

Digital Humanitarian Discourse and Influence Weddings in Social Platforms

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Abstract

This study aims to analyze the methods of humanitarian discourse in social digital platforms covering humanitarian work, in order to understand the reality of benefiting from the grooming and methods in the speech of the King Salman Humanitarian Aid and Relief Center and the Humanitarian Wosool Organization. The study used the descriptive approach and content analysis method for a sample of the publications of the King Salman Humanitarian Aid and Relief Center and the Humanitarian Wosool Organization on the Facebook platform published between (January 1 – June 30, 2025). The study concluded that the discourse of charitable institutions focuses on emotional grooming by 34.5%, followed by mental grooming by 26.9%, then intimidation grooming by 21.8%, and finally persuasive grooming by 16.8%. The most prominent method used in presenting posts on Facebook platforms is the method of discussion and dialogue, which came up with 31.6% among other methods.

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Introduction

The role of digital platforms in general and social platforms in particular has emerged in shaping and directing public opinion, controlling the dynamics of groups and individuals, and directing their behavior, so that those who control these platforms have sufficient power to direct the masses, control the course of events, and influence societies. Events, including the Arab Spring revolutions, have proven that platforms have become essential tributaries in promoting democracy or in destabilizing security and stability, as they are a very important means for their users who exchange information, exchange views, and share opinions, ideas, and trends.

Various activities have received attention in practicing and promoting them through digital platforms, as a result of technological, social and economic transformations in the world, especially with the outbreak of the Corona pandemic in 2019. During and after the Covid-19 pandemic, the public became an active seeker of information, and their tendency to use digital platforms to obtain information and data and communicate with institutions increased, which forced these institutions to communicate with the public and share it by providing value and community support. Therefore, institutions urgently need to put digital platforms at the top of their priorities and give more attention to these virtual communities. (Khalil, 2022)

The humanitarian field is one of the areas that benefited from digital platforms in their charitable work, as charitable associations and institutions rushed to provide them with platforms on social media to communicate with their audience and urge them to donate to them and support them, and they varied in their use of communication methods and attractions that enable them to attract the donor audience.

This study aims to analyze the inducements and methods used by social platforms in their coverage of Yemeni humanitarian work in order to understand the reality of benefiting from these in the speech of King Salman Humanitarian Aid and Relief Center and Humanitarian Wosool Organization to their audience.

This study seeks to answer the following question: What are the grooming and communication methods used by social platforms in covering the humanitarian work of the Republic of Yemen?

Literature

Digital platforms are defined as websites that are programmed in a way that allows individuals and institutions to communicate with each other in a single virtual environment and through multiple forms of written, audio and visual communication, as well as multiple capabilities for participation and interaction that vary according to the nature of the platform and its audience. (Adway A. M., 2023) (Adway a. , 2024)

From digital platforms, social media platforms are defined as a system of electronic networks that allow their subscribers to create their own websites and pages, and then connect them through an electronic social system with other members who share common tendencies, interests, and hobbies. (Radi, 2003) Mahmoud 2012 defines it as a group of websites that enable social communication for their users and work to influence the social values of their users. (Mahmoud, 2012) It is also known as an international fictitious society in which people can interact through their personal pages and display their talents and abilities and confirm their personalities on them. (Gross, 2006) It is the social media that helps individuals communicate with each other and exchange information through their own pages. (Serap, 2010) It is the services established by companies and individuals and they work to program and provide them to users who interact with them and use them to communicate, communicate, share opinions, activities and interests, make friends and influence others. Social media platforms are also a global virtual society in which people can interact through their personal pages and display their talents and abilities and confirm their personalities on them. (Gross, 2006)

Through the previous definitions, it is clear that there is no unified definition of the concept of social platforms, but there are multiple definitions from the point of view of each researcher due to the novelty of the term.

Social platforms play an important role in our daily lives, becoming an essential part of socializing, sharing information and ideas, and fostering community engagement. Social platforms are interactive applications and programs on the Internet that allow users to communicate with each other and share information, ideas and different content. Social platforms have many advantages (Al-Zubaidi, 2019), including:

1. Ease of use: Social platforms are easy to use, as anyone can create an account and start using them without the need for any technical or technical skills.
2. Wide Reach: Social platforms have wide wosool to users from around the world, facilitating communication between people from different cultures and backgrounds.
3. Interactive: Social platforms are interactive, where users can interact with each other, sharing comments and ideas.

