"Information Vigilance as a Mechanism to Enhance the Mental Image of the Institution."

Menasri Nassima[1], Hadj Salem Attia[2]

Abstract

Practicing the digital information vigilance through vigilance over image and analyzing the social media networks enables the institution to acquire indicators and informational cues sourced from its digital environment. This helps in determining the potential impact on its mental image. Accordingly, this article aims to highlight the contribution of digital vigilance, represented by image vigilance and social media analytics, in enhancing the institution's mental image by monitoring and analyzing diverse informational content circulated across social networks. This research paper concludes that effective reading and strategic utilization of audience interactions and comments accompanying posts about or from the institution enable it to measure its image as a preliminary stage. This naturally fits within the contexts of conducting image studies, subsequently deriving focal points for future enhancement.

Keywords: *Digital vigilance, social media networks, mental image, image vigilance, social media analytics.*

Introduction

The establishment, development, and sustainability of an institution have been intricately linked to its control over its informational environment. Information vigilance has long served as the means for an institution to continuously acquire and utilize information, ensuring swift and continuous adaptation to environmental elements and leveraging opportunities while mitigating potential threats. Each era has been characterized by its distinct and innovative tools for information acquisition. In our present age, the evolution of information technology and communication has significantly influenced institutional operations, resulting in an unprecedented, diverse, and multi-sourced informational momentum, complicating the monitoring process. The institution can no longer afford to react after events unfold but is compelled to anticipate unforeseen circumstances, such as crises or rumors, by developing possible scenarios for changes in its environment and the potential nature of their impact.

Given this scenario, traditional monitoring methods are no longer effective, mandating institutions to adopt new and efficient mechanisms that enable instant access to relevant information when needed. Among these mechanisms, digital information vigilance stands out, tracking rapid changes in the institution's informational landscape, ensuring continuous access to information and environmental cues. This process aids in determining their strengths, weaknesses, and potential impacts on the institution, empowering it to fortify itself and safeguard its tangible and intangible assets, notably its image among its audience.

---

[1] Departement of communication- Faculty of information and Communication Sciences - University of Algiers 3- Algeria
Email: nassimasou70@gmail.com
[2] Departement of communication and information- Faculty of information and Communication Sciences - University of Algiers 3- Algeria
Email: hadjsalemattia@yahoo.fr

Considering the significance of the mental image in shaping impressions, opinions, and decisions, it has become a fundamental goal pursued by every institution aspiring for success and longevity. As the image is inherently fluid, misinformation can affect it negatively, while the institution's environment may contain indicators and clues contributing to its improvement. Here, image vigilance emerges as another mechanism enabling the institution to discern what is being said about it and continuously monitor positive or negative indications about its image, especially considering the impact of the informational flow across social media networks on individuals' perceptions of institutional images. This poses another challenge for institutions: harnessing and analyzing diverse and multi-sourced information following its publication, whether by or about the institution. All this is aimed at enabling the institution to regulate and identify future activities that strengthen positive aspects of its image while addressing its deficiencies.

In this context, this research paper aims to explore the implications and effects of informational content circulated across social media networks on the image of the institution. Our focus will be to address the following key question: To what extent does digital information vigilance on social media contribute to improving the organization's mental image?

Study Questions: Comprehensively addressing any topic necessitates posing a series of subsidiary questions, which we outline as follows:

1. What is digital vigilance and image vigilance? What are their stages?
2. How do the impacts of social media networks manifest on the institution's image?
3. How does the institution utilize digital mechanisms for vigilance to enhance its mental image?

Study Objectives: The study aims to achieve a set of objectives summarized as follows:

1. Clarifying the importance of digital vigilance and image vigilance along with their stages.
2. Illustrating the institution's benefits from social media networks and outlining the challenges they present.
3. Understanding the contribution of digital mechanisms of vigilance in enhancing the institution's mental image

Significance of the Study: The study derives its significance from the addressed topic, as digital vigilance has become an effective tool in managing the institution's image by keeping it in a constant listening state to its environment and tracking information paths—whether generated by the institution or circulated about it—within a rapidly evolving and insecure digital environment. Through this study, we aim to explore the most effective means of leveraging the outcomes of vigilance practiced across social media networks to enhance the institution's mental image, either through image vigilance or sentiment analysis on social media platforms.

Study Type: This research paper falls within the realm of descriptive studies, primarily aiming to gather sufficient and accurate information about the subject under study, as it exists in the real sphere. It aims to describe the various existing facets related to the study's objectives[3]. The descriptive method is deemed suitable for depicting and analyzing the phenomenon under study, namely, digital vigilance in the form of image vigilance and social media analytics as mechanisms to enhance the institution's mental image. This study delves into the conceptual aspect, addressing the study variables and their diverse elements, as well as the practical aspect, where practical examples of digital vigilance applications beneficial for the institution in monitoring and enhancing its image are highlighted.

---

[3] Ben Morsli, Ahmed, (2003), Research Methods in information and Communication Sciences faculty, Algeria, University Press, p. 51.

To address these objectives, it is essential to review certain elements we deem pivotal in our research.

Firstly, the Concept of Information Vigilance and its Stages

1. Information Importance for the Institution

Information has become a crucial and vital source for the entity and its continuity. Hence, the institution aims to discern information directly relevant to it, seeking to benefit from opportunities and safeguard against threats posed by the environment. Information empowers the institution to understand its social, political, economic, legal, and other environmental aspects, allowing it to monitor and adapt to their developments. This, in turn, enables adjustments in activities or essential changes in its strategy based on the analysis of acquired information.

Utilizing information as a vital resource serves the institution's efforts toward continuous improvement, summarized in several crucial aspects:

- Fundamental factor in managing and administering institutional affairs.
- Central element in the decision-making process.
- Facilitates the institution in understanding public opinions regarding the services/products it offers and their expectations from the institution.
- Basis for the institution's strategy in research and development, fostering innovation.
- Instrument for transferring professional and knowledge-based experiences within or outside the institution.
- Means for the institution to comprehend its environment and various current and future potential influences.
- Used as a metric to measure the institution's image among the public.

