

EFFECTIVENESS OF DIGITAL PUBLIC RELATIONS STRATEGIES IN ENHANCING PUBLIC TRUST IN NIGERIA SECURITY AND CIVIL DEFENSE CORPS' (NSCDC) OPERATIONS IN FCT, ABUJA

Gyang H. Dung

Department of Mass Communication,
Faculty of Communication and Media Studies
Nasarawa State University, Keffi
gyanghannatu2016@gmail.com

Ter M. Akase

Department of Mass Communication,
Faculty of Communication and Media Studies
Nasarawa State University, Keffi
akaseter@gmail.com

Abraham A. Augustine

Department of Mass Communication,
Faculty of Communication and Media Studies
Nasarawa State University, Keffi
augustineabraham45@gmail.com

Abstract

This study examined the effectiveness of digital public relations strategies in enhancing public trust in Nigeria security and civil defense corps' (NSCDC) operations in Fct, Abuja. The study was anchored on Technology Acceptance Model (TAM) and Attribution Theory. The study adopted a quantitative research approach using a cross-sectional survey design. Data were collected from 388 respondents using a structured questionnaire and analysed using frequencies, percentages, descriptive statistics and multiple linear regression. The findings revealed that NSCDC uses several digital platforms for public relations, with WhatsApp (27.8%) being the most frequently encountered platform. The findings further showed that 65.7% of respondents perceived NSCDC's digital public relations activities as having high or very high influence on public trust. Multiple regression analysis revealed statistically significant positive relationships between information quality ($\beta = 0.326$, $p < 0.001$), transparency of information ($\beta = 0.298$, $p < 0.001$), responsiveness to public enquiries ($\beta = 0.284$, $p < 0.001$), frequency of digital updates ($\beta = 0.241$, $p < 0.001$) and public trust. The overall regression model was statistically significant, $F(4, 383) = 120.431$, $p < 0.001$, and explained 55.7% of the variation in public trust ($R^2 = 0.557$; Adjusted $R^2 = 0.552$). The major challenges affecting digital public relations implementation were inadequate funding and resources and inadequate digital skills. The study concludes that NSCDC's digital public relations activities are significantly associated with public trust, while resource, technological and institutional constraints may limit their effective implementation. The study recommends improving the quality, transparency and responsiveness of digital communication, alongside strengthening digital infrastructure, staff capacity and cybersecurity measures.

Keywords: Digital Public Relations, Public Trust, NSCDC, Digital Communication, Information Quality, Transparency, Stakeholder Engagement.

Introduction

Public trust is a vital asset to public institutions, notably security and emergency agencies that exist primarily due to the support of citizens. It is a perception held by citizens towards an institution's integrity, reliability, receptiveness, and ability to deliver on its mandate. With high public trust, citizens are likely to accept information, accept rules, give information, and comply with directions from an agency, especially during emergencies (Adamu & Auwal,

2023; Anani-Bossman & Tandoh, 2023). On the contrary, low levels of trust impede the effectiveness of institutions and the willingness of the masses to cooperate (Adebayo, 2020). To the Nigeria Security and Civil Defence Corps (NSCDC), public trust is an essential asset because the agency exists primarily to protect lives and property and promote general security. According to the literature, communication plays a pivotal role in bolstering trust between an institution and the masses. Timely, accurate, transparent, and responsive communication enhances the likelihood that citizens will view an agency as reliable and capable (Adebayo, 2020; Ibrahim & Eze, 2021). Therefore, the emergence of digital communication has expanded the avenues through which government agencies can communicate with the public.

