
THE ROLE OF SOCIAL MEDIA IN PROMOTING WELFARE ACTIVITIES: ANALYZING JDC FOUNDATION'S (PAKISTAN) DIGITAL ENGAGEMENT AND PUBLIC PERCEPTION

Syed Oun Abbas

Ph.D. Scholar

Dept. of Mass Communication

Federal Urdu University of Arts, Science & Technology, Karachi, Pakistan

oun2112@gmail.com

Dr. Huma Nisar

Assistant professor

Dept. of Mass Communication

Federal Urdu University of Arts, Science & Technology, Karachi, Pakistan

h.nisar@fuuast.edu.pk

Dr. Masroor Khanam

Head of the Department of Mass Communication

Federal Urdu University Arts, Science & Technology Karachi, Pakistan

masroor.khanam@fuuast.edu.pk

Ahsan Ahmed Khan

PhD Scholar

Dept. of Mass Communication

Federal Urdu University of Arts, Science & Technology, Karachi, Pakistan

ahsankhan258@hotmail.com

ABSTRACT

The study investigates how social media affects promotional methods and public relations at the JDC Foundation Pakistan, which operates through welfare activities. The study explores how the foundation implements social media platforms to advance welfare initiatives via promotion and awareness building, and positive image creation, while examining social media reception from the public perspective. A structured survey went to users from various social media backgrounds who engage with JDC Foundation Pakistan content on their

platforms. The foundation's survey asked participants for information about their opinions about social media content and the way these communications shaped their views regarding the foundation. Most survey participants recognized that the JDC Foundation Pakistan successfully connects with people through social media because its content presents clear messages and emotional and visual appeal. Public confidence grew because the foundation remained clear about its communication messaging structure. Yet the study points out that the organization should produce engaging interactive content for audiences to enhance their commitment levels. This research expands the understanding of how nonprofit organizations should use social media to maximize their outreach capabilities and implement public image improvements. Through this research, the JDC Foundation Pakistan and other organizations in the same field can improve their digital communication strategies by using the research findings to drive greater involvement and philanthropic outcomes.

KEYWORDS

JDC Foundation Pakistan, Social Media, Public Awareness, Nonprofit Communication, Philanthropy, Public Perception

INTRODUCTION

In the nonprofit sector, social media has completely changed how organizations interact with the public by providing a powerful platform for engagement, awareness and fundraising (Lovejoy and Saxton 2012). To reach a larger audience, gather resources and influence how the public views social issues, welfare organizations are using digital platforms more and more nowadays (Guo & Saxton 2014). The JDC Foundation Pakistan has become a prominent figure among these groups in using social media to interact with the audience and advance its welfare initiatives. But philanthropic behaviors have also greatly impacted by the rise of digital activism studies suggest that social media campaigns can boost charitable donations and public participation (Saxton & Wang 2014). Social media sites like Facebook, Instagram and Twitter are interactive forums where groups can post urgent appeals, success stories and real-time updates, creating a feeling of community among supporters (Nah & Saxton 2013). Social media, according to research, not only increases visibility but also fosters credibility and trust, both of which are critical for nonprofit organizations (Waters et al., 2009). The JDC Foundation Pakistan's online presence has been essential in advancing initiatives related to disaster relief education and healthcare. According to Kim and Yang (2017), the foundation

uses focused tactics like influencer collaborations, viral campaigns and multimedia storytelling to improve outreach and engagement. Studies have shown that emotionally charged stories and visual content boost audience engagement and promote social media sharing, which in turn increases the impact of welfare programs (Brunner 2019). Online communication tactics have a significant impact on how the public views social welfare organizations. Positive social media interaction increases volunteerism and donor confidence by fostering a sense of legitimacy and accountability (Shier & Handy, 2015). Digital communication must constantly innovate to meet issues like disinformation, digital fatigue and the need for sustained engagement (Aldrich & Meyer 2015). The purpose of this study is to examine how the JDC Foundation Pakistan's digital engagement tactics affect public opinion. The effectiveness of digital platforms in advancing welfare initiatives and fostering community trust was examined through primary data collected from a survey.