The significance of information as an assurance for the institution's survival in a rapidly changing environment necessitates the pursuit and utilization of information. In this quest for information, the institution evolves its monitoring methods for informational cues from the environment, enhances information-gathering methods and sources, forecasts environmental developments, analyses them, and communicates them to decision-makers. The informational environment presents numerous options for tracking its changes promptly. Simultaneously, this necessity justifies the paramount condition for the institution's continuity: the activity of information vigilance (Stedman et al., 2023).

2. Definition of the Information Vigilance: Before delving into the definition of this pivotal type of vigilance. It is necessary to give an explanation of the term vigilance, especially in light of the ambiguity that still surrounds it, given its connection to different types of goals and practices despite the antiquity of this activity. as Vice Admiral Williams wrote in a dictionary Navy (1830/p. 566) "In the army, there is always, day and night, in every building a man charged with watching the signals."[4]

"Vigilance" refers to a set of activities aimed at obtaining strategic and operational information about an organization's development. This is done to identify opportunities and threats and to enhance the decision-making process in the short and medium term.[5]

---

[4] Rivière, Anna-Lezon, (2011), Management De L'Information Dans Les Organisations, London, ISTE édition, P73.
[5] Balmisse, Gilles(2014), Veille Stratégique sur Internet: comprendre les enjeux, maîtriser les outils et partager l'information, Paris , édition ENI,p13.

This informational activity varies depending on the information being monitored or sought. Initially, it's noticeable that vigilance is integrated within the activities of an organization (such as purchasing, marketing, research and development). Hence, we find competitive business vigilance, legal vigilance, reputation and image vigilance, among others. Informational vigilance remains the foundation encompassing many types, acting as the starting point as it relies on processing and monitoring the informational environment of the organization.

2.1. Informational vigilance is a continuous dynamic process focused on regularly providing data or information specifically processed in accordance with the goals and objectives of the beneficiary. This is reliant on relevant expertise pertaining to the subject or nature of the selected information.[6]

It is also known as a continuous and organized monitoring process, requiring minimal effort, of all sources of valuable information for an organization. The aim is to make data more readily processable.[7]

Informational vigilance is considered a mechanism for monitoring the information and informational cues circulated within the organizational environment. It involves analyzing this data and devising scenarios for potential future events. These assessments are then conveyed to the management to adapt the organization's activities in response to potential positive changes while simultaneously avoiding potential negative impacts. As the organizational environment has evolved, informational vigilance has adapted to keep pace with digitization.

2.2. Digital vigilance: In principle and stages, vigilance remains the same, yet it evolves in itself. Online vigilance differs in terms of tools, methods, and interacting parties compared to practices of years past. It's a repetitive and ongoing process that requires periodic updating to meet the information needs of the organization in real-time. This necessitates aligning with the informational vigilance for the qualitative leap that occurred in information technology and communication, thereby transforming it from its traditional form to a digital one.

-This new facet of vigilance is defined as the process of listening and paying attention to what is being said about the organization or brand across various digital platforms. It involves gathering all kinds of content and engaging audiences associated with it. It means acquiring all information related to the organization or brand.[8]

This definition points to the diverse sources of digital information, which serve as the raw material for digital vigilance activities. Publications, audience interactions, and everything circulating around the organization constitute material for analysis.

-It's also an automated process to comprehend, analyze, and convey insights and conversations about the image, brand positioning, and virtual public opinions. This process constitutes a continuous system for analyzing social media networks and translating them into goals and indicators obtained from relevant information about the organization's activities and communication objectives that have been collected and analyzed.[9]

This definition emphasizes the monitoring, tracking, and analysis of social media networks as one aspect of digital vigilance, which shifts topics and fields of vigilance from the real world to the virtual one.

From the above, it can be said that digital vigilance is a stage in the evolution of vigilance activities. It focuses on monitoring and tracking everything the organization needs to ensure

[6] Rivière, Anna-Lezon, (2011),op.cit, p 95.
[7] Nallis, Olivier, (2011), Veille et Etudes: communication-marketing-publicité, Paris, Edition Mercatch, p 13
[8]. Gonçalve, A. (2017). *social media analytics strategy.* new york: Apress, p 59.
[9] Freberg, K. (2019). *social media for strategic communication.*California: sage publication, p 187.

its continuity and achieve its objectives within the digital realm. It involves tracking and analyzing information within various digital forms and formats.

Digital vigilance has kept pace with the massive flow of information circulating online and on social networks by adopting mechanisms that enable obtaining useful information in real-time, collecting and analyzing it, and then leveraging it. With the diversity of electronic sources, the data and information required by the vigilance process vary, including:

1. Privacy Data: This encompasses the enterprise's private information (Who is talking about us? Who is searching for us? Who is intruding into our private space? Are we content with our online image?). It revolves around the dissemination of information across platforms and social networks, especially concerning the organization's image. Among the internet services that achieve this goal, we find the service of (what is wrong with me?).

2. **Personal Relationship and Common Interest Data:** This involves obtaining information regarding social circles, acquaintances, and even unwanted individuals. These data range from pinpointing their geographic locations to the events they participate in, as well as their personal and professional statuses. This type of data is valuable for those interested in studying individuals' digital behaviors, enabling the acquisition of insights into their digital habits. This information can be leveraged to enhance the services and products of the organization based on the interactions of these individuals.

3. Data Related to Our Interests: This encompasses areas of interest, hobbies, beliefs, intellectual, political, or societal inclinations, among other data.

4. Near External Environment Information: Similar to weather updates, schedules of various events, advertisements for discounts on goods and services, information about local authorities, associations, clubs, unions, etc. Collecting and analyzing this type of information is beneficial for leveraging strategic and developmental opportunities, utilizing experiences and expertise through direct interaction with components of this environment. Additionally, it assists in the process of planning and making routine decisions.