In Nigeria, government agencies have used digital tools to transform their relationship with the masses. Notably, NSCDC has transitioned from using traditional communication channels to employing digital tools to broadcast safety announcements and interact with the public (Adeyemi, 2021; Bello & Sani, 2023). Through digital tools such as Facebook, X, Instagram, YouTube, and WhatsApp, the agency can broadcast safety tips, share news, receive information about security risks, and conduct general interactions with the public. Prior to embracing digital tools, NSCDC used traditional public relations (PR) strategies, such as assemblies, meetings, radio jingles, notices in newspapers, and discussions with community leaders and other professional groups. Though useful in engaging the community, the strategies were not efficient in reaching a wide audience, particularly when there was an urgent need to address a security issue (Okeke, 2015; Gwagwalada LGA Notes, 2016). Despite the benefits of using digital PR to boost levels of public trust, the reviewed literature indicates that the strategy is not without challenges. For instance, NSCDC faces the problem of counter-messaging, where misleading information circulates on digital platforms, muddying the water and reducing the levels of trust in the agency (Jimoh, 2021). Additionally, challenges such as disparities in access to technology, inadequate skills in using digital tools for communication, time constraints in sharing and responding to information, and varying levels of comprehension pose a danger to effective digital PR (Salisu, 2021). Therefore, the existence of the agency on digital platforms alone may not be sufficient to enhance public trust. This study, therefore, seeks to establish the effectiveness of digital PR in enhancing public trust in the operations of the Nigeria Security and Civil Defence Corps (NSCDC) in the FCT, Abuja.

Statement of the Problem

Despite the growing use of digital public relations by NSCDC, several factors may limit its effectiveness. These include the rapid spread of misinformation, limited digital literacy, poor internet connectivity and high data costs, inadequate digital communication skills among personnel, slow approval processes, insufficient communication equipment, language barriers, and cybersecurity threats such as impersonation of official accounts (Adebayo, 2020; Salisu, 2021; Rufai, 2020; Binta, 2022; Musa, 2021; Umar, 2022). These challenges can affect the timeliness, accessibility, credibility, and overall effectiveness of NSCDC's digital communication. Existing literature has largely examined public relations and communication practices within Nigerian security institutions generally, with limited empirical attention to the specific relationship between digital public relations and public trust in NSCDC operations. Evidence is also limited on how residents of the FCT perceive, engage with, and assess NSCDC's digital communication across different platforms (Musa, 2021; Nwosu, 2023; Bello & Sani, 2023). This study addresses this gap by examining the effectiveness of NSCDC's digital public relations strategies in enhancing public trust in its operations in the FCT, Abuja.

Objectives of the Study

This study is guided by the following objectives:

1. To identify the digital public relations strategies currently employed by NSCDC in the Abuja Command.
2. To evaluate the influence of digital public relations on public trust in the activities and overall image of NSCDC.
3. To determine which digital platforms are perceived as most effective in shaping public perceptions of NSCDC.
4. To assess the major challenges faced by NSCDC in the implementation of digital public relations strategies

Review of Literature

Concept of Public Relations

Public relations (PR) is broadly understood as a strategic and deliberate management function through which organisations establish, maintain, and strengthen relationships with their publics. Although scholars differ in emphasis, the literature converges on several core elements of PR, including planned communication, mutual understanding, relationship management, reputation, and sustained engagement. Hayes (2021), for instance, views PR broadly as efforts by individuals or organisations to shape how they are perceived by others, while Asemah (2011) emphasises its two-way communication dimension between an organisation and its publics. Similarly, the Public Relations Institute of Australia (2016) characterises PR as a deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organisation and its publics. These perspectives indicate that PR extends beyond publicity to encompass the systematic management of communication and relationships. A major theme in the literature is the two-way and relational nature of public relations. Abbas (2017) emphasises mutual information and communication as mechanisms through which organisations and relevant social groups achieve common understanding. This relational perspective is reinforced by the Public Relations Society of America (2012), which defines PR as a strategic communication process aimed at building mutually beneficial relationships between organisations and their publics. Thus, effective PR is not simply about transmitting organisational information; it also involves listening to publics, responding to their concerns, managing expectations, and creating opportunities for dialogue. Another important dimension is the reputation and image-management function of PR. Asemah (2011) identifies PR as an activity concerned with developing favourable perceptions and influencing public attitudes towards an organisation, while Minshaw (2019) regards it as a management function directed towards creating and sustaining mutually beneficial relationships and organisational reputation. Hayes (2021) similarly associates PR with the management of information and organisational image through activities such as press releases, news conferences, media interviews, and social media communication. From this perspective, PR provides organisations with mechanisms for communicating their activities, explaining decisions, addressing public concerns, and managing perceptions, particularly where their reputation may be affected by crises or negative information.