Humanitarian action seeks to alleviate the suffering of those in need in emergency situations, such as natural disasters or armed conflicts, and also seeks to alleviate the suffering of vulnerable groups in society, such as the poor, orphans and the sick.

The roots of the conflict in Yemen date back to decades of violence and strife as a result of financial and administrative corruption and regional and sectarian division among the Yemeni people. This conflict began from the elimination of the Mutawakkilite Kingdom, the last of whose imams was Imam Ahmad Yahya Hamid al-Din, who took power during 1948-1962, and the declaration of the Yemeni Arab Republic in 1962, and the intensification of long conflicts between republicans and monarchists, and the succession of several presidents of the Republic until the declaration of a state of unity between the northern and southern parts of the country in 1990, until the control of the Abdul Malik al-Houthi group in 2014. This caused a war that spread across many Yemeni governorates. After these wars, the circle of poverty and unemployment expanded and hunger rates increased until Yemen was classified in international reports as one of the poorest countries in the world. For this reason, many local, regional and international organizations were active in the humanitarian field to alleviate the impact of the war on the population and displaced people.

Humanitarian work in Yemen varies in the relief, health, development and social fields, as the majority of the population lives on it after government salaries were cut off 7 years ago from many Yemeni areas, especially those that are not under government control, and countries, international organizations and relief centers are racing to provide support and assistance to Yemenis.

The Arab Coalition launched the Humanitarian Operations Plan in Yemen at the beginning of 2018, during which the Humanitarian Response Plan for 2018 was funded with an amount of \$1.25 billion provided by Saudi Arabia, the United Arab Emirates and Kuwait. The plan included the establishment of a center to support comprehensive humanitarian operations and coordinate humanitarian action to reach people in need and the ability to provide support to humanitarian workers. In addition, it included a number of initiatives to improve the situation of a number of Yemeni governorates through a number of roads, ports, hospitals, schools and food aid projects, and the launch of a sea, air and land relief bridge to support humanitarian efforts in Hodeidah governorate, whose people suffer from very difficult conditions that reached the point of declaring famine in some areas of the governorate (Saudi Press Agency, 2018).

The King Salman Humanitarian Aid and Relief Project alone implemented about 828 humanitarian and relief projects in Yemen, covering many areas and sectors such as health, food security, agricultural security, water, education, environment, community protection and support for humanitarian operations, at a total cost of about 4 billion US dollars (King Salman Center, 2024)

Yemen also received about \$1.2 billion from the Kingdom of Saudi Arabia to provide the Yemeni state treasury and help it eliminate the budget deficit to support the disbursement of salaries, wages and food security and stop the deterioration in local currency prices (The Middle East, 2023).

After Yemen launched a distress appeal to raise about \$3 billion to meet the basic requirements of the population, Saudi Arabia and the UAE provided about \$1 billion, equivalent to one-third of the required amount (Muslim World League, 2017), and the first half of last year witnessed only the provision of international food aid to more than 13.6 million people, and 4.7 million people were provided with other services, including water, health and sanitation, in addition to helping more than 3 million people with food support (United Nations, 2023)

The King Salman Humanitarian Aid and Relief Center (KSrelief) was established in May 2015 as an entity of the Kingdom of Saudi Arabia, with the aim of unifying the relief and humanitarian assistance efforts provided by the Kingdom abroad. The center works to provide assistance and relief to affected and needy communities in various humanitarian sectors such as food, health, shelter, water and the environment (King Salman Center for Relief and Humanitarian Aid, 2024)

The Center takes into account the diversity of projects and programs, and works to prioritize them and meet the needs and special circumstances of the beneficiaries. The center also focuses on ensuring that there are no inhuman motives in its work, and ensuring that aid reaches the beneficiaries without exploiting it for other purposes. It also cares about the quality of aid and the credibility of the source. The Center also coordinates and consults with trusted global and local organizations and bodies. The Center relies on collecting donations in accordance with Royal Order No. 55871 issued on November 9, 1436 AH, which stipulates that the Center is the only entity authorized to receive relief, charitable and humanitarian donations, whether from government or private sources, and direct them to those in need abroad in accordance with the laws and regulations in force. (King Salman Center for Relief and Humanitarian Aid, 2024)

