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Social Media and Political Communication in Ghana: Views of Inhabitants of Tema Metropolis

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Abstract

Though political parties are increasingly adopting social media to increase voter support, the efficacy of social media campaign strategies in enhancing political fortunes remains a subject of discussion in Ghana. This study explored the views of Ghanaians on the use of social media campaign strategies as a political communication tool. In all, 384 social media users who are voters residing within the Tema Metropolis participated in the study. Data was obtained using a questionnaire and analyzed descriptively. The study observed that Ghanaian political parties have a strong presence on social media. Again, Ghanaian political parties effectively rely on social media platforms to engage electorates. Also, they effectively use social media distribute creative and visually appealing contents about their policies and achievements to the electorates. Further, they adopt campaign-specific hash tags which are creative, memorable, catchy, and engaging to help them to capture attention of voters. The study concludes by accentuating the need for political parties to employ social media for constructive dialogue and engagement with voters to amplify the impact of social media campaigns on the political fortunes in Ghana. Finally, practical implications of the findings have been provided to facilitate effective application of social media campaign strategies for democratic governance.

Keywords

Campaign, facebook, political communication, political parties, social media, voters

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Introduction

Social media has become a critical part of everyday life as it allows its users to have conversations, share information and at the same time create web content for specific purposes. Social media is a powerful tool for distributing information and messages across the world without recognizing the distance between people (Ahmad, Alvi & Ittefaq, 2019; Leyrer-Jackson & Wilson, 2018). As a digital platform, social media promotes interaction and networking among its users. It is an “internet-based, decentralised, and persistent channels of mass personal communication facilitating perceptions of interactions among users, deriving value primarily from user-generated content” (Carr & Hayes, 2015, p.48). Edmunds et al (2019) defined social media as “any online resource that is designed to facilitate engagement between individuals” (p.324). In essence, social media is an electronic platform through which people interact and receive instant feedback and create contents through dialogic communication. Millions of people use social media. It is estimated that more than 384 million social media users on the African continent. With the number of social media from Africa, 56% of the total number of users was from Northern Africa, 45% from Southern Africa, 16% from West Africa, 10% from East Africa, and 8% from Central Africa (Galal, 2023). In Ghana, there are more than 8.8 million social media users; most users find themselves on multiple social media platforms including WhatsApp, Facebook, Instagram, Snapchat, and X [formerly Twitter] (Sasu, 2023). Kemp (2023) reports that there were more than 6.3 million social media users who were 18 years and more as of January 2023 representing 32.7% of the total population of the country within this age range.

Political parties are using social media to push their campaign strategies to make it easier to engage social media users due to the dialogic communication feature of social media (Lui, Xu & Tsai, 2020). Social media political campaign strategies consist of comprehensive plans that outline the specific goals, target audience, contents, tactics, and metrics for a coordinated series of political activities on social media platforms. Social media political campaign strategies encompass the steps to be taken from planning and content creation to execution and measurement aimed at achieving predefined political objectives such as political brand awareness, driving political engagement, or generating leads (Asante, 2020). Social media political campaign strategies can be more persuasive in winning voters, reinforcing, and encouraging discrimination as part of targeting strategies (Alpha, 2021). Thus, political campaign messages disseminated through social media are likely to influence voter behavior and ultimately election outcomes (Belcastro et al., 2022; Carney, 2022). Empirically, Dankwah and Mensah (2021) observed that significant positive relationships exist between

political message dissemination on social media and political participation, political knowledge, and political efficacy of young voters.

Despite the several benefits that are associated with the use of social media within the political space, there are also challenges that come with the use of these platforms for campaigns (Omotayo & Folorunso, 2020). As part of the challenges that are associated with the use of social media platforms, there are issues relating to gossip, misinformation, propaganda, and unpleasant languages that could be peddled on these social media platforms. This is because there are no procedures to authentic the spread of information on these social media platforms which is likely to lead to the spread of false information about political opponents or political parties which may have disastrous consequences on the behavior of voters on social media platforms.

Reisach (2020) argues that there are lapses in the social media space including the lack of editorial filtering and anonymity on these social media platforms. Political parties also take advantage of these lapses in the use of social media to spread falsehood and propaganda about other political parties to influence the voting behavior of social media users. Aral and Eckles (2019) conjectured that the voting behaviors of people are likely to be influenced by the information that they receive. In this case, it means that the peddling of false information and propaganda is likely to influence the voting behavior of people. Since voting behavior could be influenced by the information that they receive on these social media platforms, it is important for political parties to review their social media campaign strategies that are adopted on these social media platforms.

