Factors that Influence the Use of Facebook in Service Delivery: A Case of Kisumu County Government, Kenya

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Abstract:- Organisational communication needs to be effective for organisations to meet their objectives. This study examined Facebook as a communication tool for enhancing government service delivery in Kisumu County. It sought to determine the factors that influence the use of Facebook in service delivery in Kisumu County. The study used a descriptive research design. The population was 307,702 members of the public in Kisumu town. The Krejcie and Morgan tables was used to get the sample size. This study employed mixed methods in data collection which includes administered 399 questionnaires to service seekers and 5 interview guides to service providers in the county. Data analyses involved the utilization of the Statistical Package for Social Sciences (version 26). Descriptive statistics was used to analyze quantitative data, while for qualitative data, a thematic analysis approach was applied, where responses were grouped into themes and sub themes and analyzed Facebook's role in the County Government of Kisumu service delivery was influenced by factors like internet penetration, demographic information, infrastructure, government policies, and economics. This study recommends that the County Government of Kisumu should develop comprehensive initiatives aimed at expanding internet coverage and improving connectivity, especially in underserved areas.

Keywords:- Communication, Facebook; Service Delivery, Technology.

I. INTRODUCTION

The provision of services within the public domain has endured persistent criticism due to poor execution. Service delivery by governments has been labelled as futile, unresponsive and ineffective—falling significantly short of the expectations of the very individuals seeking these services (Singh, 2023). Instead of prioritizing the needs of service seekers, bureaucrats often appear more inclined to serve the objectives of governmental entities. It introduced the notion of viewing citizens as customers, prompting bureaucracies to place the requirements of customers at the forefront. Governments are required to provide excellent services to the people.

Guided by this outlook, the spotlight has shifted from those responsible for delivering services to the recipients of these services. This shift has inspired many countries to embark on diverse initiatives aimed at bolstering effectiveness and efficiency in service delivery. A notable instrument that has yielded notable results in driving this transformation is effective communication. The concept of viewing citizens as customers and effective communication have breathed new life into the provision of public services. This paradigm shift underscores a concerted effort to bridge the chasm between service providers and recipients, ushering in an era where service excellence, customer satisfaction, and public accountability stand as paramount objectives. As countries increasingly embrace these principles, the landscape of government service delivery is poised to evolve into a realm of heightened effectiveness, responsiveness and client-centeredness (Owolabi & Yekinni, 2022).

Indeed, the foundation of service delivery is communication (Bhatnagar, 2018). People in a work environment are required to communicate with one another frequently and effectively. For instance, management must speak with its staff, a marketer with the public a salesperson with clients, and employees with their colleagues. All of these can be done via email, notes, public organization reports and even social media. Therefore, organizational communication includes all of the ways that information is transferred within an organization. However, because the public organization environment has seen numerous changes over the years, corporate communication trends are not stable (Scott & Lewis, 2017).

Over time, communication channels have undergone significant transformations. The advancements in communication technology have provided today's generation with easier access to a wealth of information, surpassing any previous era. The term "mass media" encompasses various media such as print, radio and television (Zheng, 2023). In the past, citizens relied on the press to receive news updates, as newspapers served as the primary means of spreading information about local events and activities. The 1920's witnessed the emergence of radio news, leading to a rapid growth in the number of professional and amateur radio stations. Although radio's significance in news distribution declined with the advent of television, it remained popular for its role in music,

educational talk shows and sports broadcasting. Television revolutionized the media landscape by combining the strengths of both radio and visual imagery. Even today, public organizations and governments utilize these traditional media platforms to communicate with the public (Figenschou, 2020).

To stay current and provide credible information, communicators must keep up with new advancements that either disrupt or impact how communication is done. The emergence of social media is one of the trends that have altered how communication is conducted within a public organization. One method that individuals from all over the world have used to connect and interact is through social media. The public organization world is also keeping up. Some public organisations have adopted social media platforms including Facebook, Twitter, Skype, WhatsApp, Instagram, and YouTube (Tajudeen, Jaafar & Ainin, 2018). The use of such forms could alter or have an impact on an organization's communication programme. Other times, social media has a favorable impact on companies, while other times, it has a detrimental impact.