5. Far External Environment Information: Events occurring globally or information about scientific domains that benefit the organization, enabling it to become a learning entity. This helps align its plans with political, economic, or security situations in its market presence.[10]

2.3. The Goal of Digital Vigilance: the Digital information vigilance enables the organization to:

- Ensuring a form of protection for the organization (protection against negative interference, breaches, intellectual theft, etc.).
- Providing senior management with valuable information supporting decision-making processes, primarily relying on precise analysis of the organizational environment.
- Controlling the scientific and technological legacy of the organization to secure a competitive advantage and enabling appropriate technological choices.
- Digital vigilance has become vital for innovative organizations, with a focused information system yielding accurate predictions about environmental changes, fostering deliberate and strategic creativity.
- It enables the organization to manage its image by monitoring, scanning, and analyzing information sources reflecting that image. Subsequently, it directs and concentrates the organization's efforts and activities toward reinforcing positive aspects of that image and addressing any deficiencies.[11]

---

[10]   Raffestin,   A.-l.   (2011).   *regards   croisés   sur   la   veille.*   Consulté   le19   fevrier   2019,   sur   www.enssib.fr: https//www.enssib.fr/biblithèquenumerique/notices/49487, p 87.
[11] Roach, Daniel, (2016), La Veille Technologique Et L'Intelligence Economique, Alger ITCIS, p.p 120-121.

The culmination of these objectives empowers the organization to intelligently study its environment. To reap the benefits of information vigilance, it's essential to follow its fundamental stages.

2.4. The Stages of the Digital Vigilance: Information vigilance goes through several stages[12], each requiring specific tools for monitoring, gathering, and analyzing information.

1. Preparation Stage for Vigilance: This stage involves:

A. **Information Need Analysis:** This stage revolves around precisely identifying the informational requirements of the organization, whether related to the field of activity or the fundamental purpose of conducting vigilance in the first place.

B. Current Inventory Identification: This involves cataloging the informational assets of the organization, such as the information sources relied upon (subscriptions to databases, journals, etc.). The focus naturally falls on vigilance cells that serve as repositories of information for the organization.

C. Targeting and Measuring Vigilance: At this stage, the focus is on defining the axes and domains of vigilance, pinpointing where to search for information (the sources), with a critical need for careful selection of these sources, especially those carrying weak signals that should be leveraged in real-time before they become available to everyone.

This is because defining the focus of vigilance corresponds to identifying the appropriate sources.

D. Budgeting and Tool Selection: a crucial stage on which the entire vigilance process hinges. It forms the basis for the research process and the time allocated for vigilance, then fine-tuning the financial requirements necessary for each stage of vigilance. This includes the methods and tools used in vigilance (both free and paid), encompassing three (03) types:

- **The Free Tools** are useful, but each stage of vigilance requires specific tools, which can lead to time wastage impacting the vigilance outcomes. Some of these tools include Google Reader, Yahoo Pipes, and Watch That Page.
- **The User-Friendly Tools** resemble the free ones but offer additional features, especially for the information gathering stage, such as Watcher.
- **The available tools** offer numerous characteristics for the vigilant, enabling specialized information monitoring, result sorting, and vigilance report preparation, such as KB Crawl and iScope.

2. Research and Information Gathering stage: In this phase, differentiation among information sources (databases, competitor insights, forums, public opinions, internet resources) occurs based on their alignment with vigilance objectives. Emphasis is placed on the type of information itself regarding its value and significance to vigilance. This stage is critical as it prevents the organization from wasting time by targeting and directly engaging with selected information sources.

3. Information Processing Stage: This stage relies on the vigilance officer's skills to give meaning to the data and information obtained in the previous phase, transforming it into coherent, understandable, and useful information. This information forms the basis for

---

[12] Raffestin, A.-l. (2011). op.cit, pp 10-11.

subsequent operational processes, whether managed by the vigilant officer or assisted by computer applications, which include:

● Analysis Process: The vigilant individual subjects the acquired data to a process of interpretation, correlation, anticipation, and expressing opinions. In such cases, supportive tools like QUEST or LEAP, among others, exist.
● Summarization, Shaping, or Modeling: It's a mental process that allows the transformation of raw information into coherent and concise data, making it exploitable.

4. **Information Storage Phase**: This phase involves preserving and storing the information obtained from previous vigilance stages, categorizing and organizing it into files that are easily accessible when needed.

5. Dissemination Phase: This refers to the form or template adopted for the outputs of the vigilance process. Here, the vigilant individual asks questions such as (To whom do I disseminate? When? Through which channel?). Typically, senior management is the primary target for vigilance results, followed by other levels based on specialization and the need for vigilance. Various forms of dissemination include verbal, written, and digital.

6**. Information Utilization Phase**: This phase denotes the exploitation of information by decision-makers and those responsible for the organization, be it problem-solving, decision-making, programming activities, or other uses.

* Feedback Phase: This phase involves monitoring reactions and the outcomes resulting from the utilization and exploitation of vigilance findings. It directly impacts enhancing the quality of information, subsequent skill development of the vigilant individual, and an increase in the effectiveness of vigilance activities.[13]

2.5. Digital Vigilance Tools and Means: These are applications and software aiding the vigilant individual in collecting and analyzing digitally sourced information. These include:

● **Notification Services**: Such as Google Alerts, relying on a push mechanism to deliver information to the user's inbox. It automatically sends various forms of vigilant information to the email address. To benefit from this service, the following steps should be followed:

1. Selection of Information Sources, whether websites, blogs, web pages, or others.
2. Choosing the appropriate tool to create electronic alerts, such as Google Alerts, Yahoo Alerts, Windows Alerts, and more.
3. Selecting keywords or queries related to the vigilant subject matter, whether specific words or phrases.
4. Entering and registering the email address to receive notifications or alerts.
5. Considering a method to organize and save this information by creating an account specific to your vigilant information. This account allows monitoring of information relevant to vigilance, filtering received information, and creating a list of contacts for information sharing. This phase aids in managing the flow of information and meeting diverse information needs.

● **Newsletters:** These are publications available online, issued by institutions, organizations, or companies to share information about a single primary topic. Newsletters provide information on specific and specialized subjects without requiring user searches. Unlike website alerts, newsletters have predefined indicators. Users do not exercise any content

---

[13] Cohen, C. (2004). *VEILLE ET INTELLIGENCE STRATEGIQUE*. paris: Lavoisier, pp 158-191.

control because newsletters are sent directly upon subscription to the service. They undergo the following stages:

1. Choosing the type of newsletter to subscribe to, requiring the user to create their own mailbox via their email service.
2. These newsletters arrive in the user's email inbox and can be filtered based on keywords.
3. Users can create a list to share this information with their network, for example, colleagues. Managing obtained information is essential for users to facilitate its use and maximize its benefits without wasting time.

