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The Importance of Twitter to Build Greater Engagement in Community Relations During Covid-19

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Abstract: *Twitter is a web application for social networking that enables users to share information. Twitter has brought the community together because it allows them to discuss common interests and share the latest news more frequently either from individuals itself or organizations to build engagement in community relations. During this pandemic season of the Covid-19 outbreak, Twitter also plays its role in providing information to the community. The purpose of this research is to study the importance of twitter to build greater engagement in community relations during covid-19. Quantitative research method was applied in this study to collect data not only to see the importance of twitter to build greater engagement in community relations, but also the reason people prefer Twitter as their legitimate source of information and their perceptions on the efficiency usage of twitter by government agencies to provide information and handle issues such as, the Covid-19 outbreak. To conduct the research, an online survey using Google Form was distributed to 250 responses such as students and employees from various age groups. Descriptive statistical method using the 'Statistical Package for the Social Science (SPSS) software version 23, was used to analyze the data collected.*

Keywords: Twitter, Engagement, Community, Covid-19