


Communication Strategies in the Social Sphere: Tactics and Information and Communication Technologies

Yaroslava Martyniuk ^{1,*}, Valentyn Visyn ², Oksana Maiboroda ¹, Olena Haponchuk ³, Oksana Silvestrova ⁴,

Iryna Sushyk ⁵

¹PhD in History, Associate Professor, Department of Social and Humanitarian Technologies, Faculty of Digital Educational and Social Technologies, Lutsk National Technical University, Lutsk, Ukraine

²Doctor of History, Associate Professor, Department of Law, Faculty of Business and Law, Lutsk National Technical University, Lutsk, Ukraine

³Candidate of Pedagogical Sciences, Senior Lecturer, Department of Socio-Humanitarian Technologies, Faculty of Digital Education and Social Technologies, Lutsk National Technical University, Lutsk, Ukraine

⁴PhD in Philosophy, Associate Professor, Department of Social and Humanitarian Technologies, Faculty of Digital Educational and Social Technologies, Lutsk National Technical University, Lutsk, Ukraine

⁵ PhD in History, Associate Professor, Department of Social and Humanitarian Technologies, Faculty of Digital Education and Social Technologies, Lutsk National Technical University, Lutsk, Ukraine

* Corresponding Author: mart.sn@ukr.net

ARTICLE INFO

ABSTRACT

Received: 10 Oct 2024

Revised: 04 Dec 2024

Accepted: 18 Dec 2024

Introduction: Digital technologies are transforming communication and social interaction, and information and communication technologies are becoming vital tools for solving social problems and improving access to information. They promote effective interaction between the state and citizens, improving the quality of social services and governance.

Objectives: The study aims to analyse and develop effective communication strategies and tactics to improve social interaction. It also aims to study the role of information and communication technologies (ICT) in access to social services, engaging citizens in initiatives, and optimising information exchange between government agencies and the public.

Methods: The study uses analytical and systematic methods and statistical analysis to assess the effectiveness of strategies. The analysis of social media and official websites revealed the main communication topics and areas of application of social and psychological technologies in forming communication strategies in the social sphere.

Results: It was found that developing new communication models is essential for improving information exchange, engaging citizens in social initiatives, and adapting policies based on feedback. Social media and participatory approaches allow for more effective audience engagement, while artificial intelligence and data analysis help manage communications. Media literacy training stimulates critical thinking, and ICTs significantly impact social group interaction, especially in low-income countries.

Conclusions: The study confirmed that effective communication strategies are vital in improving interaction between social groups and organisations. The use of ICTs and participatory methods contributes to transparency, accessibility, and engagement of citizens in social initiatives. Strategic planning, adaptation of messages for different audiences, personal stories and data increase the credibility of initiatives.

Keywords: social sphere, information technology, social and psychological technologies, digital communications, education, training.

INTRODUCTION

Modern society is actively transforming under the influence of digital technologies, which are profoundly changing the ways of communication, social interaction and the structure of information flows. In the social sphere, where

effective communication is crucial, information and communication technologies (ICT) are becoming increasingly important for solving social problems, ensuring inclusiveness and increasing access to information.

The development of ICTs opens up new opportunities for effective interaction between government agencies, organisations and citizens, contributing to improved social services and more transparent governance. At the same time, communication strategies and tactics are becoming essential for effective social policy, given the changing behaviour of information consumers, the diversity of media channels and new forms of interaction in the online environment.

This study is relevant because it allows us to understand how information and communication technologies affect social processes and contribute to forming new interaction strategies. This is important for further developing the social sphere in the context of digitalisation.

LITERATURE REVIEW

Scientific publications on communication strategies, tactics, and information and communication technologies (ICT) in the social sphere cover various research studies on new technologies and social communications. Researchers study how ICTs transform interaction in society and which strategies are affected by changes in the information environment.

The study by Mialkovska et al. [1] identifies the problems of education management, assesses the impact of information technology, and proposes innovative solutions for the sustainable development of educational systems. The researchers note the significant potential of IT to improve the quality of education and recommend actively introducing these technologies into the educational process to achieve sustainable development goals. Another publication by Mialkovska et al. [2] identifies critical areas of social management and the use of digital communications in higher education in Ukraine, as well as the main barriers to their application. The following publications consider the use of educational technologies in training social workers, emphasising the importance of combining social, psychological and digital technologies to motivate students to learn throughout their lives [3].

