# Social Media and Its Influence on the Public Administration and Communication: An Analysis of Facebook Page Activities of Ernakulum Collector during COVID 19 Pandemic.

## [1]Anuja Das P.M ,[2] S.Dinesh Babu

[1]Ms. Anuja Das P.M, M Phil Scholar, Department of Visual Media & Communication,Amrita School of Arts and Sciences (ASAS)Kochi, India.
[2]Dr. S. Dinesh Babu, Assistant Professor (Sr.Gr.) and Head, Department of Visual Media &Communication,  Amrita School of Art and Sciences (ASAS)  Kochi, India.

## Abstract

This paper is an attempt to understand the influence of social media on public administration with special reference to the COVID 19 the pandemic situation.  The role of social media has become an indispensable part of our daily life. It enables one to interact, communicate and collaborate with others new media through a single platform. The E- governance method which adopted by the Public Administration nowadays makes the administration activities more transparent and social media fuels it. This research paper addressesthe significance of facebook, the second largest social media platform in India with 320 million users as of February 2021 (Statista.com, 2021). In this paper analyse the data onthe official Facebook Page of District Collector, Ernakulamas communication tool during COVID 19.
**Key Word:** Public Administration, Social Media, Facebook, Pandemic Situation, COVID 19

## Introduction

The role of social media becomes an indispensable part of our daily life. It is considered as one of the best means to get update on an event or incident. The introductions of social media platforms such as Facebook, Twitter, WhatsApp and Instagram have changed the ways of societal interaction locally, nationally and internationally. It helps one to interact, communicate and work together andcollaborate with different sites through asingle platform. When Public Administration engageswith social media, it leads to remarkable changesin human life.

## Social Media

Social media is a collective term for websites and applications which focus on communication, community-based input, interaction, content-sharing and collaboration. (TechTarget, 2020) It is designed in such a way that one can share ideas, thoughts, and information through the structure of virtual networks and communities very rapidly, efficiently and immediately.

Social media in its current form began its development in the 1980s, under the forms of bulletin board system (BBS), UseNet and Internet relay chat. These services, while not referred to as social media, are considered as their modern form precursors. The social media what we callnow actually started to appear in 1910's. One of the first sites that came out in 1995 was eBay. In term web log coined by Jorn Barger in1997and by Peter Merhols shorted it as blog. However, with the arrival of Live Journal and blogger.com services in 1999 made the blogs famous.

The first know attempt in this arena was a social media website called Six Degrees which was based on the 'six degrees of separation' theory and lasted from 1997 to 2001. It is interesting to note that by the year 2000 around 100 million people had access to the internet and it became quite common for people to be engaged socially online. My Space which began in the early 2000 could be called the first original social media profile website.

### E-Government

In 2006, the National e-Governance Plan (NeGP) was formulated by the Department of Electronics and Information Technology and Department of Administrative Reforms and Public Grievances (cleartax.in 2021). The main goal was to make all government services accessible to the common man guaranteeing efficiency, transparency and dependability of government services. The social media communication channel of E-Government aims at three broad areas- Government to Citizen, Citizen to Government and Citizen to Citizen. To utilize these communication channels and utilize the qualities of social media tools Governments across the world using social media sites. This helps the government to make a good relationship with public by making the communication process more effortless, quick and transparent.

### Public Administration

Public administration consists of all those operations having for their purpose- the fulfillment or enforcement of public policy (According to L D White). Public Administration particularly handles planning, organizing, directing, coordinating, and controlling of government operations (Britanic.com). Currently the goal of Public Administration has increased to the welfare of the citizens through applying new media tool of communication technology. Public administration is a field in which leaders serve communities to advance the common good and effect positive change. For the same, Public Administration professionals are also well equipped with social media managing Skills.

### Social Media and Public Administration

The sharing facility of social networking sites over the same platform and to other sites helps the opinion leaders, citizen journalist and also each member of the society to act as a medium of communication process. In short, easy access to anyone to Internet helps governments rebuild the relationship with their citizens and increases the level of citizens' engagement and participation in government activities. Active social media population in the world has reached 4.2 billon by the first quarter of 2021. It is the 49 percentage of our total population. (Statista.com, 2021) However Number of social media users in India in 2021 is about 448.0 million as on January 2021 and hike in one year is about 78 million. These figure shows 32.3% total populations in India are using social media. (datareport.com, 2021). Notable point is that the major share of social media users is lied on 30 to 60 age group and second is 20 to 29 (sannams.com, 2020) It means the adult parentage is very higher in social media who are the major stakeholders of a government activities as a citizen part.