Sahem is the official platform that provides an opportunity for individuals to donate electronically to the programs offered by the Center around the world. Credit cards and electronic payment mechanisms can be used to make donations through this platform, and the platform allows donors to create a personal account through which they can follow the programs they have supported, and also provides the option to link donations to the specific countries and programs they wish to support. (King Salman Center, 2024)

It is the only official electronic platform that allows users to donate to the Center's programs, and the Center's programs reach beneficiaries in more than 79 countries around the world.

Human wosool was founded in March 1990 by a group of volunteers and social figures. It works as a voluntary non-governmental organization that implements its programs, projects and services according to studied and renewed plans and strategies, and depends on the scientific methodology in its method of work. The organization aims to be an effective link between donors and beneficiaries.

The vision of humanitarian wosool is to be a reference in philanthropy and development work at the local and regional level. Its mission is to contribute to development and poverty alleviation in Yemeni society by investing volunteer efforts and partnering with local communities and donor organizations, giving priority to the countryside, youth, women and children groups. Humanitarian Wosool operates as an independent, non-profit NGO, focusing on humanitarian, development and charitable work, and adopting values such as the Foundation, transparency, partnership, accountability, quality, development and professionalism. (Humanitarian alwusul Organization, 2024)

Humanitarian wosool sets multiple goals, including combating poverty and reducing its spread in Yemen, promoting and supporting sustainable development programs and projects to achieve self-sufficiency for poor families, childcare, women's empowerment and skills development, caring for young people and developing their abilities and skills, caring for the community healthily, socially and educationally, contributing to mitigating the damage caused by natural disasters and wars, reviving the spirit of solidarity and promoting a culture of volunteerism in society.

Humanitarian wosool works in all regions of Yemen, and is based on a wide network of volunteers and workers in its branches and committees in the governorates and directorates, and also extends to a number of delegates and representatives in various Arab and global countries.

Humanitarian wosool works in a number of areas and sectors, including: (Humanitarian alwusul Organization, 2024)

1. Food aid: The organization distributes food baskets and provides necessary food aid to needy families, and works to improve the nutritional situation of the most vulnerable groups.
2. Education: The organization seeks to provide educational opportunities for children and young people in disadvantaged areas, and works to build and rehabilitate schools and provide the necessary educational resources.
3. Health: Humanitarian wosool provides basic and therapeutic health care services to the community, and seeks to limit the spread of diseases and provide health care to individuals in need.
4. Community development: The organization works to implement sustainable development projects, such as the establishment of agricultural, educational and training projects, with the aim of achieving self-sufficiency and strengthening the capacities of local communities.
5. Protection and rehabilitation: The organization seeks to protect oppressed and marginalized children, women and youth, and provides psychosocial support and rehabilitation to victims and survivors of conflicts and disasters.

Humanitarian wosool relies on funding from international institutions, humanitarian organizations and individual donors, and works closely with local and international partners to achieve its objectives. (Humanitarian alwusul Organization, 2024)

Working through digital platforms has recently become a necessity in many aspects of business, including humanitarian work. The ILO confirms that digital platforms have transformed everyone's understanding of the world of work. The repercussions of this transformation are noticeable for employers and workers, and that digital platforms have become divided into two main types. The first is electronic platforms that work via the Internet and carry out the tasks required of them via the Internet

by workers. A second type of platform is considered to have limited sites and carry out the tasks required of them in a specific location through specific individuals such as drivers and delivery workers. (International Labour Organization, 2021)

Digital work platforms have also become part of modern life, as they allow dealing with many services online and do a lot of work for customers. The previous decade witnessed a global increase in the number of digital platforms with the growth of digital work such as Deliveroo, Rabbii, Uber, Gocek, and others, and created unprecedented opportunities for both companies, workers, and society alike by providing the opportunity to innovate on a large scale in the world. However, they face serious threats to fair competition and decent work, although since 2010-2021 the number of digital platforms has increased fivefold globally. (International Labour Organization, 2021)