One area of research is analysing how digital platforms facilitate social campaigns and influence audience behaviour. Research often focuses on how social media communication strategies can increase the effectiveness of social campaigns through accurate audience segmentation, personalised messaging, and active engagement with users. Another critical issue is ICT's transparency and ethical aspects, particularly protecting personal data and manipulating information on social media. For successful communication on social media, presence alone is not enough - how the tools are used for two-way conversations is crucial. Scientists from Canada, Martin and MacDonald, emphasise the use of interpersonal communication strategies (more selfies, comments and the use of personal pronouns) [4]. As a result, it was found that Instagram is more suitable for establishing a relationship with the audience and stimulating more active interaction than Twitter.

Ukrainian scholars analyse social changes in Europe due to Russia's war against Ukraine and their impact on social institutions. The impact of the war on the emotional state, public opinion, relationships, economy and activity of Europeans is assessed using an analytical and bibliographic approach to review the actual changes over the past year [5].

Today, globalisation and technological progress require new approaches to managing the educational process from educational institutions. The article by Mialkovska, L., Maiboroda, O., Koretska, N. and others analyses innovative models based on European experience, which confirms the impact of digital technologies and adaptive programmes on learning effectiveness [6]. The study showed that to model the learning process successfully, it is necessary to focus on introducing digital technologies and creating individual learning environments. The authors want to continue research in learning management in the context of technological progress. The relevance of optimising education in Ukraine is due to preserving intellectual potential and national identity during integration into the European system. The study aims to identify gaps in globalisation and digitalisation practices, suggesting new directions, particularly in immersive technologies that can improve learning. The benefits of their use include visualisation of complex concepts, students' active participation, creativity development and problem-solving. The introduction of European educational practices and international funding creates conditions for developing higher education in Ukraine through management autonomy and competition in the industry [7]. Forming tactics and communication strategies among students plays a vital role in research. A study by Ivano-Frankivsk researchers

(Ukraine) found that high commitment and ambition among student leaders can lead to both success and disappointment due to maximalism and adventurism [8]. It has been determined that destructive self-organisation (adventurous and passionate self-organisation) is opposed to constructive types (optimistic and tolerant self-organisation). Implementing the results in work with young people in higher education institutions is recommended.

Freedom of life and democratic social and state self-development of the people of Ukraine are the fundamental principles that determine the development of the Ukrainian nation in the current political situation. These concepts are based on the people's desire for self-determination, independence and the establishment of democratic values in public and state life. Using the example of Ukraine, the book "National Security Drivers of Ukraine" shows how authoritarian regimes use information warfare to achieve their geopolitical interests and how this can precede an armed conflict [9]. The author describes the need for a new state policy to ensure information and national security and identifies the main threats to national security and ways to protect Ukraine's interests.

Other Ukrainian researchers have analysed hybrid information warfare technologies and their ability to influence the minds of citizens. A model of information warfare, including information technology and information and psychological warfare, has been created [10]. Based on the analysis of the state and problems of higher library and information education in Ukraine, the need for an interdisciplinary approach to developing this area is emphasised. Researchers have developed a model for assessing the economic efficiency of public policy reforms, considering exogenous factors [11]. A monograph by a team of actors edited by Radchenko et al. examines Ukraine's national security information, communication, and socio-political drivers. In the context of escalating global inter-civilisational conflicts, which led to military aggression against Ukraine in 2022, the book focuses on information wars used by authoritarian regimes to achieve their geopolitical goals [12]. The book outlines new approaches to the state policy of ensuring national security and identifies the threats modern states face and ways to protect Ukraine's national interests. The publication will be helpful for scholars, students, researchers and practitioners studying national security and international relations.

According to Slovenian scientists, the transition to a digital society requires a strategy to develop digital literacy, increasing the country's competitiveness [13]. The Ministry of Digital Transformation of Slovenia has developed the Digital Slovenia Strategy until 2030, which covers the following priorities: gigabit infrastructure, digital competences, economic transformation, digital public services, and cybersecurity. This transformation will ensure integrated interaction between citizens and the public administration and aims to make Slovenia one of the top twenty countries in cybersecurity by 2027.