JDC FOUNDATION PAKISTAN

HISTORY AND INTRODUCTION

Jafriya Disaster Management Cell Welfare Organization (JDC) operates under the name JDC Foundation Pakistan, while it functions as a welfare organization and non-government organization (NGO) primarily based in Pakistan. Syed Zafar Abbas Jafri, together with several Karachi-based young individuals, founded the organization in 2009. The humanitarian and social welfare foundation known as JDC Foundation Pakistan maintains its position as one of the leading non-governmental organizations operating in Pakistan today. The JDC Foundation Pakistan makes essential contributions to underprivileged communities throughout the entire nation of Pakistan. The founders established the organization to offer relief services free of religious or ethnic discrimination. The years of expansion have led JDC Foundation Pakistan to develop multiple services, including healthcare, education, food distribution and emergency relief programs.

FOUNDING AND EARLY YEARS

A collective of dedicated volunteers at JDC Foundation Pakistan began their mission to assist disadvantaged people. The organization set up its official foundation in 2009 to supply free meals to poor populations found in urban locations. JDC Foundation Pakistan received such tremendous public support that it decided to broaden its services past food distribution.

EXPANSION AND GROWTH

Through its expanding programs, JDC Foundation Pakistan developed various initiatives for humanitarian services. The organization launched:

- JDC Foundation Pakistan expanded their services to include Healthcare Programs through which they ran free medical camps and distributed ambulances and organized blood donation events, and established free health clinics.
- The foundation operates scholarship schemes along with educational institutions which serve children from low-income backgrounds.
- During national emergency situations and floods, alongside earthquakes, the foundation carries out medical support activities combined with establishing food distribution points and offering shelter facilities to the affected population.

KEY SERVICES AND PROGRAMS

Through the Food Security Initiative, free meals are distributed every day to include workers along with orphans and homeless people.

- The foundation offers healthcare services by running ambulance services together with medical camps and free dispensary services for those in need.
- Through educational assistance, the foundation offers both scholarships and provides free schooling and vocational training as empowerment tools for disadvantaged students.
- The foundation sends rapid response teams to give food and shelter, and medical treatment during nationwide disasters.
- Orphan Care Program: Providing safe housing, education, and psychological support for orphans.
- The organization implements training initiatives and gives financial aid to empower women for independent financial stability.

RECOGNITION AND ACHIEVEMENTS

JDC Foundation Pakistan receives widespread recognition because of its ongoing efforts to support humanitarian needs. Various charitable and governmental institutions have valued the organization through their national and international acknowledgements and feature grants and endorsements. Corporate sponsors, along with individual donors, show continued support for JDC Foundation because of its exceptional impact on society.

FUTURE GOALS

JDC Foundation Pakistan remains dedicated to broadening its service operation so it can deliver aid to larger communities under its care. The organization aims to:

- Enhance healthcare facilities across Pakistan.
- The organization plans to create new educational facilities which will provide schooling to children from disadvantaged backgrounds.
- The organization aims to strengthen the emergency response capabilities that focus on disaster relief operations.
- JDC Foundation Pakistan strives toward a basic necessities free world by maintaining its faithful network of donors and volunteers to achieve this mission. The organization maintains its unyielding dedication toward social service, which draws hope to many people.

PROBLEM STATEMENT

Social media functions as a crucial instrument in modern times, letting non-profit organizations drive awareness about their welfare programs and foster interpersonal connections between themselves and the public while managing their image. The JDC Foundation Pakistan engages in active social media utilization, which serves to spread information about its humanitarian work alongside authority building and support system development and audience growth. The foundation must explore a research-based approach to determine how effectively social media shapes public interactions and understanding of their work.

The growing necessity of digital communication platforms in non-profit sectors has led to insufficient studies about effective social media usage by organizations such as JDC Foundation Pakistan for brand establishment and public engagement. Knowledge of how social media strategies from the organization work to build reputation and credibility and affect stakeholder outcomes stands as a vital requirement. The public reaction to foundation activities on social media, as well as how these platforms affect public trust and sponsorship, is not well studied.

This study examines how JDC Foundation Pakistan employs social media to promote its welfare programs and reveals its methods for building positive public perception as well as public reaction to these initiatives. This research produces essential information about social media effectiveness in non-profit outreach while recommending digital engagement methods that boost outreach effectiveness. Knowledge about these behavioural patterns allows JDC

Foundation Pakistan and comparable entities to improve their online platforms for producing stronger social effects and philanthropic performance.