In its report, the international organization calls for a global social dialogue and more regulatory cooperation between digital labor platforms on the one hand and between governments and workers on the other. This is to reach an effective and consistent approach, so that workers have access to social security benefits and the right to negotiate and expand legal policies. (International Labour Organization, 2021)

It is clear that humanitarian work has witnessed a remarkable development due to digital platforms, and it has moved to an advanced stage that has reduced many obstacles related to time, distances, effort, rapid access to those with needs, and linking actors and beneficiaries. The promotion of humanitarian work through digital platforms has recently become more than before, as organizations use these platforms to promote their work, and some of them are working to provide their services to beneficiaries directly through these platforms, especially Facebook, the most used platform in Yemen through daily views, and these platforms have become the easiest and fastest way to ascend associations and centers and publish their events, activities, news and images as free, unpaid and available to all, and more browsing and spread unlike others. Organizations are active in seasons such as Ramadan to provide more aid, as well as in displacement and shelter centers, and gatherings that attracted people fleeing the war.

Methodology

This study is one of the descriptive studies, and it uses the descriptive approach, which is defined as the type of research by which all members of the research community, or a large sample of them, are interrogated, with the aim of describing the studied phenomenon, in terms of its nature and degree of existence (Al-Assaf, 1433*) only. The descriptive analytical approach is used to analyze the data and information obtained through the study sample, to suit the nature and objectives of the study.

This study also used the method of content analysis. Content analysis is defined as a method based on a systematic and accurate description of written or audio texts by identifying the subject of the study, its objective and the definition of the study population from which the special cases will be selected to study and analyze its (Al-Mahmoudi, 2019) content. One of the most important characteristics of content analysis is the classification and classification of data. The results of content analysis must match the objectives and questions of the study, and the results should be generalizable. (Hassouna, 2014)

The content analysis tool is designed to include analysis categories. Content analysis categories are defined as the set of categories that the researcher prepares in line with the objectives of the research and helps to answer the problem at hand. The researcher systematically classifies the content under study by dividing it into categories that serve the problem at hand and lead to accurate results. (Al-Mashhadani, 2020)

The analysis was based on two categories of analysis: the category of grooming, and the category of methods used to provide journalistic treatment of topics. The category of grooming included several units of analysis: persuasive, emotional, mental, and intimidating grooming. The methods category included the following units of analysis: the method of emotional presentation, the method of arguments, evidence and proofs, the method of guidance and counseling, the method of discussion and

dialogue, the method of raising concerns, the method of presenting facts, the method of amplification and exaggeration, and the method of analysis and interpretation.

The study also used the statistical program (Spss) Statistical Package for Social Sciences, to analyze and process the data statistically, as it relied on the descriptive analysis method based on extracting the frequencies and percentages of each category and unit of analysis.

The research community in this study is represented in the Facebook pages of humanitarian institutions in Yemen working in the humanitarian field, where the study relied on the identification of associations working in the humanitarian field on the official authorities, namely the Ministry of Social Affairs and Labor, and 10 pages of social platforms working in the humanitarian field were identified, especially in the distribution of food, medicine, water, sheltering the displaced, providing primary care, psychological support and training, and are interested in publishing their news, pictures and covering their various activities, which is what this study is working on in analyzing data and information in form and content.

The sample of this study was limited to two pages of the Facebook platform, namely: the King Salman Humanitarian Aid and Relief Center and the Humanitarian Wosool Organization. It was chosen for the diversity of its humanitarian fields of work so that the study is not limited to only one field, and also for the diversity of its geographical location between the international and local, as well as for its activity in covering various activities and publishing data and pictures, in addition to the existence of pages on the Facebook site chosen for this study.

All publications were analyzed with their data, information and images, whether directly related to humanitarian work or otherwise. The period of the monitored and analyzed publications was limited to the period between 1 January 2024 and 30 June 2024.

Study Findings

This study seeks to answer the question: What are the inducements and communication methods used by social platforms in covering the humanitarian work of the Republic of Yemen?

Communicative inducements used

The grooming used by the social platforms of Yemeni charities in their speech to their audience varies, as it emerged from these persuasive, emotional and mental grooming and intimidation. The following table shows these uses of grooming in the King Salman Humanitarian Aid and Relief Center and Humanitarian Wosool Organization platforms on Facebook.

