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# Use of social networking websites among NGOs in the Greater Accra Region of Ghana

Daniel Kwame Ampofo Adjei \*, Festus Annor-Frempong, Martin Bosompem

University of Cape Coast, Ghana

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### ABSTRACT

NGOs in Ghana use social networking websites for various purposes: e.g. to establish relationship with stakeholders, raise funds, and advocate for the vulnerable in society. Factors affecting the extent of use of social networking websites among NGOs in the Greater Accra Region of Ghana was analysed using a stepwise regression analysis. Background characteristics of NGOs were found to determine the extent of use of Social Networking websites among NGOs in Greater Accra region of Ghana. Specifically, ownership of a website, perceived usefulness of social networking websites and type of NGO mainly determine the use of social networking websites.

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## 1. Introduction

### 1.1. Background of the study

Non-Governmental Organisations (NGOs) are non-state, non-profit oriented groups who pursue issues of public interest (Fisher, 2006). The World Bank (2001) describes NGOs as private organisations that are involved in relief services, promotion of the interest of the poor, protecting the environment as well as the provision of basic social services and community development.

NGOs in Ghana often work in areas such as health, the environment, gender, advocacy, technology development and dissemination, small enterprise development and credit mobilization. Issa (2005) described NGOs in Ghana as the “third sector” since they are indispensable to the economic development in Ghana.

The history of the involvement of NGOs in the development of Ghana dates back to the 1930s. As of 1930, three NGOs had officially registered in Ghana. The number increased to 80 in 1980. By December 1996, there were 320 foreign and local NGOs operating in Ghana (Bob-Miller, 2005). Five thousand (5000) local and foreign NGOs had registered with the Ministry of Manpower and Social Welfare of Ghana, as of January 2008 (Ghana News Agency, 2008, January 23) prior to the collection of data for this study.

\* Corresponding author.

E-mail addresses: [dkaadjei@gmail.com](mailto:dkaadjei@gmail.com) (D.K.A. Adjei), [fannorfrempong@ucc.edu.gh](mailto:fannorfrempong@ucc.edu.gh), [papaannor@yahoo.com](mailto:papaannor@yahoo.com) (F. Annor-Frempong), [mbosompem@ucc.edu.gh](mailto:mbosompem@ucc.edu.gh), [boscco2001@yahoo.com](mailto:boscco2001@yahoo.com) (M. Bosompem).

**Nomenclature**

*Definitions, acronyms, abbreviations*

- Background characteristics of NGOs Background characteristics refers to type of NGO (local or international), presence or absence of a public relations unit, the ownership of a working website or otherwise and perception (perceived usefulness and perceived ease of use) of social networking websites.
- Extent of use of social networking websites This is defined to include the amount of time spent on social networking websites in hours per week.
- International NGO International non-Governmental organisations for the purpose of this study included NGOs whose policies and systems are from the non-Governmental organization's headquarters based outside Ghana or any non-Governmental organization that had outfit(s) outside Ghana.
- Local NGO Local NGO in the context of this study referred to NGOs that had headquarters and operations in Ghana. local NGOs also included national NGOs (operating on a national scale or in more than one district), community based organisations (CBOs) operating in one or more districts and faith based organisations (FBOs) that were founded on religion and were attached to the founding religious body.
- NGOs (Non-Governmental Organization) Independent development actors who operate on a non-profit or not for profit and voluntary basis in the course of providing development services
- Perceived ease of use The degree to which an individual believes that using social networking websites would be free of physical and mental efforts
- Perceived usefulness The degree to which an individual believes that using social networking websites would enhance his/her job performance
- Social Networking Website Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system, e.g. facebook.
- TAM Technology acceptance model

NGOs in Ghana face a number of challenges in contributing to the development of the nation. The effective execution of activities of NGOs for that matter: depend on active communication and networking with donors, stakeholders, businesses, and governments (Holmén & Jirström, 2000). That notwithstanding, there is also a greater call for NGOs to account socially and financially to their major stakeholders (Ayee, 2002), and for NGOs to improve on the poor networking among the organisations (Gala, 2005).