In social media platforms Facebookplays a major role. Launched in 2004 by Mark Zuckerberg and his Harvard classmates Eduardo Saverin, Dustin Moskovitz, and Chris Hughes and headquartered at Menlo Park, California, it is the world's largest social media network with 2.8 billon monthly active users (Statista, 2021). At first Face bookwas designed as a networking tool for Harvard students, but it quickly multiplied to other schools and was finally opened to thepublic in 2006. As per latest statistics, India is the leading country in Face book usage with 320 million users (Statista, 2021).

In the wake COVID 19, Public Administration of Ernakulam district, very effectively used social media networks especially the facebook i.e.;facebook accounts of District Collector, Information office, Police Administration, Health department. As a Public Administration professional and head of thedistrict administration, analysis of collector's page gives a clear picture of how social media is used as a tool of administration processin the wake of pandemic. Response to the District collector's pageindicates that there is a good level of engagement by the public. It also added that a good number of citizens go online to obtain information about government and its activities. it helps the

Public Administration to make the communication process smooth and unforced.

The study titled 'E-government services and social media adoption: Experience of small local governments in Nebraska State', Gao& Lee (2017) analyse the social media as a new tool for harmonize e-government services with public administration. The study found the types of e-government services and social media tools which fit one another. Here, the researchers through survey and opinion poll data collection methods identified the different types of e-government services and social media adopt by local government. This study also tries to understand how these local governments use social media. The study on local level institutions can reflect national characteristic.

As social media has become an easily available podium to anyone with Internet access, it helps government to restore the relationship with its citizens. The study undertakes by Khasawneh& Abu-Shanab (2013) attempt to understand the engagement of public in government's social media platform. In order to accomplish the objective of their paper, researchershave undergone a case study of the Jordan e-government page on Facebook. Through several page references, it indicates that there is a good level of engagement by citizens, where they interact with the posts on Facebook page through making a like, comment, share, answering a question etc… It is also found that frequent users of these pages are of men between the age group of 25and 34.

The study of Margo in 2012,analyse the literature reviews in the areas of social media, social networking and how it is used in public sector. It mainly observes the literature contents such as the evolution of social media, case studies in the literature, and the advancement of social media, news policies and strategies in social media and social media use by government sector in disaster management. It also observed that there is lack of proper goal by public government sector to utilize the social media for public administration. The study also identified some significant changes needed in government culture as well as philosophy of control.

The study titled, 'Review Managing a health crisis on Facebook: How theyrespond to strategies of apology, sympathy, and information influence public relations', tries to understand the influence of crisis response strategies communicatedthrough Facebook page of Hospital. (Distaso,et al., 2015). Study takes place with the help of an online survey among a group of Internet users. The major findings are: Facebook page has credible among the public and stakeholders. Also found sympathetic posts in health crisis situation and suggested to avoid them on the assumption that they may damage and adversely affect the image of the hospital.

This research addresses the **research gap** by exploring the relationship between social media effectiveness in public administration during the crisis situation. Review of other research works express the transformation of traditional tools of public administration and government activities to e-government and new media tools. But itidentifies gapbetween the early studies and the current one due to the lack of research in the area of public administration using social media in crisis situation. The technical advancement that could reflect on the social media also is not explored well. And to bridge this gap researcher takes the pandemic situation COVID 19, which is the one of the most alarming and challenging situation for any public administration across the world. Through using Facebook page's video feeds and live streaming as a study sample technical expansion in social media can also be covered suitably.

## 3 Theoretical Frame Work & Methodologies

### Theoretical Frame Work

Here the research uses the Elaboration **Likelihood Model (ELM)** to make a theoretical back to the study. ELM got established in 1980's. It discussed how people choose to manage the information

they received.   Elaboration refers to how much effort audience take to process and evaluate a message, remember it, and then accept or reject it.ELM has two path persuasions: one is Central path and the other one is Peripheral path. Central path is when person persuaded by the content of the message and Peripheral path when person persuaded by something other than content.

