

The Contribution of Facebook Advertising in Enhancing the Social Responsibility of Economic Service Organizations

The case of Ooredoo Algeria During the Period 2020-2023

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Received : 10.12.2024

Accepted: 27.12.2024

Published : 01.01.2025

Abstract : This scientific article aims to identify the contribution of Facebook advertising in enhancing the social responsibility of economic service organizations in Algeria, and the case of Ooredoo Algeria was referred to as an example, we relied on the descriptive and analytical approach in this research and reached many results, most importantly: the combination of social responsibility and Facebook advertising helped Ooredoo Algeria to improve its image during 2023 compared to 2020 as a brand that cares for the interest of society, which enhanced trust and credibility with its target audience, we also included a set of recommendations, most importantly the continuation of Ooredoo Algeria's.

Keywords : Advertising, Facebook, Social Responsibility, Ooredoo Algeria.

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1.Introduction

In light of the rapid changes taking place in social media, Facebook has become a powerful tool that affects all aspects of daily life including the commercial sector, economic institutions have sought to exploit these electronic platforms not only to promote their products and services, but also to enhance their social responsibility, a concept that focuses on the commitment of organizations to apply practices aimed at serving society and protecting the environment, using digital advertising campaigns, these economic institutions were able to reach a wide audience and interact with their activities, making these means an effective tool to interact with community issues.

1.1 Problem Statement

There have been many studies and researches in the context of advertising and social responsibility, but in this article we will focus our efforts on the theoretical link between the two variables, hence the following research question : **How does Facebook advertising contribute to enhancing the social responsibility of economic service organizations, including Ooredoo Algeria?**

1.2 Sub-questions

- What is Facebook advertising based on?
- Is the practice of social responsibility activities necessary for economic service organizations?
- How has Ooredoo Algeria succeeded in promoting its social responsibility through Facebook?

1.3 Research hypotheses

- Facebook advertising focuses on the promotion of goods and services, including promotional offers, which is a strong element to obtain interaction with the Algerian public without considering other promotional elements that promote CSR.
- CSR is not necessary, especially in the service sector in Algeria.
- Ooredoo Algeria has succeeded in promoting its social responsibility on Facebook by focusing on its philanthropic responsibility.

1.4 Research Objectives

The research aims to:

- Highlight the role of Facebook advertising in Algeria.
- The contribution of Facebook in promoting the social responsibility of economic service organizations in Algeria.
- The need to use advertising to highlight the role of social responsibility of economic service organizations in Algeria.

1.5 Importance of the research

Due to the focus of economic service organizations in Algeria on social networking sites and their use of Facebook, advertising through this site has become a new way to reach the masses due to their greater focus on the sites compared to traditional means, which helps to improve their social strategies and increase the trust of their target audience.

1.6 Research Methodology

In order to answer the main question and sub-questions, we adopted the descriptive-analytical approach to describe and analyze the various dimensions of the topic as an economic and marketing phenomenon related to advertising, Facebook and the social responsibility of service economic enterprises in Algeria.

1.7 Previous Research

The following is a review of the most important existing research related to the research topic :

1/RADOSLAV BALTEZAREVIĆ, IVANA BALTEZAREVIĆ (2020): The Role of Social Media in Corporate Social Responsibility - Fashion Industry Confronting the Challenges of the Modern Age, Media Dialogues-MedijskiDialozi, , N 35, vol 13, Serbia: This article aims to explore the impact of CSR in the fashion industry on improving the organizations ' position in the market, enhancing their image by using social media to interact with customers and increasing awareness of their charitable activities, enhancing trust and reputation and influencing employee and community satisfaction, the research concludes that social media has become a vital tool in promoting CSR in the fashion industry, helping them to improve their public image and increase their interaction with the community and customers.

2/FanniSzalczgruber (2022):CSR communication in social media- The effectiveness of influencers‘ and companies’ posts, Prosperitas Journal, 9(3), Budapest Business School University,Hungary

https://doi.org/10.31570/prosp_2022_0029 visited (14/11/2024): This article aimed to find out whether it is more effective for organizations to communicate about their CSR efforts via their own Instagram accounts or through influencers, and used purchase intention as an indicator of effectiveness, focusing on Hungarian social media users. The results showed that participants in group interviews perceived organizations as more credible, however there was no significant difference in attitudes towards the brand, and participants did not show clear purchase intention in either case.