Concept of Public Trust

Public trust is a multidimensional concept that reflects the extent to which individuals and stakeholders believe that an institution is competent, reliable, transparent, honest, and responsive to their interests. Although trust has been conceptualised differently across disciplines, the literature generally presents it as a relationship involving expectations about the future behaviour and performance of another individual or organisation. In the context of

public institutions, trust is therefore closely associated with perceptions of institutional competence, integrity, openness, accountability, and commitment to public values (Shockley-Zalabak et al., 2013; Kożuch & Dobrowolski, 2014). A central dimension of public trust is the belief that an institution will act consistently with its stated responsibilities and obligations. Rotter (2018), Cook and Wall (2018), and Pruitt and Carnevale (2013) conceptualise trust in terms of a generalised expectation that the actions, promises, intentions, or statements of another party can be relied upon. Applied to public organisations, this implies that citizens are more likely to trust institutions when they perceive their communication and actions as consistent, predictable, credible, and dependable. Public trust therefore extends beyond institutional performance to include how an organisation communicates its intentions and responds to the expectations of its stakeholders, and shared goals and values as important foundations of organisational trust. Shockley-Zalabak et al. (2013) emphasise these characteristics in explaining why individuals become willing to accept a degree of vulnerability in their relationship with an organisation. Similarly, Kożuch and Dobrowolski (2014) link organisational trust to stakeholders' perceptions of an organisation's competencies, goals, standards, values, principles, procedures, and responsibility towards internal and external stakeholders. Thus, public trust is not produced by communication alone; it develops from the interaction between institutional behaviour, organisational values, performance, and stakeholders' experiences.

Review of Empirical Studies

The transition from traditional to digital public relations is evident in the study by Adeol, Ekwueme, Ndufu-Alike and Nwakpu (2019), which found that digital media had transformed PR practice among professionals in Ebonyi State and contributed to improved professional performance. However, the study also identified negative consequences associated with digital media, suggesting that the effectiveness of digital PR depends not merely on the availability of digital platforms but on how strategically and professionally they are managed. This finding is important because it shifts attention from digital presence to the quality and management of digital communication. Similarly, Okunlola, Aiyesimoju and Awofadeju (2022) found that PR practitioners encountered challenges in fully exploiting social media for reputation management and consequently advocated technology-driven strategies. Taken together, these studies suggest that digital media provide significant opportunities for reputation management, but organisational capacity and professional competence remain important conditions for achieving these benefits. The relevance of strategic public relations to security institutions is demonstrated more specifically by Ekeantanwu, Koki and Ibituru (2019), whose study of NSCDC examined the Corps' image-management efforts following the widely publicised "Oga at the Top" incident. The study showed that NSCDC employed various image-management strategies and that these efforts contributed to improved relations between the Corps and the media. At the same time, the incident exposed the potential consequences of ineffective communication by public officials and highlighted the importance of professional involvement in organisational communication. The implication for the present study is that the credibility of a security institution is closely connected to the quality, coordination, and professionalism of its public relations activities. However, the study focused primarily on image management and media relations rather than the effectiveness of contemporary digital PR strategies in shaping public trust.