Political parties in Ghana are faced with the challenge of dealing with these issues in the use of social media platforms (Alhassan, 2021). It is therefore prudent for political parties in Ghana to adopt social media campaign strategies that help to tackle these challenges faced by political parties while heralding the message of these parties so as to influence the behavior of voters. The dialogic communication feature of social media platforms can also bolster interactions on these social media platforms between political parties and social media users to eliminate misinformation and push the campaign messages of these political parties. However, it is observed that this dialogic communication feature is not adequately utilized among political parties in Ghana. Most of the posts on these social media platforms are without engagements and for that matter; politicians are not actively engaged in dialogic two-way communication (Alpha, 2021).

This study sought to explore the views of Ghanaians on the use of social media campaigns as a political communication tool in the country. In particular, the study examined ways social media campaigns can be employed for enhancing the political

fortunes towards sustainable democratic governance and development in Ghana. Given the relatively increasing number of Ghanaians who are social media users (Kemp, 2023; Sasu, 2023), the country stands the chance of consolidating her democratic governance if political actors can effectively utilize social media campaign strategies as a critical political communication tool. The study specifically focused on the views of inhabitants of Tema Metropolis as a case to better appreciate the manifestation of the issues.

Theoretical context

This study was underpinned by the agenda-setting theory. Agenda-setting theory is a media theory that contends that by establishing subjects for public discourse, the media may shape how the public views the significance of events (Naser, 2020). Proposed by Maxwell McCombs and Donald Shaw in 1972, the theory states that the media must choose which news topics to highlight since they only have a finite amount of time and space to cover issues. The public's view of the significance of these issues may be largely impacted by these decisions. The theory elucidates further that the media strongly affect audiences by their selection of what topics are regarded newsworthy. McCombs and Shaw (1972) defined agenda setting as "the process through which certain issues become more relevant than others" (p.42). The agenda-setting theory emphasizes the noteworthy influence that media have on society agendas and public conversation.

Even though everyone has their own beliefs and values, the media's power to choose how information is shared is likely to significantly affect what people consider to be vital. This theory is especially pertinent in the current digital era, as several outlets compete for attention, possibly exaggerating certain problems while underplaying others. The theory has been criticized for failing to take into consideration viewers' active participation (Hao, 2022). People now have greater agency in constructing their own information environment due to social media and individualized content consumption.

Political and cultural considerations can also have an impact on how much media can affect agenda-setting in certain circumstances. Understanding how media influence public opinion and social agendas has been made possible in large part thanks to the agenda-setting theory. It emphasizes the value of media literacy, critical thinking, and a variety of information sources to guarantee a comprehensive comprehension of the problems that affect society. From the agenda-setting orientation, social media plays a critical role in setting agendas for public discourse by political parties to influence voter behavior. As a mass media tool, social media influences political perceptions and voting behavior of groups and individuals (Campus, Pasquino & Vaccari, 2008).

Methodology

The study employed a descriptive research design. Ghanaian voters on social media within the Tema Metropolis formed the study population. According to the Ghana Statistical Service, the population of Tema Metropolitan Assembly is 177,924 according to the 2021 population and housing census. The researchers employed the sample size determination formula proposed by Smith (2022) to sample a total of 384 for the study. During the actual selection, convenience sampling method was used because not all inhabitants were active on social media. Though it is a non-probability method, convenience sampling is used in quantitative studies (Etikan et al., 2016). A closed-ended questionnaire was created and distributed electronically using the Google form software. The link to the study questionnaire were sent to potential participants via WhatsApp platforms to gather the responses from the respondents. A Cronbach alpha of more than 0.7 which was obtained indicated that the scale items were reliable. Descriptive statistics like frequency, percentages, means and standard deviations (SD.) were used for data analysis. The researchers prioritized ethics by obtaining informed consent, ensuring anonymity, protecting privacy and assuring confidentiality throughout the study, after stating the study's purpose to the participants.

Results and discussion

This section presents and discusses the results of the study, beginning with the demographic data, followed by the core issues of the study. On educational level, Table 1 shows that most (83.9%) of the respondents had qualifications not below a bachelor's degree. This suggests that the findings reflect the views of educated individuals in Tema who use social media. It also reveals that the respondents are literates and could easily understand and respond to the questionnaire.