3/Islam Habis, Mohammed Hatamleh, RahimaIssani, Ranim Farouk Suleiman Al-Duwairi(2024):The Role of Social Media Motivation in Enhancing Social Responsibility, Journal of Social Sciences,switzerland on line: <https://doi.org/10.3390/socsci13080409> visited (15/11/2024): This article aims to reveal the impact of social media in promoting social responsibility using a research framework based on the uses and gratifications theory, the research results showed that the motivations for using social media such as: Seeking information, sharing, enhancing self-esteem, social interaction, entertainment, keeping up with fashion and relaxation positively affect social responsibility, and the research confirmed the constructive role of social media in promoting social responsibility.

The general difference between the previous research and the current research:

- The three previous researches did not focus on the local Algerian context or economic institutions in Algeria, while the current research focuses strictly on the service economic institution ‘Ooredoo’ in Algeria, which reflects the local context and the challenges of economic institutions in this market; -The current research is concerned with the impact of Facebook advertising on social responsibility, while the previous researches focused on social media in general.

- The current research is concerned with the impact of Facebook advertising on social responsibility, while previous research has focused on social media in general.
- The current research integrates the case of a specific service economy organization, while previous research has focused on a practical case within specific organizations.

Therefore, the current research fills a gap in the literature by focusing on Algeria and Facebook to promote social responsibility, a topic that has not been sufficiently covered in previous research on the impact of social media in general, and did not focus on local contexts or Algerian economic organizations.

1.8 Structure of the research

This scientific article is divided into three main sections as follows: The first section dealt with the theoretical framework of Facebook advertising, the second section dealt with the theoretical framework of CSR, and we ended this article with the reality of Facebook advertising in promoting CSR of economic institutions in Algeria with reference to Ooredoo Algeria during the period 2020-2023.

2. A conceptual introduction to Facebook advertising

Facebook is one of the most prominent social media platforms that have conquered the world in the last decade, as it has become a powerful tool for advertising and marketing, through which economic institutions can publish targeted advertising campaigns that reach a large and diverse audience, which enhances their ability to influence and interact with the target groups effectively and directly

2.1 Definition of Facebook advertising

"a persuasive communication process carried out through an electronic communication medium that conveys information about a good or service in order to persuade the customer browsing Facebook to buy the advertised item through one of the site's stores" (Assassi and Rahmani, 2020, p 670)

2.2 Characteristics of Facebook advertising

Facebook advertising is characterized by a number of features that distinguish it from traditional advertising, the most important of which are:

Interactivity: This feature allows the user to communicate and interact with different advertisements to get more information and answer their questions about the advertised products, and they can click on the advertisement to go to an interactive tour with the product, where the user can learn about its features and test it.

The ability to reach the audience quickly and flexibly: Available 24 hours a day, seven days a week, this feature gives advertisers the ability to constantly modify and update their campaigns, allowing them to be cancelled if they are not achieving the desired audience engagement.

Access to information: The user can access a huge amount of information and statistics related to the advertised product at any time without having to leave their place, and can compare similar products easily and quickly.

The possibility of immediate purchase: Facebook advertising offers users the possibility to buy the product immediately, with shipping to the customer's address via multiple means.

Target audience interests: Advertisers can reach different audiences quickly thanks to the accurate and constantly updated data on Facebook, and can measure audience response by the number of times the ad is clicked on.

Multimedia: Facebook advertising provides using of text, audio, and images together, allowing the product to be presented in an integrated manner, and the product can be photographed in use, highlighting all aspects of the product and using 3D. (Cheritih, 2017, pp36-37)

2.3 Mechanisms for interacting with Facebook Ads

There are several mechanisms through which users can interact with Facebook ads, and these mechanisms contribute to enhancing communication and interaction between users and the ads displayed on the platform. According to Dr Mohammed Abbas Al Sadiq, the most prominent mechanisms through which users can interact with these ads include

Comments: Facebook gives users the opportunity to comment on posts and notifications through dedicated areas, users can write text comments or include videos, photos, or even emojis to express their opinions, this feature allows users to express their attitudes towards the notifications, whether in favour or against. Users can tag their friends or family members in the comments: Tags

In order to draw their attention to the advert, this helps spread the advert to a wider group of people, increasing its reach and impact.

Likes: Facebook provides users with the ability to like ads by clicking on the like button, the number of likes on each post or ad is counted as a benchmark to measure how engaged the audience is with the ad and how successful it is in attracting their attention.