The use of Facebook has played a pivotal role in fostering novel modes of communication, facilitating the exchange of information, and stimulating cultural creation. Facebook does not only symbolize a technological advancement but also embodies significant social, cultural and communicative implications. The social, economic and cultural facets are connected by organizational communication (Scott &Lewis, 2017). Written communication dates back to ancient Egypt, when cuneiform was used to record public organization transactions. The introduction of social media into enterprises is, therefore, simply a reflection of how communication methods have evolved. Introduction of Facebook in a government agency's external communication can contribute to different beneficial developments in service delivery, leading to improvement of communication processes, facilitation of information flow, community development and reinforcement of values and cultures within the organization. This, in turn, leads to maximum creativity under the right conditions (Nayak, Nayak & Jena, 2020). Although the public may be reluctant to share information on social media, it is given an opportunity to actively follow up on happenings in governments.

The growth and use of Facebook have seen the emergence of organisations social media networks that allows the public to interact and share information within the organization. People have the opportunity to not only share knowledge and voice opinions but also connect (Aykurt & Sesen, 2017). The results of this interaction can potentially alter the way people communicate and share information within an organization. Many public entities are yet to fully use Facebook to enhance service delivery (Tajudeen, Jaafar & Ainin, 2018).

The use of Facebook is only the latest in a series of evolving communication technologies that have been invented over time. It enters the scene to challenge some of the more established conventional ways of organizational communication. Social media is the medium widely used by those who have smartphones and internet connection (Bruguera et al., 2019). According to (Lua, 2019), there are more than 2.5 billion users of social media. Facebook has over two billion users per month (Forrester, 2020). According to Kwayu, Lal and Abubakre (2018), Facebook is now a component of everyday organizational communication tactics. Additionally, it has completely changed how information is shared. The use of Facebook is swiftly gaining popularity since it is not only accessible and affordable, but it also enables individuals to create and share content. Therefore, unlike in the past when organizational communication was one-sided, the public may now effortlessly communicate through Facebook. Consumers of government services are no longer passive on the outside; they can now contact public organisations and provide criticism through social media.

II. LITERATURE REVIEW

The study conducted by Hanafizadeh and Shafia (2021) delves into a crucial aspect of Facebook use within organizations, highlighting that the choice and extent of its use are contingent upon factors like organizational nature, size and maturity. Facebook, as the research says, provide a cost-effective means for organizations to efficiently reach and engage their intended audiences. The study reveals a strategic alignment between general social networks and organizational goals, while also spotlighting specific platforms like discussion forums, social blogs, and networking sites, which tend to be favored by more mature organizations.

Rahman and Hidayat (2019) provide a comprehensive examination into the factors underpinning Facebook usage. Their study highlights performance expectation, trust, and social influence as pivotal determinants of Facebook's adoption. It's worth noting that this research presents methodological gaps that arise from its systematic review approach, which could potentially limit the depth of understanding by focusing on synthesized conclusions from existing studies. In contrast, the proposed study aspires to address these gaps by use of primary data collection methods.

Schlagwein and Hu (2017) assesses the effects of organizational Facebook usage through a qualitative lens. Their study illuminates the facets of dialogues, broadcasts, and collaborations as the core platforms utilized by organizations. While offering valuable insights, it's important to acknowledge the methodological gap that arises from their qualitative data collection and analysis approach, which will limit generalizability and quantifiable insights.

Much of modern society has changed as a result of ICT industry's rapid development. Cilliers et al. (2020) examined how a sample of staff members at a traditional higher education institution intended to use Facebook. The study used a quantitative research design and the positivism paradigm. Multiple regression analysis and exploratory factor analysis were used to analyze the data. The study's research site was a traditional higher education institution, and data were collected using a convenience sample and the work-related social media scale and the behavioral intention to use scale. Although the majority of employees currently utilize social media in the workplace for problem-solving and communication, businesses should allow staff to help manage their online reputation. The study highlights a methodological gap that stems from its exclusive focus on a specific group of participants—employees—as the sole unit of observation. This focused scope, while valuable in capturing insights from within the employee population, narrows the study's perspective and overlooks a broader spectrum of perspectives and dynamics that will influence the phenomenon under investigation. The current study positions itself to bridge this methodological gap. By intentionally adopting a broader perspective that encompasses both service providers and service seekers, this study created a more holistic understanding of the situation.