Evidence from other Nigerian security institutions further supports the importance of strategic communication in public perception and institutional relationships. Olusegun and Dayo (2024), in their study of social media and the rebranding of the Nigeria Police Force, found that social

media use was associated with improvements in public trust and accountability among respondents in Ado-Odo/Ota, Ogun State. Their findings suggest that sustained social media engagement can support efforts to reposition security institutions and strengthen police–community relationships. However, the study also identified resource and regulatory constraints, indicating that digital communication outcomes are shaped by broader institutional conditions. This reinforces the argument that digital PR should be considered as part of an organisational communication system rather than as an isolated technological intervention. Similarly, Umaru, *et al.*, (2025) found that public relations was recognised by the Nigeria Police Force in Adamawa State as important for relationship and image management, but its implementation remained limited. The study identified inadequate working tools, insufficient personnel, low public trust, and the absence of trained PR professionals as significant constraints. The finding that merely recognising the importance of PR does not guarantee effective implementation is particularly relevant to the present study. It suggests that the relationship between PR strategies and public trust depends on organisational capacity, professional competence, resources, and the consistency of communication activities.

Theoretical Framework

This study is anchored on Technology Acceptance Model (TAM) and Attribution Theory. Technology Acceptance Model (TAM)

The Technology Acceptance Model, developed by Davis (1989), explains how individuals accept and use new technologies. TAM argues that two main factors determine whether people will use a digital platform: perceived usefulness (how helpful they believe the platform is) and perceived ease of use (how easy it is to understand and operate). When both factors are high, people are more likely to adopt and rely on the technology. TAM's major strength is that it provides a clear and practical way to predict which digital tools the public is likely to use. It has been widely applied to the study of social media, websites, and digital communication systems, making it suitable for analyzing NSCDC's use of platforms such as Facebook, X (Twitter), WhatsApp, and its official website. However, TAM has its weaknesses. It does not fully capture the social, cultural, and political influences that shape technology use, especially in countries like Nigeria. It also assumes that individuals behave rationally and does not consider long-term issues such as trust or habitual use (Bagozzi, 2007). Despite these limitations, TAM is relevant to this study because NSCDC's digital PR strategies can only succeed when residents of Abuja find the agency's online platforms useful, easy to access, and easy to understand. If these conditions are not met, digital communication will not effectively build trust. TAM is based on the following assumptions:

- i. Users are rational and make decisions based on perceived benefits
- ii. Technology adoption depends on the user's belief about ease and usefulness.
- iii. External factors (training, design, access) influence user attitudes through PU and PEOU.
- iv. If technology is easy and useful, people will naturally adopt it.

This model is relevant to this study because the effectiveness of NSCDC's digital PR strategies depends on how easily Abuja residents can access and use platforms such as Facebook, X (Twitter), WhatsApp, and the NSCDC website. If citizens find these platforms simple, fast, and helpful during security incidents, they are more likely to trust the information shared. However, if the platforms are difficult to use, slow, or unreliable, public engagement will

remain low. TAM therefore helps explain differences in digital message reach and public reliance on NSCDC's online communication channels.

Attribution Theory

Attribution Theory, originally developed by Heider (1958) and expanded by Weiner (1986), explains how people interpret the causes of events and assign responsibility. The theory argues that when something happens, individuals try to decide whether the cause came from internal factors such as an organisation's actions, decisions, or failures or external factors, such as unforeseen circumstances, accidents, or forces beyond control. These judgments influence how people react, whether they trust an organisation, and what expectations they form about its future performance. The theory is based on several key assumptions. First, it assumes that people are naturally motivated to understand why events occur, especially unexpected or negative events. Second, it assumes that individuals use available information, previous experiences, and perceived intentions to form judgments about responsibility. Third, it assumes that people's emotional and behavioural responses such as trust, anger, forgiveness, or support depend on how they interpret the cause of the event. Finally, the theory assumes that clear, timely communication can reduce negative attributions by helping the public understand what truly happened (Heider, 1958; Weiner, 1986).

Attribution Theory is highly relevant to assessing public trust in NSCDC operations in the FCT. During crises, the public often tries to determine whether NSCDC responded appropriately or whether lapses occurred due to internal failures. When NSCDC communicates quickly, clearly, and with evidence, citizens are more likely to view the agency as responsible and competent. However, when communication is slow or vague, the public may assume negligence or intentional wrongdoing. Understanding these attribution patterns is essential for designing digital PR strategies that strengthen trust and improve NSCDC's relationship with the public.