Table No. 1

The category of inducements used in the publications of the study sample

Content Location	King Salman Humanitarian Aid and Relief Centre		Humanitarian wosool.		Total	
	frequency	Ratio	frequency	Ratio	frequency	Ratio
Persuasive Grooming	19	18.1%	34	16.1%	53	16.8%
Emotional Grooming	38	36.2%	71	33.6%	109	34.5%
Mental Grooming	22	21.0%	63.00	29.9%	85	26.9%
Intimidation inducements	26	24.8%	43	20.4%	69	21.8%

It is clear from Table No. (1) that emotional grooming received the most attention in digital platforms by 34.5%, as the percentage of benefiting from emotional grooming was high on both pages, with a difference in favor of the page of King Salman Humanitarian Aid and Relief Center, whose percentage

of using emotional grooming was 36.2%, while the percentage of using the page of Humanitarian Wosool was 33.6%.

The results of the analysis revealed that the use of platforms for mental grooming came in second place at 26.9%, and the interest of the Humanitarian Wosool page was greater at 29.9%, while the interest of the King Salman Humanitarian Aid and Relief Center page came second at 21.0%.

The interest of the two pages in the study sample came in third place by 21.8%, as you benefited from them in the page of the King Salman Humanitarian Aid and Relief Center, which was used, while the use rate was 24.8%, followed by the page of the Humanitarian Wosool Organization by 20.4%.

As for the persuasive grooming used by the platforms, it came last with a rate of 16.8%, and it was noted that the page of the King Salman Humanitarian Aid and Relief Center was more interested in it by 18.1%, while the page of the Humanitarian Wosool Organization was interested in mental grooming by 16.1%.

It is clear from the analysis that King Salman Humanitarian Aid and Relief Center attention focused on emotional grooming, intimidation, and persuasion, while Humanitarian Wosool's page focused on mental grooming.

It is clear from the results of the analysis that the two pages of the study sample benefited from the various inducements and employed them in disseminating their content to the public, and it emerged from these emotional, intimidating and mental inducements.

The results of the analysis revealed that emotional grooming was the most used, with (36.2%) recorded in the King Salman Center and (33.6%) in the Humanitarian Wosool Organization. These results are consistent with a study (Jabr & Bakir, 2018) that showed the importance of using social media in improving the mental image of organizations, and showed that emotional grooming is an essential element to attract the attention of the public and enhance interaction. These grooming is especially effective in the context of humanitarian work, where it creates an emotional response that reflects the suffering of people and urges society to support and participate.

This result is consistent with the nature of social networking sites and their discourse based on moving the feelings and emotions of the audience, and therefore emotional grooming is the best and ablest to move people towards supporting charities and supporting them in their work, as well as creating an interaction with the issues of those in need based on arousing emotion.

The results showed that mental grooming achieved the second place in terms of ranking with a rate of 29.9% in the Humanitarian Wosool Organization and 21% in the King Salman Center, and this is in line with the need for diversification in grooming because part of the public needs logical and mental justifications to support charities, especially owners of capital.

The results of the study also showed that intimidation attractions ranked third among the attractions used by the study sample to publish its content on its Facebook pages, as the results recorded a percentage of 24.8% in the King Salman Center, and 20.4% in the Humanitarian Wosool Organization. This result contradicts with a study that confirmed (Khawaldeh & Abdullah, 2020) that the role of volunteer work is to take the hands of young people and direct their energies towards the goals of security and reassurance. None of the means of intimidation were used to attract the study sample, but rather worked to develop their positive attitudes towards volunteer work such as defense, traffic, reform and rehabilitation centers, and schools. It is clear that the use of intimidation inducements is a result of the tragic economic conditions that the Yemeni people have reached under the conditions of the decade-long war.

On the other hand, persuasive grooming (18.1% for the King Salman Center and 16.1% for Humanitarian Wosool) is one of the methods used to influence public opinions. These findings reflect the importance of presenting information in a way that supports the conviction of the recipients, as well as demonstrating the strategic role of public relations in conveying humanitarian messages effectively. The result is consistent with a study (Falaq, 2019) that found that social media networks are the most

important source of information about the product or service. At present, they have become more than other means of communication that address the minds of the public and use persuasive methods. They have been able to contribute to improving the financial situation and operational performance of many organizations.