OBJECTIVES OF THE RESEARCH

This investigation seeks to evaluate how well the JDC Foundation Pakistan and other welfare organizations in Pakistan leverage social media for their activities. The main goals of this research consist of:

1. To examine how JDC Foundation Pakistan utilizes social media for the promotion of its welfare activities and public awareness.
2. To analyze how JDC Foundation Pakistan presents its positive image through social media and its impact on public perception.
3. To evaluate public perceptions of JDC Foundation Pakistan's use of social media for philanthropic purposes.

RESEARCH QUESTIONS

1. How does the JDC Foundation Pakistan use social media platforms to promote its welfare activities and raise public awareness?
2. What strategies does the JDC Foundation Pakistan employ on social media to build and maintain a positive public image, and how does this influence audience perception?
3. How do social media users perceive the JDC Foundation Pakistan's use of digital platforms for promoting its philanthropic initiatives?

RESEARCH HYPOTHESES

The following are the research hypotheses based on the prescribed research questions. These hypotheses are designed to be tested using the Chi-Square Goodness of Fit Test, with data collected through a 5-point Likert scale questionnaire (ranging from Strongly Disagree to Strongly Agree):

H₀₁: There is no significant difference in the opinion of respondents that the JDC Foundation Pakistan effectively uses social media to promote its welfare activities and raise public awareness.

H₀₂: There is no significant difference in the opinion of respondents that the JDC Foundation Pakistan successfully presents a positive image through its social media content, influencing public perception.

H₀₃: There is no significant difference in the opinion of respondents that the JDC Foundation Pakistan's use of social media for philanthropic purposes positively impacts public trust and engagement.

LITERATURE REVIEW

Lovejoy and Saxton (2012). Argued that social media has emerged as a potent instrument for nonprofit organizations, allowing them to interact with supporters, gather resources and promote social causes. Past studies also suggest that offering real-time updates and opportunities for engagement on social media sites like Facebook, Instagram, and Twitter enable NGO's to create lasting relationships with their audiences (Guo & Saxton 2014). Additionally, the findings of the studies also show that social media lowers reliance on conventional marketing and fundraising strategies by enabling direct and affordable outreach (Waters et al. 2009).

Social media has been a successful tool for promoting social change for several nonprofit organizations. For example, initiatives such as the ALS Ice Bucket Challenge showed how viral content could be used to raise money and awareness (Xu 2019). Moreover, the JDC Foundation Pakistan has effectively mobilized donors and volunteers for humanitarian endeavours through digital engagement. Researchers can evaluate how well these tactics work to influence public opinion and encourage sustained engagement by looking at social media metrics and audience interactions (Liang 2021).

While social media offers NGO's many advantages, it can also be difficult to keep audiences interested. The finding of the studies also points to problems like dwindling organic reach, heightened competition for attention and the requirement for regular content production (Aldrich and Meyer 2015). Furthermore, the long-term viability of digital engagement has come under scrutiny due to ethical issues about data privacy, disinformation and performative activism (Corple, D., & Linabary, J. R., 2022).

As digital environments keep changing, NGO's need to modify their approaches to stay relevant. Virtual reality chatbots and artificial intelligence are examples of emerging technologies that present new opportunities for donor storytelling and engagement (Kang and Gearhart 2020). Additionally, platform-specific trends like live fundraising events and short-form video content are anticipated to influence nonprofit social media strategies in the future. (Social Media Trends in 2024).

METHODOLOGY

The research examines thoroughly how the JDC Foundation Pakistan promotes their welfare efforts through social media to establish their public character and shape public opinion. Surveys were used as the main research approach to obtain data from Karachi citizens, and the study measured perceptions using 5-point Likert scales that required Chi-Square Goodness of Fit analysis. The study

design incorporates specific approaches to maintain reliability and validity to obtain significant findings about digital connectivity approaches through foundation programs.

RESEARCH DESIGN

The research implements a quantitative design to study the JDC Foundation Pakistan's social media utilization in welfare promotion, image development and perception shaping. The quantitative method enables both statistical computation and universal conclusion drawing from objectively collected numerical survey data. The researcher used survey questionnaires that social scientists commonly use to gather uniformly validated answers from extensive datasets.

