

The Implication of Social Media as a Tool for Environmental Management

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Abstract

This paper is an advocacy call on all stakeholders in environmental management to adopt the social media networks for solid waste management. There are many users of the social media especially Facebook in Nigeria. On social media networks, social issues such as politics, entertainment, sports, economy and so on dominate the daily discourse. However, attention has not been given to issues bordering on environmental management like solid waste management. In order to determine how social media could benefit environmental management, 400 respondents from higher institutions of learning in Delta state were surveyed to find out their view of social media use in environmental management. Percentages, mean scores, and standard deviation were the statistical analyses used to describe the data gathered. Findings show that solid waste management campaigns did not appear significantly on many of the social networking sites and when they do appear, the focus is usually about flooding, oil spills, and erosions. We therefore recommend that in this age of global warming and climate change, more attention and efforts should be directed to environmental management as much as it has been directed to politics.

Keywords: Awareness, Facebook, Social media, Solid Waste Management, Environment.