The rapid development of digital technologies has affected society, causing dependence on technology for communication, interaction and transactions. Researchers in Indonesia have studied how technological complexity changes people's behaviours regarding media use using digital theory, behaviour change theory, media theory, and convergence theory [14]. The qualitative study, which combines secondary data, analyses changes in media preferences and their impact on social, cultural, economic and political aspects. The results point to significant changes in the behaviour of new media users.

The materiality of communication has become a key topic due to the influence of social media after Web 2.0. These new platforms are changing traditional communication models based on text, voice and video. The interaction between messages and channels has become hybrid, which has increased interest in strategic communication. At the same time, there are concerns about media influence and the transparency of social media, which sparks debate about the risks of disinformation and manipulation [15]. Norwegian researchers propose to make more active use of Mobile Social Networks (MSN), which have the potential to make social computing inclusive, using smart device functions such as local communication and sensing [16]. According to scientists, they may become an essential element of social life.

Thus, the literature review shows the importance of communication strategies and ICTs in ensuring effective social interaction and access to information in modern society's digital transformation.

The study aims to analyse and develop effective communication strategies and tactics to improve social interaction. It also aims to study the role of information and communication technologies (ICT) in access to social services, engaging citizens in initiatives, and optimising information exchange between government agencies and the public.

METHODS

The theoretical part of the study is based on the analysis of scientific articles, monographs, reports and other sources related to communication strategies in the social sphere. Analytical and systematic research methods were used to study literary sources. The specific search method of analysis was used to identify trends in the time spent by users on social media and the level of social media penetration in low- and middle-income countries. The information base was based on statistics from the World Bank, Priori Data, and Backlinko websites. Analysing social media materials, websites, publications, and advertising campaigns allowed us to assess the effectiveness of communication strategies and identify the main topics that dominate communication with the community. The analytical study of materials from the official websites of organisations, social networks (Facebook, Instagram, TikTok), and blogs containing information about social initiatives, communication campaigns, and citizen feedback allowed us to build a scheme for the formation of communication models in the social sphere and outline communication strategies for successful social campaigns. Conclusions and suggestions were made using the method of generalisation.

RESULTS

The development of new communication models in the social sphere is an important topic that covers several aspects related to the effectiveness of information exchange, community engagement, and the implementation of social initiatives.

Using social media and online platforms for community feedback opens up opportunities to actively engage citizens in policy discussion and development and to adjust strategies based on their feedback. Customised communication campaigns tailored to the audience's characteristics can include data for targeting and creating content that meets the interests of specific groups. Participatory approaches facilitate the integration of various resources, which increases efficiency. Modern technologies, such as artificial intelligence and data analytics, improve communication processes and social campaign management, in particular by automating responses to requests and dynamically adapting content. It is also essential to develop training models to help the community master media literacy and critical thinking to navigate the information space better.

These approaches can significantly improve interaction in the social sphere and increase the effectiveness of communication initiatives. These models need to be constantly updated and improved, considering the needs and changes in society. Information and communication technologies (ICTs) are crucial in transforming social group interaction and providing greater access to quality information. According to the World Bank, Internet use in low- and middle-income countries has grown from 11 % in 2010 to 62 % in 2022 [17]. This indicates growing access to information, especially in regions where information was previously limited. An analysis of statistics shows that around 54 % of social media users say these platforms have helped them stay in touch with friends and family, even during social restrictions such as the COVID-19 pandemic [18]. This highlights how ICTs are changing interaction by reducing isolation. At the beginning of 2024, there were an estimated 4.8 billion social media users worldwide [19]. This is a significant increase compared to previous years, with over 400 million new users added in 2023 alone. East Asia leads the way with approximately 1.25 billion users. South Asia follows this with 961 million users, and Southeast Asia with around 527 million. Penetration rates vary considerably across the regions: 75 % in East Asia and only 10 % in parts of Africa. **(Error! Reference source not found., Error! Reference source not found.)** Brazilians (213 minutes), Filipinos (213 minutes), and Indonesians (192 minutes) spend the most time on social media per day (Figure 1).

