



People's democratic republic of Algeria
Ministry of higher education and scientific research
Setif 1. University -Farhat ABBAS
Faculty of Economic, Commercial and Management



Department: Commercial science

DISSERTATION

**Submitted as part of the requirements for obtaining a master's
degree in commercial sciences**

Speciality: Digital marketing

Measuring the Effectiveness of Social Media Campaigns for Non-profit Organizations in Algeria: Study case: El Barakah organization

Thesis by :

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Supervisor:

Dr : Fawzia BOUSAFSAF

Date of disseration defense : 30/06/2025

	Discussion committee:	
Chairperson	Fares HABBECHÉ	Professor
Supervisor	Fawzia BOUSAFSAF	Associate Professor (A)
Examiner	Sofiane MESSALTA	Professor

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Acknowledgement

"وَأَخِرُ دَعْوَاهُمْ أَنِ الْحَمْدُ لِلَّهِ رَبِّ الْعَالَمِينَ"

In the name of Allah, the Most Gracious, the Most Merciful.

First and foremost, I thank Allah Almighty for granting me the strength, patience, and perseverance to complete this research journey.

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Dedication

This work is dedicated to whom I extend my heartfelt gratitude to these people who have played a significant role in my life and in the completion of this work.

To my parents may Allah bless them, mom and dad who have been my source of strength, patience, and unconditional love, your prayers and support gave me the courage to achieve my goals.

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Introduction

In recent years, social media has become an essential tool for communication across many fields including the nonprofit sector. Platforms like Facebook, Instagram, and YouTube are now used not just for connecting people, but also for sharing important causes and building stronger relationships with the public. Nonprofit organizations, especially, are turning to these platforms to raise awareness, reach more people, and stay in touch with their supporters. That is why the use of social media has become such an important part of how these organizations function and communicate.

At the same time, when nonprofits run online campaigns, they always hope those efforts will actually make a difference. But how can we tell if a campaign is effective? In this study, we look at both **quantitative** indicators (like how many people were reached, or how many interacted with a post) and **qualitative** indicators (such as whether the audience trusted the message or felt emotionally connected to it). All of these elements help organizations understand whether their campaigns are truly having an impact on the community.

1.1. Study problem:

While we know that social media is widely used, and we understand what campaign effectiveness looks like, one important question remains: how are these two connected? Can social media really help a nonprofit like El Baraka Association reach its audience online? This brings us to the main research question of this study:

To what extent do social media contribute to the effectiveness of digital campaigns for the Algerian El Baraka Association?

This main question includes the following **Sub-questions**:

- ❖ To what extent do social media strategies influence **quantitative performance** indicators such as audience reach, interaction count, and volunteer/donor engagement?
- ❖ How do social media strategies affect **qualitative indicators** such as audience perceptions, trust in the association, and overall reputation?
- ❖ Is there a statistically significant effect at a significance level of 0.05 of social media usage on the level of awareness of the target audience regarding El Baraka's digital campaigns?

- ❖ Is there a statistically significant effect at a significance level of 0.05 of the social media usage on the level of interaction of the target audience with El Baraka's digital campaigns?
- ❖ Is there a statistically significant effect at a significance level of 0.05 of social media usage on the impact of El Baraka's digital campaigns on the target audience?
- ❖ Are there statistically significant differences at the 0.05 level in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on gender?
- ❖ Are there statistically significant differences at the 0.05 level in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on age?
- ❖ Are there statistically significant differences at the 0.05 level in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on educational level?

Study Hypotheses: Based on the main question and the sub-questions the following hypotheses were formulated:

Mainfirst Hypothesis:

Effective use of social media contributes to enhancing the overall effectiveness of El Baraka Association's digital campaigns by improving both quantitative and qualitative performance indicators.

• **Sub-hypothesis 1:** Effective social media strategies contribute to improving the quantitative performance indicators of El Baraka Association's digital campaigns.

• **Sub-hypothesis 2:** Effective social media strategies contribute to improving the qualitative indicators of El Baraka Association's digital campaigns.

Second Main Hypothesis:

There is a statistically significant effect at a significance level of 0.05 of social media usage on the effectiveness of El Baraka Association's digital campaigns from the perspective of the target audience.

Based on the second main hypothesis, the following **sub-hypotheses** were formulated:

Sub-hypothesis1: There is a statistically significant effect at a significance level of 0.05 of social media usage on **the level of awareness** of the target audience regarding El Baraka's digital campaigns.

Sub-hypothesis2: There is a statistically significant effect at a significance level of 0.05 of social media usage on **the interaction level** of the target audience with El Baraka's digital campaigns.

Sub-hypothesis3: There is a statistically significant effect at a significance level of 0.05 of social media usage on **the impact of El Baraka's digital campaigns** on the target audience.

Third Main Hypothesis:

There are statistically significant differences at a significant level of 0.05 in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on their personal characteristics (gender, age, and educational level).

Based on the third main hypothesis, the following **sub-hypotheses** were formulated:

Sub-hypothesis 1: There are statistically significant differences at a significant level of 0.05 in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on their gender.

Sub-hypothesis 2: There are statistically significant differences at a significant level of 0.05 in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on their age.

Sub-hypothesis 3: There are statistically significant differences at a significant level of 0.05 in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on their educational level.

1.2. Study importance :

This study matters because it looks at something that is becoming more and more essential in the nonprofit world how social media can actually help organizations like El Baraka Association reach their audience. In a time when people spend so much of their day online, it's important for charities to

understand how to use digital platforms in smart and meaningful ways not just to post, but also to raise awareness, build trust, and encourage people to take action.

On a deeper level, this research also fills a gap. While there is a lot of talk about social media in general, there is not enough research especially in Algeria about how nonprofits use it and what really makes their campaigns effective. By looking at both numbers (like: likes, shares, and followers) and more personal things (like people's opinions and emotional reactions), the study gives a fuller picture of what works and what doesn't.

Finally, this study could actually help nonprofit workers and social media teams improve how they manage their campaigns. It offers insights that can make their communication more impactful and more connected to the people they are trying to reach whether they are asking for donations, sharing success stories, or trying to grow their community online.

1.3. Study objectives :

- **General Objective:** To assess the effectiveness of social media campaigns implemented by El Baraka Association in achieving its communication and outreach goals, by analyzing the role of using social media (platform type, usage frequency, and content format) in influencing audience awareness, interaction, and engagement.
- **Specific Objectives :**
 - **Analyze** how the frequency of social media usage affects public awareness of the association's campaigns.
 - **Evaluate** the impact of different types of content (videos, images, text, etc.) on audience interaction and emotional engagement.
 - **Measure** the relationship between social media use and the audience's awareness, interaction, and behavioral response to El Baraka's digital campaigns.
 - **Determine** the most influential digital communication practices that can enhance the effectiveness of nonprofit campaigns in the Algerian context.

1.4. The limits of the study:

The study limitations can be summarized as follows:

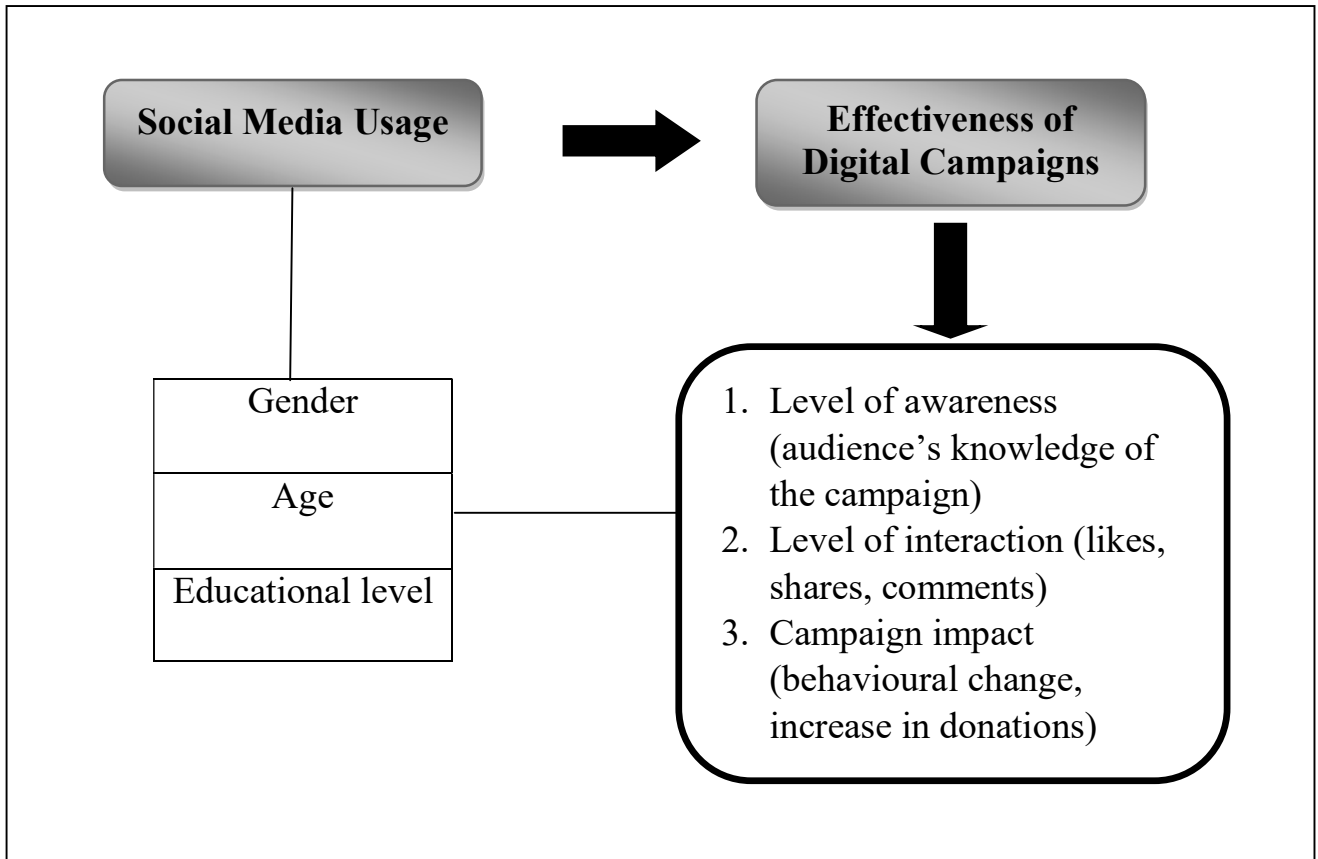
- ❖ **Temporal limits:** The study was conducted within a specific time frame, from January to June 2025. Any changes in El Baraka Association's social media strategies or audience behavior after this period are not reflected in the findings.
- ❖ **Spatial limits:** The study focused on El Baraka Association's branch in Setif, Algeria.
- ❖ **Objectival limits:** This study is limited to exploring the effectiveness of social media campaigns within the context of nonprofit organizations, specifically focusing on El Baraka Association. Also, the study is concerned only with the digital communication aspect of the association's activities and does not address other offline or administrative functions.

1.5. Study difficulties :

- ❖ **Limited access to internal performance data:** El Baraka Association does not use analytic tools like Facebook Insights or Instagram statistics, which made it difficult to collect in depth, data driven performance metrics. The analysis relied mainly on interviews.
- ❖ **The challenge of gathering a sample that meets the requirements:** The required sample, is limited to Algerian citizens that knows El Baraka Association and interact with it, or at least they follow the Association on social media.
- ❖ **The short time frame** allocated for conducting the fieldwork limited the ability to reach the optimal sample size (384).

1.6. Study model :

Figure (01): The study model



Source: Elaborated by the student

1.7. Procedural definitions:

- ❖ **Socialmedia:** social media refers to web-based platforms and applications that enable users to create, share, and interact with content (text, images, and video) publicly or within virtual communities, facilitating mass communication and engagement beyond personal networks.
- ❖ **Digital Campaigns:** In this study, digital campaigns refer to the structured online efforts made by El Baraka Association through social media platforms, aimed at promoting specific humanitarian causes or events, encouraging donations, spreading awareness, or mobilizing volunteers. These campaigns include seasonal campaigns (Like: Ramadan or Gaza relief efforts) and ongoing social posts that aim to achieve visibility, credibility, and public engagement.

❖ **Effectiveness of the digital campaign:** The effectiveness of El Baraka's digital campaigns is assessed based on how well these campaigns meet their goals in terms of audience response. The effectiveness is measured using quantitative indicators (likes, shares, comments...) and qualitative indicators (emotional engagement, audience awareness). These are derived from both the interview with the association and the structured items in the questionnaire targeting awareness, interaction, and influence.

❖ **Nonprofit Organizations:**

In the context of this study, nonprofit organizations refer to legally registered associations, such as El Baraka Association, that operate in Algeria for the purpose of providing charitable and humanitarian services. These organizations do not seek financial profit but rely on donations, volunteerism, and public support to carry out their missions, often through campaigns communicated via digital channels

Literature
review

2.1. Social Media Campaigns

Social media campaigns play a major role in how organizations communicate with the public today. To understand how these campaigns work and why they are so effective, it is essential to begin with a clear definition of social media.