- **RSS Feeds Content Reader**: Notification services or newsletters are limited in their personalized nature compared to websites that have developed modern technologies, such as creating links from the source. Users can create links to their favorite websites via RSS and then receive information they're vigilant about directly on their page through an additional email box. This information is contained in small boxes called widgets, displaying headlines or snippets of information that give users a quick glance at the content found on the original websites. These undergo the following stages:

1. Choosing the user's favorite websites that will provide the RSS Feeds content.
2. Selecting an RSS Feeds portal and creating a personal account. There are several applications in Google like Netvibes, Page Flakes, Yahoo Pipes, etc.
3. Creating pages related to the vigilant topic outside the user's personal portal to organize and store obtained information. To share content, users can send links to their personal portal to friends and acquaintances.[14]

Digital Vigilance Methods: There are two methods for conducting vigilance:

A- Pull Method: This method involves a regular and precise search process, where the user actively seeks information regularly to obtain updates. This can include searching through search engines or directly exploring websites or databases.

B- Push Method: In this method, the user receives automated notifications that push information toward them. This process involves programmed information delivery based on predefined search parameters.[15]

2.6. Importance of Information Vigilance for an Organization and its Limits:

Based on the definitions provided for vigilance as an ongoing information activity and process, this critical component holds significance for an organization as it enables:

- Access to pertinent information, whether for decision-making or business development purposes.
- A conscious and studied understanding of the business environment, ensuring smart utilization of information flow.
- Improvement of organizational performance through astute analysis of environmental cues, especially those originating from the public and competitors.
- Provision of structure and agility to the organization, reflecting the dynamism of its environment and the nature of information as a vigilance trigger and outcome.
- Cultivation of a collaborative organizational culture where everyone participates in information collection, analysis, and result-sharing.

---

[14] Jérémie, p. (2010). *media monitoring,information scanning and intelligence for human rights NGOS*.switzerland: huridocs, pp18-20
[15] Mesguich, Véronique, (2018), Rechercher l'information stratégique sur le web, Belgique deboek, p 33.

- The proactive nature of vigilance enables the organization to enhance analytical and predictive skills, safeguarding intangible assets, notably its reputation and social standing. It foresees signals of potential crises, providing time and insights into the crisis magnitude, its possible ramifications, and preventive measures.
- Vigilance serves as the organization's tool to measure its image through diverse and multi-sourced information analyses. It unveils the contours of this image within the contexts of image research and provides glimpses into its future evolution or alteration.
- Leveraging vigilance results, especially concerning the organization's image, allows the organization to influence public perceptions. It involves interpreting and translating information into services, products, and social activities that meet or exceed the public's expectations. Vigilance is also a means to choose the best strategy for impact.

A. Advantages of Vigilance: Digital vigilance boasts numerous advantages[16], including:

- Identifying influencers and discovering potential opportunities for partnerships and alliances.
- Evaluating and measuring the trends surrounding a specific event, individual, or brand and comparing them with competitors or other influential parties in society.
- Determining how the digital audience for the organization is growing and comparing it with previous years. When we observe an increasing audience on a specific platform, it necessitates a change in the previously adopted criteria for evaluating content directed at the organization's audience to adapt it to the characteristics of that platform.
- Capturing audience responses and reactions to the organization's communication content, enabling it to understand the circumstances and times when mass interaction was active. This includes identifying the most shared content types and how the audience perceives the organization under specific circumstances and which platform is more commonly used, comparing it with competitor institutions' accounts.
- Proactive monitoring and interaction with the digital audience allow the organization to transform customer dissatisfaction into loyalty.

The array of advantages gained by an organization through the practice of vigilance within its digital landscape does not limit the scope of this process (vigilance), a quality that the subsequent element will address.

B. Limits of Vigilance: Despite the anticipated benefits of vigilance on social media networks as a facet of digital vigilance and its advantages for an organization, this process encounters several elements[17] and boundaries that diminish its effectiveness and impact on outcomes, such as:

- Asking Incorrect Questions: It is crucial, before embarking on the vigilance process, to develop an accurate understanding of precisely what is being sought and translate it into questions that are unambiguous. Effective results stem from posing relevant questions that align with the research topic.
- Falling into Blind Spots: Such as misleading or false news, especially content that gains substantial popularity across social networks or sentiment analysis. This content may clash with numerous negative comments, which tend to get more expression and sharing compared to positive ones. This affects the results, making it difficult to consider them a sample for study as they represent only a subset of individuals who chose to interact while others withhold their opinions.

---

[16] Freberg, Karen, (2019), op.cit, pp 189-191
[17] Tweetman, H. (2020, decembre). social media monitoring: a primer. LATIVA, NATO STRATCOM COE, Latvia, pp 32-34.

- Source Attribution: It's challenging to identify the original source of misinformation or inaccurate content circulated across social media networks, especially given the proportion of information from sources lacking sufficient credibility. This step is essential if the organization aims to measure the success of a message and its effects on the targeted audience or community.
- Ethical and Legal Controls: The rapid evolution of social media technology and its various applications has accelerated the monitoring activities regarding compliance with ethical and legal standards across these networks. When searching for sensitive data, it's crucial to review ethical guidelines for using various digital platforms. Additionally, one must be familiar with internet laws, regulations governing information sources, and content policies in any country.

While organizations benefit in numerous ways from digital vigilance, including measuring and enhancing their image, making informed decisions, gaining competitive advantages, and engaging a diverse digital audience, there exist limiting factors. These limitations range from inadequate appreciation of required information to unreliable sources and the proliferation of fake news.

Secondly - Social Media Vigilance

Before delving into vigilance on social media networks, it's essential to highlight the significance of these platforms. Generally, they refer to websites and applications designed to allow individuals to share content quickly, efficiently, and in real-time.[18]

These networks have significantly influenced both personal and institutional digital life. They've become spaces for free expression, idea exchange, and platforms for passing judgments. They've also become primary sources of information. Organizations cannot disregard this new influx because it's linked to two fundamental factors. The first is presence on these networks, where institutions must identify their target audience and the type of network they engage with. Additionally, precise identification of the purpose of this digital presence is necessary.