Social media platforms like Facebook, YouTube, and WhatsApp have become crucial tools for global communication and information exchange, with billions of active users. Alhassan, Muhammad and Chari (2022) assessed the effect of social media on agricultural extension services, focusing on engaging youths in agriculture and understanding socioeconomic factors affecting social media use for agricultural information dissemination. Through surveys and discussions with 360 youth farmers, data was collected and analyzed using SPSS software. Results revealed that age, education, farm experience, income, and sex significantly influence social media usage in agriculture. About 30% of respondents mentioned that extension agents use social media to engage youths in agricultural services. These findings suggest that socioeconomic factors play a crucial role in effectively using social media in agriculture.

In order to effectively utilize social media as supplementary tools for e-government services, it is important to determine the e-government services that are most compatible with various social media platforms. There is a lack of research on how e-government services influence the uptake of social media in government, and limited knowledge on social media usage in small local government entities. Gao and Lee (2017) assessed how small local governments adopt social media based on their use of various e-government services. It additionally examines the ways in which these tiny municipal administrations utilize social networking platforms. The study presented hypotheses that examine how the characteristics of e-government services influence the use of Facebook and Twitter in small local government

settings. It was discovered that Facebook adoption is linked to transaction services.

III. MATERIALS AND METHODS

A. Research Design

A research design refers to a systematic and well-planned strategy employed by a researcher to carry out a scientific investigation (Abutabenjeh & Jaradat, 2018). The study used a descriptive research design. This design entails observing and examining the study variables as they naturally exist, without any intentional manipulation or alteration (Siedlecki, 2020). The primary goal is to gain the subject's comprehension, without any influence to the variables. The researcher aimed to gather valuable insights and information that could contribute to the overall knowledge in the field of study. Descriptive studies do not only involve collection of data but also entail classification, measurement, and analysis and data interpretation. The design is important to the study as it helped examine the use of Facebook as a communication tool for enhancing government service delivery by the County Government of Kisumu.

B. Study Area

The study was carried out in Kisumu County, Kenya. The county is one of the 47 counties in Kenya, established through the constitution of Kenya 2010, as a devolved unit of governance. The county borders the counties of Vihiga, Siaya, Nandi, Homabay, Nyamira and Kericho. Kisumu County's headquarters is Kisumu City, Kenya's third largest city, with the main industries centered around processing of agricultural products, fishing, brewing and textile manufacturing. The county had a population of 1,155,574 (Kenya National Bureau of Statistics, 2019). The county's main economic activity is fishing, thanks to Lake Victoria, Africa's largest fresh water lake.

The governance structure of Kisumu County comprises two integral components: the executive and the County Assembly. The executive branch assumes a comprehensive role encompassing policy formulation, coordination, human resource management and developmental initiatives. Additionally, it assumed the responsibility of overseeing the execution of county programs, ensuring their effective implementation. Conversely, the County Assembly functions as a distinct arm of government, entrusted with the crucial duties of legislation, oversight and representation. Within the framework of the Kisumu County administration, a specialized unit known as the special delivery unit operates under the auspices of the governor's office. This unit is dedicated to enhancing service delivery to the county's residents, with a strategic focus on optimizing the execution of the government's top priorities.

The county is selected for this study as its one of the country's cities as well as the regional economic headquarters for the Lake Region Economic Bloc (LREB) which consists of 14 counties; Kisumu, Siaya, Homabay, Migori, Kisii, Nyamira, Kericho, Bomet, Nandi, Kakamega,

Busia, Vihiga, Bungoma and Trans-nzoia, with a huge population that demand efficiency in service delivery.

