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Nigerian Journal of Communication Review (NJCR)

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ICT AND CORPORATE COMMUNICATION IN NIGERIA: THE SOCIAL MEDIA PERSPECTIVE

*Gabriel T. Nyitse **Akpandem Friday James, **Richard Okujeni,

* Department of Journalism & Media Studies, Bingham University, Karu

**Department of Mass Communication, Bingham University, Karu

Abstract

This study examined the role of Information and Communication Technologies (ICT) in corporate communication in Nigeria. The study is anchored on the Technology Acceptance Model (TAM) while secondary data was relied upon for analysis. Extant literature in the study revealed that there is no question about the indispensability of social media in corporate communications in Nigeria because of the trends engendered by globalization, the need to remain relevant in the face of competition and the need for better image and reputation. The issue is no longer whether social media is relevant in corporate communications, but the strategies to adapt and adopt to create a better image and reputation for products and services; and remain relevant in competition and with stakeholders. Challenges of social media platforms in corporate communication in Nigeria include orientation for public service, funding, infrastructure challenge competences and capabilities. The study concluded that social media derives impetus from technological innovations that have made room for more diverse, cheaper and readily available information and communication technologies. Data analytics, big data, algorithms etc. have made it possible for corporates to easily target information and communication to desired demographics at a fraction of the costs that existed in the previous analogue world. The study therefore recommend that corporate entities should change their orientation to align with current realities, embrace modern technology and systems to enhance efficiency and to easily reach and interact with their stakeholders and critical publics. The study also recommends that corporate entities should routinely check their facilities to meet current evolutionary trends, and must constantly update their capabilities and competencies in the face of intensive competition.

Key words: Corporate communications, ICT, Nigeria, perspective & social media