NGOs have used technologies to address the challenges of complex communication processes and relations among stakeholders over the years. Langman (2005) reported of the use of print media in the 18th and 19th century and radio broadcasting and television in the 20th century to improve communication among major stakeholders. The advancement in Information Technology has led to the introduction of new forms of media and Information Communication Technologies (ICTs) such as Social Networking Websites to address the communication challenges of NGOs.

Meyer (1997) concluded that: social networking websites have the potential to improve performance and impact of NGOs in community development in developing countries such as Ghana. Kenix (2008) reported that NGOs use social networking websites to promote activism and create an avenue for advertising, fundraising and for the marginalized to voice their concerns. Furthermore, social networking websites serve as an interconnected portal for instant information and medium that bolsters organisational accountability.

MacLaughlin (2007) identified that the type of organisation does not significantly influence the use of the web among organisations. Barnes and Mattson (2009) also reported that the majority (79%) of the largest and International NGOs use social networking and video blogging, compared to smaller or local NGOs. According to Kang and Norton (2004), public relation practitioners of NGOs use the Web for organisational goals.

1.2. Purpose of the study

Very little empirical research exists to examine the factors that determine the use of social networking websites in Ghana. A number of studies have sought to understand the factors that contribute to the acceptance and use of information technology. The Technology Acceptance Model (TAM), (Davis, 1989) is one of such theories researchers have applied to Internet-related technologies and services, such as: Internet banking, online shopping, and software applications (Suh & Han, 2003). Researchers use TAM to predict user attitude towards using the technology, subsequent behavioural intentions and actual usage.

This study applied the TAM model to determine the best predictors of the extent of use of social networking websites among NGOs from the background characteristics of NGOs in the Greater Accra Region of Ghana. Specifically, the study objectives were to:

1. Describe the background characteristics of Non-Governmental Organisations in the Greater Accra Region of Ghana.

2. Determine the purposes for which Non-Governmental Organisations in the Greater Accra Region of Ghana use social networking websites.
3. Examine the extent of use of social networking websites among NGOs in the Greater Accra Region of Ghana.
4. Determine the best predictors of extent of use of social networking websites among NGOs in the Greater Accra Region of Ghana.

## 2. Methodology

The research is a descriptive study conducted in the Greater Accra Region of Ghana. The Region lies within longitude 0° 30' West and 0° 35' East of the Greenwich meridian. The Region is, bounded to the East by the Volta Region, to the North by the Eastern Region, to the West by the Central Region and to the South by the Gulf of Guinea.

According to the [Ghana Statistical Service \(2011\)](#), the Greater Accra Region covers a total land area of 4540 square kilometres and has a coastal stretch of 225 kilometres from Kokrobite to Ada, with a total population of 3,909,764. There were 497 registered Non-Governmental Organisations in the Greater Accra Region of Ghana as of May 2011 ([Department of Social Welfare, Republic of Ghana, 2011](#)). Majority of the registered Non-Governmental or non-profit organisations operating in Ghana have their headquarters in Accra – the capital city of Ghana. The placing of the headquarters and offices in Accra is to allow the NGOs to work with Government agencies and parastatal organisations. The population of the study was 497 registered Non-Governmental Organisations within the Greater Accra Region of Ghana as of May 2011.

The study used suggestions for the determination of sample size by [Krejcie and Morgan \(1970\)](#) to select the sample for the study. According to [Krejcie and Morgan \(1970\)](#), for a population of five hundred (500), a sample size of 217 (approximately 220) was deemed representative. The researchers therefore selected 220 respondents from the population of 497 NGOs in the Greater Accra Region of Ghana to constitute the sample for the study. The study adopted the lottery method of sampling to ensure that each respondent had equal chance of representation in the sample.