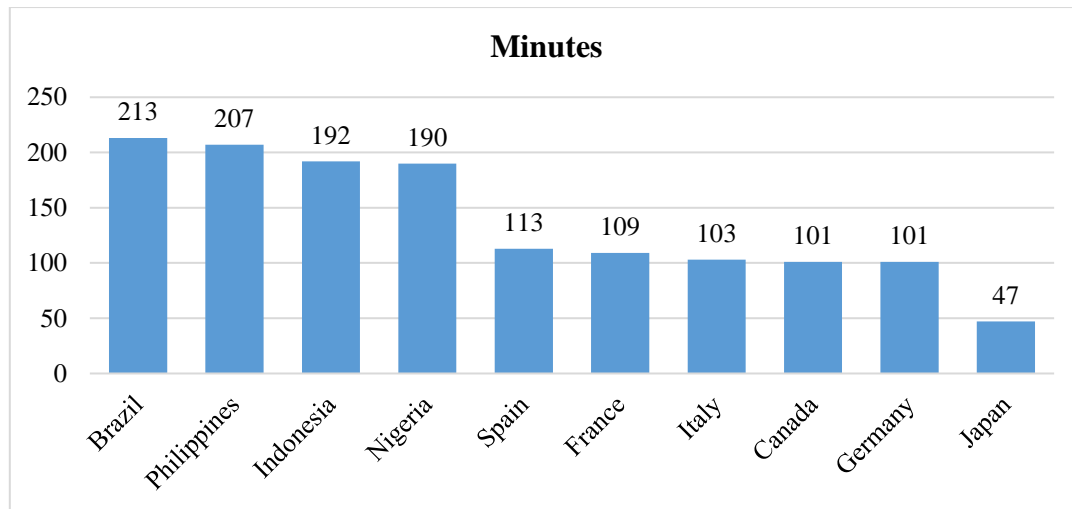


Figure 1. Global ranking of time spent on social media, minutes/day, 2023

Source: Stefan Larson, 2024 [19]

Current global social media usage shows that 63.7 % of the world's population is active on social platforms [20]. However, the numbers are even more impressive if we focus on people with Internet access. Of the world's 5.45 billion internet users, a significant proportion (94.9 %) use social media. Similarly, of the 5.68 billion mobile phone users, 91 % are engaged on these platforms [21]. These figures highlight the deep integration of social media into everyday Internet and mobile device use worldwide.

As of the beginning of 2024, the average global social media penetration rate was the highest in the United States at 112.5 % (Figure 2).

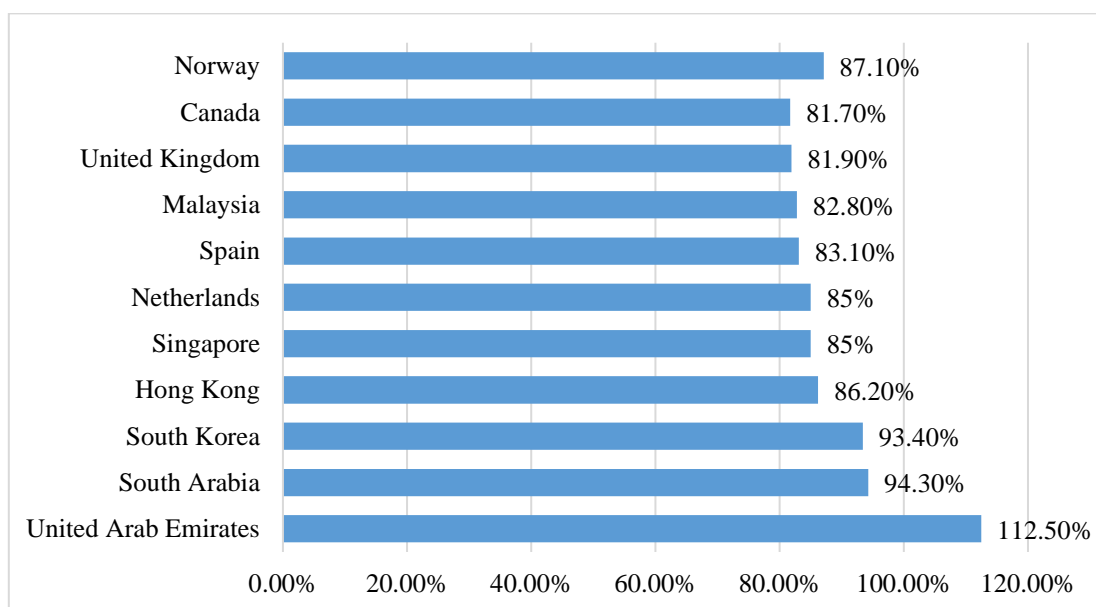


Figure 2. Level of social media penetration, by country

Source: Stefan Larson, 2024 [22]

Countries such as the United Arab Emirates have incredibly high penetration rates, reportedly at 112.5 per cent, which indicates the country's social media popularity [22].