POPULATION AND SAMPLING DESIGN

The research targets every individual in Karachi, Pakistan, who makes up the general public. JDC Foundation Pakistan extensively services Karachi as well as maintains strong social media engagement, so this population is suitable for understanding public opinions about digital engagement. The research excludes no respondents because of their age, gender or socioeconomic status, leading to a wide range of responses.

The researchers collect data through convenience sampling. This sampling technique makes it easy to find respondents using social media since they interact with the JDC Foundation Pakistan's digital content. Due to limited time and available resources, convenience sampling best suits the project to gain survey data effectively from participants who remain present. While not reaching complete generalizability, convenience sampling serves as an effective method for understanding what the public thinks.

SAMPLE SIZE

The research study uses 300 survey respondents to achieve sufficient data for statistical purposes. The Cochran formula provides organizations with an effective tool for determining sample sizes in situations with large population numbers. Researchers benefit from this formula because it enables them to calculate precise measurement levels while considering population variation alongside confidence levels. With this formula, researchers determined that 289 participants could achieve approximately $\pm 5.8\%$ error margin when dealing with a 95% confidence level for acceptable research results. Research conducted in social media and nonprofit communication demonstrates that this sample size of respondents yields adequate results to detect patterns using the

Chi-Square Goodness of Fit Test statistics. In practice, social science researchers often use sample sizes between 200 and 500 for large populations, balancing the need for precision with practical constraints like time and resources (Bryman, A. 2012). A sample size of 289 falls within this range and is considered adequate for many studies.

DATA COLLECTION INSTRUMENT

A structured questionnaire acts as the primary data collection instrument to gauge the social media evaluation of JDC Foundation Pakistan's initiatives. The survey tools incorporate closed-ended questions which span from 1 for Strongly Disagree to 5 for Strongly Agree. Surveys utilize the recognized Likert scale for research because it allows efficient assessment of subjective feedback that researchers can statistically quantify.

The questionnaire consists of four main parts that align with the research targets:

1. Demographics

The initial part of the questionnaire gathers demographic data to create knowledgeable background profiles for the survey participants. Analyzing how members of the public view JDC Foundation Pakistan's social media engagement becomes possible through demographic information about age and gender, and education levels of respondents. The researcher can understand population-level patterns by using this information to spot trends between various population groups, thus gaining a clear interpretation of the survey outcomes. The research gathers demographic information to determine how social media strategy opinions may relate to personal backgrounds, which leads to deeper evaluation possibilities.

2. JDC Foundation Pakistan employs social media platforms to spread information and promote its welfare activities.

JDC Foundation Pakistan succeeds at using social media platforms to deliver information about its welfare activities to the public. The impact of digital engagement on public awareness and understanding of the foundation's initiatives.

3. Positive Image Projection

The reviewed social media content from JDC Foundation Pakistan achieves its goal to build a positive reputation for the organization. The foundation achieves public trust through transparent storytelling and engaged communication approaches.

4. Public Perceptions of Social Media Philanthropy

The internet presence of JDC Foundation Pakistan functions to make community members more likely to participate and provide support. Audience perceptions of credibility and authenticity in social media campaigns.

DATA COLLECTION PROCEDURE

An online platform serves as the survey administration method to achieve higher participant rates. The distributed online questionnaire reaches participants through Facebook and Twitter, and WhatsApp group communications who support JDC Foundation Pakistan or are involved themselves with comparable non-profit organizations. The study conducts offline surveys in strategic locations of Karachi through direct approaches made to people in universities and shopping centres, and community spaces.

Before administering the questionnaire, respondents are provided with a brief overview of the study's objectives and assured that their participation is voluntary and anonymous. Informed consent is obtained, and respondents are encouraged to answer honestly. Data collection takes approximately four weeks, allowing sufficient time to reach the target sample size.

DATA ANALYSIS

Upon completion of data collection, responses are entered into SPSS (Statistical Package for the Social Sciences) for analysis. The Chi-Square Goodness of Fit Test is applied to evaluate whether public perceptions of JDC Foundation's social media usage deviate significantly from a uniform distribution across the Likert scale categories. This test helps determine whether opinions are skewed toward positive or negative extremes, providing insights into the effectiveness of the foundation's digital engagement.

The analysis process includes:

- 1. Descriptive Statistics**

Frequency distributions are computed to summarize the responses.

- 2. Reliability**

Reliability ensures that the survey or measurement tools produce consistent results over time, increasing confidence in the study's findings.