The study 'influence of Social Media in Public Administration' can be discussed and proved using this theory. Public Administration is using Social Media to work effectively in this COVID19 pandemic situation. Special reference to Facebook Page of district collector, Ernakulam, where Public Opinion and awareness are most important affairs, how they received COVID 19related information, persuade through it and established in life. This theory refers to public persuaded by two routes; central and peripheral. Whenthe researcher evaluatesthe COVID 19 related communication, the updates which are directly takeover by the Collector is Central Path whereas the creative challenge completions and video campaigns come under the peripheral path. Campaign, story narration, cinematic elements, completion rewards, entertainment and engagement are persuading the audience in peripheral path. However it may be through central or peripheral path, the goal of communication strategies of Public Administration to establish a good communication with public and establish a good relationship. Facebook page of Ernakulamcollector is triumphant in persuading the public in bothways through its content and strategies.

## Methodology

### Research Design

The study is based on the descriptive research using content analysis method. This design provides an absolute and comprehensive elucidation of the event under the study. The research method and data collection is designed in a way that it helps to fulfill the significance of the study.

### Data Source and Sample size

For the content analysis, here the researcher uses one year data of Face Book page maintained by the District Collector,Ernakulam.  In this research paper only secondary data is carried outie; data in the form of videos related to COVID 19 which had been uploaded during January 31st to December 31st in Collector's Face Book page.

### Scope and Significance of the Study

This study helps to understand the influence of social media in Public Opinion formation. Also create insight on the reasons of the popularity of the Facebook page of collector among public and how this helps the society and public administration in a pandemic situation like COVID 19.

### Objectives of the study are,

•To understand the effectiveness of new media in public administration.

•To analyse how district administration functions successfully in a pandemic situation.

•To study how official face book page be used as a tool of opinion formation.

•To evaluate the credibility of social media in public administration

•To understand social media as a tool of public relation in public administration

### Hypotheses

H1- official face book page of Collector Ernakulam influence the public administration in this

COVID 19 situation

H0- official face book page of Collector Ernakulam hasn't influenced the public administration in this COVID 19 situation

## 4 Data Analysis

### Official Facebook Page

Official Facebook page of Ernakulam District Administration is headed by the District Collector S. Suhas IAS. This Facebook page has 4,16,000 followers with the review rating 4.7 out of 5. The analysis through Descriptive Research onErnakulam Collectors Facebook page activities during COVID 19 form Jan 2020 to Dec 2020 give an exhaustive view in the communication process of public administration. Also got a meticulous view of how a district administration can work during any crisis situation.

### COIVD videos

Table 1 show the number of data in the form of videos which were posted every month on Collector's Facebook page. From the analysis, it is clear that from the date of first COVID case reported in Kerala ie;from 31$^{st}$ January 2020 to 31$^{st}$ December 2020, major share of Facebook postswere devoted to COVID 19. For this study, the total numbers of videos per month were compared with the number of videosrelated to the COVID19. Of the total 258 video posted during the period, 217were related to COVID 19. So it is understood that about 84.10% COVID 19 videos were thereon the Collector's page during 2020.

### Alarming Situations

Month of Monsoon, Panic of Buraive Cyclone and the Local Body Election were some of the major administration concerns of the year 2020. And this also might have infused COVID 19 rescue process. Ernakulam District Administration in a magnificent way used the awareness campaigns, updates and instructions on Facebook.Table two indicates that 19 videos including 8 live videos were uploaded for these issues of concern.

### Major COVID related contents

The major contents which informed and instructed through Facebook video post are, Care for Old age people & Reverse Quarantine, FLTC, CLTC Facilities, Travel Protocols Awareness Campaigns in Ernakulam District, Collectors Communication with different stake holders & patients, Doctor on Live Programme, Rain and Local Body Election updates in the wake of COVID 19, COVID 19 updates, I & PRD Awareness programmes, Government Announcement, Information's on Medical College & Medical Facilities Migrant Labours Camp Crisis.

### Demo & Training Videos

Demo videos were working as the main communication strategy of Public Administration. It was a good method of communicatinginstructions. FLTC, SLTC, WISK, Protocol to taxi drivers, Training Videos for the Aircrew members by Medical college team were the key training session by Ernakulam district Public Administration. First Line Treatment Center (FLTC) and Second Line Treatment Center (SLTC) demo videos were organized in a way to create awarenesson working pattern of both the center andhow to handle a COVID positive case. A mock drill was also organized for the health workers and local body members regarding receiving the details of a COIVD positive person. WISK (Walk In Sample Collection Kiosk) demo video demonstrated the working pattern of Kiosk with safe for of both the health work and people.. Taxi drivers training session gave them awareness on how to be safe during the travel with NRI's arriving as part

ofSamudhraSathu, Suubhayathra, Vandebharathmissions. Training was provided by Medical College to the Aircrew to make them well equipped in direct interaction with theNRI's arriving onVandheBarath Mission. All this training sessionshad been uploaded toFacebook to give assurance to the public of COVID rescue process by the government and District Administration.