Sharing: Users can share advertisements on their personal pages or with their friends directly through private messages, and they can also share them in other groups or on different pages, which helps spread the advertisement to a larger audience.' (Assasi&Rahmani, 2020, p. 672)

3. A conceptual introduction to corporate social responsibility

The social responsibility of economic organizations is an essential part of their modern strategies that aim to achieve a balance between achieving profit and contributing to societal development.

3.1 Definition of Social Responsibility

It is defined by the European Union as: "the inclusion of social and environmental considerations in an organisation's business and in its relationship with stakeholders in a voluntary manner that contributes to the development of society and a better environment" (Staiti & others, 2021, p 228)

3.2 Objectives of Social Responsibility

By adopting social responsibility, the organisation seeks to achieve a set of objectives that enable it to improve its image and strengthen its position in the market, the most important of which are the following: (Al-Aqoun, 2019, p17)

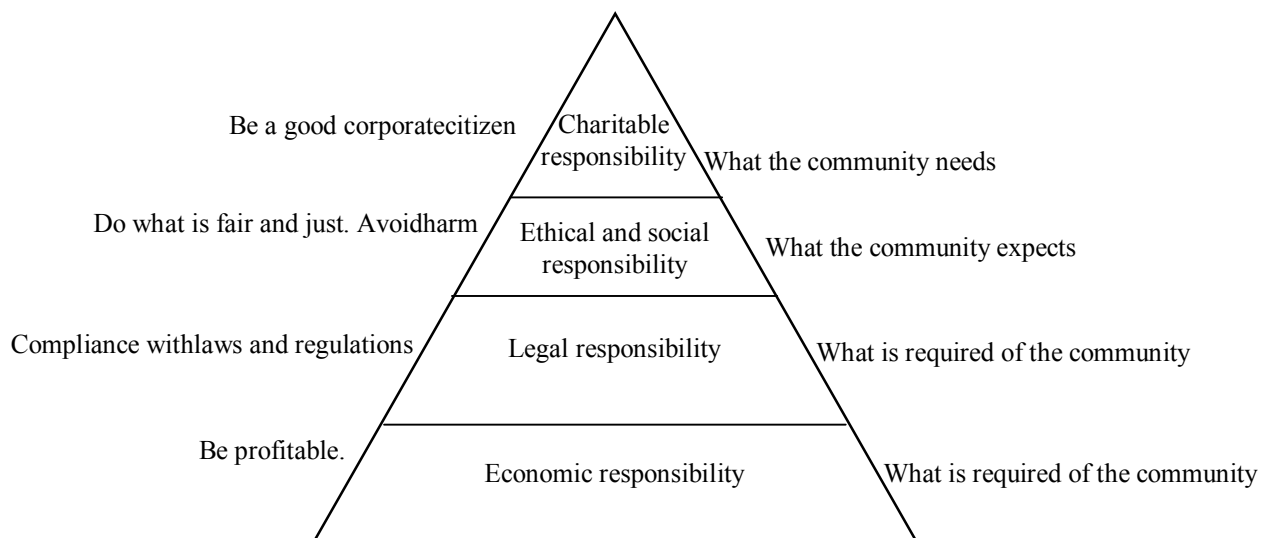
- Promoting social solidarity between different segments of society.
- Raising the standard of living of community members and improving their living conditions.
- Enhancing and developing the skills of community members.
- Dedication of all community members to achieving sustainable development.
- Supporting and contributing to the state's efforts to achieve development goals.

- Enhancing and developing the dialogue process with beneficiaries to achieve greater effectiveness, with the aim of improving management methods and achieving a balance between performance and environmental economy.
- Catalysing the private sector to explore and develop comprehensive and environmentally friendly solutions.
- Investing in the organization's good reputation as a means of gaining a competitive advantage

3.3 Dimensions of social responsibility

According to Carroll, CSR is divided into four categories: Economic, Legal, Ethical and Charitable in 1979, but he redefined the four categories in the form of the CSR pyramid:

Figure (01) : Carroll'spyramid



Source : Pharodix Foundation , 2019, p1

- **The economic dimension:** Achieved by balancing short-term profits with long-term benefits, organizations focus on investments that ensure their sustainability, while fulfilling their economic responsibilities by strengthening their position in the market, increasing profits, and ensuring customer and employee satisfaction.(Arsic& others, 2017, p440)
- **The legal dimension:** It includes organizations ' adherence to local laws and regulations, such as labour, competition, tax and employee safety laws, compliance with these laws reflects the organisation's integrity and keenness to play fair, while violating them can lead to the deterioration of its reputation and loss of stakeholder trust (Thacker, 2024, p1)
- **The ethical and social dimension:** It is about establishing relationships between business and society, where organizations must work to build a better society by integrating social concerns into their operations, responding to the needs and expectations (Arsic& others, 2017, p442) and expectations of customers to ensure their social well-being
- **The philanthropic dimension:** It involves organizations giving back to society through donations and charitable initiatives to offset the negative impacts of their activities such as pollution and use of natural resources, and although it comes at the top of the CSR pyramid, it reflects the organization's values and enhances its reputation (Thacker, 2024) and increases people's willingness to do business with it.

4. The reality of Facebook advertising to enhancing the social responsibility of economic enterprises in Algeria with reference to the Ooredoo Foundation in Algeria during the period 2020-2023

Ooredoo Algeria, which operates in the mobile phone sector, was chosen as an example because it is one of the most prominent economic institutions invested in Algeria, which combines the application of social responsibility with the effective use of Facebook advertising.

4.1 Introducing Ooredoo Algeria

‘Ooredoo Algeria - or formerly Nedjma - is the brand name of the mobile phone service provider, a branch of the Kuwaiti Ooredoo Telecommunications Group, which on 2 December 2003 obtained the mobile phone operating licence in Algeria, where it launched its brand ‘Nedjma’, introducing a variety of new products and services to the Algerian market, contributing to the introduction of new standards in the world of telecommunications in Algeria, and was the first operator to offer audiovisual multimedia services, which contributed to improving the user experience and enhancing competition in the telecommunications market.

4.2 Social responsibility at Ooredoo Algeria for the period 2020-2023

Ooredoo Algeria has several CSR initiatives since its investment in the mobile market in Algeria, the most important of which can be mentioned during the period 2020-2023:

1/ Ooredoo Algeria's social responsibility in 2020(the year of the coronavirus pandemic):

- **Distance education:** At the beginning of the pandemic, the Foundation focused on supporting the education sector by providing digital solutions to enable students and teachers to pursue their studies remotely, offering free online courses, and launching special offers for students and teachers to facilitate access to the Internet and digital education, which means achieving the economic dimension and the charitable dimension of social responsibility.
- **Supporting the health sector:** The Foundation provided significant support to the health sector during this period, such as: Donations to hospitals to confront Corona, and providing free internet access to health teams to be able to follow up health cases remotely, this step falls within the Foundation's commitment to local laws that relate to public health in times of emergency, which means achieving the legal dimension of social responsibility.
- **Health awareness:** through awareness campaigns on its digital platforms, especially through Facebook, to promote the prevention of the Coronavirus, as the campaign included awareness messages to the community on how to prevent and preventive measures, and this means achieving the ethical dimension of social responsibility.

2/ Ooredoo Algeria's social responsibility in 2021: This period was characterised by:

- **Continued support for health and community efforts :** through:
 - **Donations and financial support:** As the impact of the COVID-19 pandemic continued, the Foundation continued to provide support to the health and community sector, which means fulfilling the legal dimension, as it provided cash and in-kind donations to hospitals and health institutions to help them deal with the crisis.
 - **Helping to combat poverty:** The Foundation also implemented campaigns to help families most affected by the repercussions of Corona, such as: Distributing meals, providing protective supplies such as masks and sterilisers, thus fulfilling the charitable dimension.

- **Investing in digital innovation:** The Foundation has started to invest in innovative digital solutions that serve the community, such as: Developing applications for charitable works and providing services to remote communities that face difficulties in accessing the Internet, thus realising the economic dimension.

3/ Ooredoo Algeria's social responsibility in 2022: In this period, the organization focused on:

- **Environmental Sustainability and Environmental Responsibility:** Achieving the ethical dimension through:
 - **Sustainability initiatives:** The organization started to expand its social responsibility by adopting environmental initiatives, it launched awareness campaigns to reduce the use of plastics and pointed out the importance of environmental sustainability
 - **Investing in renewable energy:** This year, the Foundation also publicised its investments in renewable energy projects, especially in supporting solar energy projects to minimise the impact of its activities on the environment
- **Promoting the role of youth and small enterprises:** In the same year, the Foundation provided support programmes for small enterprises and entrepreneurship, especially in the field of technology and innovation, by organising competitions and initiatives to finance emerging projects to achieve the charitable dimension as well.