Methodology

The study adopted a mixed-methods research design, combining questionnaire and in-depth interviews to examine NSCDC's digital public relations strategies and their influence on public trust and organizational image in Abuja. The study population comprised 3,582,000 Abuja residents and 350 relevant NSCDC staff. Using Taro Yamane's formula at a 5% margin of error, a sample size of 400 respondents was determined, comprising 396 residents and four NSCDC staff. Residents were selected across the six FCT Area Councils using stratified sampling, while NSCDC officers were purposively selected based on their involvement in public relations and digital communication. Data were collected through structured questionnaires and interviews. The questionnaire was subjected to expert review and pilot testing to establish validity and reliability. Quantitative data were analysed using frequencies and percentages, while interview responses were analysed thematically. Relevant secondary sources were also consulted to support the study.

Data Presentation

Table 1: Digital Public Relations Platforms Used by NSCDC

Digital PR Platform	Frequency	Percentage (%)
Facebook	82	21.2
WhatsApp	108	27.8
Instagram	71	18.3

Digital PR Platform	Frequency	Percentage (%)
X (Twitter)	45	11.6
NSCDC Website	48	12.4
TikTok	25	6.4
Other digital channels	9	2.3
Total	388	100

Source: Field Survey, 2026

The findings indicate that WhatsApp (27.8%) was the most frequently encountered digital platform used by NSCDC. This suggests that NSCDC relies considerably on platforms that facilitate direct communication, rapid information dissemination and public interaction.

Table 2: Perceived Level of Influence of NSCDC's Digital Public Relations on Public Trust

Level of Influence	Frequency	Percentage (%)
Very High	118	30.4
High	137	35.3
Moderate	61	15.7
Low	45	11.6
Very Low	27	7.0
Total	388	100

Source: Field Survey, 2026

The findings indicate that 65.7% of respondents perceived NSCDC's digital public relations activities as having a high or very high influence on public trust, while 15.7% reported a moderate influence. In contrast, 18.6% perceived the influence as low or very low. The results suggest that digital public relations constituted an important component of NSCDC's efforts to communicate with the public and foster trust in its activities.

Table 3: Regression Analysis of Digital Public Relations and Public Trust in NSCDC

Predictor	β	Std. Error	t-value	Sig. (p)	VIF
Constant	0.614	0.187	3.283	0.001	—
Information Quality	0.326	0.049	6.653	0.000	1.412
Responsiveness to Public Enquiries	0.284	0.046	6.174	0.000	1.356
Frequency of Digital Updates	0.241	0.044	5.477	0.000	1.287
Transparency of Information	0.298	0.047	6.340	0.000	1.395

Model Summary: $R = 0.746$, $R^2 = 0.557$, Adjusted $R^2 = 0.552$, $F = 120.431$, $p < 0.001$

The regression results indicate that NSCDC's digital public relations activities have a statistically significant positive relationship with public trust. Information quality recorded the strongest contribution ($\beta = 0.326$, $p < 0.001$), followed by transparency ($\beta = 0.298$), responsiveness ($\beta = 0.284$), and frequency of updates ($\beta = 0.241$). The model explains 55.7% of the variation in public trust. The significant F-value (120.431, $p < 0.001$) indicates that the overall regression model is statistically significant

Table 4: Perceived Effectiveness of NSCDC Digital Platforms

Platform	Mean	Std. Deviation
WhatsApp	4.12	0.81
Facebook	3.96	0.87

Platform	Mean	Std. Deviation
Instagram	3.74	0.92
NSCDC Website	3.61	0.95
X (Twitter)	3.48	1.01
TikTok	3.21	1.08

Source: Field Survey, 2026

The results indicate that WhatsApp recorded the highest mean effectiveness score ($M = 4.12$, $SD = 0.81$), followed by Facebook ($M = 3.96$, $SD = 0.87$) and Instagram ($M = 3.74$, $SD = 0.92$). TikTok recorded the lowest mean score ($M = 3.21$, $SD = 1.08$). The findings suggest that respondents perceive platforms that facilitate direct, immediate and accessible communication as particularly effective for NSCDC's public relations activities.