### Information on New Implementation

Through this Facebook page public got awareness of new implementations in medical filed. It contained information regarding facilities atErnakulm Medical College which was converted toa COVID Hospital, the amount spent by the government on the medicalcollege etc. Information regarding theWISK (Walk In to the Sample Collection Kiosk), was an innovation by the Ernakulam Medical college team. Ernakulam medical college also received nursing support by Bot-Robot KARMIC. These kinds of videos established trust in public administration process. It ensures a transparent relation between government and its citizens.

### COVID Updates

The most shared, liked, viewed and commented videoswere related to COIVD 19 updates. Key highlight of these videos was that they were live. This acceptance itself explains the popularity ofErnakulam Collector amongst the community. Number of COVID cases, COVID recovery rate, containment zones, quarantine, clusters, new protocols, community kitchen, Arrival of antigen test, PCR test, process of FLTC, SLTC and new centers, reverse quarantine, travel protocols, information about government plans etc were informed to the public in a time bound manner.. Like this all kinds of COVIDrelated instructionswereinformedthrough video and live sessions. This was considered as the most effective communication tool, were proper information are passed and Public takethis as the most authentic source. Researches find that it established a transparency in administrative activities.

### Awareness Campaigns

Most viewed videos were of awareness campaigns. Some campaigns were organized by district information; some were by I&PRD, Health Department, ErnakulamMedical College, AD and Film industry in association with publicinterest groups. The main aims of all these campaigns were to make people aware of the different stages of break the chain initiative. Each stage was focused on different matters of concern like SMS acronym (soap, sanitizer, social distance), mask, waste management, importance of quarantine, safe at home, do not spit, my health is my responsibility etc…And these videos were enormously creative that easily infused among public. This was a big success of Public Administration in the communication process.

Other than these videos Public Administration Department organized competitionsforpublic to make creative campaigns. However it established the awareness among the public and also helped them to be engaged during lock down period. Exclusive competitions for school students and kids were also arranged by the department. This kind of process strengthened the healthy relationship between the public and the administration and also built up mutual understanding.

### Public Engagements

Instead of Awareness Campaigns Ernakulam District Administration organized competitionsfor public to make creative campaigns. However it established the awareness among the public and also helped them to be engaged during the lock down period. Exclusive competitions for school students and kids were also arranged by the department. This kind of Public Relations activities strengthened the healthy relationship between the public and theadministration and also built up a mutual understanding. Thus it was considered as an important Public Relations Strategy.

### Doctor On Live

'Doctor on live' was a notable success of Public Administration where people got a chance to clarify their doubts regarding COVID 19 the pandemic. From 24th March 2020 in 8 episodes; this significant programmewent live through Ernakulam Collectors face book page. This was known as timely action by the administration and management wing, which impacted very positively and was a long term achievement. It established trust in the Public Administration.

### Reverse Quarantine

First Line treatment Center, Second Line Treatment Center and Reverse Quarantine were also startedfirst inErnakulam district in Kerala. Reveres quarantine is the process of separating the infected people from the rest. This step was taken by the Public Administration after community spread. Apart from reveres quarantine special care and policies were created for old age people. News on these decisions disseminated through Facebook videos also clarifies the need and process. This helpedthe Public Administration to win the confidence of the public.

### Labours Camp Issues

During this pandemic situation district administration also faced a crisis in the form of fake news in Labour camps. Around 92,930 migrant workers werethere in the district in 2020. However the district administration was able to manage the situation successfully. To solve their issues, videos in their local language, videos by their film stars, direct visits by district collector and policepersonnel were some of the successful strategies adopted by the district administration. All the video were also uploaded onthe Facebook page of the Ernakulam Collector to give transparency to theadministrative activities.

### Interaction with Public Interest group and Patients

This is a vital communication strategy to ensure public participation in administration process. This will build trust and mutual understanding between the public and the authority. Collector through Facebook live arranged communication with techies, doctors (public and private sector) health workers, local body members and Asha works regarding COVID management system, protocols and process. Also with the Facebook communication tool collector arranged an intraction with people who were in quarantine. Online Adalath was another initiative by collector to solve the disputes intensified during the lock down.