2.1.1. Definition of Social Media:

Social media has become one of the most influential forces globally, with over 4.89 billion users. Its growing popularity and usage are making it an indispensable tool for both organizations and consumers. Moreover, its impact shows no signs of waning, with user numbers projected to reach 5.85 billion by 2027.(Mishnick & Wise, 2024)

It is essential to differentiate between social media and social networking. Social networking services refer to online platforms, applications, or websites that connect individuals who share common interests, beliefs, attitudes, cultures, activities, or real-life relationships. In contrast, social media functions as a communication tool that allows users to share information broadly, reach larger audiences, and increase their influence. Social networking, therefore, involves direct interactions with individuals with whom one has an existing relationship or wishes to establish a connection, whereas social media encompasses a broader scope of content sharing and engagement. (Alalwan, Rana, Dwivedi, & Algharabat, 2017)

Social media, as defined by(Kaplan & Haenlein, 2010, p. 61), is “a group of Internet-based applications that build on the ideological and technological foundation of Web 2.0 and that allow the creation and exchange of User Generated Content”.

2.1.2 Types of Social Media

The authors(Kaplan & Haenlein, 2010) categorize social media into six key types:

- **Collaborative Projects** (e.g., Wikipedia) allow users to "jointly create, edit, and manage content."

- **Blogs and Microblogs** (e.g., Twitter) enable individuals and organizations to "share their thoughts, opinions, and insights with a broad audience."
- **Content Communities** (e.g., YouTube, Flickr) facilitate the sharing of "media content such as videos, pictures, and presentations."
- **Social Networking Sites** (e.g., Facebook, LinkedIn) allow users to "connect with each other by creating personal profiles and establishing relationships."
- **Virtual Game Worlds** (e.g., World of Warcraft) provide immersive environments where users "interact with each other through avatars in a rule-based system."
- **Virtual Social Worlds** (e.g., Second Life) enable users to "live a virtual life, create content, and engage in social interactions without strict rules."

2.1.3 Social Media as a Marketing Tool

Social media marketing is the use of digital platforms and technologies to create, communicate, and deliver marketing messages that enhance value for businesses and their stakeholders. It serves as an effective tool for driving traffic to company websites, expanding digital presence, and improving audience engagement.

By leveraging social media, organizations can reach broader audiences, share targeted information, and receive instant feedback through interactive communication. As its influence continues to grow, businesses, universities, and nonprofit organizations increasingly rely on social media as a primary marketing tool. This direct engagement helps strengthen brand awareness, build customer relationships, and enhance market reach.

Marketing strategies now emphasize the role of influencers, brand ambassadors, and engaged employees in shaping public perception. Companies encourage individuals affiliated with their brand—such as employees, loyal customers, and advocates—to take part in digital conversations and foster strong online communities. Many organizations actively recruit brand ambassadors to lead social media groups and ensure consistent messaging.

Higher education institutions are also incorporating social media marketing into their student recruitment strategies. As online learning gains popularity, universities must adapt by creating relatable, engaging content that resonates with prospective students. Understanding social media trends and user behavior allows institutions to tailor their recruitment efforts more effectively. Additionally, segmenting student markets based on lifestyle, interests, and needs helps refine marketing models to attract and engage future students.(Mishnick & Wise, 2024, pp. 538-539)

2.1.4. Definition of Social Media Campaign

A social media campaign is a coordinated set of marketing actions across one or many social channels. The tactics share a common purpose and are designed to reach your company's goals.(Smith, 2024)

A social media campaign is a strategic marketing initiative conducted on social media platforms to accomplish a specific objective within a set timeframe. Unlike routine social media posts, it is highly focused, goal-driven, and designed to deliver measurable results within a defined period.(Suresh, 2024)

They're usually part of an **omnichannel strategy**. Components of a social media campaign include(Smith, 2024):

- Organic posts
- Paid promotions
- Contests and giveaways
- Branded hashtags
- User-generated content
- Creator and influencer partnerships
- Accurate reporting

2.1.5. Social Media Campaign performance evaluation:

Monitoring your campaign's performance is essential, but it requires a strategic approach. Below are key metrics to track and how they relate to your campaign's success(Suresh, 2024):

- **Engagement Rate:** Analyze likes, shares, comments, and other interactions to determine how well your content connects with your audience.
- **Reach and Impressions:** Measure the number of people who see your content to assess its visibility and potential influence.
- **Click-Through Rate (CTR):** Track clicks on call-to-action links to evaluate the effectiveness of your messaging.
- **Conversions:** Monitor leads, sales, or sign-ups generated to determine the campaign's return on investment (ROI)

“One challenge for small NPOs is to define and measure the “success” of social media sites in terms of public engagement. NPOs paid close attention to basic metrics like number of followers, shares and likes, and growth trends of their social media sites. These metrics reflected the size of audiences and how much interaction occurred on their social media sites, and thus spoke to the information and community goals of public engagement. “ (Hou & Lampe, 2015)

Organizations must evaluate the effectiveness of their social media marketing efforts to assess brand awareness, revenue generation, and goal achievement, such as customer satisfaction. Social media has become a key marketing tool for most businesses, but traditional methods often fail to provide concrete results when measuring its impact. (Yalçın & Canoglu, 2021)

Unlike conventional marketing metrics, social media effectiveness should be analysed by understanding consumer motivations and engagement rather than solely relying on direct customer feedback. To accurately measure performance, businesses should focus on three key objectives: brand awareness, brand engagement, and word-of-mouth influence.(Yalçın & Canoglu, 2021)

There are different perspectives on how to calculate social media marketing effectiveness. One approach suggests that businesses should simply subtract the total cost of social media efforts including financial investments and time spent from the revenue generated. This provides a straightforward method for determining the return on investment in social media marketing. (Yalçın & Canoglu, 2021)

2.2.Nonprofit Organizations

Nonprofit organizations are an important part of any society, especially when it comes to supporting vulnerable communities and public causes. To better understand their role, it makes sense to start with a clear idea of what these organizations actually are.

2.2.1 Definition Of Nonprofit Organizations

The authors (Cazarola, Mataruna, & Runic , 2018, p. 742) define NPOs as entities that operate independently from the government and do not distribute profits to owners or managers. They analyze various sectors in which NPOs operate, including healthcare, education, and environmental protection. While NPOs serve millions of people, their management efficiency is often questioned. The study emphasizes that nonprofit organizations must adapt to market conditions similar to for-profit businesses, despite having different financial and operational structures.

“A nonprofit organization is formed for the purpose of serving a public or mutual benefit other than the pursuit or accumulation of profits for owners or investors. The nonprofit sector is a collection of organizations that are private (not government); voluntary; and benefit the public.” (Luckert)

Nonprofit organizations, also referred to as voluntary, independent, third-sector, or nongovernmental entities, encompass a wide range of institutions. These include hospitals, universities, social clubs, professional associations, daycare centers, human rights organizations, and more. Despite their diversity (Cazarola, Mataruna, & Runic , 2018)

Market Characteristics: these organizations share certain key characteristics(Cazarola, Mataruna, & Runic , p. 742):

- They operate independently of the government, making them private entities.
- They do not distribute profits to owners or managers, classifying them as non-profit organizations.
- They maintain autonomy in decision-making, allowing them to manage their own affairs.

- They function on a voluntary basis, meaning membership is optional, and they rely on voluntary contributions of both time and financial resources.

A global survey conducted under the Hopkins Comparative Nonprofit Sector Project identified various fields in which nonprofit organizations operate. These include culture, education, health, social services, environmental protection, development, advocacy, international issues, religious activities, and professional or trade unions (Cazarola, Mataruna, & Runic, p. 742).

While many nonprofit organizations serve millions of people, their management structures are often not as efficient as they could be. However, their contributions to society remain essential. Services such as employment assistance, healthcare, environmental protection, public safety, and scientific research play a crucial role in ensuring societal well-being and long-term sustainability. (Cazarola, Mataruna, & Runic, 2018, p. 742)

(Ciucescu & Vasile, 2009, p. 14) says: "Regardless of how NGOs are called, 'non-commercial organizations', 'non-profit organizations', 'NGOs', 'associative commercial sector', 'civil society', 'the third sector', 'non-profit association', 'organizations without lucrative purpose' etc. all have a single definition. They are willing parties, in their own right, established by the free will of the citizens who are associated on common career interests and/or other interests aiming to achieve shared civil, economic, social and cultural rights and not obtaining profits".

Non-governmental organizations (NGOs) have consistently proven their ability to identify and address social issues within communities, efficiently allocate human and financial resources, and assess the effectiveness of public policies. Their contributions include (Ciucescu & Vasile, 2009, p. 15):

- Enhancing the quality of public services
- Improving the management of public assets
- Maximizing the profitability of public services
- Ensuring better preservation of public property
- Reducing administrative costs

With the growing demand for public services, there is a need for a more diverse range of services beyond what the government alone can provide. As a result, public authorities must decide whether to enhance and expand their offerings or outsource these services. Based on international experiences, outsourcing public services to NGOs has been found to be more economically efficient. Given the constraints associated with their redistributive role and political responsibilities in managing limited public budgets, NGOs can play a significant role in contracting and delivering public services.(Ciucescu & Vasile , 2009, p. 15)

Outsourcing services to NGOs can be more advantageous due to their non-profit nature, which fosters greater trust among beneficiaries and contractors compared to profit-driven contracts. These service agreements can be established by companies, NGOs, or both. In such cases, the primary objective of the contract between public authorities and NGOs is determined by the authorities, while the NGO, as the service provider, is responsible for fulfilling that objective, which is considered to be in the public interest. The contract itself represents a formal agreement in which the public authority commissions a specific service or objective, provides funding for it, and the NGO commits to executing the agreed-upon task.(Ciucescu & Vasile , 2009, pp. 15-16)

2.1.4 Characteristics of Nonprofit Organizations

(Allison & Kaye)outline eight key characteristics that define nonprofit organizations and influence their operations. These traits help board members and consultants navigate the nonprofit landscape effectively.

- a) **Passion for Mission:** Nonprofits are driven by a strong commitment to their cause, which fuels creativity and dedication. However, this passion can sometimes lead to conflicts over strategic priorities.
- b) **Atmosphere of Scarcity:** Many nonprofits operate with limited resources, leading to cost-conscious decision-making and reliance on volunteer efforts instead of financial investments.
- c) **Bias Toward Informality, Participation, and Consensus:** Nonprofit cultures often emphasize inclusivity and teamwork. While this fosters a welcoming environment, excessive informality can slow decision-making.

- d) **Dual Bottom Lines: Mission and Financial Stability:** Nonprofits must balance fulfilling their mission with maintaining financial sustainability, leading to tensions in resource allocation and strategy.
- e) **Challenges in Assessing Program Outcomes:** Unlike businesses, nonprofits lack clear market indicators, making it difficult to measure the effectiveness of their programs. Many organizations struggle with evaluation methods.
- f) **Governing Board's Dual Role:** Nonprofit boards provide both oversight and active support, sometimes leading to blurred lines between governance and management responsibilities.
- g) **Mixed Skill Levels in Staff:** Limited budgets often mean hiring managers with little formal training and program staff with varying expertise, creating challenges in professional development.
- h) **Volunteer Participation:** Volunteers play a crucial role in nonprofit operations, but their availability and priorities can vary, requiring flexibility in management and expectations.

These characteristics shape how nonprofits function, highlighting both their strengths and challenges. Understanding these traits can improve effectiveness in working with nonprofit organizations.

2.2.3. Social media in nonprofit organization:

Nonprofit organizations today rely a lot on social media to stay connected with their audience. It helps them share their work, raise awareness, and keep people engaged with their cause in a fast and interactive way.

❖ Categories of Social Media Communication

(Lovejoy & Saxton, 2012) categorize nonprofit social media communication into three main types:

- **Informational** – Focused on sharing news, updates, and resources to inform stakeholders.
- **Community-building** – Aimed at engaging audiences through conversations, responses, and relationship-building efforts.
- **Action-oriented** – Designed to mobilize followers through fundraising appeals, petitions, and calls to participate in events.

❖ Social Media in Nonprofit Marketing

(Cazarola, Mataruna, & Runic , 2018, p. 743) explore how social media is revolutionizing nonprofit marketing. The authors reference early marketing theories, noting that traditional models have evolved to include social engagement strategies. They argue that NPOs can use social media to build movements, improve customer service, reach new donors, and expand brand awareness. However, they stress that nonprofit leaders must strategically integrate social media into their broader marketing plans to maximize impact.

❖ Social Media Engagement Strategies

(Lovejoy & Saxton, 2012) argue that **successful nonprofit engagement on social media requires a balance between information-sharing, community interaction, and mobilization efforts**. They stress that organizations that actively respond to comments, encourage discussions, and invite followers to take action tend to achieve **higher engagement levels** than those that rely solely on broadcasting information.

2.2.3.1. Nonprofit adoption and use of social media:

The authors (Lovejoy & Saxton, 2012) define nonprofit organizations' use of social media as a strategic approach to engaging with their audience through **informational, community-building, and action-oriented** communication. They emphasize that while many organizations use social media, their primary function tends to be **disseminating information rather than fostering interaction or mobilizing action**.

(Nah & Saxton, Modeling the adoption and use of social media by nonprofit organizations, 2013) said that social media has transformed the way nonprofit organizations interact with the public, offering new communication channels such as Twitter and Facebook. The author analysed how these platforms supplement or even replace traditional websites, providing organizations with more dynamic and interactive ways to connect with their audiences.

The authors (Nah & Saxton, 2013) discussed the limited research available on why nonprofits adopt social media and how they integrate it into their communication strategies. While some studies have explored the use of social media for dialogic communication, the author saw that most nonprofits still rely on social media for basic informational updates rather than meaningful engagement. The author said that existing literature primarily examines website adoption and broader IT usage, but comprehensive studies on social media adoption at the organizational level remain scarce.

To address this gap, the authors (Nah & Saxton, 2013) analysed various theoretical perspectives. The author discussed how **Technology Adoption Models** and **Innovation Diffusion Theories** explain individual usage of new technologies but may not fully capture organizational decision-making processes. Instead, the author saw that **organizational-level theories**, such as **contingency theory**, provide better insights by considering external pressures, internal resources, and strategic priorities.