4/ Ooredoo Algeria's social responsibility in 2023: Centred on:

Strengthening social responsibility in the field of culture and education through:

- **Supporting digital education:** The organisation continued to support digital education by providing high-quality internet services to educational institutions, launching online educational platforms for university and school education, promoting access to knowledge for all, thereby achieving the economic dimension.
- **Cultural and awareness campaigns:** The Foundation organized cultural campaigns in the field of mental health, calling for attention to mental health in local communities and supporting individuals suffering from psychological issues as a result of socio-economic conditions, thus achieving the moral dimension.
- **Focus on youth and community participation:**
- **Funding youth projects:** The Foundation supported many youth initiatives, especially in the fields of technology and vocational training, and organized workshops for young people in various Algerian cities to qualify them to enter the labour market, thus achieving the charitable dimension.
- **Social media campaigns:** Ooredoo's interaction with its audience has been enhanced through Facebook awareness campaigns on issues such as personal finance and digital empowerment, which fulfils the economic dimension.

Through these previous marketing practices, it can be seen that Ooredoo Algeria is committed to all dimensions of the social responsibility pyramid, from economic responsibility by achieving the sustainability of its business and providing digital services, to legal responsibility by complying with health laws, to moral responsibility by adopting practices that support health and social issues, and even philanthropic responsibility by supporting: Education and the environment.

3.4 Facebook advertising in Ooredoo Algeria during 2020-2023

Ooredoo Algeria is one of the leading organizations in the use of Facebook advertising to increase audience interaction and enhance its role in social responsibility and marketing of products and services, as it takes advantage of this platform and uses it for multiple purposes including: marketing, social awareness, interaction with customers, and launching promotional campaigns.

First: Types of advertising used by Ooredoo Algeria on Facebook during the period 2020-2023: During the period 2020-2023, the Foundation relied on a variety of Facebook advertising methods to enhance its interaction with the public and expand its customer base, the following are the most prominent types of advertising used by the Foundation to achieve these goals:

- **Promotions and special offers:** In 2020, at the beginning of the pandemic, the Foundation launched promotions to facilitate access to the Internet and communications during the social isolation period, as well as 2021, it continued to offer promotions on the Internet and mobile phones, while during 2022-2023 these campaigns increased as the Foundation celebrated special occasions such as: Eid al-Adha, Eid al-Fitr, or targeted campaigns to increase interaction with customers at the beginning of the year.
- **Awareness campaigns (social responsibility):** Facebook was used to promote campaigns aimed at raising awareness of social issues such as: Awareness campaigns related to health, especially in the context of the coronavirus pandemic during 2020-2021, as well as the 'Together Against Cancer' campaign during 2022-2023, where it published photos and videos urging women to early detection of breast cancer, this type of campaign reflects the organization's commitment to CSR in Algeria, and allows it to interact with the public directly.
- **Engagement campaigns and interactive content:** Throughout these four years, it relied on continuous interaction with its audience on Facebook, where it organized contests and polls to attract followers' interest and increase engagement, these campaigns were aimed at increasing brand awareness while encouraging customers to interact and share.
- **Video advertisements and visual content:** During 2020-2021, the organization started using promotional video ads on Facebook heavily, especially during special offers or new packages to showcase the advantages of its services and products in a creative and visual way, through short videos promoting the offers or explaining how to use modern products in an easy way, and during 2022-2023, it increased the use of these ads to promote new internet or mobile phone packages, and during 2022-2023, it increased the use of these ads to promote new internet or mobile phone packages.

Second: Advertising methods and techniques used by Ooredoo Algeria on Facebook during the period 2020-2023: These methods and techniques are as follows:

- **Targeted advertising:** In 2020, the Foundation used targeted advertising intensively to reach people who face challenges in accessing the Internet due to the Corona pandemic, focusing on the needs of distance education and working from home, in 2021 the Foundation continued to target students and families who need Internet services, with intensive promotional campaigns, while in 2022-2023 the Foundation further developed its advertising strategies to target specific demographic segments such as: Families, professionals, or young people, with campaigns linked to special occasions such as the beginning of the academic year or holidays.