As of April 2024, Facebook remains the leading platform with 57 % of men and 43 % of women. Instagram shows an almost equal gender ratio, while TikTok has 57 % female users. TikTok is particularly effective at engagement, with users spending more than 21 hours a month on it, and engagement on Instagram is significantly higher than on Facebook. This data highlights the evolution of social media, with differences in regional usage and engagement [23, 24].

Social media facilitates the formation of new social groups and the exchange of ideas. In the United States, 68 % of adult Internet users say that social media has helped them learn about cultural events from other communities. Studies show that ICTs increase information literacy, as access to online resources improves information orientation. Using ICTs in business and education increases productivity, with economic productivity increasing by 30 % or more in sectors with a high level of digitalisation, demonstrating the importance of ICTs for economic development.

Identifying the most effective communication strategies and tactics in social campaigns can significantly increase their effectiveness. Understanding your audience allows you to customise messages to make them more relevant and persuasive. Studies show that audience segmentation campaigns perform better [25, 26]. The use of emotions in communications can increase engagement. For example, campaigns that evoke emotions of compassion or joy are more likely to succeed because emotional impact motivates people to take action [27, 28]. Using testimonials or examples of success from other people or organisations is an effective way to build trust and motivate citizens to participate in social initiatives [29]. Personal stories can substantially impact the audience by creating an emotional connection and showing that change is possible. For instance, suppose a person hears how someone from their community has completed rehabilitation through a social programme or improved their financial situation through civic initiatives. In that case, they may be more inclined to join these activities or share the information with others. In that case, they may be more inclined to get involved or spread the word to others. Integrating social media platforms allows for reaching a wider audience and helps build a community around the campaign. Social media also allows real-time feedback, allowing quick adaptation of strategies [30]. Innovative and engaging content attracts attention and increases the likelihood of sharing information. The use of visuals, video, and interactive formats can increase the effectiveness of communication [31].

Based on the approaches discussed, we will form a model for forming communication strategies in the social sphere (Figure 3).

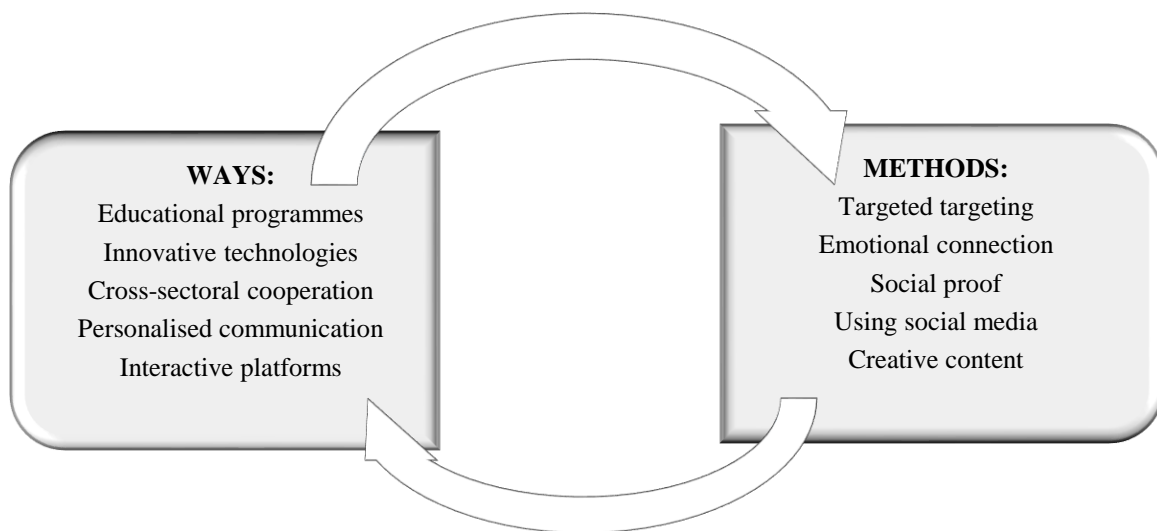


Figure 3. Model for forming communication models in the social sphere

Source: compiled by the authors

Identifying these strategies and tactics allows for more targeted and efficient management of social campaigns, which can, in turn, lead to better results in achieving the goals set.

