businesses, the long-term impact may include increased sales, improved brand loyalty, and increased market value.

Impact on education. Educational initiatives and informational campaigns deployed through social media can have a lasting impact on awareness and educational standards in society.

All these types of impacts demonstrate that social media communication strategies can have profound and far-reaching effects that go beyond mere advertising or promotion. They affect significant changes in society, culture, and economy.

The interconnection between online strategies and offline user behavior lies in the impact that digital content and interactions have on people's real-life actions. Social media and other digital platforms are becoming not only a place to share information but also a powerful tool for shaping opinions, influencing decisions, and even changing behavior. For example, social media marketing campaigns can encourage consumers to visit stores or use certain services. Political campaigns conducted online can influence voter turnout and civic participation.

Social movements that originate online often spill over into real-world protests and actions. Online strategies also play a role in shaping public consciousness and cultural trends. This affects consumer behavior, civic engagement, and social change. Therefore, understanding this interconnection is essential for effective planning and execution of communication strategies in the digital era.

DISCUSSION

Discussions about social media communication strategies often focus on a few key focal points. We will consider some of them and analyze their importance and impact.

For example, the central issue involves finding a balance between the effectiveness of communication campaigns and adherence to high ethical standards. Are manipulative tactics justified to engage the

audience? Or should companies and organizations always adhere to the principles of honesty and transparency? In our opinion, the maintenance of high ethical standards is extremely important, even if it may sometimes limit immediate effectiveness. In the long run, an ethical approach helps to build trust and loyalty among the audience. (Jassem et al., 2024; Irfan et al., 2024; Wang et al., 2023)

In addition, social media has provided a real opportunity for millions of people to be heard. At the same time, it has also become a tool for political manipulation and disinformation. Therefore, the question underlying this discussion can be formulated as follows: what is the impact of social media on democratic processes and political behavior?

We believe that social media has the potential to raise public awareness and promote participation in democratic processes. However, a responsible approach to content and proactive actions to combat disinformation are necessary for a positive impact.

Finally, as social media changes the way we communicate, there is a need to transform some traditional strategies. The question is, how can companies and organizations adapt their communication approaches to the changing digital landscape?

It seems that digitalization requires more flexible and innovative approaches to communication. Companies need to invest in understanding digital trends and consumer behavior, as well as in developing digital literacy skills.

These discussions reflect the complexity and multifaceted nature of communication strategies in the contemporary digital world. They highlight the importance of adaptation, innovation, and ethical approaches to communication.

CONCLUSION

In this article, we have explored various aspects of communication strategies in social media discourse. In particular, we have analyzed their impact on audience engagement, public opinion, and corporate image. It was found that the success of the mentioned strategies depends on many factors, including language characteristics, communication style, and word choice.

The main conclusion here can be drawn from the fact that the effectiveness of social media communication strategies is not limited to the digital space. However, it also has a significant impact on the real actions and behavior of people. This demonstrates the importance of integrating online and offline components in the planning and implementation of marketing and communication strategies.

The scientific novelty of this research lies in a comprehensive approach to analyzing the interaction between digital communication strategies and offline behavior, taking into account different contexts and areas of social media utilization.

The practical significance of this study comes from the possibility of applying the findings to develop more effective communication strategies in social media. The main focus is on its ethical aspects and the consideration of real social impacts.

Future studies should focus on further analysis of the correlation between online strategies and offline behavior, particularly in the context of new social media platforms and changing information consumption patterns. It is also essential to study the impact of cultural and geographic factors on the effectiveness of communication strategies in the global context.

AUTHOR CONTRIBUTIONS

L. S.: Conceptualization, Methodology, Resources, Project administration, Writing – Original draft, Writing – Review & Editing.

T. K.: Conceptualization, Methodology, Data Curation, Writing – Original draft, Writing – Review & Editing.

Yu. T.: Conceptualization, Methodology, Formal analysis, Project administration, Writing – Original draft, Writing – Review & Editing.