(Nah & Saxton)also examined past studies on nonprofits' digital communication and found that while budget constraints previously affected IT adoption, social media presents a unique case since most platforms are free. However, the author said that despite this accessibility, many nonprofits fail to maximize social media's potential for deeper engagement with their stakeholders.

Ultimately, (Nah & Saxton, 2013)developed a model that integrates multiple factors influencing social media adoption, usage frequency, and dialogic engagement. By doing so, the author aimed to provide a clearer understanding of what drives nonprofits to adopt social media and how they can use it more effectively.

❖ **Factors Affecting Social Media Adoption in NPOs**

The authors(Nah & Saxton) identify key barriers that affect nonprofit organizations' adoption of social media, categorizing them into personal, social, and environmental challenges. They argue that resistance to change is a common issue, as individuals and organizations often struggle with new digital concepts. The study also highlights factors such as age,

occupation, technological expertise, and trust in digital platforms as significant determinants of social media engagement.

❖ Social Media Utilization for Public Engagement in Nonprofit Organizations

In recent years, many nonprofit organizations (NPOs) have increasingly turned to social media platforms to connect directly with their audiences and promote mission-related topics and activities. These platforms offer valuable advantages for public engagement, including cost-effective communication, fast information sharing, and interactive features that foster engagement. Consequently, social media particularly Facebook and Twitter has become widely adopted by NPOs, presenting significant opportunities for relationship building and mobilizing collective action. (Hou & Lampe, 2015)

2.2.3.2. NPO's Benefits and Disbenefits from Using SM for fundraising:

Several studies acknowledge that social media provides advantages for nonprofit organizations (NPOs) in fundraising, although many do not specify the exact nature of these benefits or how they can be effectively utilized. Below are key aspects identified in the analysis.

➤ Engagement and Donor Involvement

Social media serves as a powerful communication tool, helping NPOs increase engagement and donor participation. It enables organizations to reach a wider audience, including individuals from different geographic locations, young donors, and friends of existing contributors who may be influenced when donation activities are shared online.

However, some studies suggest that social media does not always add value to fundraising efforts. For instance, attempts to promote fundraising events through platforms like Facebook have not always yielded the expected results. This may be due to users being less inclined to share fundraising-related updates compared to other types of content, such as informational or community-building messages.

➤ **Transparency and Trust**

Social media enhances transparency in fundraising by allowing organizations to share detailed information on funding sources, donation amounts, and how the funds are being utilized. This openness fosters trust among donors, increasing their willingness to contribute. Some organizations have successfully used platforms like Twitter to demonstrate financial accountability during fundraising campaigns.

➤ **Organizational Reputation**

NPOs use social media to strengthen their brand and reputation. Small organizations, for example, leverage social media to highlight social issues and promote their initiatives using visual and textual content. Additionally, social media helps organizations attract both volunteers and donors by increasing visibility.

However, not all NPOs have successfully improved their public image through social media. Some organizations, particularly those in sensitive fields, have found that fundraising efforts on these platforms are not always perceived positively. In some cases, fundraising activities have even attracted public criticism, with donors questioning how funds are managed. Negative publicity can sometimes escalate, leading to significant damage to an organization's credibility and donor support.

➤ **Operational Efficiency**

Social media provides a cost-effective alternative to traditional fundraising methods, reducing operational expenses while increasing outreach. Some grassroots organizations have successfully leveraged digital platforms to gain donor attention despite limited resources.

As organizations become more experienced with social media, some suggest that it could eventually replace more expensive offline fundraising methods. Additionally, smaller NPOs benefit from the flexibility social media offers, allowing them to focus more on their missions rather than relying solely on large funding bodies.

➤ Effectiveness of Different Social Media Platforms

Most studies assess the impact of social media fundraising as a whole rather than analysing specific platforms. However, some research highlights platform-specific challenges:

- **Facebook** users are often reluctant to share fundraising-related content, which limits the potential reach and impact of donation campaigns.
- **YouTube** has not been widely utilized by NPOs for fundraising purposes, with many organizations failing to use video content effectively for advocacy and donation appeals.

There is also limited research on emerging platforms such as **Pinterest, Snapchat, and Instagram**, despite their increasing popularity in digital marketing. However, real-world examples suggest that these platforms can be highly effective for fundraising.

For instance, some organizations have successfully used **Pinterest** to engage donors by creating visually appealing fundraising campaigns. One nonprofit, known for its efforts in providing clean drinking water, has been recognized among the best Pinterest brand pages, ranking alongside major global companies. (Di Lauro, Tursunbayeva, & Antonelli, 2019, pp. 5-6)

2.2.3.3. NPOs' Strategies for Fundraising via social media

The findings on how NPOs leverage social media (SM) for fundraising were categorized into two main areas:

- **General SM Management for Fundraising:** This includes strategies related to required skills, the type of content to share, and key stakeholder interactions.
- **Managing SM Fundraising Campaigns:** These strategies focus on increasing donations and fostering trust-based relationships with donors. The following sections provide a detailed discussion of each category.

The following sections explore these strategies in detail.

- **Managing Social Media for NPO Fundraising**

Several studies emphasized that establishing and maintaining an effective SM presence requires specialized skills, though they did not always specify what these skills entail. Some research suggested that managing an NPO's SM should be handled by a dedicated professional, such as a community manager.

To enhance fundraising success, studies recommended that NPOs provide comprehensive details on their SM profiles so donors can easily contact them or make contributions, even via mobile devices. Essential profile elements include:

- **Visual Identity** : Organisation logos
- **Informational content** : Mission statements, descriptions, and contact details
- **Navigation tools**: Hyperlinks and QR codes directing users to the NPO's website
- **Messaging features**: Ensuring donation-related information is embedded in posts and messages

Engagement is another critical factor for fundraising success. Studies highlighted the importance of fostering conversations not just with potential donors but also with other NPOs. This engagement was evident in practices such as:

- Retweeting conversations
- Tagging other organizations in posts
- Utilizing Facebook's networking features to enhance visibility

Despite these benefits, some research found that many NPOs either lacked a formal SM fundraising strategy or failed to integrate their SM efforts with broader fundraising initiatives across other communication channels. For instance, Goldkind observed that none of the NPO leaders in his study prioritized SM as a core element of their fundraising and communications strategy. However, evidence suggests that having a well-defined SM fundraising plan significantly boosts online donations.

- **Managing Social Media Fundraising Campaigns**

Building an emotional connection with donors is a key factor in the success of social media fundraising. To achieve this, campaigns should align with the organization's overall tone and messaging, maintaining a consistent and trustworthy voice. Storytelling plays a crucial role, as compelling narratives about an organization's mission and real-life impact can encourage donations.

Trust is another essential component of effective fundraising campaigns. When an organization is perceived as reliable and transparent, donors are more likely to contribute and encourage others to do the same. Some organizations have successfully increased engagement by offering incentives or rewards, such as merchandise or exclusive experiences, in exchange for donations.

Additionally, many NPOs tend to take a reactive rather than proactive approach to social media fundraising. While they frequently respond to donor inquiries and comments, they do not always take the initiative to launch direct fundraising appeals, recruit volunteers, or advocate for their cause. In many cases, social media is used primarily as a one-way communication tool rather than an interactive engagement platform.

- ✓ **Social Media Strategies by Platform**

Identifying platform-specific fundraising strategies is challenging because most studies examine social media in general terms rather than comparing different platforms. However, some research provides insights into how organizations can optimize fundraising efforts based on platform characteristics:

Twitter: Effective for short, engaging updates, hashtags, and real-time interaction with donors.

Instagram: Best suited for visual storytelling, donor appreciation posts, and community-building efforts.

Additionally, tracking fundraising performance is crucial for refining social media strategies. Organizations can use platform analytics and engagement metrics to assess the effectiveness of their campaigns and adjust their approaches accordingly.(Di Lauro, Tursunbayeva, & Antonelli, 2019, p. 7)

2.3. Previous studies :

First study: “Health nonprofit organizations use of social media communication and marketing during COVID-19: A qualitative Technology Acceptance Model viewpoint”(Rodney & Shaun, 2024)

Purpose: this study explores the complexities surrounding the adoption and efficacy of social media as a communication and marketing tactic among South African health nonprofit organizations.

Methodology: The study qualitatively expanded upon the TAM by considering external factors, perceived usefulness and ease of use, behavioral intentions, and the actual use of social media by health nonprofit organizations as a strategic communication tool.

Key findings provide theoretical and practical implications for the field of health nonprofit organizations in relation to social media.

2nd study: “Social media and nonprofit fundraising: the influence of Facebook likes”(Haruvy & Popkowski Leszczyc, 2024)

Purpose: This paper aims to demonstrate that Facebook likes affect outcomes in nonprofit settings. Specifically, Facebook likes influence affinity to nonprofits, which, in turn, affects fundraising outcomes.

Methodology: The authors report three studies that establish that relationship. To examine social contagion, Study 1 – an auction field study – relies on selling artwork created by underprivileged youth. To isolate signaling, Study 2 manipulates the number of total Facebook likes on a page. To isolate commitment escalation, Study 3 manipulates whether a participant clicks a Facebook like.

Findings: The results show that Facebook likes increase willingness to contribute in nonprofit settings and that the process goes through affinity, as well as through Facebook impressions and bidding intensity. The total

number of Facebook likes has a direct signaling effect and an indirect social contagion effect.

3rd study:“Social media marketing - An effective solution for non-profit organizations”(Melirotra & Siraj , 2021)

Purpose:The objective of this research is to highlight the significance of social media marketing in a non-profit organization by analyzing the factors promoting the popularity and growing use of social media channels by nonprofit organizations and their emergence as a primary marketing tool.

Methodology: The study employs a case study approach, analyzing how selected nonprofit organizations use social media platforms for their campaigns. It evaluates their performance based on defined social media metrics, such as engagement rates (likes, comments, shares), brand awareness, and campaign outcomes. The article also references best practices and insights from secondary data sources like previous research and industry reports.

Key Findings:The study by found that social media marketing is a cost-effective and powerful tool for nonprofit organizations, significantly enhancing brand equity through stronger brand associations, loyalty, and perceived quality. The research emphasized that engagement is driven by multimedia content, interactive features, and consistent posting. Despite challenges like content relevance and managing feedback, nonprofits can achieve impactful outreach by adopting innovative practices and monitoring tools.

4th Study: Social Media Marketing Effectiveness of Non-Profit Organizations: An Analysis on Environmentalist Organizations(Yalçin & Canoglu, 2021)

Purpose:This study aims to measure the social media marketing effectiveness of non-profit organizations

Method: examining Facebook, Twitter and Instagram accounts of 35 organizations operating in the field of environmental protection. Based upon the data obtained from Facebook, Twitter and Instagram social network sites

Key findings: Based upon the results, it is likely to say that the organizations used social media tools effectively and actively, especially about TEMA Foundation and WWF Foundation.

5th Study: “Social media strategies for health promotion by nonprofit organizations: Multiple case study design”(Vedel, Ramaprasad, & Lapointe, 2020)

Purpose: The aim of this study was to understand why and how nonprofit health care organizations put forth social media strategies to achieve health promotion goals.

Methods: A multiple case study design, using in-depth interviews and a content analysis of each social media strategy, was employed to analyze the use of social media tools by six North American non-profit organizations dedicated to cancer prevention and management.

Results: The resulting process model demonstrates how social media strategies are enacted by nonprofit organizations to achieve health promotion goals. They put forth three types of social media strategies relative to their use of existing information and communication technologies (ICT) replicate, transform, or innovate each affecting the content, format, and delivery of the message differently. Organizations make sense of the social media innovation in complementarity with existing ICT.

6th Study: “How Nonprofit Organizations Use Social Media for Fundraising: A Systematic Literature Review”(Di Lauro, Tursunbayeva, & Antonelli, 2019)

Purpose:The study aims to investigate how nonprofit organizations (NPOs) use social media (SM) for fundraising. It focuses on identifying the benefits and drawbacks of social media in this context and determining the optimal strategies for maximizing the value of such campaigns

Methodology: The study reviewed 194 search results from seven international online databases, narrowing them down to 71 publications that met strict inclusion criteria.

Key findings: The study found that social media enhances transparency, accountability, and donor engagement for nonprofit organizations, though

its impact on organizational image can be mixed. It highlighted the operational benefits of social media, such as streamlined communication and stronger interactions with donors, which improve fundraising outcomes. Additionally, the research identified effective strategies, including general management practices for social media and tailored approaches for specific fundraising campaigns

7th Study: Improving Fundraising Efficiency in Small and Medium Sized Non-profit Organizations Using Online Solutions(Nageswarakurukkal, Gonçalves, & Moshtari, 2019)

Purpose: The study aims to explore cost-efficient marketing strategies for small- and medium-sized Swiss nonprofit organizations (NPOs) to improve the sustainability of their fundraising campaigns. It addresses the challenges posed by the high costs of traditional mass marketing, which limit smaller organizations' ability to fund their social and humanitarian projects.

Methodology: Quantitative surveys were conducted to understand and quantify Swiss donors' behaviors and preferences. And Interviews with NPO representatives provided insights into their current fundraising strategies and challenges.

Key Findings:The study found that while large Swiss NPOs rely on costly offline and mass marketing strategies, smaller organizations face financial constraints that hinder their fundraising efforts. It identified a need for these organizations to adopt more cost-effective approaches, such as focusing on online donations. The research concludes with practical suggestions to help small- and medium-sized NPOs develop specific capabilities to collect online donations more efficiently and sustainably.