This last type of grooming came in the order due to the fact that social media is often characterized by the ability to publish a lot of information without verifying its accuracy, which led the public to receive information on social media as posts whose owners represent people or institutions, and not necessarily convincing information.

This finding is consistent with a study (Numan, 2020) that found that coverage of humanitarian work in Yemen through news sites is inaccurate, and it is clear that inaccurate coverage leads the public to question information and data and thus not be convinced of it.

Communication methods used

The methods used by the social platforms of right-wing charities vary in their discourse to their audience, as among these methods emerged the method of emotional presentation, the method of arguments, evidence and proofs, the method of guidance and guidance, the method of discussion and dialogue, the method of raising concerns, the method of presenting facts, the method of amplification and exaggeration, and the method of analysis and interpretation.

The following table illustrates these uses of methods in the King Salman Humanitarian Aid and Relief Center and Humanitarian Wosool Facebook platforms.

Table 2

Category of methods used

Sub-categories	King Salman Humanitarian Aid and Relief Centre		Humanitarian wosool		Total	
	frequency	Ratio	frequency	Ratio	frequency	Ratio
Style of Serving Arguments, Evidence and Proofs	7	6.7%	16	7.6%	23	7.3%
	21	20.0%	41.	19.4%	62	19.6%
Guidance and counselling	15	14.3%	30"	14.2%	45	14.2%
discussion and dialogue	30	28.6%	70	33.2%	100	31.6%
RAISING CONCERNS	9	8.6%	16	7.6%	25	7.9%
Presentation of Facts	12	11.4%	13	6.2%	25	7.9%
Amplification and intimidation technique	3	2.9%	7	3.3%	10	3.2%
Analysis and Interpretation	8	7.6%	18	8.5%	26	8.2%

It is clear from the previous table that the most prominent method used to provide posts on the Facebook platforms of the King Salman Humanitarian Aid and Relief Center and the Humanitarian Wosool Organization in covering the humanitarian work of the Republic of Yemen is the method of discussion and dialogue, which came at a rate of 31.6% among other methods. The Humanitarian Wosool Organization excelled in its use by 33.2%, and then the King Salman Center came second by 28.6%.

The use of the method of arguments, evidence and proofs came in second place with a percentage of 19.6%, as the study sample approached the same percentage with a slight variation in favor of the King Salman Humanitarian Aid and Relief Center by 20%, while the percentage for the Humanitarian Wosool Organization was about 19.4%.

The rest of the methods obtained similar proportions, where the method of analysis and interpretation came in fourth place with a percentage of 8.2%, slightly tilted in favor of the Humanitarian Wosool Organization with a percentage of 8.5%, and about 7.6% for the King Salman Center.

The method of raising concerns came in fifth place with a percentage of 7.9%, as this method was used by the King Salman Center with 8.6%, while Humanitarian Wosool used it with 7.6%.

In sixth place, the method of presenting facts was equal to the method of raising concerns by 7.9%, with a difference between the study sample of 11.4% in the King Salman Center and 6.2% in the Humanitarian Wosool Organization.

The method of emotional presentation came in seventh place with a percentage of 7.3%, as it was used by Humanitarian Wosool Organization at about 7.6% and King Salman Center at about 6.7%.

In the eighth and last place was the method of inflation and intimidation by 3.2%, which was used by Humanitarian Wosool Organization by 3.3% and King Salman Center by 2.9%.

Through the analysis of the results, it was found that the methods used in submitting posts to topics on the Facebook platforms of the Humanitarian Wosool Organization in covering the humanitarian work of the Republic of Yemen were mostly the method of discussion and dialogue (33.2%) and the method of arguments, evidence and proofs (19.4%).

It is clear from the results of the analysis of the category of methods used in the two pages of the two institutions, the study sample, which employed it to publish its content to the public through its pages on Facebook. It topped the method of dialogue and discussion, then the method of arguments, evidence and proofs of the rest of the methods. The results of the analysis confirmed that the most prominent method used in presenting posts on the Facebook platform of the Humanitarian Wosool Organization is the method of discussion and dialogue by 33.2%, while in the King Salman Center by 28.6%.