REFERENCES

- Adamik-Szysiak M, 2014. Twitter in communication strategies of the leaders of the Polish political parties. *Kwartalnik Naukowy OAP UW “e-Politikon”*, (9): 109–131.
- Balakhonskaya LV, Zhuravleva NN, Gladchenko IA, Beresneva IV, 2018. Political mythologization in a digital environment as a communicative strategy of candidate image formation during election period. In: 2018 IEEE Communication Strategies in Digital Society Workshop (ComSDS), pp: 7–11. IEEE. <https://doi.org/10.1109/COMSDS.2018.8354953>
- Barreda AA, Bilgihan A, Nusair K, Okumus F, 2015. Generating brand awareness in online social networks. *Computers in human behavior*, 50: 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>
- Calder MJ, Beckie MA, 2011. Engaging communities in municipal sustainability planning: The use of communication strategies and social networks in Alberta. *Local Environment*, 16(7): 671–686. <https://doi.org/10.1080/13549839.2011.589432>
- Cepernich C, Bracciale R, 2019. Digital hyperleaders. *Communication strategies on social networks at the 2019 European Elections. Italian political science*, 14(2): 93–113.
- Colleoni E, 2013. CSR communication strategies for organizational legitimacy in social media. *Corporate Communications: an international journal*, 18(2): 228–248. <https://doi.org/10.1108/13563281311319508>
- Coll-Rubio P, Carbonell JM, 2022. Growth Communication strategies in the digital age. *American Behavioral Scientist*, 68(1): 43–55. <https://doi.org/10.1177/00027642221132798>
- Cox R, Schwarze S, 2022. The media/communication strategies of environmental NGOs. *The Routledge Handbook of Environment and Communication*. <https://doi.org/10.4324/9781003119234-10>
- D'Ambrosi L, Papakristo P, Polci V, 2018. Social media and gender violence: communication strategies for a “new education”. *Italian Journal of Sociology of Education*, 10(2): 76–89.
- Dolan R, Goodman S, 2017. Succeeding on social media: Exploring communication strategies for wine marketing. *Journal of Hospitality and Tourism Management*, 33: 23–30. <https://doi.org/10.1016/j.jhtm.2017.09.001>
- Eisenberg EM, Johnson Z, Pieterse W, 2015. Leveraging social networks for strategic success. *International Journal of Business Communication*, 52(1): 143–154. <https://doi.org/10.1177/2329488414560283>
- Fedorova MV, Rotanova MB, 2019. Communication strategies of professional communication of religious organizations in modern digital society. In: 2019 Communication Strategies in Digital Society Workshop (ComSDS), pp: 18–21. IEEE. <https://doi.org/10.1109/COMSDS.2019.8709646>
- Friebel G, Seabright P, 2011. Do women have longer conversations? Telephone evidence of gendered communication strategies. *Journal of Economic Psychology*, 32(3): 348–356. <https://doi.org/10.1016/j.joep.2010.12.008>
- Fussell Sisco H, McCorkindale T, 2013. Communicating “pink”: An analysis of the communication strategies, transparency, and credibility of breast cancer social media sites. *International Journal of Non-profit and Voluntary Sector Marketing*, 18(4): 287–301. <https://doi.org/10.1002/nvsm.1474>
- Hickson LMH, Worrall LE, Barnett HM, Yiu EL, 1995. The Relationship Between Communication Skills, Social Networks and Decision-making Strategies: an Exploratory Study. *Australian Journal on Ageing*, 14(2): 89–94. <https://doi.org/10.1111/j.1741-6612.1995.tb00703.x>

