

Social media usage on the local level of public administration in Hungary

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Abstract

The relationship between social media platforms and public administration offers many opportunities for research. Prior to writing this study, we had already conducted a comprehensive research on the relationship between social media use and public administration at the ministry level. The research concluded that at the level of ministries it is not possible to clearly distinguish between professional and political manifestations.

After studying the central level, we now focus on the municipal level. In this study, we will examine the extent to which the use of social media in Hungary facilitates the management of local public affairs, the provision of information to the public, i.e. the sharing of information and access to information, and the implementation of subsidiarity.

The paper is based on a software analysis following a large-scale survey, which identifies the correlations that help to show the extent to which the use of social media helps to achieve the above objectives in the life of local communities.

Keywords: social media, municipalities, inclusion

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