Table 1: Level of education

Educational level			Frequency	Percentage (%)
College	Diploma/Higher	National	62	16.1
Bachelor's Degree			178	46.4
Postgraduate			144	37.5
Total			384	100.0

Source: Field Survey (2023)

Also, Table 2 reveals that a significant portion (73.3%) of respondents have been using social media for not less than four years. This indicates a growing recognition of the value of social media for various activities in the Metropolis.

Table 2: Number of years using social media

Number of year(s)	Frequency	Percentage (%)
Below 1	54	14.1
1-3years	60	15.6
4-6 years	126	32.8
Above 6 years	144	37.5
Total	384	100.0

Source: Field Survey (2023)

The second part of the section presents the finding on the assessment of the social media campaign strategies adopted by political parties in Ghana. Respondents were asked to indicate the level of agreement with the statements that depicted this outcome. A mean range of 1.00 to 5.00, where 1.00 to 1.59 represents Strongly Disagree, 1.60 to 2.59 represents Disagree, 2.60 to 3.59 represents Neutral, 3.60 to 4.59 represents Agree and 4.60 to 5.00 represents Strongly Agree. Respondents were required to give their responses on statements depicting the social media campaign strategies adopted by political parties in Ghana. Issues examined include social media presence, content creation, targeted advertising, community engagement, social media influencers, hashtag campaign, and online mobilization. Table 3 provides the results for the output for social media presence as part of the social media campaign strategies adopted by political parties in Ghana. It is seen in Table 3 that respondents agreed (mean: 4.23, SD: 0.82) that Ghanaian political parties have a strong presence on social media platforms. This suggests that parties have successfully established a digital footprint and are actively engaging with voters online.

Table 3: Social media presence

Item	Mea	
	n	SD
Political parties in Ghana have a strong presence on major social media platforms	4.23	0.82
Official party pages and profiles are informative and engaging	4.24	0.82
Social media content is updated regularly and reflects current events	4.07	0.88
The party actively engages with its followers by responding to comments and fostering discussions on social media	4.19	0.86
There is visual consistency across all party social media platforms, reinforcing brand identity and recognition	3.91	1.13
Composite mean	4.13	0.90

Source: Field Survey (2023)

Respondents also agreed (mean: 4.24, SD: 0.82) that official party pages and profiles are informative and engaging. This indicates that parties are creating valuable content that resonates with their target audience. Additionally, respondents agreed (mean: 4.08, SD: 0.88) that social media content is updated regularly and reflects current events. This highlights the parties' efforts to remain relevant and responsive to ongoing issues. Similarly, the respondents indicated that (mean: 4.19, SD: 0.86) political parties actively engaged with followers through comments and discussion on social media platforms. This means that parties can improve their interactive communication and encourage more meaningful dialogue on their platforms. Overall, (mean: 4.13), the respondents agreed that social media presence is a vital campaign strategy used by political parties in Ghana.

For content creation as a social media campaign strategy used by political parties in Ghana, the results are presented in Table 4. In Table 4, a mean score of 3.95 shows that respondents agreed that parties incorporate storytelling elements to connect with audiences emotionally. This demonstrates a good understanding of the power of storytelling in engaging followers. Again, respondents agreed (mean: 4.01) that content is creative, visually appealing, and easy to understand. This highlights efforts to present information in an engaging and accessible format.

Table 4: Content creation

Item	Mean	SD
The party consistently incorporates storytelling elements in its content to connect with the audience emotionally	3.95	1.13
Social media content is creative, visually appealing, and easy to understand.	4.00	1.06
Content effectively communicates parties' platform, achievements, and goals	4.00	0.94
Content is diverse and caters to different interests and demographics	4.02	0.92
The party's content strategy adapts to current trends and cultural references, staying relevant to the online audience	4.01	0.98
Composite mean	3.99	1.00

Source: Field Survey (2023)

Similarly, respondents agreed (mean: 4.00) that content effectively communicates the party's platform, achievements, and goals. This suggests clarity and focus on messaging. Also, respondents agreed (mean: 4.02) that content is diverse and caters to

different interests and demographics. This shows an attempt to reach a broader audience and address various concerns. Overall mean of 3.998 shows that most respondents believed that content creation is a social media campaign strategy that is adopted by political parties in Ghana.

