

SOCIAL MEDIA ATTACKS ON REPUTATION: A CASE OF FAMILY BANK

by

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A thesis presented to the school of Communication

of

Daystar University
Nairobi, Kenya

In partial fulfilment of the requirements for the degree of

MASTER OF ARTS
in Communication

November 2023

APPROVAL

SOCIAL MEDIA ATTACKS ON REPUTATION: A CASE OF FAMILY BANK

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of the requirements for the Master of Arts degree.

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DECLARATION

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I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

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ACKNOWLEDGEMENTS

I would like to thank the almighty God for his sufficient grace throughout my thesis journey, Colossians 3:17 says whatever you do whether in word or deed, do it all in the name of Jesus, giving thanks to God through Him. For it in the Lord that I was able to complete and therefore as Psalms 7:17 states I will give to the Lord the thanks through his righteousness, and I will sing praise to the name of the Lord the most high for He has been with me, guided me and helped me through the bumps on the road and granted me the knowledge and strength to complete my study, for that God I am grateful.

To my Father David Wasike Papa and my mother Teresa Wesonga Papa, who supported me without fail financially, and emotionally. They encouraged me throughout this journey, and it is also thanks to them that I was able to do my masters studies at Daystar university. Thank you so much, mom and dad. I would also like to thank my sisters Mercy Nabwire Papa and Yvette Regina Akinyi, you have been the greatest support system. Many thanks my fellow scholars from Daystar who supported me and all my friends God bless you abundantly.

I sincerely want to thank my supervisors and mentors Sr. Prof. Agnes Lucy Lando and Dr. Robert Aswani, they played a key role in guiding me and ensuring I understand the concept of writing this paper, every step of the way. Their expertise is truly remarkable, and I am grateful I got the chance to be guided by them, it was an honour.

God bless you all!

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LIST OF ABBREVIATIONS AND ACRONYMS

NYS	National Youth Service
CBK	Central Bank of Kenya
ERB	Ethics Review Board
NACOSTI	National, Commission for Science, Technology and Innovation

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ABSTRACT

This study sought to understand social media attacks on reputation a case of Family bank, relating to the NYS scandal in November 2016. The objectives sought to establish the perception of the marketing and corporate communication department on the extent to which the Family bank's reputation was impacted by the social media attacks, the severity of these social media attacks on the bank's reputation, and the strategies Family bank used to salvage its reputation. Census method was used to obtain the sample of 5 respondents, from the marketing and corporate communication department. Purposive sampling method was also used to obtain a sample from the social media page's posts on Facebook, Twitter, and Instagram. The researcher used the mixed method where interviews were conducted on the respondents and a content analysis on social media posts. The key findings indicated that Twitter reported the highest percentage of negative sentiments of 72%, Facebook second 23% and Instagram 5%. The trending topics on the sidebar of the Twitter interface were found to create public interest and also the ability of users to tweet short texts enabled the numerous negative tweets. Further, Family bank used some of the communication strategies from the Image restoration theory (corrective action and reducing offensiveness) to mitigate the social media attacks. This study recommended that it's important for a bank to be part of the conversation on social media when faced by social media attacks, to be able to effectively position their brand and salvage their reputation. The study recommends further study on the evaluation of the effectiveness of the strategies used to curb social media attacks.