The data was collected using a questionnaire that enabled the researchers to reach 220 respondents, 136 of whom provided complete, usable responses within a period of five months. This approach was less expensive than face-to-face or telephone surveys. The researchers of the study, together with the Communication and Public Relations Officer of the Christian Rural Aid Network (CRAN), an NGO in the Central Region of Ghana ensured content validity of the research instrument. The research instrument (questionnaire) was pre-tested in the Central Region of Ghana in November 2011 using ten selected NGOs. The purpose of the pre-test was to identify and remove errors and ambiguous statements associated with the instrument. Cronbach's Alpha coefficient was calculated using SPSS version 16 to test for the consistency within the "purpose for which NGOs use social networking website" domains (see [Table 7](#)).

The data collection was within five months (December 2011 to April 2012) using hard and soft copies of the questionnaire. Respondents who opted for soft copies received their questionnaire through e-mail. The researchers personally delivered hard copies of the questionnaire to the other selected NGOs. One hundred and sixty-two (162) out of the 220 copies of the distributed questionnaire were collected. Communications/public relations officers of responding NGOs filled the questionnaires.

The study achieved a response rate of 73.6%, with 123 hard copies and 39 soft copies. The researchers screened the data collected to remove all cases that did not show use of social networking websites. This was because such NGOs had not subscribed to any social networking websites as of the time of data collection and therefore did not provide information on the use of social networking websites. Of the 162 NGOs, 138 indicated that they had subscribed to social networking websites. The 138 therefore formed the basis for analysis of the research.

With the help of SPSS version 16, descriptive statistics were analysed for all the variables to identify and correct errors encountered during the data entry process. Frequencies, means and standard deviations were analysed to describe the background characteristics of NGOs as well as the purposes for which the NGOs use social networking websites. Frequencies and percentages were analysed to describe the extent to which NGOs use social networking websites.

Factors affecting the extent of use of social networking websites among NGOs was analysed using a stepwise regression analysis. According to [Cohen, Marion and Morrison \(2007\)](#), researchers could enter categorical variables with two levels as predictor variables in a multiple regression model. The use of categorical variables in multiple regressions is a straightforward extension of the use of categorical variables in simple linear regression. When entered as predictor variables, the interpretations of regression weights depend on the coding of the variable. If the dichotomous variable is coded as 0 and 1, the regression weight is added or subtracted to the predicted value of Y depending upon whether it is positive or negative. The study developed the regression model below:

$$Y = \beta_0 + \beta_1 \times 1 + \beta_2 \times 2 + \beta_3 \times 3 + \beta_4_{(1-4)} \times 4 + \beta_5_{(1-4)} \times 5_{(1-4)} + e$$

Where:

Y = Dependent variable (extent of use of social networking websites)

$\beta_0$  = Constant

X1 = Type of NGO (1 if International NGO and 0 if Local NGO)

X2 = Presence of public relations unit (1 if present and 0 if absent)

X3 = Ownership of a working website (1 if NGO owns a working website and 0 if otherwise)

**Table 1**  
Types of Non-Governmental Organisations.

Type of NGO	Frequency	Percentage
Local NGO	108	78.3
International NGO	30	21.7
Total	138	100

Source: Field data, 2012.

**Table 2**  
Presence of Public Relations and Communication unit.

Responses	Frequency	Percentage
Yes	86	62.3
No	52	37.7
Total	138	100

Source: Field data, 2012.

**Table 3**  
Ownership of a working website among responding NGOs.

Ownership of a website	Frequency	Percentage
Yes	96	69.6
No	42	30.4
Total	138	100.0

Source: Field data, 2012.

X4 = Perceived usefulness of social networking websites (1 if useful and 0 if otherwise)

X5 = Perceived ease of use of social networking websites (1 if easy to use and 0 if otherwise)

The dependent variable was the extent of use of social networking websites among respondents, measured as the number of hours spent per week. The independent variables (determinants) were NGOs' perceived usefulness and perceived ease of use of social networking websites among respondents. Four items respectively measured perceived usefulness and perceived ease of use of social networking websites. The type of NGO, presence of public relations unit in an NGO and ownership of a working website were the other independent variables. All the explanatory variables in the analysis were dummies with 1 representing presence and 0 representing otherwise.