C. Study Population

Population refers to the total number of individuals sharing similar characteristics in a particular geographical area (Adam, 2020). The study's target population was the adult population in Kisumu who live, work or run businesses so as to get their views on access to information on service delivery from the County Government of Kisumu and the County Government of Kisumu's staff in the department of communication and public information. The target population included those following the pages of Anyang Nyong'o (with over 197,000 followers), County Government of Kisumu (with over 23,000 followers), Department County Department of Medical Services, Public Health and Sanitation (with over 6500 followers) and the County Assembly of Kisumu (over 8800 followers). The target population was relevant to this study as the public is the recipient of government services and employees run the day-to-day activities and operation on Facebook. Table 1 shows the target population;

Table 1: Target Population

Category	Population
Public	307702
Staff	5
Total	**307757**

Source: KNBS (2019) and County Government of Kisumu (2023)

D. Sampling and Sample Size

Sampling is a fundamental technique used in research to gather information about a larger population by selecting a smaller, representative subset called a sample. The objective of sampling is to obtain relevant data on a particular subject of interest from a larger group without having to study every single individual in that group (Maduga, 2020). When researchers conduct a study, they aim to draw conclusions about the entire population based on the characteristics observed in the sample. This process involved carefully choosing a sample from the population of 307,702 in Kisumu that accurately reflects the diversity and attributes of the whole population. Conclusions drawn from the sample can be extended to the entire population, enhancing the significance and practicality of the study results (Saroj & Singh, 2016). The study used a census for staff in the department of public information and communication. This was because their population was small, easily reachable and provides for more accurate, clear and comprehensive data. Simple random sampling was used for members of the public. The Yamane (1973) formula was used to get the sample size of members of the public, who were selected through simple random sampling.

$$n = N / (1 + N(e)^2)$$

Where: n is the sample size; N = the population of the study and e = the margin error in the calculation.

Hence $n = \dfrac{307{,}702}{1 + 307{,}702\,(0.05)^2}$

$$n = \dfrac{307{,}702}{770.255}$$

n = 399.48

Hence n = 399 respondents

Table 2 indicates the sample size:-

Table 2: Sample Size

Category	Population	Sample
Service seekers	307,702	399
Staff	5	5
Total	**307707**	**404**

E. Data Collection Techniques

The study administered questionnaires to collect quantitative data from the members of the public who had confirmed use of Facebook. The questionnaires consisted of three sections, covering information about the respondents and variables of interest. Respondents were provided with explicit instructions on how to complete the questionnaires. Qualitative data from the department of communication and public information were collected using interview guides. Interviews allowed respondents to provide more information on the subject (Jain, 2021). The study investigated factors that influenced the use of Facebook in service delivery, extent to which consumers used Facebook to access services, service for which members of the public used Facebook and feedback mechanisms on use of Facebook by members of the public.

F. Piloting of Research Instruments

A pilot study was carried out to evaluate the effectiveness, appropriateness, and adequacy of the data collection tools. The main objective was to enhance the instruments and address any potential shortcomings in their design. The pilot study took place at Muhoroni town. A pilot sample of 38 respondents was selected randomly, as suggested by Connelly (2008), with the pilot sample size being approximately 10% of the expected sample size for the main study. Selected staff within the Town Administrator's office were interviewed to get a clearer view of the Use of Facebook in the provision of service delivery within the town. The results of the sample was used to guide on the adjustments that were made on the questionnaires and interview guides.

The researcher communicated the study's purpose and objectives to the pilot respondents, who were provided with questionnaires to complete. During the pilot test, the researcher assessed the procedures and activities to identify areas for adjustment. The time taken to complete the questionnaires was also measured to gauge the feasibility of the questionnaire. Moreover, the researcher carefully noted any concerns raised by the participants regarding the clarity of statements and the readability of the questions.

➤ *Reliability*

Reliability is the degree of consistency with which an instrument measures the specific variables it is meant to assess (Mohajan, 2017). It is the instrument's ability to produce similar or nearly identical results whenever the same test is conducted using it. To evaluate the reliability of the data collection instruments, two methods were employed. Test-retest was utilized to measure the consistency of responses over time. This involved administering the same instrument to the same group of participants at different intervals and comparing their responses to check for consistency. On the other hand, internal consistency assessed the consistency of the questions within the instrument itself. It examined how well the questions that measured the same construct aligned with each other. A value of 0.7 or higher for the Cronbach's Alpha indicated a reliable instrument, suggesting that the questions in the instrument consistently measured the intended variables (Segal and Coolidge, 2018).