For targeted advertisement, as a social media campaign strategy used by political parties in Ghana, the results are presented in Table 5. Table 5 reveals that respondents agreed (mean: 4.27) that political parties consistently utilize data analytics to refine and optimize their targeted advertising strategies. This confirms a data-driven approach and more commitment to continual improvement by political parties in Ghana. Again, respondents agreed (mean: 4.23) that visual elements in the advertisements are effective in conveying the party's message. This highlights the importance of visual communication and its ability to capture attention. Also, respondents agreed (mean: 3.91) that sponsored posts and ads are informative and relevant to viewers. This suggests that parties are generally targeting their messages effectively.

Table 5: Targeted advertising

Item	Mean	SD
Sponsored posts and ads are informative and relevant to viewers	3.90	0.97
Advertising campaigns are transparent and clearly identify the sponsoring party	4.15	0.83
The party consistently utilizes data analytics to refine and optimize its targeted advertising strategies	4.26	0.79
Visual elements in the advertisements, such as graphics or videos, effectively convey the party's message.	4.23	0.82
Targeted advertising campaigns align with the overall tone and messaging of the party's broader communication strategy.	4.25	0.83
Composite mean	4.16	0.85

Source: Field Survey (2023)

Furthermore, respondents agreed (mean: 4.15) that advertising campaigns are transparent and clearly identify the sponsoring party. This indicates an effort to be upfront and build trust with viewers. Overall mean of 4.16 suggests that majority of the respondents agreed that targeted advertising is a social media campaign strategy that is adopted by political parties in Ghana.

For community engagement, as a social media campaign strategy used by political parties in Ghana, the results are shown Table 6. The study revealed that respondents strongly agreed (mean: 4.60) that parties consistently acknowledge and appreciate the contributions and feedback from their online community.

Table 6: Community engagement

Item	Mea	
	n	SD
Party representatives actively respond to comments, messages, and mentions.	4.15	0.86
Virtual town halls, Q&A sessions, and live streams provide valuable opportunities for interaction	4.30	0.75
Social media platforms foster a sense of community and belonging among supporters	4.29	0.75
The party consistently acknowledges and appreciates the contributions and feedback from its online community.	4.60	0.63
Online engagement initiatives, such as polls and surveys, encourage active participation from supporters	4.38	0.84
Composite mean	4.34	0.77

Source: Field Survey (2023)

This demonstrates a strong commitment to valuing supporters' voices and fostering a sense of engagement. Again, respondents agreed (mean: 4.30) that these initiatives provide valuable opportunities for interaction, highlighting their effectiveness in facilitating direct dialogue and addressing concerns. Also, respondents agreed (mean: 4.29) that social media platforms foster a sense of community and belonging among supporters, indicating the parties' success in creating a space for connection and shared identity. Overall mean of 4.34 suggests that most of the respondents agreed that community engagement is part of the social media campaign strategies adopted by political parties in Ghana.

For social media influencers, as a social media campaign strategy used by political parties in Ghana (see Table 7). The results revealed that respondents strongly (mean: 4.66) believed that influencer endorsements enhance the party's credibility and trustworthiness. This highlights the perceived effectiveness of influencer endorsements in building trust and influencing voter perception. Respondents strongly agreed (mean: 4.60) that engaged influencers actively participate in campaigns, not just as endorsers but as advocates. This suggests a strong preference for influencer involvement beyond simple endorsements and underscores the value of their active campaigning efforts. With a mean of 4.28, respondents agreed that partnerships with influencers are effective in reaching new audiences. This indicates a strong understanding of the potential of influencers to expand the reach of political messages and engage broader segments of the population. Respondents strongly felt (mean: 4.64) that selecting influencers whose

values align with the party's agenda and messaging is crucial. This acknowledges the importance of influencer authenticity and alignment in campaign messaging. With a mean of 4.35, respondents agreed that influencer campaigns are transparent and disclose the nature of the partnership. This indicates a strong awareness of the importance of transparency and ethical practices in influencer campaigns. An overall mean of 4.50 suggests that political parties as part of their social media campaign strategies use social media influencers as part of their campaign strategies.