### 3. Results and discussion

#### 3.1. Background characteristics of non-Governmental organisations

**Table 1** presents the distribution of the types of NGOs covered under the study. Out of the 138 responding NGOs, there were 108 local and 30 foreign. The finding supports [Helen, Cunt, and Sujata's \(2005\)](#) study that local or indigenous NGOs are usually more than International NGOs within developing countries such as Ghana. [Turary \(2002\)](#), had earlier explained that local NGOs are initiated by the owners rather than donors in response to the plethora of development problems confronting countries.

Some of the local NGOs were national in character and thus operated throughout the country or in more than one district. Others were Community Based Organisations (CBOs) operating in one or more districts and Faith Based Organisations (FBOs) attached to their funding religious bodies such as churches.

Results presented in **Table 2** shows that more than half of the responding NGOs (62.3%) had a unit responsible for communicating information about their organisations to the public and vice versa. Further interaction with NGOs reviewed that the public relations and communication units were responsible for press releases, development of newsletters and use of media kits to relate to the public.

Presented in **Table 3** is the distribution of respondents who own a working website. About 70% of the responding NGOs had working websites. The finding suggests that majority of NGOs in the Greater Accra Region of Ghana have functional website which could be used for advertising and fundraising ([Kenix, 2008](#)). There is also the possibility of using the social networking websites as a portal for quick information for the marginalized voices and as a medium to ensure organisational accountability. [Baneke \(2000\)](#) concluded that non-governmental organisations and non-profit organisations that have embraced interactive social media such as Facebook are using them as public relations tool to their clients in a two-way communication.

NGOs in Ghana operate in various sectors of development, typically with more than one area of focus. However, for the purpose of this study, responding NGOs were categorised into eight (8) specific areas of operation. These are: Human/Children/Women's rights activism, Humanitarian and Relief Service, Community Development, Population and Health, Democracy and Civic Education, Environmental sustainability/Agriculture, Faith based Organisations and Micro-

**Table 4**  
Operational areas of responding NGOs.

Area of operation	Frequency	Percentage
Human/Children/Women's rights activism	40	17.9
Humanitarian and Relief Service	39	17.4
Community Development	34	15.2
Population and Health	26	11.6
Democracy and Civic Education	25	11.2
Environmental sustainability/Agriculture	23	10.3
Faith based Organisations	23	10.3
Micro-credits and Finance	14	6.2
Total	138	100

Source: Field data, 2012.

credits and Finance. The criteria for categorization were the number and type/kind of projects embarked on by the NGOs within the last five years. Other factors included the mission of the NGO, as well as the major source(s) of funding for the NGO. The type of donor agency mainly determines the type of project NGOs implement.

NGOs in Human/Children/Women's rights activism fight against violations of human rights, offer direct assistance to victims of abuse of human rights, lobby for changes to the laws of Ghana as well as promoting knowledge of, and respect for, human rights among the Ghanaian populace. NGOs in the Humanitarian Aid and Relief Services provide material and logistical assistance for humanitarian purposes, typically in response to humanitarian crises including natural disasters and man-made disasters. People who benefit from such services are usually victims of natural disasters.

NGOs that focus on community development mainly embark on projects such as constructing housing, providing infrastructure, operating as well as maintaining infrastructure such as wells or public toilets and solid waste collection services. NGOs in Population and Health on the other hand, provide counselling and information on reproductive health issues, and voluntary counselling and testing (VTC) for HIV/AIDS. Some of these NGOs also provide family planning, antenatal and post-natal services, as well as management of unsafe abortion and or post abortion care. One other common service rendered by NGOs in population and health is the distribution of condoms and other contraceptives at subsidized cost.

Health specific related projects embarked on by NGOs include water and sanitation activities such as building water and sanitation infrastructure. For example, NGOs provide toilet facilities such as the Kumasi Ventilated Improved Pit Latrines (KVIPs) to households in rural parts of Ghana. Other advocacy based NGOs in health demand accountability from health workers to improve on health service delivery in Ghana.