3. *Chi-Square Goodness of Fit Test*

This test is applied to assess whether observed frequencies of responses significantly differ from an expected uniform distribution.

ETHICAL CONSIDERATIONS

The current research upholds ethical principles while conducting its investigations. The research protects participant confidentiality along with maintaining the collection of no personal identifiers. Survey participants receive informed consent before engaging in research while keeping the right to leave the study at their discretion. The stored information remains secure while only researchers engaged in academic studies access it for their scholarly purposes.

LIMITATIONS OF THE STUDY

A set of constraints affects this methodology:

- The convenience sampling method might produce biased results because the chosen sample does not include all members of Karachi's population.
- Survey responses based on self-reporting face the risk of social desirability bias because participants sometimes give answers preferred by society instead of their genuine thoughts.
- The research analysis includes only participants who use social media, which neglects evaluation from those who do not engage with these platforms.

The research design presents an organized procedure to analyze JDC Foundation Pakistan's social media strategy for public outreach and charitable participation. The research design, consisting of quantitative surveys, provides both statistical strength and meaningful data regarding public understanding. The research findings from this study will improve nonprofit understanding of how digital strategies should be optimized to build credibility and reach more people while gaining public trust.

DATA ANALYSIS

This analysis explores how JDC Foundation Pakistan utilizes social media for welfare promotion alongside public opinion development based on data evaluation. The beginning section of analysis presents demographic information from survey participants who share their age distributions alongside gender splits and education levels, while providing social media usage details. The researchers applied descriptive statistics for quantitative data analysis that answered central research questions about JDC Foundation Pakistan's social media strategy and public engagement along with social media effect. The

reliability examination enables the survey tool to maintain reliable operation. To analyze public perception variation about JDC Foundation Pakistan's social media activities, the Chi-Square Goodness of Fit test is employed. These research results provide important knowledge about how social media supports welfare organizations in Pakistan to become more visible and credible.

DEMOGRAPHICS

Demographics		
Age Group:	18–24	166
	25–34	70
	35–44	37
	45–54	8
	55 and above	1
Gender:	Female	135
	Male	150
Educational Qualification:	High School or below	110
	Ph.D. or higher	5
	Postgraduate Degree	70
	Undergraduate Degree	97
Have you previously engaged with JDC Foundation Pakistan's social media (e.g., liked, shared, commented, or followed their pages)?	No	53
	Yes	231

The demographic evaluation displays participant characteristics which reveal the diverse nature of people following JDC Foundation Pakistan's social media. Young adults between the ages of 18 to 24 make up the largest audience group that interacts with JDC Foundation Pakistan's social media content, according to survey results, which show 166 respondents or 55.9% of total participants. Out of the total respondents, 70 individuals belong to the 25–34 age group, constituting 23.6% of the respondents, while 47 users are between 35–44 years old, making up 12.5% of the participants. JDC Foundation Pakistan's social media outreach demonstrates lower engagement among the older demographic ages because the survey results show 8 individuals (2.7%) from 45–54-year-olds and 1 person (0.3%) from 55 and above. The data demonstrates that JDC Foundation Pakistan reaches its respondents best among people in their early 20s because this group spends more time using social media platforms.

The survey population contains equal numbers of women and men at 150 males (52.6%) and 135 females (47.4%). Social media engagement at JDC Foundation Pakistan maintains the same level of activity between male and female users, which demonstrates broad-based accessibility to its content.

Multiple educational levels are present among the survey respondents. High school-educated respondents (37.5% or 110 people) make up the biggest group, while undergraduate attendees represent 33.1% (97 people) of responders. Of the total participants, 70 people (23.9%) hold postgraduate qualifications, although only 5 (1.7%) individuals hold Ph.D. degrees or above. JDC Foundation Pakistan's social media shows evidence of distribution, reaching users from different academic levels since both students and graduates heavily participate.

The research results demonstrated that a considerable 81.3% of participants (231 individuals) interacted with JDC Foundation Pakistan's social media content by showing likes or shares or commenting or page follow (escalation upward). A smaller group of 53 participants (18.7%) did not engage with their pages. JDC Foundation Pakistan demonstrates successful digital community development through the high levels of audience interaction participating in its outreach programs. The low numbers of non-active respondents show opportunities for the foundation to expand its reach among individuals who have no current online connection to JDC Foundation Pakistan.