The second factor involves empowering institutions to access experiences and professional insights from other organizations. It also enables them to understand the expectations of their audience and their public image, along with everything that's being said about them.[19]

1. Advantages of Social Media Networks: They possess a range of qualities and characteristics, including:

- Facilitating general connectivity with a wide availability of information, knowledge, and expertise.
- Eliminating geographical barriers and transcending spatial and temporal boundaries.
- Ensuring a diverse flow of information from multiple sources.
- Serving as tools for social change, influencing individual behaviors as well as the realities and aspirations of societies and communities.
- Real-time interaction across time and space, allowing for live transmission of events. Through communication technologies, each follower and participant becomes a part of these events, experiencing them firsthand as if observing them from a nearby window.
- Notable for their cost-effectiveness and their ability to bridge the temporal gaps among interacting audiences.

---

[18] Sarhan, Abdul Karim, Fakhr al-Din Aida, (2022), Introduction to Public Relations and Communication, Palestine, Dar Al-Shamel for Publishing and Distribution, 1st edition, p. 44.
[19] Bielka, Samuel, (2020), Le Grand Livre Des Réseaux Sociaux, Paris , Gereso , 2éme édition, p.p 21-22.

2. Advantages of Social Media for an Organization: The utilization of social media by an organization offers numerous advantages, including:

- Ease of access to and interaction with the audience, saving time and money on conducting opinion polls.
- Serving as a modern and cost-free communication tool.
- Providing an opportunity for the organization to engage with consumers by studying and analyzing their expectations and needs, subsequently working towards fulfilling them.
- Granting the organization a visible presence on the internet, enabling the provision of electronic services and promoting its products.
- Offering the organization competitive advantages by effectively leveraging market and developmental opportunities.
- Facilitating the attraction and recruitment of highly skilled individuals and leveraging their expertise to achieve the organization's goals.
- Empowering the organization to receive real-time feedback and responses from the audience.[20]

3. Risks of Social Media for an Organization: Despite the array of advantages and benefits that social media offers to its users from organizations, it's not without its downsides and risks, including:

- The risk of falling victim to information overload amid vast amounts of diverse data and sources, consuming the organization's efforts and time.
- Constituting a significant threat to the organization's image due to the rapid dissemination of false news that may undermine the institution's efforts in building and maintaining a positive image.
- Raising issues of intellectual property and patents that might get lost or entangled, affecting the creative and developmental aspects of the organization.
- Demanding effort and time to study and analyze its content due to the immense information circulated through it, branching out its users' characteristics and features, potentially leading to the loss of certain information or reference links to their sources.
- The possibility of content piracy or identity theft of the organization's page, resulting in misuse and redirection of its content in favor of parties targeting the organization in one of its electronic presences, notably the page or website.
- The data on these networks isn't entirely objective, as the content or posts passing through them carry the ideas of their creators and supporting entities.

4. **Vigilance on social Media Networks** resembles other forms of vigilance, and its purpose is defined based on predetermined needs and objectives (the axes of vigilance). It undergoes the same stages. In short, it involves monitoring electronic content such as conversations, posts, comments, or shared content related to the institution, whether it is the source or not. Vigilance on social media networks serves as a complement to other forms of vigilance, supporting vigilance activities through:

- Identifying elements to be vigilant about, such as influencers or tracking the impact of the institution's communication activities through expressed opinions (comments, likes, etc.).
- Evaluating accounts or blogs that help measure the impact of what is being said about the institution and understanding the audience's expectations.

---

[20] Coles, L. (2015). *marketing with social media* .Australie: wiley, p5.

- Studying the electronic audience growth rate for the institution by analyzing their interaction with posted content (tracking various responses, increases or decreases in engagement, types of most shared content, public perception during specific circumstances). These elements are keys in planning vigilance on social media networks.
- For instance, the search engine Buzzsumo ranks and shares the most viewed or shared content on platforms like Twitter or Facebook, including top articles and influential influencers. This allows the institution to stay updated, use related content to direct its activities, and leverage these influencers to promote its services/products and market its image to build an audience that supports this image.[21]
- Understanding the audience's expectations and their perception of the institution's image.
- Leveraging the plethora of personal information individuals share and exchange on social media networks, considering the institution as an informational goldmine for those who can effectively utilize it.
- Collecting and analyzing data and information contributing to building the institution's image and brand perception.
- Anticipating and predicting potential attacks on the institution's image by discovering indicative signals, activating an early warning system, and devising potential scenarios and countermeasures for evolving situations.

*Social Media Monitoring Software: Several software options have emerged in this field, such as Hootsuite, Sprout, Meltwater Buzz, and TweetDeck, aiming to assist individuals and organizations in reposting, tracking users, and monitoring ongoing discussions across social media networks. Some of their advantages include:

- The ability to send and receive information through a central inbox managing all networks.
- Publishing information across multiple networks via a unified tool.
- Creating targeted audience lists.
- Analyzing user data across various networks.
- Monitoring discussions by tracking key terms used.
- Providing reports on social media usage.[22]

4.1. Types of Social Media Analytics

Social media analysis is the art and science of extracting valuable insights from large volumes of both semi-structured and unstructured social network data, aiming to enhance decision-making processes. [23]

It is a pivotal stage in the cycle of vigilance as it allows for the extraction of measurable elements, serving as indicators and focal points for the subject under scrutiny. There are various patterns of analysis, some suitable for understanding events while others are apt for predictive purposes, including:

- **Social Listening**: Analysts' capacity to listen to what components of the market say about a brand, forming part of the enterprise's workforce.
- **Advertising Analytics**: Social networks serve as advertising channels for many brands, thus analyzing these advertisements aids in evaluating and discovering marketing opportunities.

---

[21] Bielka, Samuel, (2020), op.cit, p126.
[22] Sheena Kaiser et al., (2015), Social Media: A Practical Guide for Electoral Management Bodies, International IDEA Publications.
[23] https://www.brandwatch.com consulté le 21/01/2023 à21 :00.