Democracy and Civic Education minded NGOs mainly educate Ghanaians about and advocate for democratic reforms by increasing dialogue, enhancing national debate, and facilitating consensus on national governance programmes. Recent activities of NGOs in Democracy and Civic Education are sensitive to gender and social inclusion. These NGOs make efforts to raise awareness and increase women participation at various levels of the governance structure of the nation.

Environmental sustainability biased NGOs enhance active citizenship, social accountability and promote human rights in natural resource governance. Agricultural related activities championed by NGOs include capacity development and or training in crop, animal production, extension services and environmental protection. Faith based Organisations (FBOs), which are mainly religious groups engage in religious activities that seek the spiritual welfare of their followers. Aside their core mandate of religious education, FBOs also engage in other social services such as management of foster homes as well as undertaking projects that cut across various sectors of education, health, agriculture among others.

Finally, NGOs with focus on Micro-credits and Finance offer soft loans to small and medium scale entrepreneurs and other venerable groups to engage in economic ventures. These NGOs also provide training and tools that facilitate village savings and loans (VSLA) among rural dwellers especially women and the youth. The VSLA serves as simple savings and loan facilities in communities that do not have easy access to formal financial services.

The highest number of NGOs with social networking websites (40) operated in the area of human, women and children rights activism (Table 4). A similar number (39) representing 17.4% of the respondents focused on humanitarian and relief services. Close to 15% focused on community development while 26% and 25% of NGOs, respectively focused on population & health, democracy and civic education. About one out of every ten (10.3%) responding NGOs either operated in the area of environmental sustainability, agriculture or faith based activities. Few (6.2%) of the responding NGOs, operated micro-credit and financial schemes.

The involvement of most of the responding NGOs in human, women and child right advocacy is not surprising. Abuse of women and children in Ghana in the forms of rape, defilement and child labour are areas where the Government has not given much attention hence the intervention by NGOs. NGOs generally work in areas where Governments are not able to perform well (Aye, 2002). Furthermore, victims from abuse are usually silent due to stigma and social ramifications. Hence, many NGOs tend to serve as advocates or voice for the voiceless.

Table 5 presents perception of NGOs on the usefulness and ease of use of social networking websites. Almost three out of every four (74.5%) of responding NGOs: perceived social networking websites as useful. Moreover, 72.5% of responding NGOs perceived social networking websites to be easy to use. The finding implies that majority of NGOs have positive perception on social networking websites and are more likely to adopt it as medium to network with major stakeholders.



**Table 5**

Perception of NGOs on the usefulness and use of social networking websites.

Characteristic	Frequency	Percentage
Social networking websites are useful		
Disagree	35	25.4
Agree	103	74.6
Social networking websites easy to use		
Disagree	38	27.5
Agree	100	72.5

Source: Field data, 2012.

**Table 6**

Types of Social Networking Websites used by NGOs.

Type of Social Networking Website	Frequency	Percentage of cases
Facebook	138	100.0
NGO Post	92	66.7
YouTube	75	54.3
One Climate	34	24.6
Twitter	30	21.7
LinkedIn	30	21.7
Care2	3	2.2

Source: Field data, 2012.

Multiple responses (n = 138).

**Table 7**

Purposes for which NGOs use social networking websites..

Purpose	Mean	Std. Deviation
Building relationships with stakeholders	3.76	0.42
Fundraising	3.40	0.55
Advocacy	3.29	0.64
Public relations	3.25	0.82
Advertisement	3.08	0.81
Promoting networking with other NGOs	2.47	0.78
News	2.33	1.21
Recruitment of staff and volunteers	1.81	0.76
Training and capacity building	1.78	0.75
Publications	1.28	1.00

Source: Field data, 2012.

Means were calculated from a scale of: 1 = strongly disagree, 2 = somewhat disagree, 3 = somewhat agree, 4 = strongly agree.

**Table 6** describes the types of social networking websites used by responding NGOs. *Facebook* network was the most subscribed (100%) social networking website among the seven found to be used by NGOs. The *NGO Post* followed with 92 NGOs subscribed to it, representing 66.7%. Seventy-five of respondents (54.3%) used *You tube* network. About a quarter (24.6%) of responding NGOs used *Oneclimate* network whiles over one fifth (21.7%) used either the *Twitter* network or the *LinkedIn* network. Few (2.2%) NGOs used the *Care2* network.