### Support the Team

Health workers worked hardto overcome the pandemic situation and thanking videos from native and foreign patients who got care in Ernakulam Medical college were a sound support to the entire team. These video contents were promoted through Collector's Face book page. That created a trust inErnakulam medical team and as well as the district administration.

#### Table 1: Month wise number of Video Uploaded

| Sl. No | Month | Total Video | COVID Video |
|---|---|---|---|
| 1 | January | 1 | 0 |
| 2 | February | 23 | 19 |
| 3 | Marh | 37 | 28 |
| 4 | April | 31 | 31 |
| 5 | Amy | 33 | 31 |
| 6 | June | 19 | 15 |

| 7 | July | 32 | 32 |
|---|---|---|---|
| 8 | August | 25 | 28 |
| 9 | September | 15 | 14 |
| 10 | October | 16 | 7 |
| 11 | November | 7 | 2 |
| 12 | December | 19 | 10 |
| | | 258 | 217 |

**Table 2: Major Video Content Post in Ernakulam Collectors Facebook Page**

| | Total No of Videos | Live | | Like | Comment | Share | View | Time |
|---|---|---|---|---|---|---|---|---|
| **Care for Old age people & Reverse Quarantine** | 2 | | **Total** | 1526 | 44 | 267 | 52 | 1.97 |
| | | | **Average** | 763 | 22 | 133.5 | 26 | 0.985 |
| **FLTC, CLTC Facilities** | 8 | 2 | **Total** | 19475 | 1205 | 2685 | 429700 | 46.64 |
| | | | **Average** | 2434.38 | 150.63 | 335.625 | 53715.5 | 5.83 |
| **Travel Protocols** | 16 | | **Total** | 21429 | 629 | 4948 | 338700 | 40.91 |
| | | | **Average** | 1339.31 | 39.31 | 309.25 | 21168.75 | 2.56 |
| **Awareness Campaigns in Ernakulam District** | 27 | | **Total** | 45586 | 2394 | 15060 | 705026 | 120.2 |
| | | | **Average** | 1688.37 | 88.67 | 557.78 | 26112.07 | 4.45 |
| **Collectors Communication with different stake holders & patients** | 8 | 4 | **Total** | 10408 | 1177 | 253700 | 608 | 187.17 |
| | | | **Average** | 1301 | 147.125 | 31712.5 | 76 | 23.40 |
| **Doctor on Live Programme** | 8 | 8 | **Total** | 7532 | | 287000 | | 248.11 |
| | | | **Average** | 941.5 | | 35875 | | 31.01 |
| **Rain and Local Body Election updates in the wake of COVID 19** | 19 | 8 | **Total** | 45128 | 814 | 887600 | 3302 | 125.15 |
| | | | **Average** | 2375.16 | 42.84 | 46715.79 | 173.79 | 6.59 |
| **COVID 19 updates** | 54 | 8 | **Total** | 104897 | 2262 | 1954648 | 407286 | 610.13 |
| | | | **Average** | 1942.54 | 41.89 | 36197.19 | 7542.33 | 11.30 |
| **I & PRD Awareness programmes** | 14 | | **Total** | 26390 | 763 | 11927 | 680000 | 39.44 |
| | | | **Average** | 1885 | 54.5 | 851.93 | 48571.43 | 2.82 |
| **Government** | 13 | | **Total** | 107340 | 1525 | 80665 | 930852 | 28.77 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Announcement** | | | **Average** | **8256.92** | **117.31** | **6205** | **71604** | **2.21** |
| **Information's on Medical College & Medical Facilities** | **25** | **1** | **Total** | **71652** | **2556** | **11632** | **1170214** | **207.9** |
| | | | **Average** | **2866.08** | **102.24** | **465.28** | **46808.56** | **8.32** |
| **Migrant Labours Camp Crisis** | **9** | **1** | **Total** | **25802** | **1120** | **28832** | **211000** | **44.89** |
| | | | **Average** | **2866.89** | **124.44** | **3203.56** | **4.99** | |

Researcher could find out the above mentioned activities are the major Video post in collector's Facebook page. This actives when directly communicate with people it established a good relationshipbetween Public and Public Administration department. Facebook like Social media helped the government to communicate directly with its citizen.