- **CMS (Content Management System) Analytics**: Aimed at tracking and evaluating the posts of institutions that have a digital identity, multiple publishing channels, and a desire to nurture such content.
- **CRM (Customer Relationship Management) Analytics**: Focused on analyzing consumer interactions with the institution's products/services.[24]
- **Sentiment Analytics**: Through social media, institutions can analyze words and sentiments circulating within networks, extrapolating general trends, attitudes toward the brand, and identifying issues facing the audience to address them before they escalate into crises.[25]

This type of analysis is beneficial in emphasizing the emotional aspect of the mental image through systematically targeting audience segments whose interactions on social networks have undergone analysis and study, thereby facilitating their adaptation.

Automated analysis through various programs is utilized to gauge user sentiments towards an institution, its services, or its overall image by scrutinizing the words used. Sentiments are classified into positive, negative, or neutral.[26]

Several applications exist for sentiment analysis, such as the library "Tweepy." It collects real-time social media data, employing natural language processing techniques in conjunction with libraries like TextBlob and LTK to conduct sentiment analysis. Users can monitor opinions about a specific event, a product, or topics of general interest in real time.[27]

4.2. Benefits of sentiment analysis on social media networks: There are several benefits of sentiment analysis on social media networks:

- Social media platforms act as a treasure trove of information carrying numerous signals that can predict their positive or negative impacts on both the tangible and intangible assets of an institution, notably its reputation. These platforms enable institutions to monitor and analyze everything said about them, allowing them to reinforce positive aspects of their image and address negative aspects through continuous engagement with their audience.
- By subjecting public reactions on social media concerning the institution or its content to analysis and classification into positive or neutral sentiments, institutions can focus their developmental efforts based on positive and neutral opinions. This becomes an approach to solidify a positive image, improve it based on audience feedback, and efficiently handle negative feedback by implementing changes that align with the institution's continuous effort to enhance its reputation.
- Intelligent listening to the digital information environment surrounding an institution allows it to seize marketing opportunities and attract a younger workforce, especially graduates and entrepreneurs, injecting new energy into the institution. It also aids in fostering research and innovation, which are keys to an institution's success, and in shaping new horizons to fulfill the aspirations of its employees, thereby enhancing the institution's positive image as employees are primary ambassadors of the institution.
- Additionally, such analyses enable institutions to activate crisis prediction mechanisms to anticipate potential crises or the spread of fake news or rumors about the institution. Given the rapid evolution of information technology and the instantaneous global reach and sharing capabilities, institutions can proactively avoid worst-case scenarios that could damage their reputation, undermine years of preservation and development, and consequently upgrade their confrontation and response strategies.

---

[24] Gonçalve, A. (2017), op.cit, p56.
[25] Souza, Marcel, Essentiel python : de la science des données à l' automatisation, Gavea lab, p 187.
[26] Aladdin, Nermin. (2020). Managing organizations' communication strategies via social media networks. Cairo: Al-Arabi Publishing and Distribution, p. 87.
[27] Souza, Marcel, op.cit, p149.

Social media analytics is a crucial factor in measuring and studying an organization's image. It enables the organization to understand public perceptions toward its image, thereby strengthening positive aspects and addressing any shortcomings. This paves the way for another form of vigilance specifically focused on the mental image of the organization.

Thirdly - Vigilance Regarding the Corporate Image via Social Media

The vigilance exercised by an organization gets its name from the field it targets. In the context of valuing the intangible assets of the organization, notably preserving a positive image and continuously working on its enhancement, reliance on information derived from information vigilance activities has highlighted vigilance concerning the corporate image via social media. Addressing this type of vigilance necessitates delving into the depths of this image before embarking on vigilance pertaining to it.

1. **The Concept of Corporate Image**: While Thierry Libaert sees it as reflecting the extent of others' perception of the institution and the impressions it leaves through its performance, products, or the circulating information about the institution.[28]

One could say that the corporate image is the sum of perceptions stored in an individual's mind about institutions, which come to mind when that institution is mentioned. These perceptions are formed through what one has read or through personal experiences and serve as a basis for individual behaviors and reactions towards these institutions. These perceptions are a collection of various components that collectively form the institution's image or what is known as the components of the image.

1.1. Components of Corporate Image: The Corporate Image Comprises Several Elements[29], Including:

- **The Institution Itself:** Defined by its connections with its audience (logo, signature, executives, employees, etc.). The audience evaluates the institution based on the quality of its messages and communication channels. Additionally, research and innovations provide insight into the institution's dynamism.
- **Products/Services:** These offerings play a vital role in shaping the institution's image. Regardless of advertising, the public forms opinions about the institution by using its products and services. Opinions about these products and services reflect customer satisfaction, which can bolster or harm the institution's image.
- **Brand Identity:** This encompasses the conceptual values attributed to the brand image and the institution itself, including aspects like quality, pricing, customer types, etc.
- **Corporate Social Responsibility (CSR) Programs:** These activities, part of the institution's social responsibility, significantly influence public sentiment and attitudes towards the institution. As these activities are part of the components of the mental image, they embody the institution's ethical behavior towards society and the public.
- **Institution as a Workplace:** Public impressions about the institution as a workplace affect its mental image. Providing a healthy environment for employees (social services, incentives, etc.) and maintaining the external appearance of the institution (buildings, furniture, cleanliness) impact how the public perceives it as a distinguished workplace.
- **Employee Performance:** The ability of employees to represent the institution positively among the public (good interactions, task efficiency, etc.) creates a favorable impression.

[28] Libaert Thierry, (2018), communication: l'ouvrage de toutes les communications, Paris Vuibert, p 286.
[29] Demont Lugol, Liliane. Kempf, Alain. Rapidel, Martine et Scibetta, Charles, (2008) Communication des entreprises: stratégies et pratiques, Paris, Armond Colin,p.p6-8.

- **Institution's Communication Effectiveness:** The institution's communication efficiency internally and externally, along with the messages it conveys, contributes to the coherence of its communications, clarifying its identity and philosophy to the public.[30]

1.2. Types of Corporate Image: There are Several Classifications of Corporate Image, among which Philippe Morel Categorized them into Four Types[31]:

- **Institutional Image:** The institution's image at the national level.
- **Professional Image:** Connected to the nature of the institution's activities.
- **Relational Image:** Formed based on the institution's communication with the public.
- **Emotional Image:** Built on the foundation of goodwill and empathy between the institution and the public.