### 3.2. Purposes for which NGOs use social networking websites

**Table 7** presents the purposes for which NGOs use social networking websites.

NGOs in Greater Accra Region of Ghana using social networking websites strongly agreed (mean = 3.76, S.D. = 0.42) that social networking websites enable them to build relationships with stakeholders. Moreover, NGOs agreed that social networking websites are used for raising funds (mean = 3.40, S.D. = 0.55); advocacy (mean = 3.29, S.D. = 0.64); public relations (mean = 3.25, S.D. = 0.82); advertisement (mean = 3.08, S.D. = 0.81) and promoting networking with other NGOs (mean = 2.47, S.D. = 0.78).

The results are consistent with [Fine \(2009\)](#), who reported fundraising as the topmost reason why NGOs use social networking websites. [Macedo and Pinho \(2006\)](#) also confirmed that NGOs use social networking websites as a tool for raising awareness, fundraising and mobilizing people to undertake programmes of action. [Clark and Roberts \(2010\)](#) also reported that NGOs use social networking websites for advertisement and organisational marketing.

On the other hand, responding NGOs somewhat disagreed that social networking websites are used to acquire news (mean = 2.33, S.D. = 1.21); recruit staff and volunteers (mean = 1.81, S.D. = 0.76); train and build capacity (mean = 1.78, S.D. = 0.75). It must be noted that NGOs strongly disagreed that social networking websites are used for publications (mean = 1.28, S.D. = 1.00).

**Table 8**  
 Extent of use of social networking websites among responding NGOs.

Extent of use	Frequency	Percentage	Mean	Std. Deviation
Seldom	33	23.9	2.43	1.07
Frequent	38	27.5		
More frequent	46	33.3		
Most frequent	17	12.3		
All the time	4	2.9		
Total	138	100		

Source: Field data, 2012.

Means calculated from a scale of: 1 = seldom (less than one hour per week), 2 = frequent (1 to 3 h per week), 3 = more frequent (4 to 6 h per week), 4 = most frequent (7 to 9 h per week), 5 = all the time (≥10 h per week).

**Table 9**  
 Best predictors of the extent of use of social networking websites among NGOs.

Variable	Unstandardized Beta	Standardized Beta	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	R <sup>2</sup> Change	F Stat.	Sig. F	Collinearity Statistics	
									Tolerance	VIF
Constant	-0.882									
Usefulness	3.771	0.533	0.461	0.213	0.207	0.213	36.704	0.000	0.976	1.024
Type of NGO	1.017	0.414	0.694	0.482	0.474	0.269	70.115	0.000	0.858	1.165
Ownership	0.695	0.315	0.754	0.569	0.559	0.087	27.172	0.000	0.878	1.139

Source: Field data, 2012.

P ≤ 0.05.

### 3.3. Extent of use of social networking websites among NGOs

Table 8 presents the results of the extent of use of social networking websites among NGOs. The results presented in Table 8 shows that 33 (23.9%) of NGOs used social networking websites at all times (beyond 9 h per week) while 38 (27.5%) of NGOs used social networking websites most frequently (7–9 h per week). Beer and Burrows (2007) had reported similar findings. According to Beer and Burrows (2007), charities use social networking websites most frequently (7–9 h per week).

Close to half (46%) of responding NGOs used social networking websites more frequently (4–6 h per week) while 12.3% of NGOs used social networking websites frequently (1–3 h per week). Few (4.0%) NGOs seldom (less than one hour per week) used social networking websites.

The mean (2.43) and standard deviation (1.07) indicates that: the extent of use of social networking websites among NGOs in the Greater Accra Region of Ghana was frequent (1–3 h in a week). This implies that the minimum amount of time spent on social networking websites by responding NGOs was one hour per week. The finding mirrors that of Burnette, Lamm, Lucas, and Waters (2009) who concluded that NGOs used social networking websites frequently in the United States of America.