8th Study: Adopting Social Media for Nonprofits as a Main Marketing Tool: Analysis of a Youth Non-Profit Organization(Cazarola, Mataruna, & Runic , 2018)

Purpose of this study is to propose a model to enhance the use of social media platforms by non-profit organizations to gain more followers and establish social media as their primary marketing tool.

Method: The study employs a multi-methodology approach, incorporating qualitative, exploratory, and ethnographic methods. It analyzes the social networks of a selected organization to identify barriers at both organizational and personal levels.

Key Findings: The analysis reveals several barriers that hinder the effective utilization of social media for marketing. These insights can assist marketing managers in leveraging social media platforms more effectively to achieve their objectives.

2.4. The difference between this study and previous studies:

Previous studies have widely explored the role of social media in nonprofit organizations, particularly in areas such as fundraising, audience engagement, communication strategies, and the adoption of digital platforms. Many of these studies have been conducted in Western or developed contexts and often focus on large or international nonprofit organizations. Similar to these studies, the current research also examines how social media can enhance the performance and visibility of nonprofit campaigns. However, this study differs in several important ways.

What makes this study unique is its local context, it focuses on El Baraka Association, an Algerian nonprofit organization, which allows for the exploration of social media effectiveness in a developing country setting that has received limited attention in academic literature. Additionally, while previous research often centers on either organizational practices or audience perceptions, this study combines both perspectives through a mixed-methods approach: an interview with association representatives and a survey distributed to followers. Another key distinction is the inclusion of both quantitative and qualitative performance indicators, providing a more comprehensive understanding of digital campaign effectiveness. The study also examines how personal characteristics (such as gender, age, and education level) influence public perceptions an area not frequently covered in prior research.

Overall, this study contributes valuable insight into the specific challenges and opportunities faced by nonprofit organizations in Algeria when using social media, and it aims to enrich both academic discussion and practical strategies in the field of nonprofit digital communication.

Methodology

After addressing the theoretical concepts related to the use of social media, digital campaigns, and nonprofit organizations in the previous chapter, this chapter will focus on the practical application of these concepts by examining a sample of social media followers and representatives from El Baraka Association, in order to answer the research question and test the hypotheses previously developed.

The chapter begins with the methodological framework of the study, which forms a key part of the fieldwork. This includes a detailed explanation of the procedures followed in collecting the necessary data, a description of the study population and the sampling method, and a presentation of the tools and statistical techniques used for analysis. These methods aim to explore the relationship between the use of social media and the effectiveness of El Baraka's digital campaigns.

Finally, each hypothesis will be presented and tested, followed by an interpretation and discussion of the results, with the ultimate goal of understanding how social media contributes to achieving the effectiveness of El Baraka Association's digital campaigns.

3.1.Study approach :

This study relied on descriptive method for the theoretical aspect, which involves describing the study variables. The analytical method was used for the practical aspect, where an interview for the association's employees, and a questionnaire oriented towards the target audience, was designed to include a set of questions related to the study. The results were analysed, and the hypotheses were tested using the SPSS software.

3.2.Study population:

The research population consists of the Algerian citizens who know El Baraka association, and they follow it on social media.

3.3.The study sample :

We adopted a convenience sample consisting of 204 Algerian citizens.

3.4.Data collection sources :

To ensure the validity of the hypotheses and achieve their objectives, the collection of information and data relied on a variety of sources, which include:

❖ Secondary sources:

These are the sources used to gather data related to the theoretical aspect of the study. These sources include previous research on the topic, information taken from books, articles, and resources.

❖ Primary sources:

These involve collecting information for the first time regarding the study variables, with the aim of answering the research questions and achieving its objectives. These sources consist of the study tools, specifically the interview with the association's employees aligned with observation, and the questionnaire that was designed and distributed to the study sample to collect, statistically process, and analyze the information to reach conclusions and propose recommendations.

3.5.Study tools :

Primary data related to the study topic was collected using:

Mixed-Methods Approach: Balanced qualitative depth (interview) with quantitative breadth (survey).

- ❖ **Interview:** A semi-structured interview was conducted with representatives of El Baraka Association, which is the leader of the media team. The interview included a set of open-ended questions designed to explore how the association uses social media in its digital campaigns, what strategies they apply, the type of content they produce, and the challenges they face in online communication. The responses provided rich qualitative data and deeper insight into the practical context of social media use within nonprofit settings.

❖ **Audience Survey:** A structured, closed-ended questionnaire was developed and distributed online to a sample of the association's social media followers. It was divided into three sections as follows:

- **Section One:** Includes (12) statements related to the variable "social media usage".
- **Section Two:** Includes (12) statements related to the variable "digital campaigns effectiveness".
- **Section Three:** Concerns the personal data of the respondents, such as their gender, age, educational level.

The responses to the statements in both the first and second sections are based on the Likert scale, which is considered one of the most suitable scales for measuring the perceptions and opinions of the respondents. We used a five-point Likert scale, assigning an ascending number to each response level as shown in the following table:

Table (1): Numbers of the five-point Likert scale levels

Level	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
N°	1	2	3	4	5

Source: prepared by the student based on Likert scale.

3.6. Statistical methods used :

In order to answer the study's questions and test its hypotheses, the study relied on the Statistical Package for Social Science (SPSS) to input and analyze data using the following statistical tools:

- Percentage ratios to describe sample variables based on personal characteristics.
- Cronbach's alpha coefficient to measure questionnaire reliability.
- Mode to determine the sample's agreement level with questionnaire items.
- Skewness and Kurtosis coefficients to test for normal distribution.
- One-Way ANOVA Test to test the hypothesis of differences in personal data.
- Simple linear regression analysis to test the hypotheses of the effect of social media usage on the effectiveness of digital campaigns.

3.7.Validity and reliability of the study tool:

A. Study tool Validity: The interview and the questionnaire were administered to professors fromFerhat Abbas University, and we made the necessary deletions andmodifications based on the suggestions provided.

B. Study tool Reliability: Cronbach's alpha coefficient was computed to assessthe internal consistency of all study questions of the questionnaire, as illustrated in the followingtable:

Table (02): The Cronbach’s alpha riability coefficient value

The variable	The cronbach’s alpha
Social media usage	0.839
Effectiveness of digital campaigns	0.863
All Questionnaire items	0.897

Source: Extracted from SPSS software.

The reliability coefficients for all study variables are acceptable, exceeding 0.60, with a value of **0.897** for all questionnaire items. This figure, close to one, indicates a high level of consistency and correlation among questionnaire statements, enhancing the credibility of the data.

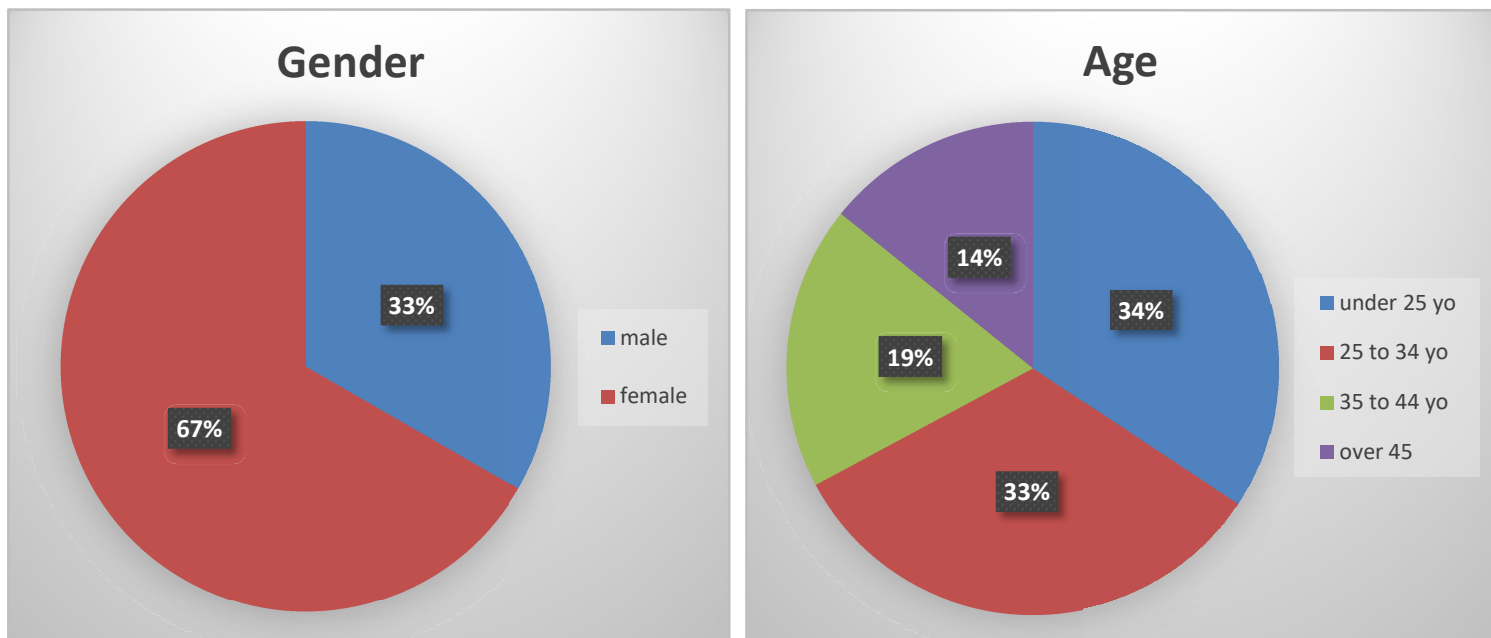
Results analysis

4.1.Description of the study variable:

Through this chapter, we will provide a statistical description of the study sample based on their personal data, including gender, age, educational level, using percentage ratios. We will also present and analyze the questionnaire's questions and statements using the mode to determine the respondents' agreement level with the study's items and themes. Finally, we will test the hypotheses' validity to answer the posed question using statistical tests for each hypothesis and presenting their results.

4.1.1. Description of the variable of the study sample:

Figure (02): Distribution of sample members according to gender and age



Source: prepared by the student based on SPSS results.

A. According to gender:

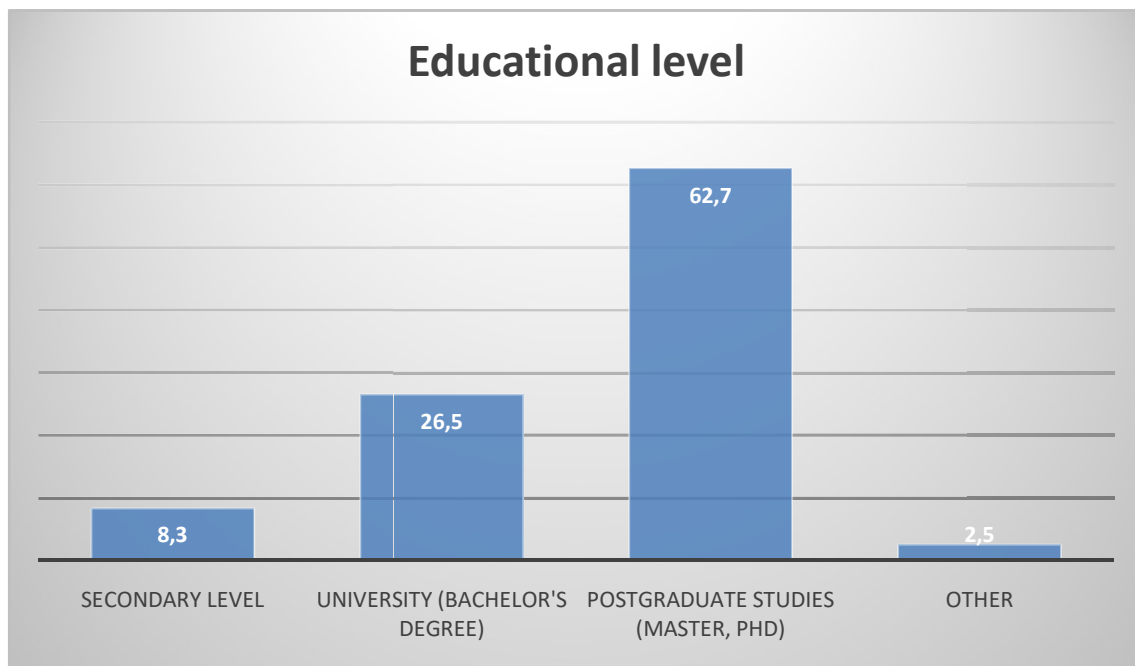
The figure shows that 67% of the study sample are females, while males represent 33% of the study sample. This may be explained by the fact that females were more responsive and available to complete the questionnaire online. Additionally, during field visits to El Baraka Association, it was observed that most of the active members and volunteers were women. This may reflect a deeper emotional connection many women have toward charitable causes, as they often show a strong desire to help others. Their emotional sensitivity may also explain their higher interest in following humanitarian associations and participating in donation activities.

B. According to age:

The results presented in the figure (02) show that the majority of respondents are in the age groups “under 25”, and “25 to 34 years old”, estimated at 34% and 33%, this is likely because individuals in these age ranges are more active on social media platforms, due to their familiarity with technology and digital communication tools. Their daily use of social media makes them more likely to engage with online surveys and digital campaigns, which explains their strong presence in the sample.

While the lowest percentage was recorded in the age group “over 45”, where it was estimated at 14%, which may be attributed to lower levels of digital engagement among older individuals or less frequent interaction with social media content.

Figure (03): Distribution of sample members according to educational level



Source: prepared by the student based on SPSS results.