Placing emphasis on the institution's image among its audience is a priority within the institution's strategy, given its role in:

- Establishing communication foundations and relations between the institution and its internal and external audiences, building trust bridges between the institution and its audience, and the wider community.
- Shaping individuals' opinions and behaviors towards the institution, ensuring their support in times of crisis.
- Studying the institution's image allows it to promptly address misinformation or rumors, correcting any negative impressions that may arise among its audience.

2. The Vigilance Process Regarding Corporate Image Via Social Media

With the emergence of these new media characterized by informational momentum and the diversity of content formats (texts, images, video clips, social forums, etc.), new concepts such as "likes," comments, or shares have emerged as forms of interaction with digital content. Simultaneously, these interactions serve as metrics for evaluating or measuring the corporate image.

2.1. Definition of Vigilance Regarding Corporate Image

This pertains to the positivity or negativity of the corporate image and also involves monitoring the leaders' image. This type of vigilance aims to predict signs that may lead to a crisis in the future and prevent changes in the corporate image. It also aims to bridge the potential gap between the perceived and desired image.[32]

Vigilance over the corporate image via social media aims to detect and collect signals and indications of the image from the posts across these networks. This includes comments, content sharing, and reposts, which could potentially alter the corporate image. For instance, creating a Facebook Fan Page grants a corporation an opportunity to establish a positive image by having ambassadors speak on its behalf, which significantly influences the corporate image and encourages further development and positivity.[33]

Vigilance over the corporate image through social media complements other vigilance activities practiced within the corporation. It stems from a fundamental question: How can a corporation

[30] Masoud, Nesma, (2020), Public Relations: A Strategic Perspective in Institutions, Amman, Dar Al-Ayyam, pp. 145-146.
[31] Musa, Baqir, (2014), Mental Image in Public Relations, Amman, Dar Osama for Publishing and Distribution, 1st edition, pp. 61-62.
[32] Raffestin, Anne-Laure.et autres, (2011), op.cit, p 6.
[33] Oualidi, Habib, (2013), les outils de la communication digital, Paris, Eyrolles, p115.

maintain or improve its image among its audience in the digital sphere? This is achieved by relying on the practical activities and interactions of the corporation within its digital presence.

2.2. The Importance of Image Vigilance

It is crucial for a corporation to monitor its online presence via social media networks as they serve as a wide-reaching communication base. The goal is to narrow the gap between the perceived and desired image. Corporations discern the impact and significance of image vigilance through these networks via various elements:

- Evaluating websites, blogs, and diverse accounts enables the corporation to gauge the influence of circulated or generated content on its communication strategy or image.
- Identifying influencers across social media networks helps leverage their persuasive abilities to promote the positive image of the corporation and its services/products.
- Measuring the growth of the corporation's audience (number of likes, followers, friends, etc.) and comparing it with competitors.
- Determining the level of audience interaction with content related to the corporation during discussions is crucial for effectively utilizing these networks to enhance the corporation's image.
- Identifying hidden risks and potential crises through the analysis of information, data, and perspectives exchanged during content sharing or audience comments.
- Pinpointing information (like comments) that carries added value for the corporation and its image.
- Identifying the current and potential audience likely to discuss the corporation and leveraging this to gain more supporters and advocates for its image.[34]

Informational vigilance practiced on social media networks empowers a corporation to monitor, in real time, everything said about it and seek insights from various forms of interaction, including comments, to evaluate its image. Through a simple calculation, a corporation can assess an aspect of its image based on interaction with its posts. Bielka advises applying the tri-rule to measure the effectiveness of a corporate post and comparing it with competitors[35]. For instance, a post on the corporation's Facebook page, with 296,000 followers, received 1,787 likes, 5 shares, and 269 comments, totaling 2,061 interactions. The resulting score of 0.34 serves as an index to gauge the extent of the audience's response and interaction with the corporation, bolstering its image in the virtual community

2.3. The Stages of Image Vigilance: The Process of Vigilance Regarding a Company's Image Involves Five Fundamental Stages[36]

1. **Information Need Identification Stage**: Understanding the informational needs helps set clear, achievable goals and directs the focus during the image auditing stage. It offers a glimpse into the final shape that the results of the vigilance process will take.
2. **Image Auditing Stage (Review)**: This phase encompasses data collection, sorting, processing, and information analysis to derive effective recommendations. Analysis serves as the benchmark for the success or failure of the image audit. Answering key questions like who, what, how, and where facilitates auditing the company's image. It also highlights relevant conversations, identifies trends in specific company activities, and pinpoints influential individuals. Monitoring or tracking discussions about the company enables an assessment of its perceived image.

---

[34] Freberg, Karen, (2019), op.cit, p 188.
[35] Bielka, Samuel, (2020), op.cit, p 126-127.
[36] Raffestin, Anne-Laure.et autres, (2011), op.cit, p 18.

3. **Monitoring Image Indicators (Under Surveillance)**: In digital vigilance of a company's image, it's essential to track indicators that signify the image or company activities. Factors like the speed of conversation dissemination and sharing should be continuously monitored. This stage allows the company to stay in a constant surveillance mode, utilizing real-time notification services. It adds dynamism to ongoing company activities and anticipates and schedules future actions.

4. **Trend Analysis Stage**: It's crucial to analyze the results of the monitoring process to adjust the monitored indicators according to the strategic directives internally and respond to the information obtained.

5. **Digital Impact Stage**: This stage marks the pinnacle of vigilance, aiming to influence the company's informational environment by taking appropriate actions. Based on the outcomes of previous stages, the company strengthens positive aspects of its image and addresses weaknesses.