### 3.4. Best predictors of the extent of use of social networking websites among NGOs

Table 9 presents the best predictors of extent of use of social networking websites among NGOs. Multicollinearity test (VIF) showed that no significant multicollinearity existed that could bias the regression estimates. According to Pallant (2011), VIF greater than 10 shows significant concern for multicollinearity.

The background characteristics of NGOs had a very strong positive association ( $r = 0.75$ ,  $p < 0.01$ ) with the extent to which NGOs use social networking websites (Significant at  $p = 0.05$ ). Ownership of a website, perceived usefulness of social networking websites and type of NGO were the best predictors of extent of use of social networking websites among responding NGOs. These three predictor variables significantly explained about 56% (see adjusted R<sup>2</sup> in Table 9) of the variance in the dependent variable which is extent of use of social networking websites.

Perceived usefulness explained 21.3% (see R<sup>2</sup> change) of the variance in the extent of use of social networking websites. The extent to which NGOs perceived social networking websites to be useful encouraged the use of social networking websites. Comparatively, this exceeds NGOs who perceived otherwise by more than 50% (refer to standardized beta). The findings of perceived usefulness are in consonance with the TAM. TAM posits that perceived usefulness is the strongest predictor of an individual's intention to use an information technology (Davis, 1989). TAM stipulates that: the more one finds a technology to be useful, the higher the extent of use and subsequent adoption.

The type of NGO explained about 27% of the variance in the extent of use of social networking websites. The chance on the average of International NGOs using social networking websites was 41% higher than local NGOs. This supports the findings of Barnes and Mattson (2009) who reported that majority (79%) of the largest and International NGOs use social networking and video blogging compared to smaller or local NGOs. The finding is not surprising because International NGOs are multinational organisations that usually have their headquarters in advanced countries like the USA and the United Kingdom where the rate of penetration and the extent of use of internet is relatively higher.

Ownership of a website explained close to 10% of the variance in the extent of use of social networking websites. Ownership of a website was important in determining the extent of use of social networking websites with an explanatory power of about 32%. This means that on average the chance of NGOs that owned a working website using social networking website is 32% higher than NGOs without a working website. The result of the analysis fits the equation (model) below:

$$Y = -0.882 + 3.771(\text{useful}) + 1.017(\text{type}) + 0.695(\text{ownership}) + e$$

#### 4. Conclusion

The paper adopts an empirical approach to investigate the determinants of the use of social networking websites. It focuses on NGOs operating in the Greater Accra Region of Ghana. The paper used descriptive study approach and applied the TAM model as a framework to examine the variables of study. The researchers based the study on data collected through questionnaires (162 out of 220 NGOs filled in the questionnaires).

The analysis shows that many of the responding NGOs use social networking websites for various purposes, e.g. in order to establish relationship with stakeholders, fundraising, advocate for the vulnerable in society, advertise the organisations and network with other NGOs. The paper identifies some specific variables that affect the use of social networking websites. Specifically, ownership of a website, perceived usefulness of social networking websites and type of NGO mainly determine the use of social networking websites.

The extent to which NGOs perceived social networking websites to be useful encouraged the use of social networking websites. Comparatively, this exceeds NGOs who perceived otherwise by more than 50%. The chance on the average of International NGOs using social networking websites was 41% higher than local NGOs. Ownership of a website was important in determining the extent of use of social networking websites with an explanatory power of about 32%. This means that on average the chance of NGOs that owned a working website using social networking website is 32% higher than NGOs without a working website. The result of the analysis fits the equation (model) below:

$$Y = -0.882 + 3.771(\text{useful}) + 1.017(\text{type}) + 0.695(\text{ownership}) + e$$

The study has laid a foundation for further investigations of the use of social networking websites among NGOs. The findings are accurate for the NGOs that responded to the survey as opposed to the whole universe of NGOs in the Greater Accra Region of Ghana. Further research should investigate the specific technical features of social networking websites that draw NGOs to use them. In order to expand the theoretical scope of the literature, the study recommends the re-examination of the use of social networking websites with another user population.

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