C. According to educational level:

The results of Figure (2) indicate that: 62.7% of the sample individuals holding postgraduate studies like master or PhDs, and 26.5% with university bachelor’s degrees, a significant portion of respondents have received advanced education. Additionally, 8.3% of participants completed secondary level education. This varied educationallandscape suggests that the insights and perspectives shared in our study are likely to be well informed and

comprehensive, drawing from a combination of academic learning and real world knowledge. Overall, the different educational levels represented in our sample contribute to accurate answers.

The results presented in Figure (2) show that 62.7% of the sample hold postgraduate degrees (Master's or PhD), while 26.5% have a university bachelor's degree. In addition, 8.3% of participants completed secondary education. This distribution indicates that a significant portion of respondents possess a high level of academic qualification. Such educational diversity contributes to the richness of the data, as participants are likely to provide informed, thoughtful responses based on both academic background and personal experience. Overall, the varied educational levels in the sample enhance the accuracy and reliability of the findings.

4.1.2. Description of the variable of social media usage

Table (3): presentation and analysis of the results related to social media usage:

N°	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mode
		%	%	%	%	%	
1	I regularly follow the Baraka Association on one of the social media platforms.	5.4	9.8	20.6	46.1	18.1	4
2	The platform I follow makes it easy to access campaign information.	2	6.4	9.3	63.2	19.1	4
3	I see that the diversity of platforms used by the association is important to reach a wider audience.	1.5	1.5	2.5	47.5	47.1	4
4	I follow the posts of the Baraka Association daily or almost daily.	4.4	33.8	22.5	31.4	7.8	2

Results analysis

5	The more I use social media, the more I learn about the association's activities.	0.5	7.8	14.2	63.7	13.7	4
6	The frequency of the association's posts helps me stay updated.	1	3.4	3.9	60.8	30.9	4
7	I notice the association's campaigns every time I use social media.	0.5	19.1	20.6	50	9.8	4
8	The regular repetition of the association's posts makes me more aware of its initiatives.	0.5	2.5	4.4	61.3	31.4	4
9	I like the variety of content that the Al-Baraka Association publishes (photos, videos...).	0	1.5	10.3	56.9	31.4	4
10	I prefer visual content (videos, photos) over text in the association's posts.	0	2.5	9.3	47.1	41.2	4
11	I find that storytelling content (like beneficiary stories) is more impactful on me.	2	6.4	17.2	44.1	30.4	4
12	I think that the quality of the publication designs reflects the professionalism of the association.	0	2.9	14.2	51.5	31.4	4

Source: prepared by the student relying on the outputs of the SPSS software.

We notice that in the context of “**Social media usage**”, the analysis of the mode for the 12 statements shows that the most frequently selected response was “agree” across the majority of items. This suggests that respondents generally hold a positive perception of how El Baraka association utilizes social media.

However, one statement stood out with a different result: “**I follow the posts of the Baraka Association daily or almost daily.**” This item recorded “disagree” as the most frequent response, indicating that although respondents may view the association’s digital efforts favourably, they do not engage with the content on a daily basis. It may also reflect a passive support style, where

followers agree with and support the association but do not feel the need to follow updates regularly.

4.1.3. Description of the variable of digital campaigns effectiveness:

Table (04): Presentation and analysis of the results related to level of awareness:

N°	Statements (Level of Awareness)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mode
		%	%	%	%	%	
1	I became aware of the dates of the campaigns or charity events through the association's accounts.	1	0	12.3	21.6	54.4	4
2	I follow the campaign when I see it on social media more than through traditional means.	1.5	5.9	8.3	58.3	26	4
3	I feel that social media helps convey the association's message more clearly.	0.5	1	4.4	54.4	39.7	4
4	After following the association, I have come to know more about the beneficiaries of its services.	2	4.9	18.1	55.9	19.1	4

Source: prepared by the student relying on the outputs of the SPSS software.

The results of the mode for all the items under the “Level of Awareness” dimension indicate that “**Agree**” was the most frequently selected response

across the board. This clearly reflects that the majority of respondents are aware of El Baraka Association's presence and activities on social media.

Through table (04), we notice that the phrase **"I became aware of the dates of the campaigns or charity events through the association's accounts"** shows a very high agreement level, with **57.6%** agreeing, confirming the effectiveness of digital platforms in event communication.

Regarding **"I follow the campaign when I see it on social media more than through traditional means,"** the acceptance is moderate to high, with **46.6%** agreeing, showing a clear preference for digital outreach over traditional methods.

The statement **"I feel that social media helps convey the association's message more clearly"** has a high agreement rate, with **50.8%** agreeing, supporting the clarity and accessibility of online messaging.

The phrase **"After following the association, I have come to know more about the beneficiaries of its services"** also shows a high acceptance level, with **45.8%** of the sample agreeing, reflecting the role of social media in personalizing charitable causes.

These findings suggest that the association has succeeded in establishing a recognizable and credible digital presence, with followers understanding its mission, values, and ongoing campaigns. The consistent agreement across all awareness-related statements indicates that El Baraka's social media efforts have effectively reached the public and communicated key messages clearly and accessibly. This level of awareness serves as a strong foundation for engagement and participation, as it reflects the first stage of digital campaign effectiveness (capturing the attention and recognition of the audience).

Table (05): presentation and analysis of the results related to interaction level:

N°	Statements (Interaction level)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mode
		%	%	%	%	%	
1	I like or comment on the association's posts from time to time.	2.9	8.3	20.1	55.9	12.7	4
2	I interact more with emotional or impactful posts.	2.5	10.3	24.5	49.5	13.2	4
3	I have previously sent a private message to the association or commented on its posts.	8.8	32.4	21.6	29.9	7.4	2
4	I share the association's posts when I see they are worth sharing.	2.5	9.8	23	48	16.7	4

Source: prepared by the student relying on the outputs of the SPSS software.

The analysis of the mode for the items related to the interaction level shows that three out of four statements received “Agree” as the most frequent response. This indicates that respondents generally feel engaged with El Baraka Association’s social media content, whether by liking, sharing, or following the posts. It reflects a positive interaction trend, suggesting that the association’s online presence successfully encourages passive forms of engagement.

However, one item “I have previously sent a private message to the association or commented on its posts” recorded “Disagree” as the most frequent response. This suggests that although followers are aware of and positively perceive the association’s content, they rarely initiate direct interaction. This could be due to several reasons, such as the followers’ preference to remain passive, uncertainty about whether their messages will receive a response, or

simply a lack of motivation to engage in two-way communication. This gap between passive and active interaction highlights an opportunity for the association to encourage more direct engagement through calls to action, question-based posts, or reply incentives that foster community dialogue and build closer connections with followers.

Also, we note that the phrase **"I like or comment on the association's posts from time to time"** shows a moderate level of interaction, with **45.8%** of respondents agreeing, indicating occasional engagement from followers.

The statement **"I interact more with emotional or impactful posts"** shows strong engagement, with **51.7%** of the sample agreeing, confirming that emotional content is more likely to prompt reactions.

The statement **"I have previously sent a private message to the association or commented on its posts"** reveals a lower level of direct interaction, with **44.1%** of respondents disagreeing, indicating that private or personal communication with the page is limited.

Also, the phrase **"I share the association's posts when I see they are worth sharing"** shows a moderate-to-high sharing tendency, with **47.5%** agreeing, reflecting that users selectively share meaningful content.

Table (6): presentation and analysis of the results related to campaign impact

Nº	Statement (campaign impact)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mode
1	Some of the association's posts influenced my decision to donate or volunteer.	0	2.5	15.2	55.4	27	4
2	Digital campaigns helped change my perspective on charity work.	0	4.9	15.7	61.3	18.1	4
3	Social media made it easier for me to decide to contribute to the campaign.	0.5	4.9	13.2	58.8	22.5	4

4	After following its activities, I actually began contributing to the association's financial and moral support.	0.5	7.4	22.1	49.5	20.6	4
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Source: prepared by the student relying on the outputs of the SPSS software.

The results of the mode for the items measuring the impact of El Baraka Association's digital campaigns show that all statements received **"Agree"** as the most frequently selected response. This indicates that respondents generally believe the association's social media campaigns are influential and effective in achieving their goals.

Through table (6) we notice that the phrase **"Some of the association's posts influenced my decision to donate or volunteer"** indicates a high behavioral impact, with **49.2%** of respondents agreeing, confirming that social media content motivates real-world action.

The statement **"Digital campaigns helped change my perspective on charity work"** also shows a high acceptance rate, with **46.6%** agreeing, pointing to the role of campaigns in shaping positive attitudes.

Regarding **"Social media made it easier for me to decide to contribute to the campaign,"** the result reflects high perceived convenience, with **47.5%** of participants agreeing.

Finally, the phrase **"After following its activities, I actually began contributing to the association's financial and moral support"** demonstrates a direct conversion of digital engagement into active support, with **45.8%** of respondents agreeing.

The consistent agreement across all impact related items suggests that the campaigns successfully inspire support, raise awareness about causes, and leave a positive impression on the audience. Respondents likely feel that the association's content not only informs but also motivates action, whether through donations, volunteering, or spreading the message further.

4.2.Verifying the validity of the first main hypothesis:

Before diving into the detailed analysis, it is important to recall that the first main hypothesis states the following:**"Effective social media strategies**

contribute to improving the performance indicators of El Baraka Association's digital campaigns."

To examine the validity of this hypothesis, we analyzed the interview responses with representatives of El Baraka Association.

4.2.1. Background of the Association:

The Algerian Baraka Association for Charitable and Humanitarian Work was established on January 15, 2015, with the aim of supporting and advocating for oppressed peoples through the implementation of relief and development programs that contribute to improving the quality of life for individuals and communities. The association aspires to become a leading model in the field of humanitarian work by expanding its partnerships locally and internationally, and reaching the largest number of beneficiaries. Its vision is based on a set of core values, such as transparency, credibility, adherence to quality standards, and cooperation with the community.

4.2.2. Effective Social Media Strategies Used by El Baraka Association

Based on the interview, El Baraka Association applies a number of thoughtful and practical strategies to make use of social media effectively. These include:

- Prioritizing **Facebook** as their main platform due to its wide user base.
- Using **paid advertisements** during key campaigns to increase reach and visibility.
- Sharing **videos and live testimonials** to emotionally engage the audience.
- Responding to followers inquiries **and comments directly** to build credibility.
- Launching **seasonal campaigns** during Ramadan, Eid, and emergency events like Gaza relief.
- Using **hashtags and mentions** to increase visibility and attract more interaction.
- Posting content during **peak user hours** for better engagement.

These strategies indicate a clear and intentional effort to use social media as a primary tool for outreach and campaign promotion.

4.2.3. Performance Indicators Used by the Association

According to the interview, El Baraka Association relies on certain **performance indicators** to evaluate its social media impact. These can be divided into two main categories:

- **Quantitative Indicators:**
 - Number of likes, comments, and shares
 - Number of followers
 - Participation in events or campaigns
- **Qualitative Indicators:**
 - Audience trust and emotional response
 - Feedback from followers
 - The public's perception of the association's credibility
 - The resonance of emotional stories shared in posts

These indicators help the association assess how well their online content is being received and whether it is prompting meaningful action.

4.2.4. Verifying Sub-Hypothesis 1 (Quantitative Indicators)

From our analysis of the interview results, it is clear that several of the strategies adopted by El Baraka such as using paid ads, timing posts strategically, and sharing high-quality videos have a direct impact on quantitative performance indicators. For example, the association reported a noticeable difference in participation and interaction during promoted campaigns versus non-promoted ones. This suggests that their strategies are indeed effective in improving visible and measurable metrics on social media.

4.2.5. Verifying Sub-Hypothesis 2 (Qualitative Indicators)

When it comes to qualitative indicators, the interview responses show that the association does not systematically track emotional or subjective outcomes through structured tools. While they do receive and respond to messages and comments, they do not rely on formal measurement tools (such as surveys, feedback forms, or analytics dashboards). This indicates a limited reliance on qualitative performance indicators. The reason behind this seems to be a lack of specialized tools or resources to analyze deeper audience reactions. Instead, the

association relies more on general impressions and direct feedback from followers.

Based on the insights drawn from the two sub-hypotheses, we can conclude that the first main hypothesis is partially valid. El Baraka Association clearly uses effective strategies that positively influence quantitative performance indicators, but there is less structured reliance on qualitative indicators, which affects the overall depth of performance analysis.

4.3. Testing the hypotheses:

Before proceeding to test the hypotheses, it is necessary to conduct a normality test to ensure the data's suitability for testing the hypotheses as follows:

- **Normal Distribution:** Skewness and kurtosis coefficients are used to ensure whether the data follows a normal distribution or not.

Table (07): Skewness and kurtosis coefficients.