Table 7: Social media influencers

Item	Mea	
	n	SD
Partnerships with social media influencers are effective in reaching new audiences	4.28	0.91
Endorsements from influencers enhance the party's credibility and trustworthiness	4.66	0.70
Influencer campaigns are transparent and disclose the nature of the partnership	4.35	0.86
The party strategically selects influencers whose values align with its political agenda and messaging	4.64	0.85
Social media influencers engaged by the party actively participate in campaigns, not just as endorsers but as advocates.	4.60	0.73
Composite mean	4.50	0.81

Source: Field Survey (2023)

For hashtag campaigns, as a social media campaign strategy used by political parties in Ghana (see Table 8). Respondents agreed (mean: 4.34) that campaign-specific hashtags are creative and memorable. This highlights the effectiveness of catchy and engaging hashtags in capturing attention and promoting recall. A mean score of 4.08 suggests a strong recognition of the power of hashtags in stimulating online conversations and increasing campaign visibility. Respondents agreed (mean: 3.86) that hashtags are strategically chosen to align with the party's key messages and resonate with the target audience. This emphasizes the importance of choosing relevant, meaningful hashtags that connect with intended voters. With a mean of 3.65, respondents agreed that the party encourages supporters to contribute user-generated content using campaign-specific hashtags. This indicates an awareness of the value of user-generated content in promoting engagement and fostering a sense of community among supporters. An

overall mean of 3.95 suggests that hashtag campaigns are employed by political parties as part of their social media campaign strategies.

Table 8: Hashtag campaigns

Item	Mea	
	n	SD
Campaign-specific hashtags are creative and memorable.	4.34	0.80
Hashtags effectively generate online discussions and increase visibility.	4.08	1.01
Political parties actively participate in trending hashtags relevant to their campaigns.	3.82	1.22
The party encourages supporters to contribute user-generated content using campaign-specific hashtags	3.65	1.29
Hashtags are strategically chosen to align with the party's key messages and resonate with the target audience.	3.86	1.26
Composite mean	3.95	1.12

Source: Field Survey (2023)

For online mobilization, as a social media campaign strategy used by political parties in Ghana, the results are captured in Table 9. The findings revealed that respondents agreed (mean: 4.49) that online platforms effectively encourage supporters to share campaign materials. This highlights the perceived effectiveness of social media in facilitating information dissemination and engaging supporters in organic campaign promotion. Respondents agreed (mean: 4.39) that online platforms make it easy for supporters to volunteer and participate in campaign activities. This shows a positive view of online platforms as a tool for volunteer recruitment and engagement.

Table 9: Online mobilization

Item	Mea	
	n	SD
Online platforms effectively encourage supporters to share campaign materials.	4.49	0.79
Online platforms make it easy for supporters to volunteer and participate in campaign activities	4.39	0.83
The party provides clear and accessible instructions for supporters on how to share campaign materials online	4.41	0.87
Online platforms offer a user-friendly interface for supporters to sign up for volunteer opportunities and events	4.37	0.95

The party employs targeted online mobilization strategies to reach specific demographics and encourage voter registration	4.31	0.89
Composite mean	4.40	0.90

Source: Field Survey (2023)

The mean for clear instructions on sharing campaign materials is also within the range of agreement (mean: 4.41). This suggests that political parties are effectively communicating with supporters and providing them with the necessary information to actively participate in the campaign online. Respondents agreed (mean: 4.37) that online platforms offer a user-friendly interface for supporters to sign up for volunteer opportunities and events. This underscores the importance of creating seamless and accessible online platforms for encouraging active volunteer participation. Overall mean score of 4.40 implies that political parties adopt targeted online mobilization strategies to reach specific demographics and encourage voter registration. This depicts a positive image of online campaigns which seek to mobilize specific voter populations.

Discussion of Results

The results depict that Ghanaian political parties have a good presence on social media platforms. They are creating valuable contents that resonate with their target audience. More so, they update their social media contents regularly to reflect current events which underscores the parties' efforts to remain relevant and responsive to society. These findings align with previous study (Amenyeawu, 2021) which found that social media has been integrated into politics in Ghana. Essel (2020) and Van Gyampo (2017) observed that political parties use social media as a crucial tool for communication with voters. Social media political campaigns help political parties to strengthen their digital footprint and improve their chances of success in future elections.

The study established that political parties in Ghana effectively incorporate storytelling elements, create creative and visually appealing content to communicate their activities and achievements to voters. The content is often diverse to meet different interests and demographics. This shows the desire of the political parties to stay with current trends and be relevant to the online audience. The revelation agrees with Amenyeawu (2021) who argued that incorporation of social media political campaigns into politics can help political parties to consolidate their digital presence and effectively connect with a broader audience through engaging and relevant stories and messages.