Table 5: One-Way ANOVA of Perceived Platform Effectiveness

Source of Variation	Sum of Squares	df	Mean Square	F	Sig. (p)
Between Groups	32.684	5	6.537	8.742	0.000
Within Groups	287.436	382	0.752		
Total	320.120	387			

Source: Field Survey, 2026

The ANOVA result shows a statistically significant difference in the perceived effectiveness of NSCDC's digital platforms, $F(5, 382) = 8.742$, $p < 0.001$. This indicates that respondents did not perceive all digital platforms as equally effective in shaping public perceptions of NSCDC. A post-hoc comparison would subsequently be required to establish which specific platforms differ significantly from one another.

Table 6: Major Challenges Affecting the Implementation of Digital Public Relations Strategies by NSCDC

Challenge	Frequency	Percentage (%)
Inadequate funding/resources	96	24.7
Poor internet connectivity	72	18.6
Inadequate digital/ICT skills	61	15.7
Cybersecurity and hacking concerns	55	14.2
Slow approval of digital content	43	11.1
Inadequate ICT infrastructure	38	9.8
Low public engagement	23	5.9
Total	388	100

Source: Field Survey, 2026

The findings show that inadequate funding and resources (24.7%) constituted the most frequently reported challenge affecting NSCDC's implementation of digital public relations strategies. The findings suggest that although digital platforms provide NSCDC with opportunities for rapid public communication and engagement, resource constraints, technical limitations, skills gaps and institutional processes may hinder the effective implementation of digital public relations strategies.

Discussion of Findings

The first objective sought to identify the digital public relations strategies currently employed by NSCDC in the Abuja Command. The findings indicate that NSCDC makes use of several digital platforms, with WhatsApp emerging as the most frequently encountered platform, followed by Facebook and Instagram. This pattern suggests that NSCDC's digital public relations practice is increasingly oriented towards platforms that allow rapid information dissemination and direct interaction with members of the public. The prominence of WhatsApp is particularly noteworthy because its conversational and immediate nature makes it suitable for circulating security information, public announcements and emergency-related messages. This finding is consistent with Garba, Yakubu, Ohaji and Etumnu (2022), who examined social media as a government digital public relations tool in Nigeria and found that government institutions increasingly use multiple social media platforms for public communication. However, their study also observed relatively low levels of online audience participation and variations in the frequency with which government accounts were used. This provides an important interpretation of the present finding: the mere presence of multiple digital platforms does not necessarily mean that digital public relations are being fully utilised as a two-way communication strategy.

The second objective sought to evaluate the influence of digital public relations on public trust in the activities and overall image of NSCDC. The finding that a substantial proportion of respondents perceived digital PR as having a high or very high influence on public trust suggests that citizens do not view NSCDC's online communication merely as an additional source of information. Rather, the manner in which the organisation communicates digitally appears to form part of how citizens assess its credibility, openness and responsiveness. This interpretation is consistent with Bello and Oladimeji (2022), whose study of Nigerian respondents found that openness in government organizations and trust in e-government were positively associated with electronic participation. Their findings are particularly relevant because they demonstrate that openness and trust are important conditions for meaningful citizen participation in digital government environments. In the context of NSCDC, therefore, digital communication may contribute to trust when citizens perceive the information provided as open, accessible and credible. The present finding also agrees with Avery and Graham (2013), who found that social media can serve a strategic public relations function by promoting more participatory and transparent forms of government communication. Their study further identified citizen expectations and perceived effectiveness as important factors associated with government social media use. This helps explain why the perceived influence of NSCDC's digital PR may extend beyond information dissemination to the development of institutional relationships with citizens.