This result is consistent with a study (Musa, 2016) that confirmed that social media contributes to the formation of public opinion on events, and public opinion is formed as a result of dialogues and discussions, and social media constitutes the best environment to use dialogue and discussion methods with the public.

The analysis of the results showed that the method of arguments, evidence and proofs came in second place among other methods, as the study sample approached the same percentage with a slight variation in favor of the King Salman Humanitarian Aid and Relief Center by 20%, while the percentage for the Humanitarian Wosool Organization was (Falaq, 2019) about 19.4%. This result is reinforced by the findings of a study on the role of social media networks in enhancing the reputation of business organizations, through the importance of providing accurate and reliable information to encourage the public to participate and support.

It is clear from the analysis of the methods used to provide journalistic treatment of topics that the method of guidance and counseling came in third place among persuasive methods, with a percentage of 14.3% in the King Salman Center, and 14.2% in the Humanitarian Wosool Organization, which is in line with a study (Khawaldeh & Abdullah, 2020) that stressed the need to direct the energies of young people towards security goals, and the development of positive trends in volunteer work.

It was also clear from the analysis of the results that the method of analysis and interpretation, which came in fourth place, was used by the Humanitarian Wosool Organization by 8.5%, while the King Salman Center used it by 7.6%. This result is not consistent with a study (Numan, 2020) that confirmed that the coverage of humanitarian work in news sites suffers from a set of problems. Certainly, the

failure to use analysis and interpretation in presenting topics is one of the most prominent problems that accompany the provision of information to the public.

The use of the method of raising concerns for the King Salman Center came in at 8.6% and about 7.6% for the Humanitarian Wosool Organization, which is in fifth place in terms of the use of methods in presenting press materials on the pages of humanitarian organizations, the sample of the study on Facebook, and this result is consistent with a study (Al-Dossari, 2020) that stressed the need to consolidate the values of Islamic work and consolidate the behavior of citizenship and organizational justice, and this of course does not raise fears but removes them.

By analyzing the results of the study, it was found that the method of presenting facts was used in the publications of the King Salman Center by 11.4% and in the publications of the Humanitarian Wosool Organization by 6.2%. This result is consistent with a study (Zain Al-Din, 2017) on the importance of employing public relations in managing the reputation of companies, where facts play a pivotal role in enhancing the image of institutions and building trust with the public.

It also turned out that the method of emotional presentation was used in the Humanitarian Wosool Organization by 7.6% and in the King Salman Center by 6.7%, and this result is largely consistent with a study (Jabr & Bakir, 2018) that found that the use of public relations for social networking sites helped to improve the mental image of it, and this is only by emotional presentation of information, in order to paint a good image among the public and gain their confidence.

It turns out that the organizations' use of the method of inflation and intimidation came in last place, with a percentage of 3.3% in the Humanitarian Wosool Organization, and about 2.9% in the King Salman Center. This result is consistent with the study of Moussa (2016), which confirmed that the Public Relations Department does not follow the scientific methodology in the planning process, and it is clear that the intimidation or exaggeration of facts is not related to the scientific methodology.

Conclusion

The study concluded that charities focused their attention on emotional grooming in their publications on digital platforms by 34.5%, followed by mental grooming by 26.9%, then intimidation grooming by 21.8%, and finally persuasive grooming by 16.8%.

The results also revealed that the attention of the King Salman Humanitarian Aid and Relief Center focused on emotional grooming, intimidation, and persuasion, while the attention of the Humanitarian Wosool page focused on mental grooming.

The study also concluded that the most prominent method used to provide posts on the Facebook platforms of the King Salman Humanitarian Aid and Relief Center and the Humanitarian Wosool Organization in covering the humanitarian work of the Republic of Yemen is the method of discussion and dialogue, which came at a rate of 31.6% among other methods. The Humanitarian Wosool Organization excelled in its use by 33.2%, and then the King Salman Center came second by 28.6%. Then followed by the method of arguments, evidence and proofs in second place by 19.6%, and then the method of analysis and interpretation by 8.2%.

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