- **Collaboration with influencers:** In 2020, the organization started collaborating with influencers in the fields of public health and virus prevention, especially during the COVID-19 pandemic; in 2021, this collaboration expanded with social and sports influencers, which helped strengthen its position in the market; in 2022-2023, collaboration with influencers became an essential part of the organization's digital marketing strategies; and in 2022-2023, collaboration with influencers became an essential part of the organization's digital marketing strategies.
- **Interactive stories and adverts:** In 2020, the Foundation started using interactive stories on Facebook intensively to promote online offers during the coronavirus pandemic, as they contained direct links to purchase or subscribe, in 2021 it continued to use these interactive stories while adding creative content such as polls and interactive questions to increase engagement, and focused on targeting families and youth, while in 2022-2023 it continued to use stories as a main tool to interact with its audience, with continuous updates and notifications of exclusive offers.

Third: Ooredoo Algeria's use of Facebook to support social responsibility during the period 2020-2023: The organization used Facebook to promote its social responsibility through campaigns aimed at supporting digital education and small businesses, reflecting its commitment to the development of the local community:

- **'Ooredoo Digital Academy' campaign:** In 2020, the Foundation started using Facebook to promote through its official page this programme, which aims to enhance the skills of young people in the field of digital technology in cooperation with educational institutions, publishing information on how to register in the Academy and its impact on developing the skills of young people, reflecting its commitment to the development of digital skills in Algeria.
- **'Initiators with Ooredoo' campaign:** The organisation launched this Facebook advertising campaign in 2021, aimed at supporting small businesses and young entrepreneurs in Algeria, through this campaign the success stories of these projects were published on its page, reinforcing the organisation's commitment to contribute to local economic development, the campaign continued until 2023 while promoting continuous interaction with young entrepreneurs. Extrapolating from : Number of subscribers, profits for Loredoo Algeria during the years 2020-2023, we find:

Table 1. Evolution of the number of subscribers and profits at Ooredoo Algeria during 2020- 2023

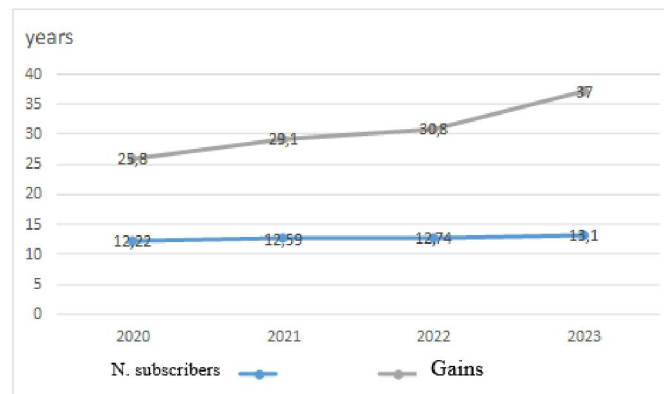
Years	2020	2021	2022	2023	Unit
Numbers of subscribers	12,22	12,59	12,74	13,10	Million subscribers
Gains	25,8	29,1	30,8	37	Billion DZD

Source: Prepared by the researchers based on the Mobile Market Observatory in Algeria

<https://www.arpce.dz/ar/file/t6l8tf>, p6. visited(28/11/2024), <https://www.arpce.dz/ar/file/i6l2m5>, p5.visited(28/11/2024), https://www.mpt.gov.dz/wp-content/uploads/2024/03/rapport_TIC_-S1-2023.

The data indicates that Ooredoo Algeria has been able to steadily increase its customer base over the years. In 2020, the number of subscribers was 12.22 million, and in 2023 it reached 13.10 million, an increase of 0.88 million subscribers during this period.

Figure 2. Graphical curve of the evolution of the number of subscribers and profits in Ooredoo Algeria during 2020-2023



Source: Prepared by the researchers based on data from Table (01)

From the figure, we observe the following:

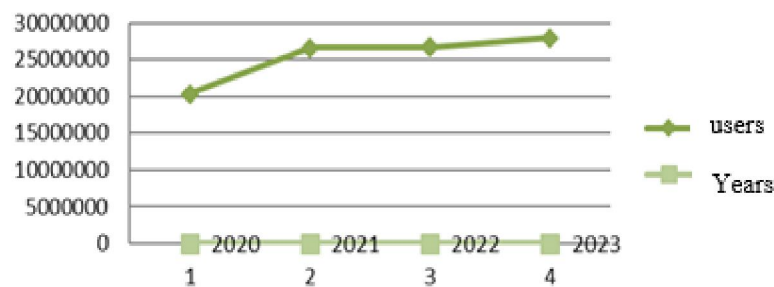
1. **Gradual Growth in the Number of Subscribers:** While the increase in subscribers between 2020 and 2021 was around 0.37 million, the growth slowed slightly between 2021 and 2022 to 0.15 million. However, a greater increase was observed between 2022 and 2023, reaching 0.36 million subscribers. This growth continued, bringing the total to 13.5 million subscribers at the beginning of 2024. Advertising on Facebook is considered one of the main factors in attracting new subscribers. Ooredoo Algeria has increasingly relied on digital marketing strategies such as Facebook ads and online promotional campaigns targeting young audiences or specific communities. Through precise targeting on Facebook, the company was able to reach new customers more quickly. In addition, it introduced a variety of offers and new services catering to different market segments, which attracted more subscribers, especially with the expansion of digital usage following the COVID-19 pandemic.
2. **Significant Increase in Profits:** Profits witnessed a substantial rise between 2022 and 2023, increasing by nearly 20% (from 30.8 billion DZD to 37 billion DZD). This indicates that the company succeeded in improving its operational efficiency or reducing costs more effectively, which helped boost profits even amidst market competition. Moreover, Ooredoo Algeria's Facebook advertising campaigns raised awareness about new offers, making consumers more inclined to subscribe to the company's services. Additionally, by analyzing the number of Facebook users in Algeria.

Table 2. Evolution of the Average Number of Facebook Users in Algeria from 2020 to 2023 (in millions)*

Years	2020	2021	2022	2023
Numbers of users	20357000	26619910	26653658	27988225

Source: Prepared by the researchers based on: <https://napoleoncat.com/stats/facebook-users-in-algeria/2023/12/> Visited (15/11/24)

Figure 3. Evolution of the Average Number of Facebook Users in Algeria from 2020 to 2023 (in millions of users)*



Source: Prepared by the researchers based on data from Table (02)

From the figure, we observe the following:

1. Significant Initial Increase: Between 2020 and 2021, there was a substantial rise in the average number of users, amounting to approximately 30.8%. This growth was linked to the increased reliance on the internet and social media during that period, particularly due to the effects of the COVID-19 pandemic, which led many people to rely more heavily on the internet for communication and work.

2. Steady but Slower Growth: From 2021 to 2023, the growth rate slowed in percentage terms compared to the previous year. In 2022, the increase was minimal (0.13%), while in 2023, there was a 5% growth. This trend might indicate that the market has reached a phase of stabilization or that Facebook's audience in Algeria is experiencing slower expansion over time.

Overall, given the continuous rise in the average number of users, Facebook remains a crucial platform for reaching a larger audience in the future. Ooredoo Algeria should leverage this trend to enhance its societal impact through targeted advertising strategies aimed at Facebook users.

***Note:** The age group that uses Facebook the most is 25 to 34 years old.

Additionally, since most users belong to an active age group (young and dynamic segment) that tends to engage more with corporate advertisements on Facebook, Ooredoo Algeria has been able to use this data to tailor advertising campaigns to align with their interests and expectations. This includes enhancing:

- Remote education offers
- Digital entertainment services such as games or messaging applications
- Support for small projects and startups led by youth in this demographic

Such initiatives have helped improve Ooredoo Algeria's image as a company actively supporting society. This, in turn, contributed to strengthening its social responsibility.

4. Challenges Facing Algerian Economic Institutions in Facebook Advertising and Enhancing Social Responsibility

Algerian economic institutions, including Ooredoo Algeria, face several challenges in utilizing Facebook for advertising and enhancing social responsibility. Key challenges include:

- **Digital Infrastructure Deficiencies:** Some areas still suffer from inadequate digital infrastructure, such as weak internet connectivity in rural regions. This can affect the effectiveness of online advertising campaigns that rely heavily on internet access.

- **Shortage of Trained Talent:** Algerian economic institutions generally face difficulties in finding skilled professionals in digital marketing and data analysis. Although Ooredoo Algeria has managed to address this issue to some extent, continuously developing its employees' skills in this domain requires ongoing investment.
- **Need for Flexible Legal Frameworks:** Algeria requires a more flexible legal framework to encourage creativity in online advertising campaigns and keep pace with digital advancements.

5. Conclusion

Social media platforms, including Facebook, have become essential tools for Algerian economic institutions to enhance their social responsibility. These platforms enable institutions to reach a broad audience quickly and efficiently.

This research aims to explore and analyze the role of Facebook advertising in enhancing Ooredoo Algeria's social responsibility by testing hypotheses and highlighting the results of employing these strategies within Algerian society.