Information and communication technologies (ICTs) are essential in changing how social groups interact and improving information availability and quality. Information and communication technologies (ICTs) allow social

groups to communicate in real-time, regardless of geographical distance. Thanks to social media, information-sharing platforms and instant messaging, communication barriers are reduced, which promotes greater openness and cooperation between different groups. It also leads to new forms of social interaction, such as online communities that bring people together with common interests, regardless of their location [32].

Modern ICTs have greatly expanded access to information. The Internet provides the masses with access to large amounts of data, which is especially important for socioeconomically vulnerable groups that may have previously been deprived of access to traditional information sources. For example, mobile technologies allow people to access important information, such as medical advice or educational resources, regardless of location [33].

In addition, ICTs improve the quality of information by enabling more people to create and share content. This helps to increase the diversity of opinions and reduce the influence of traditional media on information flows. For example, citizen journalism, made possible by ICTs, offers alternative perspectives on events that mainstream media may ignore [34].

However, these changes are accompanied by new challenges. The spread of disinformation and fake news through social media can distort perceptions of reality and lead to social polarisation. Groups that lack critical thinking or media literacy may become more vulnerable to manipulation [35].

ICTs are changing the interaction between social groups by increasing the availability and quality of information. However, to promote constructive communication practices, it is also essential to consider the challenges of disinformation and social division.

Socio-psychological technologies are essential in ensuring effective interaction between participants in social processes, such as government agencies, NGOs, social groups and individuals. They help to establish connections, manage social processes, and engage citizens in active participation in public life (Figure 4).