The entirety of these stages grants the organization a clear understanding and indicators to conduct an evaluation and measurement process of its image among a specific segment of its digital audience. Carrying out vigilance involves practical steps[37] that include:

1. Identifying internet pioneers that should be followed (especially influencers).
2. Engaging in the groups they are part of across various social media platforms.
3. Monitoring and engaging with their posts.
4. Assessing the reception of the company's media messages (either from influencers or their followers) and comparing them with what mass media has circulated.
5. Analyzing obtained information (such as comments).
6. Identifying elements supporting the positive image of the company or influential negative aspects.
7. The company's image is built based on informational signals contributing to shaping opinions, often passing through a filter (gatekeeper). Therefore, the company needs to identify this filter to define or understand its image.
8. Evaluating and analyzing the results of informational vigilance (outputs/indicators) enables the programming and execution of communication activities carrying messages or signals seeking to match the audience's mental image with the company's reality if positive, while addressing shortcomings in that image.
9. Measuring public opinions is a crucial tool for evaluating or analyzing the company's digital image. The internet serves as a helpful tool through metrics such as the number of likes, shares, comments, keywords via Google, Twitter followers, or internal link volume.
10. The digital mental image forms from internet user activity and by providing shared information among them, as well as their reliance on that information, employing it in their relationship with the company.

All these factors enable the organization to gauge its digital mental image among the audience through electronic interaction with the digital content it broadcasts or what is said about it across social media platforms. This indicates its transparency through direct dialogue on one hand, while also allowing identification of deficiencies and weaknesses in that image. Vigilance regarding the image enables the organization to measure its image within the context of conducting image studies (social, economic, political, security, etc.). Subsequently, studying, analyzing, and categorizing audience interactions based on their attitudes towards the organization and its image, whether positive or negative, all of this to empower the organization

---

[37] Balmisse, Gilles(2014), op.cit, p 154-156.

to improve that image and achieve more positivity. Particularly, as time passes, it gains new ambassadors in the virtual space who advocate for it and its image.

Moreover, these networks conduct an environmental scan of issues and topics related to the organization posted on platforms like Facebook, for example. They perform demographic analysis of the audience's personal pages, aiding in directing messages that cater to audience needs while considering differences among them, all contributing to enhancing the organization's image.[38]

Conclusion

The organization can leverage the content posted on social media platforms and the interactions facilitated by those networks to enhance its image by:

- Understanding its formed image among various segments of its digital audience. Analyzing social media data enables the organization to listen and monitor all discussions concerning it, utilizing the analysis to improve its image and increase engagement, particularly in gaining ambassadors who speak positively about it.
- Improving relationships with the audience. Image, as an output of the organization, is significantly influenced by social media. Ensuring customer satisfaction is essential before actively targeting them, as trust is a crucial factor in enhancing the brand's image among customers.
- Evaluating the organization's digital presence and striving to build a unique online persona as a means to improve its image.
- Social media platforms serve as a key to improving the organization's image by providing easy access to broad audience segments, attempting to gain their trust and meet their needs.
- Carefully reading and measuring the level of audience interactions across social media platforms can prevent the organization from pitfalls that might negatively impact its image. Simultaneously, it reinforces factors that evaluate and improve that image. It's crucial for there to be alignment between the digital image of the organization and its real-world presence, as a disparity between reality and the virtual world might lead the organization into a challenging journey of self-assertion and defending its identity and image among the audience.
- Digital vigilance, represented by social media analytics and image vigilance, is a tool for the organization to measure and study its image, subsequently improving or addressing areas of weakness. It effectively contributes to enhancing its image and establishing the developmental aspect of that image in both behavioral and digital dimensions.
- Social media also contributes by providing insights and data about the issues or aspirations of the audience, enabling the organization to proactively tackle these challenges as a means to enhance its image.
- Social media platforms bring agility and dynamism to the organization's interaction with this new information landscape and its interacting audience. Through monitoring, analyzing, and extracting elements that support the organization's image, it can respond to the analysis results by integrating its online presence across other social networks into image enhancement strategies.

---

[38] Sarhan, Abdel Karim, Fakhr al-Din Aida, (2022), previous reference, p. 85.

- Social media, through audience interactions, holds diverse forms of information and data, allowing for informational vigilance, especially concerning the organization's image. This includes measuring the current image, anticipating audience trends toward that image in the near future, utilizing predictive mechanisms and automated analysis, while preserving the role of human analysis in this context.
- The growing influential power of digital content creators makes it beneficial for organizations to collaborate with them to globally reinforce a positive image.
- Audience comments represent an information goldmine that, if utilized effectively by the organization at the right time, can help maintain benchmark levels for its positive image among that specific audience. It involves programming and directing its activities to strengthen positive aspects of the image while simultaneously addressing any shortcomings.

When considering the obtained results, it's essential to conduct information vigilance on social media networks. However, more crucial is the application of these vigilance outcomes in service of the organization's image, which we recommend as follows:

- Vigilance on social media networks should undergo thorough scrutiny and be executed by a specialized team to keep up with the informational torrent flowing through these networks.
- Engaging with the audience, reading, and responding to their comments as much as possible are crucial to achieving a balance between the perceived and desired image.
- The organization's image is characterized by its mutability, justifying the need for vigilance around it. It's an intangible asset that must be preserved and consistently improved based on the outcomes of information vigilance.

In conclusion, digital information vigilance, which tracks rapid changes in the informational landscape of an organization, ensures continuous access to indicators of its image in the digital environment. This process aids in analyzing and studying these indicators, thereby formulating a communicative plan encompassing practical and strategic goals to achieve the desired image. The success or failure of the organization in maintaining or enhancing its image depends on its adaptability and interaction with the dynamic elements of the environment, especially the ever-evolving content shared by the virtual audience through social media networks. The ability to fortify and improve its image in the future relies on this adaptability. Public endorsement of an organization's efforts stems from the mental image embedded in people's minds. Social media has created a diverse audience and new content creators with millions of followers, wielding significant influence and direction over individuals' mental perceptions of institutions, shaping the behavior and reactions of their followers and those influenced by their opinions and ideas. It has become a powerful driver of an organization's communicative activity, either enhancing its positive image or improving a negative one, especially considering the variability and change inherent in an organization's mental image.

Footnotes and Works Cited

Stedman, J. M., Spalding, T. L., Gagné, C. L., & Hancock, C. L. (2023). The Relationship of Concepts, Memory, and Language in the Cognitive Psychology of Thinking: An Aristotelian–Thomistic Appraisal. The Journal of Mind and Behavior, 44(1/2), 15-36.