JDC Foundation Pakistan achieves excellent social media engagement through its platforms, especially with younger demographic groups, which show strong participation from males and females and whom have different levels of education. The data will help future planning by allowing the foundation to develop improved digital outreach activities that sustain and grow their audience coverage.

RESPONSES

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The social media content of JDC Foundation Pakistan increases public awareness about its initiatives.	1.8%	1.8%	4.9%	50.5%	41.1%
JDC Foundation Pakistan's social media presence encourages people to participate in welfare activities.	2.1%	2.8%	4.2%	54.8%	36.0%
The foundation's social media campaigns are informative and well-structured.	1.8%	3.2%	6.4%	51.9%	36.7%
Social media has helped me stay updated about JDC Foundation Pakistan's latest welfare projects.	2.5%	3.2%	6.8%	49.1%	38.4%
JDC Foundation Pakistan maintains a positive image through its social media content.	2.1%	2.4%	3.8%	50.7%	40.9%

The research results demonstrate powerful affirmative evaluations about JDC Foundation Pakistan's social media execution. Research shows that most people agree that social media helps the JDC Foundation Pakistan spread information regarding its programs successfully, while only a minimal users oppose this view. People widely accept that JDC achieves great success in mobilizing welfare activity engagement through its social media efforts. The foundation receives acclaim for its well-ordering campaigns, which strengthen its reliable standing. Social media allows numerous respondents to stay informed on JDC's newest projects because it delivers important information promptly. JDC Foundation Pakistan keeps a positive image with all stakeholders through its digital content, which people generally agree upon. The research demonstrates that JDC Foundation Pakistan achieves outstanding results from its strategic social media approach to engage the public and build its positive reputation.

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The foundation's social media presence builds trust and credibility among the public.	1.4%	2.5%	6.5%	51.4%	38.1%
JDC Foundation Pakistan's online posts effectively highlight its contributions to society.	1.8%	1.4%	5.4%	55.4%	36.1%
The use of social media by JDC Foundation Pakistan enhances its reputation as a reliable welfare organization.	2.1%	1.8%	7.8%	51.2%	37.1%
I perceive JDC Foundation Pakistan as a transparent and socially responsible organization due to its social media presence.	1.8%	2.5%	10.7%	52.9%	32.1%
JDC Foundation Pakistan's social media content inspires me to support its philanthropic activities.	1.8%	4.3%	8.7%	52.5%	32.6%

Social media demonstrates a vital function in JDC Foundation Pakistan's ability to create public trust and build its credibility, according to the research results. The foundation uses its online content effectively to display societal contributions, thereby strengthening its reliable welfare organization reputation according to survey results. People view JDC as a transparent and responsible organization because of its social media presence because most users acknowledge its social accountability features. Through its digital platform, the foundation informs and inspires numerous people to champion its philanthropic work. Pacific Islands Benefits Foundation achieves high success rates with its social media strategy, which establishes trust and credibility while connecting with the public domain.

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The foundation's online engagement reflects a genuine commitment to social welfare.	1.8%	1.8%	6.8%	56.6%	33.0%
JDC Foundation effectively uses social media to promote its welfare activities.	2.4%	4.5%	6.3%	47.2%	39.5%
JDC Foundation effectively uses social media to communicate with the public about its philanthropic efforts.	1.5%	2.5%	9.1%	52.0%	34.9%
The organization's social media activities influence my willingness to donate or volunteer.	2.1%	3.9%	10.7%	50.5%	32.7%
Overall, I believe that JDC Foundation's social media presence positively impacts its philanthropic mission.	2.5%	2.5%	5.3%	42.4%	47.3%

Social media activities at JDC Foundation Pakistan receive widespread approval from the public for enabling them to spread awareness about their welfare activities. People generally recognize the foundation's sincere dedication to social welfare through its online activities. The foundation excels at philanthropic promotion and public dialogue through its implemented social media approach which experts identify as effective. Social media content from JDC leads donors and volunteers to choose their involvement level, which proves its effectiveness in attracting audience participation. Digital outreach by the foundation receives universal approval from the public because it enhances its philanthropic activities while expanding both its credibility and accessibility.