	Questionnaire statements	Kurtosis	Skewness
Q111	I regularly follow the Baraka Association on one of the social media platforms.	0.154	-7.88
Q112	The platform I follow makes it easy to access campaign information.	2.259	-1.274
Q123	I see that the diversity of platforms used by the association is important to reach a wider audience.	5.632	-1.821
Q121	I follow the posts of the Baraka Association daily or almost daily.	-1.009	0.082
Q122	The more I use social media, the more I learn about the association's activities.	1.162	-0.936
Q123	The frequency of the association's posts helps me stay updated.	3.793	-1.392
Q124	I notice the association's campaigns every time I use social media.	-0.687	-0.433
Q125	The regular repetition of the association's posts makes me more aware of its initiatives.	3.403	-1.140
Q131	I like the variety of content that the Al-Baraka Association publishes (photos, videos...).	0.487	-0.526
Q132	I prefer visual content (videos, photos) over text in the association's posts.	0.644	-0.850
Q133	I find that storytelling content (like beneficiary stories)	0.597	-0.891

	is more impactful on me.		
Q134	I thinks that the quality of the publication designs reflects the professionalism of the association.	0.209	-0.611
Q211	I became aware of the dates of the campaigns or charity events through the association's accounts.	0.071	-0.660
Q212	I follow the campaign when I see it on social media more than through traditional means.	2.065	-1.215
Q213	I feel that social media helps convey the association's message more clearly.	3.271	-1.079
Q214	After following the association, I have come to know more about the beneficiaries of its services.	1.467	-0.965
Q221	I like or comment on the association's posts from time to time.	0.921	-0.942
Q222	I interact more with emotional or impactful posts.	0.262	-0.675
Q223	I have previously sent a private message to the association or commented on its posts.	-0.999	0.044
Q224	I share the association's posts when I see they are worth sharing.	0.222	-0.679
Q231	Some of the association's posts influenced my decision to donate or volunteer.	0.241	-0.504
Q232	Digital campaigns helped change my perspective on charity work.	0.735	-0.656
Q233	Social media made it easier for me to decide to contribute to the campaign.	1.279	-0.864
Q234	After following its activities, I actually began contributing to the association's financial and moral support.	0.043	-0.547
Q31	Gender	-1.507	-0.712
Q32	Age	-0.934	0.506
Q33	Educational level	-0.339	-0.919

Source: Prepared by the student relying on the outputs of the SPSS software.

Through Table (07), we observe that the kurtosis coefficient for each item in the questionnaire is less than 7, and the skewness coefficient for each item in the questionnaire is less than 3. Therefore, both the kurtosis and skewness coefficients are statistically non-significant, indicating that the distribution is normal.

▪ **Simple Regression Model:**

Before applying the regression model, we must ensure that the required conditions are met to allow its application to our study model.

- Overall Significance of the Model (F-test):

✓ Statistical Hypotheses:

Null Hypothesis (H₀): The regression model is not significant.

Alternative Hypothesis (H₁): The regression model is significant.

Table (08): ANOVA results of the regression to verify the model's validity for testing the research hypotheses

Dependent variable	Independent variable	Model	Sum of Squares	df	Mean square	F	sig
Social Media usage	Effectiveness of digital campaigns	Regression	4846,397	1	4846,397	260,185	0.01
		Residual	3762,598	202	18,627		
		Total	8608,995	203			

Source: Prepared by the student relying on the outputs of the SPSS software.

The previous table (08) presents a test of the extent to which the model is valid for testing the study hypotheses. The results showed that the probability value is less than the significance level $\alpha = 0.05$. Therefore, we reject the null hypothesis H₀ and accept the alternative hypothesis H₁. This shows the linearity of the relationship between the variables, and thus the regression analysis assumption concerning the linearity of the relationship has been fulfilled. This enables us to proceed to test the hypotheses

4.3.1. Testing the second main hypothesis:

After verifying the possibility of applying parametric tests and the regression method, the sub-hypotheses of the first main hypothesis will be tested:

- ❖ **Testing the first sub-hypothesis:** The first sub-hypothesis states that "There is a statistically significant effect at a significance level of 0.05 of the use of social media on the level of awareness of the target audience regarding El Baraka's digital campaigns".

This hypothesis will be tested using simple linear regression method (Appendix 10), and the hypothesis can be written in the following form:

H0:There is no statistically significant effect at a significance level of 0.05 of the use of social media on **the level of awareness** of the target audience regarding El Baraka's digital campaigns.

H1:There is a statistically significant effect at a significance level of 0.05 of the use of social media on **the level of awareness** of the target audience regarding El Baraka's digital campaigns.

The main results of the simple linear regression analysis were included in the following table:

Table (09): Results of regression analysis for testing the first sub-hypothesis.

R	0.736		R square	0.541	
F	238.482		Sig = 0.001	($\alpha = 0.05$)	
Model	Unstandardized coefficients		Standardized coefficients	t	sig
	B	Std.Error	Beta		
Constant	1.193	0.954	0.736	1.250	0.213
X1: social media usage	0.310	0.020		15.443	0.001

Source: Prepared by the student relying on the outputs of the SPSS software

The previous table (09) shows that the explanatory power of the regression model, represented by the coefficient of determination R^2 , reached a value of 0.541. This indicates that the independent variable (Social media usage) contributes to the behavior of the dependent variable (Level of awareness) by 54.1%. The remaining percentage, estimated at 45.9% of the effect on the dependent variable, is attributed to factors other than Social media usage. The correlation coefficient (r) reached a value of 0.736, expressing a positive direct correlation relationship. Additionally, the f-value, which appeared significant at a 95% confidence level, indicates the suitability of the regression line for the relationship between the two variables.

Meanwhile, the value of the slope parameter (regression coefficient), which represents the coefficient of the independent variable (Social media usage), reached 0.310. This indicates a statistically positive relationship between

the two variables. The significance level appeared as 0.001, which is less than 0.05, indicating the significance of the slope.

Consequently, based on the previous analysis of the test results imposed by the table, we are led to accept the first sub-hypothesis H1, which states:

There is a statistically significant effect at a significance level of 0.05 of the use of social media on the level of awareness of the target audience regarding El Baraka's digital campaigns.

Thus, the simple regression model takes the following form:

$$Y = 1.193 + 0.310X$$

Where:

Y: Level of awareness

X: Social media usage

❖ **Testing the second sub-hypothesis: "There is a statistically significant effect at a significance level of 0.05 of the use of social media on the interaction level of the target audience with El Baraka's digital campaigns."**

This hypothesis will be tested using simple linear regression method (Appendix 11), and the hypothesis can be written in the following form:

H0: There is no statistically significant effect at a significance level of 0.05 of the use of social media on **the interaction level** of the target audience with El Baraka's digital campaigns.

H1: There is a statistically significant effect at a significance level of 0.05 of the use of social media on **the interaction level** of the target audience with El Baraka's digital campaigns.

The main results of the simple linear regression analysis were included in the following table:

Table (10): Results of regression analysis for testing the second sub-hypothesis.

R	0.543		R square	0.295	
F	84.578		Sig = 0.000	($\alpha = 0.05$)	
Model	Unstandardized coefficients		Standardized coefficients	t	sig
	B	Std.Error	Beta		
Constant	2.128	1.290	0.543	1.650	0.101
X1: Social media usage	0.249	0.027		9.197	0.000

Source: Prepared by the student relying on the outputs of the SPSS software

The previous table (10) shows that the explanatory power of the regression model, represented by the coefficient of determination R^2 , reached a value of 0.295. This indicates that the independent variable (Social media) contributes to the behavior of the dependent variable (Interaction level) by 29.5%. The remaining percentage, estimated at 70.5% of the effect on the dependent variable, is attributed to factors other than Social media usage. The correlation coefficient (r) reached a value of 0.543, expressing a positive direct correlation relationship. Additionally, the f-value, which appeared significant at a 95% confidence level, indicates the suitability of the regression line for the relationship between the two variables.

Meanwhile, the value of the slope parameter (regression coefficient), which represents the coefficient of the independent variable (Social media usage), reached 0.249. This indicates a statistically positive relationship between the two variables.

Consequently, based on the previous analysis of the test results imposed by the table, we are led to accept the first sub-hypothesis H1, which states:

There is a statistically significant effect at a significance level of 0.05 of the use of social media on the interaction level of the target audience with El Baraka's digital campaigns.

Thus, the simple regression model takes the following form:

$$Y = 2.128 + 0.249X$$

Where:

Y:Interaction level

X:Social media usage

- ❖ **Testing the third sub-hypothesis:** The third sub-hypothesis states that:
“There is a statistically significant effect at a significance level of 0.05 of the use of social media on the impact of El Baraka’s digital campaigns on the target audience.”

This hypothesis will be tested using simple linear regression method (Appendix 12), and the hypothesis can be written in the following form:

H0:There is no a statistically significant effect at a significance level of 0.05 of the use of social media on the impact of El Baraka’s digital campaigns on the target audience.

H1:There is a statistically significant effect at a significance level of 0.05 of the use of social media on the impact of El Baraka’s digital campaigns on the target audience.

The main results of the simple linear regression analysis were included in the following table:

Table (11): Results of regression analysis for testing the third sub-hypothesis.

R	0.610		R square	0.372	
F	119.875		Sig = 0.000	($\alpha = 0.05$)	
Model	Unstandardized coefficients		Standardized coefficients	t	sig
	B	Std.Error	Beta		
Constant	4.099	1.077		3.805	0.000
X1: Social media usage	0.248	0.023		10.949	0.000

Source: Prepared by the student relying on the outputs of the SPSS software

The previous table (11) shows that the explanatory power of the regression model, represented by the coefficient of determination R^2 , reached a value of 0.372. This indicates that the independent variable (Social media usage) contributes to the behavior of the dependent variable (campaign impact) by

37.2%. The remaining percentage, estimated at 62.8% of the effect on the dependent variable, is attributed to factors other than Social media usage. The correlation coefficient (r) reached a value of 0.610, expressing a positive direct correlation relationship. Additionally, the f-value, which appeared significant at a 95% confidence level, indicates the suitability of the regression line for the relationship between the two variables.

Meanwhile, the value of the slope parameter (regression coefficient), which represents the coefficient of the independent variable (Social media usage), reached 0.248. This indicates a statistically positive relationship between the two variables. The significance level appeared as 0.000, which is less than 0.05, indicating the significance of the slope. As for the intercept parameter (constant term), it reached 4.099 with a significance level of 0.000, which is less than 0.05, indicating its statistical significance.

Consequently, based on the previous analysis of the test results imposed by the table, we are led to accept the first sub-hypothesis H1, which states:

There is a statistically significant effect at a significance level of 0.05 of social media usage on the impact of El Baraka's digital campaigns on the target audience.

Thus, the simple regression model takes the following form:

$$Y = 4.099 + 0.248X$$

Where:

Y: Campaign impact

X: Social media usage

❖ **Testing the second main hypothesis:** The second main hypothesis states that:

“There is a statistically significant effect at a significance level of 0.05 of the use of social media on the effectiveness of El Baraka Association's digital campaigns from the perspective of the target audience.”

This hypothesis will be tested using simple linear regression method (Appendix 13), and the hypothesis can be written in the following form:

H0:There is no statistically significant effect at a significance level of 0.05 of the use of social media on the effectiveness of El Baraka Association's digital campaigns from the perspective of the target audience.

H1:There is a statistically significant effect at a significance level of 0.05 of the use of social media on the effectiveness of El Baraka Association's digital campaigns from the perspective of the target audience.

The main results of the simple linear regression analysis were included in the following table:

Table (12): Results of regression analysis for testing the second main hypothesis.

R	0.750		R square	0.563	
F	260.185		Sig = 0.001	($\alpha = 0.05$)	
Model	Unstandardized coefficients		Standardized coefficients	t	sig
	B	Std.Error	Beta		
Constant	7.419	2.380	0.750	3.118	0.002
X1: Social media usage	0.808	0.050		16.130	0.001

Source: Prepared by the student relying on the outputs of the SPSS software

The previous table (12) shows that the explanatory power of the regression model, represented by the coefficient of determination R^2 , reached a value of 0.563. This indicates that the independent variable (Social media usage) contributes to the behavior of the dependent variable (Effectiveness of digital campaigns) by 56.3%. The remaining percentage, estimated at 43.7% of the effect on the dependent variable, is attributed to factors other than Social media usage. The correlation coefficient (r) reached a value of 0.750, expressing a positive direct correlation relationship. Additionally, the f-value, which appeared significant at a 95% confidence level, indicates the suitability of the regression line for the relationship between the two variables.

Meanwhile, the value of the slope parameter (regression coefficient), which represents the coefficient of the independent variable (Social media usage), reached 0.808. This indicates a statistically positive relationship between the two variables. The significance level appeared as 0.001, which is less than 0.05, indicating the significance of the slope. As for the intercept parameter

(constant term), it reached 7.419 with a significance level of 0.002, which is less than 0.05, indicating its statistical significance.

Consequently, based on the previous analysis of the test results imposed by the table, we are led to accept the first sub-hypothesis H1, which states:

There is a statistically significant effect at a significance level of 0.05 of the use of social media on the effectiveness of El Baraka Association's digital campaigns from the perspective of the target audience.

Thus, the simple regression model takes the following form:

$$Y = 7.419 + 0.808X$$

Where:

Y: Effectiveness of digital campaigns

X: Social media usage

4.3.2. Testing the third main hypothesis:

The third main hypothesis states that: **“There are statistically significant differences at the 0.05 level in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on their personal characteristics (gender, age, and educational level).”**

A One-Way ANOVA test was conducted to examine differences in the opinions of the study sample regarding the effectiveness of social media digital campaigns for non-profit organizations, attributed to personal factors at a significance level of 0.05.

❖ Testing the first sub-hypothesis: Differences Test for Gender Variable

H0: There are no statistically significant differences at a significant level of 0.05 in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on their gender.

H1: There are statistically significant differences at a significant level of 0.05 in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on their gender.

Table (13): The results of the differences test between respondents' opinions based on the gender variable.

	Sum of squares	df	Mean square	F	Sig
Between groups	660.199	1	660.199	4.870	0,028
Within groups	27384.390	202	135.566		
Total	28044.588	203			

Source: Prepared by the student relying on the outputs of the SPSS software.

From the table (13), we observe that the p-value for all questionnaire items is 0.028, which is less than 0.05. This leads us to accept the first hypothesis **H1**, which states:

There are statistically significant differences at a significant level of 0.05 in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on their gender.