5.1 Hypothesis Testing:

- **First Hypothesis:** Facebook advertising focuses on promoting goods and services, including promotional offers, which are a strong element for engaging the Algerian audience. This also considers other promotional tools, such as public relations, which are used to strengthen corporate social responsibility (CSR) for economic institutions. **Conclusion:** The first hypothesis is rejected.
- **Second Hypothesis:** CSR activities are essential for economic institutions, especially in the service sector, not only in Algeria but globally. Every institution aims to improve and strengthen its positive image in the minds of its targeted and potential consumers through these activities. **Conclusion:** The second hypothesis is rejected.
- **Third Hypothesis:** The success of Ooredoo Algeria in enhancing its CSR through Facebook is attributed to its focus on its charitable, ethical, social, legal, and even economic responsibilities. These efforts significantly improved its image in the Algerian mobile telecommunications market. This success also reflected positively on its profits in the Algerian market between 2020 and 2023. **Conclusion:** The third hypothesis is rejected.

5.2 Research Findings

- **Facebook as an Effective Tool:** The research demonstrated that Facebook has become a powerful tool for Algerian economic institutions, including Ooredoo Algeria, in reaching a wide audience, particularly among youth demographics.
- **Enhancing Social Responsibility:** Ooredoo Algeria successfully utilized Facebook to enhance social responsibility through community awareness campaigns addressing issues such as health, environment, and education. This highlights the company's commitment to achieving a positive social impact.
- **Continuous Audience Engagement:** Regular interaction with the audience through engaging posts and diverse content, such as competitions, polls, and social interaction campaigns, had a positive effect on building trust between Ooredoo Algeria and its audience while encouraging ongoing engagement with the brand.

- **Collaboration with Influencers:** Partnering with influencers on Facebook significantly contributed to expanding the reach of awareness messages and social responsibility campaigns launched by Ooredoo Algeria, enhancing the credibility and impact of these initiatives.
- **Targeted Advertising and Awareness Campaigns:** Through targeted advertisements and awareness campaigns, Ooredoo Algeria effectively raised awareness about social and environmental issues, fostering a direct and continuous relationship with its customers and the local community. This reflects its strong commitment to social responsibility.
- **Visual Content Emphasis:** Ooredoo Algeria relies heavily on visual content, particularly promotional videos, to engage with its audience. These are used to promote offers and social initiatives effectively.
- **Integrating CSR and Facebook Advertising:** The integration of CSR and Facebook advertising helped Ooredoo Algeria improve its image as a socially-conscious brand, strengthening trust and credibility among its target audience. This aligns with the concept of CSR, which links commercial success with social impact.

5.3 Recommendations: To further strengthen their role in this area, the following recommendations are proposed for Ooredoo Algeria in particular, and Algerian economic institutions in general:

- **Innovative Advertising Campaigns:** Ooredoo Algeria should continue developing innovative advertising campaigns on Facebook, focusing on enhancing human values such as solidarity and community engagement. Additionally, it should enhance interactive campaigns that encourage users to engage more with the brand and contribute to achieving social responsibility goals.
- **Enhanced Use of Visual Content:** Emphasize the use of more visual content, such as short videos and animations, to market social responsibility awareness campaigns. This approach can increase engagement and allow faster outreach to the target audience.
- **Expanding Partnerships with Influencers:** Broaden partnerships with influencers in diverse fields such as health, education, and the environment to amplify the reach of Ooredoo Algeria's awareness messages. Influencers can play a vital role in effectively delivering social responsibility messages.
- **Sustainable Practices in Digital Advertising:** As part of the digital transformation, Ooredoo Algeria should adopt sustainable practices in Facebook advertising. This includes supporting campaigns that promote eco-friendly products and services or advocating for digital responsibility, reflecting the company's innovation in social responsibility efforts.
- **Measuring Campaign Impact:** It is essential for Ooredoo Algeria to consistently measure the impact of its social campaigns on Facebook using performance indicators such as the number of shares, engagement with campaigns, and public awareness of the promoted issues. This evaluation helps improve future strategies and ensures the desired impact is achieved.

6. References

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To cite this article according to (APA):

Bouadda Mohamed et al. (2025). The Contribution of Facebook Advertising in Enhancing the Social Responsibility of Economic Service Organizations - The case of Ooredoo Algeria During the Period 2020-2023. *Journal of New Economy*, Vol16 / (Issue 01-2025).