**Discussion**

Social networking sites have become an effective tool for communication during the crisis. The above data analysis shows that District Administration of Ernakulam has utilized Facebook effectively during COVID 19 crisis for information dissemination to the public. Department can communicate directly without depending on established media outlets by utilising the Facebook page. From the research findings, it is clear the different communication strategies of the Public Administration Department during COVID 19 that are published through Collector's Facebook Page. The major video posts on COVID 19 were COVID Updates, new policies of the government and plan of COVID 19 situation, campaigns by stakeholders, interactions with public interest groups and opinion leaders, interaction with COVID patients, demo videos on new implementations, information about Ernakulam Medical college and other new facilities in the medical field, FLTC and SLTC information, Reverse Quarantine, Platform for I&PRD information, and engaging public during lock down period.

Study found that these videos make people aware of the situation and answering their queries during the lockdown and post lock down. As the Facebook page of Ernakulam District Collector is followed by about 400000 public, it is easy to disseminate information to get good reach to the public. Around 258 video were uploaded on the Collector's Face book page during 31st Jan and 31st December 2020 and almost 217 video were related to COVID 19. The like, share and view of these videos shows how much people reliable on its contents. Number of the comments and its contents also show people interaction and participation in government actives. It elaborates the healthy relationship the government and the citizens. So we can say that Social media has now became a good tool of democracy.

The Public administration department has taken efforts to reach out to the public every day with COVID 19 updates and two posts per day on an average on the Face book page substantiates it. The findings also prove though the comment on video that were posts in Collector's Facebook page, that his official pages are most popular format of communication. It indicates that live videos of the District Collector on the Face book page have received most comments, view and likes from the public. In addition to popularity of COVID 19 campaign by Public Administration Department & Public Relations Department, live video of the programme 'Doctor on Live' was also an appreciated communication tool. The study indicates that the communication strategy adopted by the department had occupied the public with COVID 19 updates. The nature of comments clears that all communication strategies adopted were efficient and timely.

The data used in this reach indicates that the communication method used by the Public Administration department has given a clear picture to the citizen about the functioning of the department and also what is the COVID 19 and cluster management system established by department and other steps taken by the department and government for the wellbeing of the public.

The likes, views, share and comments show that the social media usage of the District Collector has played a major role in increasing the popularity of the Public Administration Department in Ernakulam District.

The research shows that the social media influence the Public Administration. The Communications and Campaigns adopted by the Ernakulam District **Administration** were successful in communicating with the public during COVID 19 pandemic and made them aware of the situation. Thus the researcher proves that the official face book page of Ernakulam District Collector has influenced the Public Administration (or public?) in the COVID 19 situation.

**Limitation of the study:**
This study has made only a preliminary understanding of the nature of the Public Administration of Ernakulam district during the COVID 19 pandemic period. The finding of the research is based on the activities through only the video post of Collectors Facebook page which is characterized by the message dissemination and discussion format. Firstly it does not use his other posts on Facebook page. Second, the study has not reflected their strategies on other social media tools like District website, district information officer's Face book page, District Information Office Website, PRD new live web portal etc.

**Recommendation**
Research (or researcher?) has also taken this platform to propose some tools that immensely support E-Governance in Public Administration process with new technology. Even though District Information Officers and District Collector,Ernakulam have their Facebook pages to disseminate information, still there is a space for a 'News Based Facebook' page of Public Relations Department of Ernakulam District. It would get enormous acceptance by the public in Ernakulam District as well as the citizens of Kerala who want to know the Ernakulam News**.**

As Social Media is an integral part of today's society and a powerful tool which carries massive benefits but the appropriateness depends on its usage so authorities must focus on the professionalism in the Social Media.

Develop norms that establish the fair use of Social Media in public administration process \; which creates a mutual responsibility that public and public administrator to maintain.

**Conclusion**

It was a great opportunity for the researcher to explore new areas of knowledge through this paper. Researcher has given a framework and application of Social Media and its influence on the public opinion formation which helps the Public Administration process. Pandemic situations are major challenge for any District Administration.  Here the role of Face book, the most accepted and reachable Social Media Network in the world.  The study proved that 'Facebook' page of Ernakulam district Collector was considered as one of the most reliable source of information among the public during the COVID 19 waves.  Also it makes clear that a new trend has emerged among the public that they feel official social media network handled by the government is more authentic and credible than any other media.  The number of Views, likes and shares of Facebook page of Ernakulam District Collector throws light into it. In the pandemic situation where the people had to adhere to several protocols, instructions and questions regarding 'lock down', 'unlock stage' District Collector's Facebook page provides all kinds of remedy for the same. Public Administration well established the Communication Strategies with the help of Collector's Facebook Page. In short, Social Media becomes an invaluable tool for government in the Public Opinion formation process.

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