

International Conference on Communication, Management and Information Technology (ICCMIT 2015)

Preparing effective strategy to apply social networks in Saudi Electricity Company

Nawaf Bendar Bin Humaid^a

^a Information Science Department- king Abdul Aziz University Jeddah- Kingdom of Saudi Arabia

* Corresponding author. Tel.: +0-000-000-0000 ; fax: +0-000-000-0000 .
E-mail address: nawaf.benhumaid@gmail.com

Abstract

The appearance of social networks supported a historical spread of transferring media into new places, also giving its users a great opportunity to effect and move across borders without control unless in relatively specific way. These papers define strategy of applying social networks, its work, its content, and the way of adopting strategies of networks depending on the definition of social networks, it's presented services and its types that in Saudi Electricity Company. We are suggested in this research number of fields that reviewed in discussions about future activities and network works as the Electricity Regulatory Commission taken into consideration of preparing this strategy, reorganizing communication styles, sharing information in the personal, professional and social level. Those invented services and varied programs become a driver to new shapes of cooperation, Social Continuity and moral expression.

Key Words: Social networks- strategic work- social network.

1- Introduction:

Social network works on providing training opportunity for Electricity Regulatory Commission in KSA and the Arab world, including wide training programs that opening for all members. Also it is working on helping regulatory agencies that needed special training programs, and on finding needed programs. Strategy of Saudi Electricity Company focuses on description of the general direction of organization from directions toward growth, management ways for varied activities and products lines, and how to achieve balance in its investment portfolio and its products. This strategy of the company reflects decisions models related to type of activity that the company has to execute, financial or non-financial resources from and to departments, relations between company and groups having benefits, enters that organization can used to increase the revenue on investment. The company takes one of those three shapes:

1- Stability strategy or what so-called sometimes limited growth strategy, which is the best alternative strategy for the successful organization that working in stability industry relatively and in undistributed external environment. According to this strategy, the company seeks for continuity of its current followed methods and ways through concentrate on what is presented for the purpose of supporting its competitive environment.

2- Growth strategy is the strategy that adopts the growth through increasing sales and profits or only market shares, if the growth is the expected result in increasing company's value.

3- Reduction or Contraction strategy is the strategy that organizations adopt when the performance and business units become lower, it has to follow the Contraction strategy that compliance with organizations' actual lower performance.

Social networks aim to achieve many advantages in Saudi Electricity Company represented in the following points:

- 1- Design and apply fair and transparency regulations, policies and procedures to reach the entire services and sustaining development in electricity sector.
- 2- Exchange views and experiences related to organize electricity sector.
- 3- Arrange for achieving harmony among organizational practices in areas through exchange information, seeking for its union, and working based on closely situations in those practices.
- 4- Provide models for right, transparency and harmony systems, policies and procedures aiming to encourage development and updating for networks and services of Saudi Electricity Company in affective and suitable way for ensuring submittal such services to beneficiaries in the most suitable cost and the highest level of quality.
- 5- Seek for coordinating between situations of network's members to adopt united opinion in local bodies in Saudi areas that in limited of charged duties and tasks in network.
- 6- Contribute in find investment climate in attracting investors through applying transparency, harmony and convenient regulations, policies and procedures, and cooperating with competent, national and local institutes that encouraging investment to attracting investors to that region.

2- Social network:

"Social network" means a group of websites on World Wide Web that allows to communicate between individuals in hypothetical community environment, in which they are gathering in concerning and belonging to country, school or special category, in an international system for transferring information. "Social network" is known by "a group of websites on the internet that appeared with web 2 that allowing communicate between individuals in hypothetical community environment, in which they are gathering in joint concerning or semi- affiliation (country-school-university-company etc.), communication between them done through messages or viewing on profiles, knowing their news and showed information. This is an effective way to communicate socially between individuals whether they are friends we know them really or we know them from hypothetical community" this is modern organization that change style of life from style, managing and practice"

Services presented by social networks:

Services presented by social networks are the services established and programmed by senior companies for gathering users and friends, sharing activities and concerns, looking for making friends, looking for concerns and activities of others, also the other services that social networks presented are the following:

- 1- almost social networks that found currently are consist of websites presented services for users such as chats, private messages, email, video, blog, sharing files and other services. It explained that those social networks made much changing in how to communicate and sharing between people and communities and exchanging knowledge.
- 2- profiles and websites: are files, in which person can write his/her basis data such as name, age, date of birth, country, concerns and profile picture, this profile are considered the gate to reach the person's world.
- 3- Friends and relations: are the services that enable person to communicate with really known friends or who sharing him the same concern in hypothetical community. Person's relation expands not only with friends but also these social networks provide an opportunity to know friends' friends after two parties' acceptance.

Download English Version:

<https://daneshyari.com/en/article/484515>

Download Persian Version:

<https://daneshyari.com/article/484515>

[Daneshyari.com](https://daneshyari.com)