RELIABILITY

Scale	Items	Cronbach's Alpha
JDC Foundation Pakistan's Use of Social Media for Promotion and Public Awareness	5	0.895
JDC Foundation Pakistan's Positive Image and Its Impact on Public Perception	5	0.924
Public Perception of JDC Foundation Pakistan's Use of Social Media for Philanthropy	5	0.892

The three different JDC Foundation Pakistan social media impact scales show excellent internal consistency based on the reliability analysis. The Cronbach's Alpha value of 0.895 for JDC Foundation Pakistan's Use of Social Media for Promotion and Public Awareness scale shows strong reliability. The five components in this scale show strong inter-item correlation, which confirms their effectiveness in measuring the specified construct. The scale for evaluating JDC Foundation Pakistan's Positive Image and Its Impact on Public Perception shows a very high reliability indicator of 0.924, which demonstrates strong consistency between all included items. The soundness of the scale is confirmed by its high value, but the redundancy potential among its items should be explored for further evaluation. The reliability score of 0.892 in the scale, which analyzes Public Perception of JDC Foundation Pakistan's Use of social media for Philanthropy, indicates outstanding reliability among its assessment items. There are different reports about the acceptable values of alpha, ranging from 0.70 to 0.95 (Tavakol, M., & Dennick, R., 2011).

HYPOTHESES TESTING

Hypothesis 1

Chi-Square	472.224
Df	5
Asymp. Sig.	0.00

The first null hypothesis (H_{01}) demonstrates that JDC Foundation Pakistan's usage of social media for welfare activities promotion and public awareness raises does not present significant variations between respondents' opinions. The Chi-Square test outcome indicates 472.224 as the Chi-Square value in combination with 5 degrees of freedom (df) and a p-value of 0.00. The p-value of 0.00 is lower than the accepted significance level of 0.05; thus, we reject the null hypothesis. The data indicates that a statistically important divergence exists between how respondents feel about the matter. Respondents hold different non-homogeneous opinions regarding how effectively JDC Foundation Pakistan employs social media platforms for promotional purposes and public awareness enhancement. Research participants have widely different opinions, which indicates multiple perspectives about the subject.

Hypothesis 2

Chi-Square	477.431
Df	5
Asymp. Sig.	0.00

Research seeks to determine if the JDC Foundation Pakistan successfully presents a positive public image through social media content without demonstrating a difference in opinion among respondents (H_{02}). Analysis of the Chi-Square test reveals 477.431 as the calculated Chi-Square value while the degrees of freedom amount to 5 with a resulting p-value of 0.000. The p-value value of 0.000 falls under 0.05, which leads to rejecting the null hypothesis. The statistical data demonstrates that participants hold different viewpoints about this particular subject. Multiple viewpoints exist about JDC Foundation Pakistan's social media content because respondents demonstrate varied interpretations regarding how effectively it shapes public attitudes.

Hypothesis 3

Chi-Square	477.431 ^a
Df	5
Asymp. Sig.	0.00

The third null hypothesis (H_{03}) tests whether JDC Foundation Pakistan's social media philanthropic activities create different levels of public trust and engagement among study participants. Results of the Chi-Square test revealed a 477.431 Chi-Square value with 5 degrees of freedom, together with a p-value of 0.000. The statistical p-value value of 0.000 indicates that we must reject the null hypothesis due to its comparison against the 0.05 significance level. An analysis of the data shows that a statistically important divergence exists between how study participants view the matter. The rejection of H_{03} demonstrates that survey participants disagree about how social media efforts from JDC Foundation Pakistan affect public trust and engagement levels.

DISCUSSION

The study was conducted to examine the following research objectives.

The research investigates how the JDC Foundation Pakistan makes use of social media platforms to promote its welfare initiatives and educate the community. The study results demonstrate that the JDC Foundation Pakistan demonstrates true dedication to social welfare activities through its online engagement, because 89.6% of the population supports this observation. Social media serves JDC well in its mission to communicate philanthropic efforts to the public since 86.9% of people believe this is true. Research shows that 86.7 percent of the study participants confirm that the JDC Foundation Pakistan uses social media properly to promote its welfare work.

An analysis of how JDC Foundation Pakistan displays its positive image through social media channels and their influence on public perception.

The research shows that 83.2% of people acknowledge that social media activities by the organization drive people toward donation and volunteer work. The social media activities of JDC have a beneficial effect on its philanthropic mission, according to 89.7% of people.