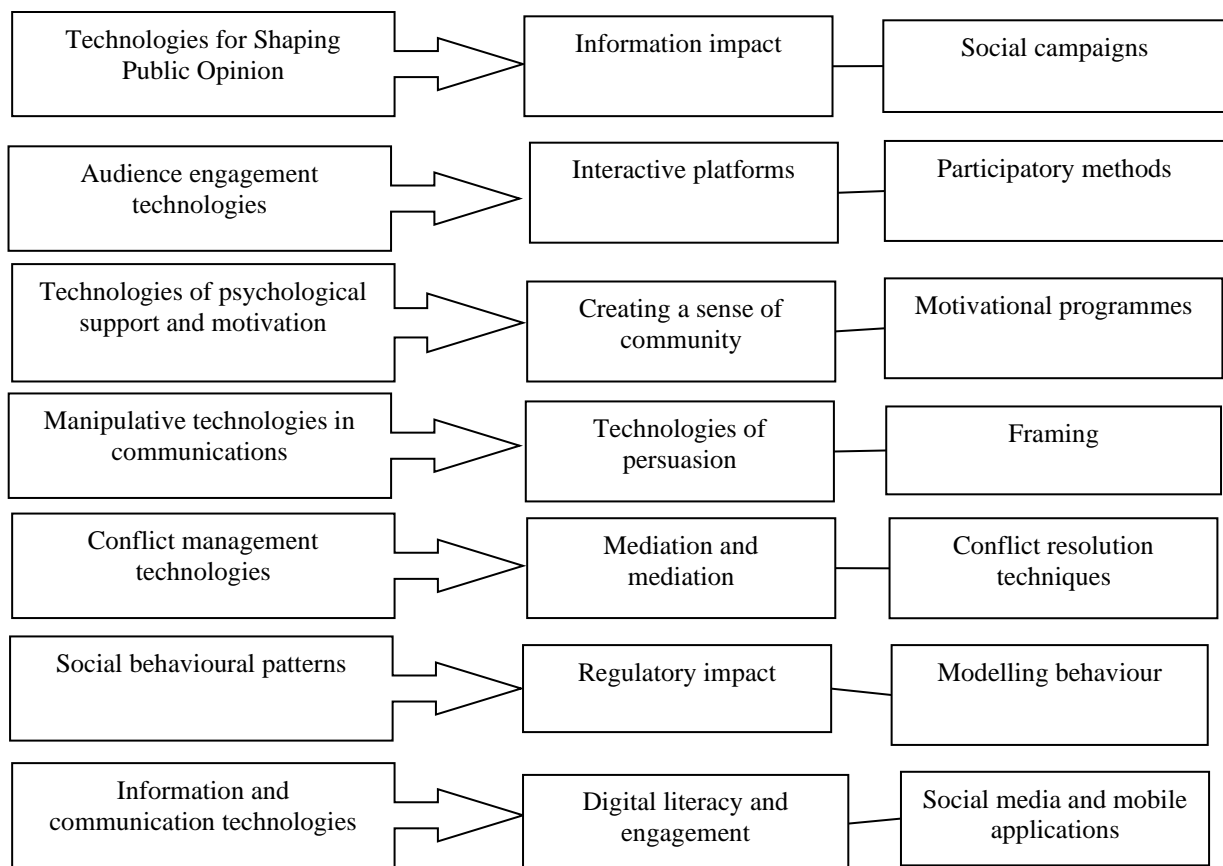


Figure 4. Main directions of social and psychological technologies

Source: compiled by the authors

Socio-psychological technologies facilitate effective information exchange, increasing mutual understanding and cooperation in social groups. They aim to create clear communication channels to avoid misunderstandings, using interactive forms of communication (discussions, round tables, open forums). Social competences are essential for forming healthy communication relations, including education and training for development and the formation of active listening skills [36]. It is also essential to consider that conflicts are inevitable in social interactions, so technologies aimed at their effective resolution include mediation, negotiation, and facilitation. Social influence and persuasion technologies aim to shape people's opinions, attitudes, and behaviour through persuasion, manipulation, or social engineering. It is essential to ensure quality communication to reduce panic and coordinating actions during crises or emergencies is essential.

Communication strategies (inclusion, adaptation, communication) help to engage different groups in active social activities, build effective communication within and between organisations, increase coordination and efficiency, and improve the exchange of information and ideas within the organisation.

Social and psychological technologies are integral to developing communication strategies in the social sphere. They allow the creation of compelling messages for different social groups and ensure deeper citizen involvement in social initiatives, increasing trust and social cohesion. Using these technologies in conjunction with information and communication technologies allows building a comprehensive and effective interaction system between organisations and citizens.

DISCUSSION

The most effective communication strategies and tactics in social campaigns are indeed critical to their success. In today's information space, where new challenges and opportunities arise daily, it is essential to adapt to changes and implement innovative approaches to communication.

Effective strategies include thoroughly analysing the target audience to understand their needs, interests and behaviour. This, in turn, helps to create personalised messages that better resonate with people and encourage them to take action. Tactics such as using social media, partnering with influencers, and engaging the public in discussions can significantly increase a campaign's visibility and impact (Figure 5).

Effective communication strategies in the social sphere are crucial in improving the interaction between government agencies, NGOs and various social groups. A strategic approach to information exchange raises public awareness and promotes active participation in social programmes.

Successful social communications require flexible tactics that consider the needs and specifics of different target audiences. This includes adapting messages for different age and social groups, using multilingualism, and creating content relevant to cultural and social contexts. Proper audience segmentation increases engagement and trust.

ICT development has become a driving force in the transformation of social communications. The use of digital platforms, social networks and mobile applications dramatically simplifies access to social services and information and increases the efficiency and openness of social initiatives. ICTs optimise information exchange processes and contribute to creating an interactive environment for two-way communication between organisations and citizens.

The study confirmed the effectiveness of participatory communication methods. Involving citizens in the decision-making process through open discussions, public consultations, and voting stimulates their participation in social initiatives and contributes to creating more sustainable and cohesive communities.

Using personal success stories and statistics demonstrating the positive results of social programmes increases the credibility of initiatives and stimulates new engagement. Stories of real-life achievements help to create an emotional connection with the audience, while statistics add objectivity and conviction to communication campaigns.

Regularly monitoring and evaluating the impact of information campaigns is essential to ensuring the effectiveness of communication strategies in the social sphere. This allows for timely adjustments to strategies to adapt to new social realities and provides feedback from the target audience.