❖ Testing the second sub-hypothesis: Differences Test for Age Variable:

H0: There are no statistically significant differences at a significant level of 0.05 in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on their age.

H1: There are statistically significant differences at a significant level of 0.05 in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media, based on their age.

Table (14): The results of the differences test between respondents' opinions based on the age variable.

	Sum of squares	df	Mean square	F	Sig
Between groups	335.330	3	111.777	0.807	0,491
Within groups	27709.258	200	138.546		
Total	28044.588	203			

Source: Prepared by the student relying on the outputs of the SPSS software.

From the table (14), we observe that the p-value for all questionnaire items is 0.491, which is greater than 0.05. This leads us to accept the null hypothesis H0, which states: **“There are no statistically significant differences at a significant level of 0.05 in respondents’ perceptions of the effectiveness of El Baraka Association’s digital campaigns on social media, based on their age.”**

❖ Testing the third sub-hypothesis: Differences Test for Educational level Variable

H0: There are no statistically significant differences at a significant level of 0.05 in respondents’ perceptions of the effectiveness of El Baraka Association’s digital campaigns on social media, based on their educational level.

H1: There are statistically significant differences at a significant level of 0.05 in respondents’ perceptions of the effectiveness of El Baraka Association’s digital campaigns on social media, based on their educational level.

Table (15): The results of the differences test between respondents' opinions based on educational level variable.

	Sum of squares	df	Mean square	F	Sig
Between groups	1398.321	3	466.107	3.498	0,017
Within groups	26646.267	200	133.231		
Total	28044.588	203			

Source: Prepared by the student relying on the outputs of the SPSS software.

From the table (15), we observe that the p-value for all questionnaire items is 0.017, which is less than 0.05. This leads us to accept the first hypothesis H1, which states:

There are statistically significant differences at a significant level of 0.05 in respondents’ perceptions of the effectiveness of El Baraka Association’s digital campaigns on social media, based on their educational level.

*Discussing the
results and
recommendation*

5.1.Theoretical results:

- ✓ Social media is a vital tool for nonprofit communication and outreach, allowing organizations to share information, engage with the public, and promote charitable activities efficiently and affordably.
- ✓ Social media enhances public knowledge about non-profit missions and events.
- ✓ Regular, clear, and visually appealing content increases visibility.
- ✓ Informational posts help followers recognize and understand organizational activities.
- ✓ Audience engagement is a key performance indicator (likes, comments, shares).
- ✓ Higher interaction often results from emotional content, storytelling, and prompt responses.
- ✓ Studies highlight the importance of two-way communication rather than one-way promotion.
- ✓ Campaigns can drive real-world actions such as donations, volunteering, or advocacy.
- ✓ Impact is stronger when campaigns are emotionally compelling and build trust.
- ✓ Social media can influence attitudes and behaviors when used strategically.
- ✓ Effective digital campaigns are based on strategic content planning, using elements such as emotional storytelling, visual formats (photos, videos, live content), transparency in fundraising.
- ✓ Theoretical models support the idea that social media can strengthen non-profit public relationships.
- ✓ Literature confirms the importance of tailoring social media practices to the non-profit context, focusing not just on reach, but also on trust, emotional connection, and public participation.

5.2.Empirical results:

- ✓ 67% of survey participants were female, indicating higher engagement from women in charitable causes
- ✓ Most respondents (67%) were aged under 34, showing that younger individuals are more active in engaging with nonprofit content online.

Discussing the results and recommendation

- ✓ The majority (62.7%) of participants held postgraduate degrees, contributing to well informed survey responses.
 - ✓ Respondents agreed that they regularly follow El Baraka Association on social media, especially via Facebook.
 - ✓ The most preferred content was visual (photos and videos), and storytelling posts had a strong emotional impact.
 - ✓ Social media was seen as more effective than traditional methods in increasing awareness.
 - ✓ Respondents largely agreed that they became more aware of the association's goals, events, and beneficiaries due to its posts
 - ✓ Many respondents confirmed that digital campaigns influenced their decision to donate or volunteer.
 - ✓ Following the association on social media led to increased participation and support (financial or moral).
 - ✓ A strong positive correlation was found between social media usage and campaign effectiveness ($r = 0.736$).
 - ✓ The regression model was statistically significant ($F = 260.185$, sig: 0.01), confirming the impact of social media on campaign success.
 - ✓ The kurtosis coefficient for each item in the questionnaire is less than 7, and the skewness coefficient for each item in the questionnaire is less than 3. Therefore, both the kurtosis and skewness coefficients are statistically non-significant, indicating that the distribution is normal
- **Results of the Study Hypotheses:**The results of testing the study hypotheses, after using the regression test, show that:
- ✓ There is a statistically significant effect at the 0.05 significance level of social media usage on the overall effectiveness of El Baraka Association's digital campaigns.
 - ✓ Effective social media strategies contribute to improving the quantitative performance indicators (such as audience reach, interaction count, and volunteer/donor engagement)
 - ✓ Effective social media strategies contribute to improving the qualitative performance indicators (audience perception, emotional impact, trust).

- ✓ There is a statistically significant effect at the 0.05 significance level of social media usage on the qualitative performance indicators (audience perception, emotional impact, trust).
- ✓ There is a statistically significant effect at the 0.05 significance level of social media usage on the level of awareness among the target audience regarding El Baraka's digital campaigns.
- ✓ There is a statistically significant effect at the 0.05 significance level of social media usage on the level of interaction (likes, comments, shares) of the target audience with El Baraka's campaigns.
- ✓ There is a statistically significant effect at the 0.05 significance level of social media usage on the campaign impact (donation, volunteering, change in attitude) on the target audience.
- **Results of the Study Hypotheses: The results of testing the study hypotheses, after using One-Way ANOVA test, show that:**
 - ✓ There are statistically significant differences at the 0.05 significance level in respondents' perceptions of the campaign's effectiveness based on gender.
 - ✓ There are no statistically significant differences at the 0.05 significance level in respondents' perceptions of the effectiveness of El Baraka Association's digital campaigns on social media based on age.
 - ✓ There are statistically significant differences at the 0.05 significance level in respondents' perceptions of the campaign's effectiveness based on educational level.
- **Comparison Between Previous Studies and the Current Study:**
 - ✓ Many previous studies, including those by (Melirotra & Siraj , 2021) and (Yalçin & Canoglu, 2021), emphasized that social media is highly effective in raising awareness about nonprofit activities, same as the current study found that El Baraka's digital campaigns significantly improved followers' awareness of its goals, events, and beneficiaries.
 - ✓ (Di Lauro, Tursunbayeva, & Antonelli, 2019) and (Vedel, Ramaprasad, & Lapointe, 2020) noted that emotional content and storytelling strategies strengthen audience connection. In this study, participants reported stronger interaction with emotional

posts, confirming the role of storytelling in increasing engagement and trust.

- ✓ Studies like (Haruvy & Popkowski Leszczyc, 2024) and (Di Lauro, Tursunbayeva, & Antonelli, 2019) confirmed that social media has a measurable impact on donor behavior. This aligns with the current study's findings, where followers reported that campaigns influenced their decision to donate or volunteer.
- ✓ Most studies, including (Cazarola, Mataruna, & Runic, 2018), observed a preference for visual and interactive formats (videos, images). Likewise, respondents in this study preferred visual over text content and responded positively to photo/video posts.
- ✓ While previous studies, especially (Di Lauro, Tursunbayeva, & Antonelli, 2019), emphasized the use of structured tools to measure social media impact, El Baraka Association does not currently use formal tools to assess qualitative impact such as emotional response or long-term loyalty, relying instead on basic engagement metrics.
- ✓ Some studies highlighted private messaging and real-time responses as indicators of strong engagement like the study by (Yalçin & Canoglu, 2021). In contrast, the current study found that private interaction (like messaging or commenting) was minimal among El Baraka's followers, suggesting more passive forms of engagement.

5.3. Recommendations:

Based on the theoretical and empirical results of this study, the following recommendations are proposed to enhance the effectiveness of social media campaigns for El Baraka Association and similar nonprofit organizations:

- **Prioritize Visual and Storytelling Content**
 - Continue to invest in photos, videos, and real-life stories of beneficiaries to emotionally engage the audience.
 - Highlight success stories and behind-the-scenes content to build credibility and trust.
- **Improve Measurement of Qualitative Impact:**

- Use simple feedback tools like Instagram polls, comment prompts, or post campaign mini surveys to capture audience emotions and perceptions.
- Consider tools like Google Forms or Typeform for structured follow up.
- **Increase Use of Analytics Tools**
 - Adopt free tools such as Facebook Insights, Instagram Insights, and Meta Business Suite to track performance and audience behavior.
 - Use these insights to adjust content type, post timing, and target demographics.
- **Expand to Additional Platforms**
 - Explore **YouTube** and **TikTok** for video storytelling, especially to reach younger audiences.
- **Tailor Campaigns Based on Audience Segmentation**
 - Customize messages by age and education level, since your findings show these factors influence perceptions of effectiveness.
 - Create targeted content (e.g., educational infographics for students, donation transparency for older audiences).

5.4.Study prospects:

Based on the findings and limitations of this research, the following future study prospects are proposed:

❖ Measuring the Effectiveness of Social Media Campaigns Across Nonprofit Organizations in Different Algerian Regions

-This study would examine how nonprofit organizations in various Algerian cities use social media, comparing the effectiveness of their campaigns in terms of awareness, interaction, and impact. It aims to identify regional differences and best practices.

❖ The Role of Audience Loyalty and Emotional Engagement in Enhancing the Impact of Nonprofit Social Media Campaigns

-This research would explore how emotional storytelling and consistent engagement build audience loyalty, and how that loyalty influences actual support behaviors such as donations, volunteering, and campaign sharing.

❖ **A Comparative Study of Social Media Platforms in Promoting Non-profit Campaigns: Facebook vs. Instagram vs. TikTok**

-This study would compare how different platforms support campaign goals. It would assess user engagement, message reach, and impact to determine which platform is most suitable for nonprofit marketing in the Algerian context.

❖ **A Longitudinal Study of Social Media Campaign Effectiveness in Algerian Nonprofits: Trends and Changes Over Time**

-This research would analyze the effectiveness of campaigns over an extended period (e.g., one year), helping nonprofits understand how audience behavior, platform algorithms, and campaign performance evolve over time.

❖ **Digital Campaign Strategies in Non-profit Organizations: A Comparative Study Between Algeria and Other Developing Countries**

-This comparative study would evaluate how nonprofits in Algeria differ from those in other developing nations in terms of digital strategy, challenges, audience engagement, and campaign effectiveness.

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Appendices

Appendix (1) : Interview with the association

Peace be upon you, and God's mercy and blessings. Thank you for taking the time to conduct this interview. I am Bendjeddou Soundous, a Master's student in Digital Marketing at Ferhat Abbas Sétif University, and I am working on research about the effectiveness of social media campaigns for non-profit organizations, with a case study on the Algerian Baraka Association. This interview aims to understand your strategies and experiences in using social media to achieve the association's goals. All information shared will be used for academic research purposes only, with guaranteed confidentiality and privacy. Thank you.

Interview questions:

General questions about the Algerian Baraka Association:

- When was the Baraka Association established and what is the background behind its creation?
 - ✓ The Baraka Charity and Humanitarian Association was established on January 15, 2015, with the aim of supporting and advocating for oppressed peoples, and providing distinguished relief and development programs that contribute to improving the quality of life for individuals and communities.
- What is the association's long-term vision?
 - ✓ To become a leading model in humanitarian and charitable work, Expanding our local and international partnerships. Reaching the largest possible number of beneficiaries.
- What is the association's message and what are the core values it is based on?
 - ✓ Implementing effective and sustainable relief and development programs.
 - ✓ Enhancing solidarity and social justice.
 - ✓ Alleviating the suffering of those in need.
- What are the values of the association?
 - ✓ Commitment to transparency and credibility.
 - ✓ Applying the highest quality standards in all our projects.
 - ✓ Cooperation with the local and international community to achieve our goals.

Advertising and promotion

- Do you use paid advertisements on social media platforms? And if yes, how effective are they?
 - ✓ Yes, we definitely use paid advertisements in some campaigns where we aim to reach the largest possible number of followers. As for effectiveness, it varies depending on the type of offer activated in the advertisement in terms of financial value and targeted goals.
- What social media platforms does the association primarily use? (such as Facebook, Instagram, Twitter, YouTube, TikTok, LinkedIn...)
 - ✓ We primarily use Facebook and less so Instagram.
- What is the main purpose of your use of these platforms? (Raising awareness, collecting donations, communicating with followers, showcasing the association's activities...)
 - ✓ We aim to use social media platforms not only to keep up with technological advancements but also to showcase the association's activities and campaigns, respond to benefactors' and followers' inquiries, and increase credibility with benefactors by implementing their charitable projects and financial donations.
- What is the budget allocated for digital marketing, and do you see that investing in advertisements yields tangible results?
 - ✓ Depending on the type of activity, it varies from one activity to another. If we want to target a large segment of the audience, the budget is larger, and vice versa. We have noticed tangible results, especially in participation, attendance, and interaction, unlike the activities that we do not promote through media.
- What is the main target audience for your advertising campaigns?
 - ✓ We have several committees in the association, each targeting its specific group. The doctors' committee targets doctors, the Baraka Women's Committee targets women, and the youth committee targets youth, etc.
- Do you have a dedicated team for managing social media accounts? Or are these tasks distributed among the employees?
 - ✓ The management and operation of social media are entrusted to the media committee, which handles these tasks.