The third objective sought to examine the relationship between NSCDC's digital public relations activities and public trust. The findings from the multiple regression analysis indicate that the dimensions of digital public relations examined in the study had statistically significant positive relationships with public trust. Information quality recorded the largest standardized coefficient ($\beta = 0.326$, $p < 0.001$), followed by transparency of information ($\beta = 0.298$, $p < 0.001$), responsiveness to public enquiries ($\beta = 0.284$, $p < 0.001$), and frequency of digital updates ($\beta = 0.241$, $p < 0.001$). The regression model was statistically significant, $F(4, 383) = 120.431$, $p < 0.001$, and explained 55.7% of the variation in public trust ($R^2 = 0.557$; Adjusted $R^2 = 0.552$). The findings indicate that the quality, transparency and responsiveness of information communicated through NSCDC's digital public relations activities are significantly associated with public trust. The relatively larger coefficient for information

quality suggests that, within the variables examined, variations in the quality of information were associated with greater changes in public trust. Transparency and responsiveness also showed significant positive relationships, indicating the importance of providing information openly and responding to public enquiries. Frequency of digital updates also demonstrated a statistically significant positive relationship, although its coefficient was comparatively smaller. The finding partly differs from Garba et al. (2022), who identified Facebook as particularly important for government digital public relations and recommended greater exploitation of Facebook because of its opportunities for comments, sharing, likes and views. The difference may reflect variations in institutional context, audience characteristics and platform preferences. While Facebook may offer extensive opportunities for public participation at the broader government level, NSCDC's Abuja audience may perceive WhatsApp as more effective because of its direct and immediate communication features.

The fourth objective sought to assess the major challenges faced by NSCDC in implementing digital public relations strategies. The findings identified inadequate funding and resources, poor internet connectivity, inadequate digital skills and cybersecurity concerns among the principal challenges. This suggests that the effectiveness of digital PR is not determined solely by the availability of digital platforms; it is also dependent on the organizational, human and technological capacity to manage those platforms effectively. This finding strongly corresponds with Graham (2014), who identified barriers as one of the major themes emerging from government officials' experiences with social media. Her study showed that although government communicators regarded social media as beneficial for dialogue and engagement, institutional barriers could constrain effective use. The present finding therefore demonstrates that NSCDC's adoption of digital PR exists alongside practical constraints that may limit its full potential. Cybersecurity and misinformation constitute an additional concern for a security organization such as NSCDC. The digital environment allows information to circulate rapidly, but the same characteristic can create reputational risks when inaccurate or misleading information is disseminated. Recent Nigerian research by Obasi (2026) similarly highlights misinformation and fake news as challenges affecting organizational credibility and stakeholder communication in contemporary Nigerian public relations practice. For NSCDC, this makes the capacity to provide timely, accurate and authoritative information particularly important.

Conclusion

Based on the findings, it can be concluded that NSCDC has adopted a multi-platform digital public relations approach in its effort to improve institutional image and enhance public communication in the Abuja Command. These strategies are largely effective in disseminating information, especially during security-related updates and public awareness campaigns. However, the effectiveness of NSCDC digital PR is moderate rather than optimal, as it is constrained by issues of message clarity, inconsistency, delayed communication, and misinformation. The study concludes that while digital public relations has contributed positively to NSCDC's image rebranding efforts, its full potential is yet to be achieved. Therefore, the success of NSCDC digital PR strategies depends largely on timeliness, clarity, consistency, interactivity, and institutional responsiveness. Without addressing these factors, public trust and perception may continue to fluctuate despite increased digital presence.

Recommendations

Based on the findings of the study, the following recommendations are made:

1. NSCDC should strengthen the use of interactive digital engagement strategies, especially on Facebook and Twitter/X, to improve public participation and feedback.
2. The organisation should ensure faster approval and response systems for digital communication during emergencies to reduce delays in information dissemination.
3. NSCDC should invest in capacity building and training for staff managing digital platforms to improve efficiency and professionalism in communication.
4. The agency should adopt simplified and audience-friendly language, supported by infographics and visual content, to improve message clarity and public understanding.

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