JDC Foundation Pakistan's social media use for philanthropic purposes requires assessment from the public viewers.

A majority of 89.7% from the study group agrees that the JDC Foundation Pakistan's social media activities enhance its philanthropic tasks. The social media content from JDC Foundation Pakistan helps people support its philanthropic activities, according to 85.1% of those surveyed.

CONCLUSION

The JDC Foundation Pakistan adopts social media as a core instrument to advertise its welfare programs, according to the study results. Research participants demonstrate high agreement (86.7%) that JDC successfully broadcasts its charitable activities through social media in combination with a strong affirmation (89.6%) that the organization devotes itself to social welfare via its web presence. Social media serves JDC well for marketing its welfare initiatives, according to 86.7% of the study participants. According to the research findings, JDC enjoys better public reception because of its social media optimization, which ultimately leads to higher donation amounts. Research indicates that the foundation's social media engagement supports its charitable goals according to 89.7% of respondents, and their donation and volunteer tendencies are influenced by organization's digital activities according to 83.2% of participants. The research data reveals that 85.1% of participants responded positively to JDC content, which inspires them to offer backing to humanitarian efforts.

REFERENCES

- Aldrich, D. P., & Meyer, M. A. (2015). *Social capital and community resilience*. *American Behavioral Scientist*, 59(2), 254-269.
- Brunner, M. (2019). *The power of storytelling in social media: Creating engagement for nonprofit organizations*. *Journal of Nonprofit & Public Sector Marketing*, 31(4), 385-405.
- Bryman, A. (2012). *Social Research Methods (4th ed.)*. Oxford University Press.

Cochran, W. G. 1963. *Sampling Techniques*, 2nd Ed., New York: John Wiley and Sons, Inc.

Corple, D., & Linabary, J. R. (2022). *Digital activism ethics*. In G. Cheney, S. May, & D. Munshi (Eds.), *The Handbook of Communication Ethics* (2nd ed., pp. 405–418). Routledge. <https://doi.org/10.4324/9781003274506-27>

Guo, C., & Saxton, G. D. (2014). Tweeting social change: How social media are changing nonprofit advocacy. *Nonprofit and Voluntary Sector Quarterly*, 43(1), 57-79.

Kang, M., & Gearhart, S. (2020). *Emerging technologies and nonprofit engagement: AI, VR, and chatbots in digital fundraising*. *Journal of Nonprofit Innovation*, 5(1), 45-60.

Kim, J. N., & Yang, S. U. (2017). The influence of social media on public perception and trust in nonprofit organizations. *Public Relations Review*, 43(2), 398-408.

Liang, A. (2021). *Measuring digital engagement: Analyzing nonprofit social media impact*. *Journal of Public and Nonprofit Affairs*, 7(3), 120-140.

Lovejoy, K., & Saxton, G. D. (2012). Information, community, and action: How nonprofit organizations use social media. *Journal of Computer-Mediated Communication*, 17(3), 337-353.

Nah, S., & Saxton, G. D. (2013). Modeling the adoption and use of social media by nonprofit organizations. *Nonprofit and Voluntary Sector Quarterly*, 42(2), 571-592.

Nonprofit Fundraising. (2024, March 15). 8 social media trends in 2024. *Nonprofit Fundraising*. <https://nonprofitfundraising.com/8-social-media-trends-in-2024/>

Saxton, G. D., & Wang, L. (2014). The social network effect: The determinants of giving through social media. *Nonprofit and Voluntary Sector Quarterly*, 43(5), 850-868.

Shier, M. L., & Handy, F. (2015). From advocacy to social impact: Social media in the nonprofit sector. *Journal of Nonprofit & Public Sector Marketing*, 27(3), 253-272.

Smith, A. (2018). Digital philanthropy and social media engagement: Trends in online giving. *International Journal of Nonprofit and Voluntary Sector Marketing*, 23(1), e1584.

Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International journal of medical education*, 2, 53.

Waters, R. D., Burnett, E., Lamm, A., & Lucas, J. (2009). *Engaging stakeholders through social networking: How nonprofit organizations are using Facebook*. *Public Relations Review*, 35(2), 102-106.

Xu, W. W. (2019). *The power of viral activism: Lessons from the Ice Bucket Challenge*. *New Media & Society*, 21(7), 1555-1574.