Challenges and Development

- What are the biggest challenges you face in managing social media? (such as lack of resources, low engagement, difficulty reaching the audience...)
 - ✓ Sometimes we find it difficult to interact and participate in activities; the reasons vary, such as the timing of the activity not being suitable for everyone, for example.
- Have you previously faced negative comments or criticism on your platforms? How did you handle them?
 - ✓ Yes, sometimes we face negative comments, which is due to the nature of the community where some people do not trust charitable organizations because of past issues with other associations or something similar. We deal with it by responding with evidence and documentation of activities and donations.
- Do you have a plan to enhance your presence on social media in the future?
 - ✓ Yes, we aim to enter all social media platforms like TikTok and Twitter, and increase our focus on Instagram. Each platform has its own audience, and we strive to target and reach them.

Identifying the target audience

- How do you determine the target audience for your content on social media?
 - ✓ As I mentioned earlier, each activity targets a specific group. For example, in February, we held a medical forum aimed at medical staff in the Sétif region, which was well-received and increased awareness of the association and its activities both locally and internationally.
- What age groups or community segments do you aim to reach more? And why?
 - ✓ There is no specific age group we target; volunteer campaigns need everyone. Everyone can contribute to charitable work, whether financially, through effort, or with words and opinions.
- Do you use audience analysis tools (like Facebook and Instagram statistics) to understand your followers' interests?

- ✓ No, we don't use these tools; we just stay in touch with the page daily to answer the inquiries and questions that come to us.

Content and engagement strategies

- What type of content do you post on social media? (Photos, videos, live broadcasts, success stories, written posts...)
 - ✓ Most of the time, videos are more expressive, while photos are less so.
- How do you evaluate the audience's interaction with your posts? Is there specific content that achieves higher engagement?
 - ✓ We evaluate engagement based on the number of likes, comments, and shares on the posts. There isn't any specific content that achieves higher engagement; all posts have equal interaction.
- Do you use social media to answer followers' inquiries? And how are comments or private messages handled?
 - ✓ By responding directly with a question for each question.
- Do you rely on interactive content like polls, questions, or challenges to increase engagement?
 - ✓ No, we don't rely on that.
- What types of content do you find most effective in attracting followers' attention? (Photos, videos, success stories, infographics...)
 - ✓ Videos, especially if they are professional.
- How do you ensure the diversity of the content you publish so that it doesn't become repetitive or boring for the audience?
 - ✓ We always strive to innovate in the quality of the presentation and video documentation.
- Do you rely on a specific publishing schedule, or is the content published randomly?
 - ✓ The posting is done immediately after the activity and during peak times when users are highly active.

Using hashtags and mentions

- Do you rely on hashtags to increase the reach of your posts? And how do you choose the appropriate hashtags?
✓ Yes, that's right, and we choose the hashtags based on the post and activity.
- Do you mention influential personalities or institutions in your posts? And how does that affect engagement?
✓ Yes, that's right, and this is to increase the post's reach to the largest audience, which in turn leads to stronger engagement.
- What are the hashtags you have found that attract a larger audience to your content?

✓ #جمعية_البركة_سطيف #شاهد #حصري

✓ #وسيلتكم_لفعل_الخير #خير_وعطاء

✓ #Baraka_Charity_Setif #Watch #Exclusive
#Your_Vehicle_for_Good_Deeds #Goodness_and_Giving

Performance analysis and strategy improvement

- How do you measure the performance of your posts on social media?
✓ What tools do you use to analyze engagement and audience data?
- Have you ever adjusted your strategy based on the analysis results?
If so, what changes did you make?

Enhancing partnerships with influencers

- Do you collaborate with influencers or well-known personalities to promote the association's activities?
✓ No, not at all.
- What criteria do you use when selecting influencers to work with?
- Have you found that collaborating with influencers leads to increased engagement and support for your projects?

Emotional marketing (using impactful stories)

- How do you rely on human stories to increase the emotional impact of your posts?
✓ Stories of affected and impoverished families always have an impact and resonance with the followers.

- Have you found that sharing the stories of your service beneficiaries affects audience engagement and support?
 - ✓ Yes, live testimonials have a significant impact on the audience, which enhances the credibility of the association.
- Is there a specific story you posted on social media that received a lot of engagement?
 - ✓ Videos featuring families from Gaza often garner a lot of interaction.

Organizing seasonal campaigns

- Do you launch seasonal promotional campaigns like Ramadan, Eid, or the start of the school year?
 - ✓ Yes, in every season we launch campaigns that respond to a specific event, for example, the “Bouchra Al Sabirin” "Good News for the Patient" campaign directed towards our brothers in Gaza affected by the war, as well as the "Good News for the Patient" campaign.
 - ✓ The campaign for collecting Zakat al-Fitr, the "One Nation, One Homeland" campaign to distribute food baskets to needy families, and others... etc.
- How do you plan your seasonal campaigns to achieve the greatest possible impact?
 - ✓ According to the targets
- What is the most successful seasonal campaign you have conducted so far?
 - ✓ The Bouchra Al-Sabireen campaign and the Eid al-Fitr charity collection campaign directed towards our brothers in Gaza.

Appendix (2) : the study questionnaire

Welcome,
Thank you for taking the time to answer this questionnaire, which is part of the preparation for a Master's thesis in Digital Marketing titled: "Measuring the Effectiveness of Social Media Campaigns for Nonprofit Organizations in Algeria – A Case Study of the Baraka Association."

This survey aims to understand the impact of Al-Baraka Association's digital campaigns on the audience following them on social media, in terms of awareness level, interaction, and behavioral influence.

All your answers will be used for research purposes only and will be treated with complete confidentiality. There are no right or wrong answers; what matters is your honest opinion.

Thank you for your cooperation and valuable contribution.
We thank you for your cooperation and valuable contribution.

Variable 1: Social media usage

Number	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I regularly follow the Baraka Association on one of the social media platforms.					
2	The platform I follow makes it easy to access campaign information.					
3	I see that the diversity of platforms used by the association is important to reach a wider audience.					
4	I follow the posts of the Baraka Association daily or almost daily.					
5	The more I use social media, the more I learn about the association's activities.					

6	The frequency of the association's posts helps me stay updated.					
7	I notice the association's campaigns every time I use social media.					
8	The regular repetition of the association's posts makes me more aware of its initiatives.					
9	I like the variety of content that the Al-Baraka Association publishes (photos, videos...).					
10	I prefer visual content (videos, photos) over text in the association's posts.					
11	I find that storytelling content (like beneficiary stories) is more impactful on me.					
12	I think that the quality of the publication designs reflects the professionalism of the association.					

Variable 2: The effectiveness of digital campaigns

Level of Awareness

Number	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I became aware of the dates of the campaigns or charity events through the association's accounts.					
2	I follow the campaign when I see it on social media more than through traditional means.					
3	I feel that social media helps convey the association's message more clearly.					

4	After following the association, I have come to know more about the beneficiaries of its services.					
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Interaction level

Number	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I like or comment on the association's posts from time to time.					
2	I interact more with emotional or impactful posts.					
3	I have previously sent a private message to the association or commented on its posts.					
4	I share the association's posts when I see they are worth sharing.					

Campaign impact

Number	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Some of the association's posts influenced my decision to donate or volunteer.					
2	Digital campaigns helped change my perspective on charity work.					
3	Social media made it easier for me to decide to contribute to the campaign.					
4	After following its activities, I actually began contributing to the association's financial and moral support.					

Personal informations:

Gender:

☐ male

☐ female

Age:

☐ 25 years old

☐ 25 to 34 years old

☐ 35 to 44 years old

☐ over 45 years old

Educational level :

☐ secondary level

☐ university (bachelor's degree)

☐ postgraduate studies (master's, PhD)

☐ other

Appendix (3): Reviewers list of the study interview

Name	Degree	University
Bouchareb nacer	Professor	Ferhat abbas Setif 1
Sebti aziz	Assistant professor (A)	Ferhat abbas Setif 1
Atawa mohamed	Associate professor (B)	Ferhat abbas Setif 1
Haichour sarah	Associate professor (B)	Ferhat abbas Setif 1

Appendix (4): Reviewers list of study questionnaire

Name	Degree	University
Bouchareb nacer	Professor	Ferhat abbas Setif 1
Sebti aziz	Assistant professor A	Ferhat abbas Setif 1
Anoune hanan	Associate professor B	Ferhat abbas Setif 1
Haichour sarah	Associate professor B	Ferhat abbas Setif 1
Zedioui abd rahim	Associate professor A	Ferhat abbas Setif 1

Appendix (5): Cronbach's alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
,897	27

Appendix (6) : Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	68	33.3	33.3	33.3
	female	136	66.7	66.7	100.0
	Total	204	100.0	100.0	

Appendix (7) : Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 25 yo	70	34.3	34.3	34.3
	25 to 34 yo	67	32.8	32.8	67.2
	35 to 44 yo	38	18.6	18.6	85.8
	over 45	29	14.2	14.2	100.0
	Total	204	100.0	100.0	

Appendix (8) : Educational level

Educational level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	secondary level	17	8.3	8.3	8.3
	university (bachelor's degree)	54	26.5	26.5	34.8
	postgraduate studies (master,PhD)	128	62.7	62.7	97.5
	other	5	2.5	2.5	100.0
	Total	204	100.0	100.0	

Appendix (9): ANOVA results of the regression to verify the model's validity for testing the research hypotheses.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4846,397	1	4846,397	260,185	,000 ^b
	Residual	3762,598	202	18,627		
	Total	8608,995	203			
a. Dependent Variable: X2						
b. Predictors: (Constant), X1						

Appendix (10): Results of the regression analysis for testing the first sub-hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,736 ^a	,541	,539	1,72989
a. Predictors: (Constant), X1				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	713,666	1	713,666	238,482	,000 ^b
	Residual	604,491	202	2,993		
	Total	1318,157	203			
a. Dependent Variable: X21						
b. Predictors: (Constant), X1						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,193	,954		1,250	,213
	X1	,310	,020	,736	15,443	,000
a. Dependent Variable: X21						

Appendix (11):Results of the regression analysis for testing thesecond sub-hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,543 ^a	,295	,292	2,33884
a. Predictors: (Constant), X1				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	462,655	1	462,655	84,578	,000 ^b
	Residual	1104,972	202	5,470		
	Total	1567,627	203			
a. Dependent Variable: X22						
b. Predictors: (Constant), X1						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,128	1,290		1,650	,101
	X1	,249	,027	,543	9,197	,000
a. Dependent Variable: X22						

Appendix (12): ANOVA results of the regression analysis for testing the third sub-hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,610 ^a	,372	,369	1,95384
a. Predictors: (Constant), X1				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	457,623	1	457,623	119,875	,000 ^b
	Residual	771,137	202	3,818		
	Total	1228,760	203			
a. Dependent Variable: X23						
b. Predictors: (Constant), X1						

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4,099	1,077		,000
	X1	,248	,023	,610	,000
a. Dependent Variable: X23					

Appendix (13): Results of regression analysis for testing the second main hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,750 ^a	,563	,561	4,31587
a. Predictors: (Constant), X1				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4846,397	1	4846,397	260,185	,000 ^b
	Residual	3762,598	202	18,627		
	Total	8608,995	203			
a. Dependent Variable: XXX						
b. Predictors: (Constant), X1						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,419	2,380		3,118	,002
	X1	,808	,050	,750	16,130	,000
a. Dependent Variable: XXX						

Appendix (14): Test the differences of the gender variable

ANOVA					
XX					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	660.199	1	660.199	4.870	.028
Within Groups	27384.390	202	135.566		
Total	28044.588	203			

Appendix (15): Test the differences of the age variable

ANOVA					
XX					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	335.330	3	111.777	.807	.491
Within Groups	27709.258	200	138.546		
Total	28044.588	203			

Appendix (16): Test the differences of the educational level variable

ANOVA					
XX					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1398.321	3	466.107	3.498	.017
Within Groups	26646.267	200	133.231		
Total	28044.588	203			

الملخص:

تهدف هذه الدراسة إلى قياس فعالية حملات وسائل التواصل الاجتماعي في المنظمات غير الربحية، من خلال دراسة حالة جمعية البركة بالجزائر. اعتمدت الدراسة المنهج الوصفي التحليلي باستخدام أدوات كمية ونوعية، من بينها استبيان موجه لمتابعي الجمعية ومقابلة مع فريق الإعلام. ارتكزت الدراسة على ثلاثة مؤشرات: مستوى الوعي، مستوى التفاعل، وأثر الحملة. تم تحليل البيانات باستخدام برنامج SPSS. أظهرت النتائج وجود أثر ذو دلالة إحصائية لاستخدام وسائل التواصل على فعالية الحملات الرقمية للجمعية. كما ظهرت فروق في آراء المستجوبين حسب السن والمستوى التعليمي. واختتمت الدراسة بتوصيات لتعزيز المحتوى القصصي وقياس التفاعل وتخطيط الحملات.

الكلمات المفتاحية: وسائل التواصل الاجتماعي، منظمات غير ربحية، الحملات الرقمية، فعالية الحملات الرقمية.

Abstract:

This study aims to measure the effectiveness of social media campaigns for nonprofit organizations in Algeria, through a case study of El Baraka Association. A descriptive-analytical approach was adopted, using both quantitative and qualitative tools, including a questionnaire for followers and an interview with the media team. The study focused on three indicators: level of awareness, level of interaction, and campaign impact. Data were analyzed using SPSS. The results showed a statistically significant effect of social media usage on the effectiveness of the association's digital campaigns. Differences were also observed based on age and education level. The study concludes with recommendations to enhance storytelling, engagement tracking, and campaign planning.

Key words: Social media, nonprofit organizations, digital campaigns, effectiveness of digital campaigns.