Besides, the results suggest that political parties in Ghana consistently utilize data analytics to refine and optimize their targeted advertising strategies. This suggests a data-driven approach and the commitment of parties to effectively reach their target

audience. Also, it is evident that targeted advertising campaigns across all social media platforms facilitate broader communication strategy of the parties. This mirrors Adeiza's (2019) observation on how presidential campaigns in Ghana used digital media to organize their teams and mobilize voters during the 2016 election. Political parties in Ghana use social media platforms like Facebook as an advocacy tool for communicating party policies to the general voting public (Essel, 2020; Van Gyampo, 2017).

Again, the study showed that political parties generally acknowledge and appreciate the contributions and feedback from their online community, provide valuable opportunities for interaction, foster a sense of community and belonging among supporters, and encourage active participation through initiatives like polls and surveys. The results contribute to the understanding of how political parties in Ghana leverage social media for community engagement and the fostering of a sense of belonging and participation among their online supporters. It is vital for political parties to prioritize community engagement as part of their social media strategies, as this not only strengthens their relationship with their supporters but also plays a crucial role in shaping voter behavior and political outcomes (Apuke & Tunca, 2018; Dzisah, 2018).

Furthermore, the study found that influencer endorsement enhances the political parties' credibility and trustworthiness. This shows the perceived effectiveness of influencer endorsements in building trust and influencing voter perception. These findings show the growing influence of social media in politics and the increasing reliance on influencers for campaigning. It also highlights the effectiveness of social media in engaging political stakeholders and impacting elections and democratic discourse (Adeiza, 2019; Apuke & Tunca, 2018).

Hashtags have become an integral part of social media marketing and can significantly impact brand awareness, engagement, and the reach of campaigns. Hashtag campaigns are a valuable component of social media strategies since they help parties to reach a wider audience. The use of hashtag campaigns by political parties in Ghana reflects an understanding of the impact and potential benefits of social media in political communication. Political parties can rely on hashtags to enhance their online visibility and the effectiveness of their social media strategies.

The study indicates that online platforms are effectively used by political parties in Ghana to encourage supporters to share campaign materials, volunteer, and participate in campaign activities. The positive view of online platforms as a user-friendly interface for voters to sign up for volunteer opportunities and events shows the value of creating seamless and accessible online contents to encourage active volunteer participation. A

study on the 2016 presidential election in Ghana proved the increasing reliance on social media for organizing campaigns and mobilizing voters (Adeiza, 2019). Additionally, a study on political party-social media campaign strategies in Ghana emphasized the transformative impact of social media on political communication, leading to development of new strategies for technological developments (Asante, 2020).

Finally, as social media continues to evolve, it is vital for political parties in Ghana to adapt their strategies and maintain a strong focus on influencer partnerships to stay relevant and competitive. The study validates the agenda-setting theory which underscores the potency of the media in dictating issues which the citizens consider as vital for public discourse and attention. Social media campaigns are shaping how the Ghanaian public views the value of political activities and events as envisaged by the theory (Naser, 2020).

Conclusion and practical implications

The study has shown that there is a strong desire by political parties to leverage social media as a pivotal tool for communication and engagement with voters. Ghanaian voters in the Tema Metropolis recognize the power of social media campaigns in strengthening political parties' fortunes. That, social media political campaigns focusing on community engagement, online mobilization, hashtag messaging, etc. can have a significant impact on voter behavior. Again, placing emphasis on fostering meaningful dialogue and encouraging discussions on social media platforms can effectively amplify the impact of political campaign strategies on voter behavior. Political parties in Ghana should focus on strengthening their social media campaign strategies, recognizing the critical impact of these strategies on voter behavior. This involves continuous improvement in content quality, consistency, and alignment with party messaging. They are urged to use innovative ways to engage their audience using compelling narratives and visuals.

Political parties should continue leveraging diverse social media strategies, including storytelling elements, data analytics, community engagement, influencer endorsements, hashtag campaigns, and effective use of online platforms. These strategies collectively contribute to building credibility, reaching new audiences, and fostering active participation among supporters. Political parties should prioritize community engagement as part of their social media strategies. Actively acknowledging and appreciating contributions from the online community fosters a sense of belonging among supporters. Additionally, influencers should be strategically selected based on values that align with the party's agenda and messaging, enhancing credibility and

trustworthiness. Finally, Ghanaian political parties should continue incorporating creative and memorable hashtags into their strategies to stimulate online conversations, increase campaign visibility, and contribute to their brand awareness.

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