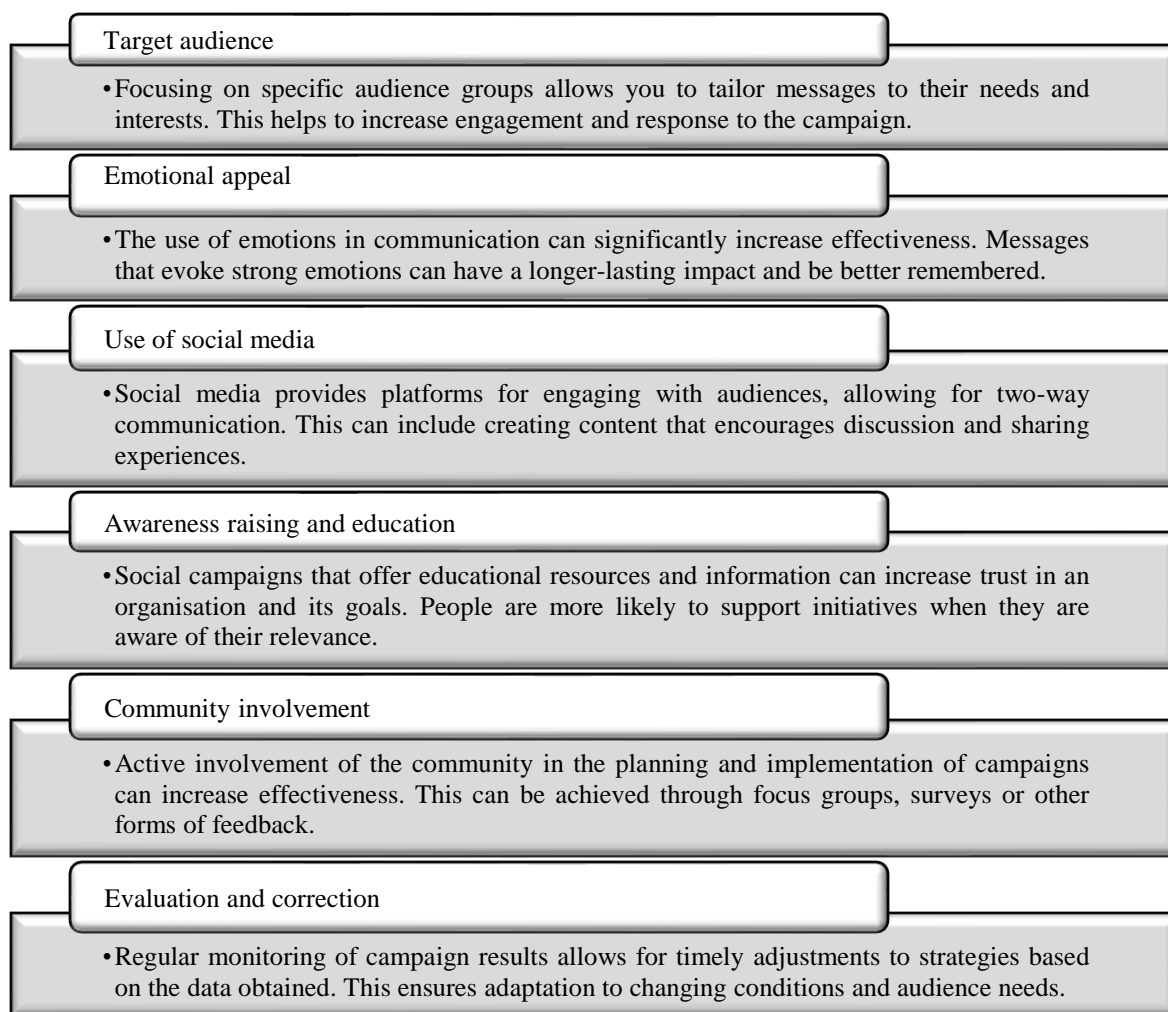


Figure 5. Communication strategies for successful social campaigns

Source: compiled by the authors

In summary, the study confirms that successful communication in the social sector requires a comprehensive approach, including strategic planning, tactical flexibility, active use of ICT, and a focus on communities' real needs. This creates conditions for increasing the effectiveness of social programmes and improving social cohesion.

CONCLUSION

The study found the following: Effective communication strategies in the social sphere improve interaction between government agencies, civil society organisations, and social groups, promoting transparency and openness of processes. They raise citizens' awareness and engagement in social programmes, providing greater access to resources and information. Flexible tactics that consider the needs of different audiences and the use of modern ICTs greatly simplify access to information and ensure effective two-way communication between citizens and organisations.

Participatory methods that encourage citizens to participate in decision-making actively increase their sense of importance in social processes, which motivates long-term participation. Using examples of successful initiatives and reliable statistics increases trust in social programmes and ensures better support from the population. In addition, regular monitoring and analysis of feedback allow for timely adjustments to strategies to meet society's changing needs, increasing the effectiveness of programmes and contributing to social cohesion and civic responsibility.

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