

The background of the slide features a complex financial chart. It includes a candlestick chart with white outlines on a dark blue background, overlaid with several white and dotted lines representing moving averages or trend lines. The overall aesthetic is professional and data-driven.

***The Influence of Twitter  
Activities on Repairing  
Image of Governmental  
Organizations during  
Train Crisis in Saudi  
Arabia***

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OUTLINES:



***Objectives.***

***Theoretical***

***Framework.***

***Methodology.***

***Findings.***

***Discussion.***

***Conclusion.***

## CONTEXT



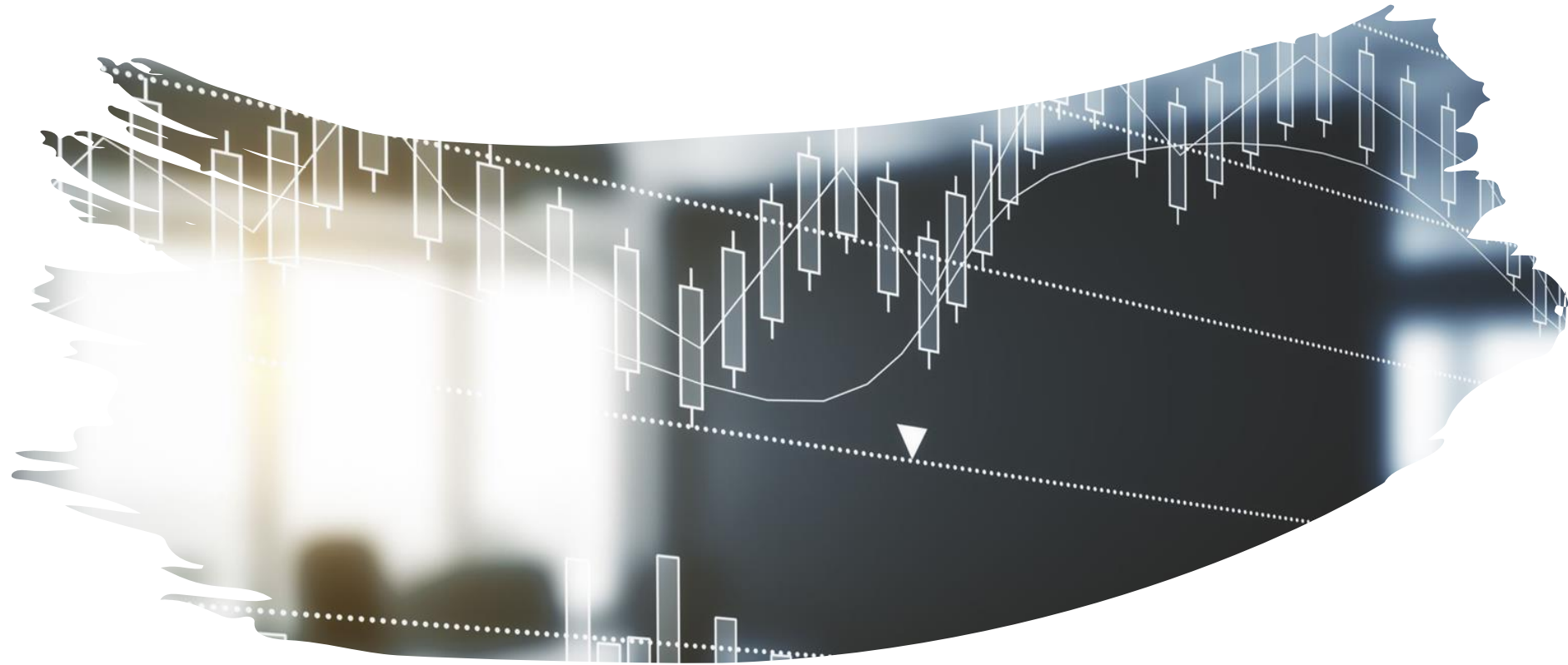
*September 25, 2018AD. It was established by the Saudi Railways ministry of transportation.*

*The Al-Haramain Railway is an electric railway that connects Makkah and Madinah, it passes through Jeddah Governorate and King Abdulaziz Economic City, at a cost of 63 billion Saudi riyals, and*

*On September 30, 2019, there was a fire at the train station, which resulted in the injury of 11 people. This fire affected the citizens in a state of frustration.*

## ***Objective:***

- The paper aims to know the role of Twitter in managing the crisis of the train station fire, especially in the governmental crisis.



## METHODOLOGY

- ***Mixed Methods:***  
***interviews***  
***Questionnaire***

# *Theoretical Framework*

- Situational crisis communication theory.
- Image Repair theory

# *Findings*

- The Ministry of transportation only used Twitter to suppress the anger and the frustration of citizens and did not use any of traditional media except the interview with the head of the execution company via tv channel.
- The Ministry of transportation used several strategies to respond to the crisis first: a scapegoat: when officials blame a person or group of individuals outside the organization for the crisis. This strategy was adopted by the ministry, as it stated that it will reveal the true causes of the fire and will not tolerate punishment and holding those responsible accountable if it proves that it is caused by a failure to build the station or a failure in the safety systems.
- Another strategy it adopted was under-justifying the crisis and not to overreact. The ministry of transportation responded regularly, but did not provide details, until the end of investigations to not harm people before the truth is proven.
- As for the third strategy ,it was minimizing the damage caused. They stated that they would operate the station within a month because the fire only damaged the station, not the train itself and the company kept its promise.
- Those three strategies they adopted and published through their Twitter account achieved the credibility of the Ministry of transportation among the citizens and all of it returned positively to the Ministry's image

# *Conclusion*

- The results proved that there is a correlation between the management of Ministry of transportation for the crisis and the employment of Twitter professionally to manage the crisis.
- Twitter was a mediator to solve the crisis and improve the image.
- The confidence that ministry of transportation has achieved through its tweets on the Twitter platform has formed a positive image of the ministry.