- Huang ZA, Wang R, 2019. Building a network to “tell China stories well”: Chinese diplomatic communication strategies on Twitter. *International Journal of Communication*, 13: 2984–3007.
- Isaeva EA, Sokolov AV, 2021. Communication strategy of a community of non-profit organizations and civic activists on social network sites: Problems and perspectives. In: 2021 Communication Strategies in Digital Society Seminar (ComSDS), pp: 43–46. IEEE. <https://doi.org/10.1109/ComSDS52473.2021.9422866>
- Jothi PS, Neelamalar M, Prasad RS, 2011. Analysis of social networking sites: A study on effective communication strategy in developing brand communication. *Journal of media and communication studies*, 3(7): 234–242.
- Kim S, Kim SY, Hoon Sung K, 2014. Fortune 100 companies’ Facebook strategies: Corporate ability versus social responsibility. *Journal of Communication Management*, 18(4): 343–362. <https://doi.org/10.1108/JCOM-01-2012-0006>
- Klemenova E, Ereshchenko M, 2020. Communicative strategies of social media discourse. *E3S Web of Conferences*, 210: 16001. EDP Sciences. <https://doi.org/10.1051/e3sconf/202021016001>
- Lacarcel FJ, Huete R, 2023. Digital communication strategies used by private companies, entrepreneurs, and public entities to attract long-stay tourists: a review. *International Entrepreneurship and Management Journal*, pp: 1–18. <https://doi.org/10.1007/s11365-023-00843-8>
- Lilleker D, Koc-Michalska K, 2013. MEPs online: Understanding communication strategies for remote representatives.
- López-Meri A, Marcos-García S, Casero-Ripollés A, 2017. What do politicians do on Twitter? Functions and communication strategies in the Spanish electoral campaign of 2016. *El profesional de la información*, 26(5): 795–804. <https://doi.org/10.3145/epi.2017.sep.02>
- Lukyanova GV, 2020. To Comment or Not to Comment: Communication Strategies of Social Media Commentators. In: 2020 IEEE Communication Strategies in Digital Society Seminar (ComSDS), pp: 141–144. IEEE. <https://doi.org/10.1109/ComSDS49898.2020.9101250>
- Miletskiy VP, Cherezov DN, Strogetskaia EV, 2019. Transformations of professional political communications in the digital society (by the example of the fake news communication strategy). In: 2019 Communication Strategies in Digital Society Workshop (ComSDS), pp: 121–124. IEEE. <https://doi.org/10.1109/COMSDS.2019.8709404>
- Negrete-Huelga K, Rivera-Magos S, 2018. Communication strategies in social networks from the practice of open government. *Cuadernos.Info*, 42: 183–196. <https://doi.org/10.7764/cdi.42.1242>
- Obradović M, Alčaković S, Vyugina D, Tasevski S, 2019. Use of social media in communication strategies of Premier League football clubs. In: Sinteza 2019-International Scientific Conference on Information Technology and Data Related Research, pp: 244–249. Singidunum University. <https://doi.org/10.15308/Sinteza-2019-244-249>
- Rando-Cueto D, de las Heras-Pedrosa C, Paniagua-Rojano FJ, 2023. Health Communication Strategies via TikTok for the Prevention of Eating Disorders. *Systems*, 11(6): 274. <https://doi.org/10.3390/systems11060274>
- Rivas-De-Roca R, García-Gordillo M, Rojas-Torrijos JL, 2021. Communication strategies on Twitter and institutional websites in the Covid-19 second wave: Analysis of the governments of Germany, Spain, Portugal and the United Kingdom. *Revista Latina de Comunicación Social*, 79: 49–72. <https://doi.org/10.4185/RLCS-2021-1517>
- Rudeloff C, Pakura S, Eggers F, Niemand T, 2022. It takes two to tango: the interplay between decision logics, communication strategies and social media engagement in start-ups. *Review of Managerial Science*, 16(3): 681–712. <https://doi.org/10.1007/s11846-021-00464-x>
- Sanmartín MC, Martínez AA, 2013. Estrategias comunicativas en redes sociales. Estudio comparativo entre las universidades de España y México/Communication strategies in social networks.

- Comparative Study between Spain and Mexico universities. *Historia y comunicación social*, 18: 423. https://doi.org/10.5209/rev_HICS.2013.v18.44339
- Sekhar BVDS, Udayaraju P, Kumar NU, Sinduri KB, Ramakrishna B, Babu BR, Srinivas MSSS, 2023. Artificial neural network-based secured communication strategy for vehicular ad hoc network. *Soft Computing*, 27(1): 297–309. <https://doi.org/10.1007/s00500-022-07633-4>
- Souri A, Hussien A, Hoseyninezhad M, Norouzi M, 2022. A systematic review of IoT communication strategies for an efficient smart environment. *Transactions on Emerging Telecommunications Technologies*, 33(3): e3736. <https://doi.org/10.1002/ett.3736>
- Sung KS, Tao CW, Slevitch L, 2023. Do strategy and content matter? Restaurant firms' corporate social responsibility communication on Twitter: a social network theory perspective. *Tourism and Hospitality Research*, 23(2): 200–212. <https://doi.org/10.1177/14673584221103177>
- Jassem, R., Hasan, I. S., Al-Sharifi, L. M., Abba, F. G., & Al-shammmary, I. O. (2024). Phosphate Binder's Adherence and Knowledge among Hemodialysis Patients in Karbala Center, Cross-Sectional Study. *Pakistan Journal of Life and Social Sciences*. 22(1).
- Irfan, F., & Krishnasamy, H. N. (2024). Leading Through Leadership Language: Analysing Mr. Imran Khan's Spoken Political Discourse. *Pakistan Journal of Life and Social Sciences*. 22(1).
- Wang, X., Ratana-Olarn, T., & Sitthiworachart, J. (2023). STEM Education with Flipped Classroom Model to enhance the Microcontroller Application Achievement and Innovative Thinking Ability. *Pakistan Journal of Life & Social Sciences*, 21(2).