➤ *Validity*

The researcher examined whether the instruments effectively captured the intended concepts (Taherdoost, 2016). Only relevant questions that accurately reflected these concepts were included in the questionnaire. Content validity focused on ensuring that the instruments represented the research objectives appropriately. Any irrelevant questions identified during the pilot study were replaced. Criterion validity was employed to evaluate the reliability of the instrument tests. The researcher recorded the correlation between the outcomes obtained from different instruments administered to the participants during the pilot study. This helped determine if the instruments yielded consistent and reliable outcomes. The researcher aimed to refine and improve the data collection instruments, ensuring they effectively measured the intended variables for the main study. The validity of qualitative tool was achieved through cross verification and critique form the university supervisors.

G. Data Collection Procedure

The researcher's approach involved a systematic and structured process to ensure effective data collection. The researcher established a team familiar with the study's objectives and methodologies, through recruitment and training of the research assistants. The research assistants' role was crucial in distributing the questionnaires directly to the public, which facilitated interaction that could enhance engagement and response quality. Participants were selected based on their use of Facebook to follow county affairs, aligning with the study's focus. Clear communication of the study's objectives ensured that respondents understood the purpose of their participation. Allowing participants ample time to complete the questionnaires and aiding with any challenges further contributed to the accuracy and completeness of the data collected.

Following the questionnaire distribution, the researcher organized and conducted interviews with county staff, ensuring that these were scheduled well in advance. This allowed for a structured and respectful engagement with the participants. Conducting the interviews in a quiet and distraction-free environment was vital to gather high-quality, in-depth responses. This setting minimized external influences and noise, thereby improving the reliability and validity of the interview data. . The interview was aimed at acquiring comprehensive information from the respondents on use of Facebook as a communication tool for enhancing government service delivery (Oben, 2021). The interviews were recorded to facilitate future review and examination (Al-Yateem, 2012).

H. Data Analysis

The accuracy and consistency of the questionnaires were verified. Data were cleaned through the removal of duplicate data, outliers, and unnecessary values. Data cleaning and analysis were conducted by editing, coding, and tabulation to identify any irregularities in the responses and assign each one a specific numerical value for subsequent analysis. Quantitative data analyses involved the utilization of the Statistical Package for Social Sciences version 26. Both quantitative and qualitative data were analyzed to gain valuable insights into the research questions. For the quantitative data, descriptive statistics provided a clear overview of the distribution and central tendencies of the collected data, allowing for a comprehensive understanding of the patterns and trends observed in the responses. As for the qualitative data, a thematic analysis approach was applied. The responses from interviews or open-ended survey questions were carefully examined to identify recurring themes, patterns, and meaningful insights. By organizing the qualitative data into themes, researchers could systematically explore the depth and richness of the participants' perspectives and experiences. To present the study findings effectively, various visual aids were utilized, including graphs, narratives, pie charts, and tables. Graphs and pie charts helped visualize quantitative data, making it easier for readers to comprehend numerical patterns and comparisons. Narratives provided detailed accounts of qualitative data, allowing for a deeper understanding of the participants' viewpoints.

I. Ethical Considerations

The researcher obtained a letter of introduction from the University, ensuring that the research was conducted with the necessary institutional approval. Permission to conduct research was also sought from the County Government of Kisumu .Additionally; the study sought a research permit from NACOSTI. An introduction letter was appended to the research instrument, seeking the informed consent of participants before they could take part in the study. This step was crucial in obtaining voluntary and informed participation from the research subjects. Confidentiality and privacy of respondents were assured. The data collected were exclusively utilized for academic purposes and research analysis. No individual's identity was disclosed in any published or shared findings.

IV. FINDINGS

The study determined the factors that influence the use of Facebook in service delivery in Kisumu County. Respondents indicated that Facebook's use in service delivery in Kisumu County was influenced by internet penetration, demographic composition, technological infrastructure, government policies and economic factors. Factors such as age, gender, education level, and socioeconomic status played a significant role in determining the extent to which Facebook was employed as a platform for accessing and providing services within the county. Understanding these demographic dynamics is crucial for tailoring effective strategies to maximize the reach and impact of Facebook-based service delivery initiatives in Kisumu County. These results align with those of Hanafizadeh and Shafia (2021), who examined Facebook usage within organizations in Iran, highlighting the importance of factors like organizational nature, size and maturity. The study noted strategic alignment between general social networks and organizational goals, as well as specific platforms. In the same vein, Rahman and Hidayat (2019) provided a comprehensive assessment of Facebook usage, focusing on performance expectation, trust and social influence.

This study sought to comprehend how factors that influence the use of Facebook affected service delivery. According to the respondents, internet penetration increases accessibility, while demographics like age, education and socio-economic status influence usage patterns. Respondents indicated that cultural norms and attitudes towards technology also influenced adoption rates. It was revealed that technological infrastructure was crucial for seamless interaction, while infrastructural deficiencies could limit its utility. According to the respondents, government policies and regulations could either encourage or hinder Facebook's usage, with clear and supportive policies encouraging innovation and investment. Respondents noted that affordability and purchasing power affected user engagement with Facebook. Businesses and service providers assessed the cost-effectiveness of using Facebook compared to other channels. These findings corroborate those of Kircaburun et al. (2020), who highlighted the variability in users' preferences and motivations, highlighting how these factors led to social media-related challenges for a minority of individuals. The study revealed a correlation between social media behaviors and distinct usage motives, with goals related to socializing, making new friends, seeking self-expression, enhancing popularity and passing time being associated with problematic usage patterns.

The study inquired how the county determined the factors that influenced the use of Facebook in service delivery. It was indicated that the county conducted surveys or studies to assess the demographic composition and internet penetration rates within the county. These surveys provided data into the age distribution, education levels and socio-economic status of the population, helping to identify potential barriers or facilitators to Facebook usage for service delivery. Additionally, the county government collaborated with research institutions to conduct market research specifically focused on digital service delivery channels like Facebook. These studies analyzed consumer behavior, preferences and attitudes towards using Facebook for accessing government services or engaging with local businesses. Moreover, the county government used data analytics tools to monitor online engagement and sentiment towards their Facebook pages or digital service platforms.

The study sought the opinion of the service providers on the top three most important factors for service providers that influenced the use of Facebook. It was indicated that cost, reach and feedback influenced the use of Facebook. Facebook's affordability and reach made it an attractive channel for reaching target audiences. Its extensive user base and sophisticated targeting capabilities allowed service providers to reach specific demographics and interests. Facebook's global reach allowed businesses to expand their reach and attract customers from outside the region. Feedback on Facebook was crucial in improving service delivery. The platform's interactive features facilitated real-time communication between service providers and recipients.

The researcher interviewed county government officials and inquired how often their departments used Facebook in county communication. Official 1 indicated, *"In Kisumu County, we utilize Facebook as a regular tool for communication. It's become an integral part of our outreach strategy. We post updates, announcements, and engage with the community through this platform regularly."* Official 3 noted, *"Our department recognizes the importance of digital communication, and Facebook is one of the primary channels we use to connect with residents. We aim to maintain an active presence to ensure that vital information reaches as many people as possible."*

The researcher asked the kind of information shared using Facebook. Official 2 indicated, *"...we share a wide range of information relevant to our constituents. This includes updates on county projects, service delivery notices, public health advisories and community events."* Additionally, official 1 said, *"We also use Facebook to disseminate educational materials, such as environmental conservation and civic responsibilities. The platform is used to address various issues that concern the public effectively."*

The researcher sought from the county government staff the factors that influenced the use of Facebook in service delivery in the county. Official 3 asserted, *"Accessibility and reach are significant factors influencing our use of Facebook in service delivery. With a large portion of the population active on the platform, it serves as a direct line of communication to the community."* Official 2 indicated, *"...the interactive nature of Facebook enables us to receive feedback and address concerns promptly. This real-time engagement fosters transparency and accountability in our operations."* Official 1 said, *"... the cost-effectiveness of Facebook compared to traditional*

communication methods makes it an attractive option for reaching a broad audience within budget constraints."

V. DISCUSSION

The study examining the factors influencing the use of Facebook in service delivery in Kisumu County highlights several key drivers, including internet penetration, demographics, technological infrastructure, government policies, and economic factors. These findings provide important insights into how social media platforms like Facebook are employed as tools for accessing and providing services. When compared with similar studies from other regions, several parallels and differences emerge, particularly in terms of organizational context, user motivations, and the role of government policies.

Hanafizadeh and Shafia (2021) explored Facebook usage within Iranian organizations, identifying factors such as organizational nature, size, and maturity as critical determinants of social media use. This mirrors the current study's findings, where Facebook's role in Kisumu County's service delivery is shaped by demographic and technological factors, such as the population's age, gender, and internet accessibility. Both studies emphasize the need for strategic alignment between social media usage and organizational or institutional goals. However, while Hanafizadeh and Shafia focused more on the internal organizational aspects, the Kisumu study broadens the perspective by incorporating external factors like government policies, socioeconomic conditions, and cultural attitudes.

The alignment between strategic objectives and Facebook usage in the Kisumu context appears to be more community-focused, with a strong emphasis on accessibility and service reach. In contrast, Hanafizadeh and Shafia's study centers on how organizations internally adapt to social media, with external reach being a secondary focus. This difference is partly due to the contrasting organizational and social contexts— government service delivery versus private sector objectives.

Rahman and Hidayat (2019) assessed Facebook usage in terms of performance expectations, trust, and social influence. The Kisumu study similarly identifies trust in the form of real-time feedback and responsiveness as critical factors. Government officials in Kisumu highlight the platform's interactive nature, which allows them to gather feedback and address public concerns promptly, fostering transparency and accountability. Rahman and Hidayat's emphasis on trust aligns with the Kisumu findings, where government services rely on Facebook's interactive features to build trust and engage with citizens.

However, Rahman and Hidayat place greater emphasis on social influence and performance expectation in driving Facebook usage. In contrast, Kisumu's context includes more pragmatic considerations, such as the cost-effectiveness of using Facebook versus traditional communication methods, which government officials frequently cited. The focus on budget constraints in Kisumu likely reflects the county's economic realities, where maximizing reach while minimizing costs is critical.

The study in Kisumu reveals that cultural norms and attitudes towards technology play a significant role in determining Facebook usage. This finding contrasts with the studies in Iran and Indonesia, where the focus was more on organizational or social structures rather than cultural attitudes towards technology. In Kisumu, respondents noted that younger, more tech-savvy individuals were more likely to adopt Facebook for service delivery, while older populations and those with limited education were less likely to use the platform. This suggests that for service delivery initiatives in Kisumu, demographic tailoring is essential to ensure broader adoption.

Economic factors, such as affordability and purchasing power, also feature prominently in the Kisumu findings. Respondents highlighted that businesses and service providers assess the cost-effectiveness of Facebook as a service delivery tool. This aligns with Kircaburun et al. (2020), who observed that users' socioeconomic status influences social media usage patterns. The Kisumu study's emphasis on economic accessibility adds a layer to the discussion, highlighting that for many, Facebook's free or low-cost model is a key enabler in expanding digital service access.

In Kisumu County, technological infrastructure is seen as crucial for ensuring seamless interactions on Facebook. Infrastructural deficiencies, such as poor internet coverage or lack of digital literacy, can hinder the platform's utility. The reliance on technological infrastructure for Facebook's effectiveness resonates with findings from studies like Kircaburun et al. (2020), where technological accessibility impacts the way users engage with social media platforms.

Government policies are another major factor highlighted in the Kisumu study. Supportive policies can drive innovation and investment in digital service delivery, while restrictive regulations might stifle usage. This aligns with broader research on e-governance, where regulatory environments significantly shape the adoption and utility of digital platforms in public service delivery.

The Kisumu study underscores Facebook's utility in improving service delivery by providing cost-effective communication, extensive reach, and real-time feedback. These benefits are particularly valuable for government agencies operating with budget constraints. In contrast, studies like Rahman and Hidayat (2019) emphasize Facebook's role in business performance and social influence rather than public sector service delivery. This reflects the difference in priorities between private and public sector organizations using Facebook as a service delivery platform.

Government officials in Kisumu frequently cited Facebook as an integral part of their communication strategy, with a focus on sharing updates, public advisories, and engaging with constituents. This contrasts with more commercial applications of Facebook, where engagement metrics are often tied to performance expectations, such as increased sales or customer acquisition. In Kisumu, the focus is more on transparency, accountability, and the efficient dissemination of information, suggesting that Facebook's role can vary significantly depending on the organizational and social context.

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