Corporate identity in the digital space

Descriptive analytical study of an enterprise page Sonatrach on Facebook January 2023

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Abstract:

Through our study, we aim to highlight the institutional identity in the digital space, specifically on the social networking site Facebook, by conducting an analytical and descriptive study of the Sonatrach Foundation page in January 2023, through a description and analysis of the contents published in the mentioned period, to find out the extent to which the institutional identity of Sonatrach emerges as an Algerian institution, and what is the dimensions of this identity, and whether these efforts and communication methods are sufficient to consolidate it among users or followers. As much as the advantages that modern technologies offer to organizations, they also pose many challenges to the organization

Keywords: *corporate identity, visual identity, brand, digital space, voice identity.*

I. INTRODUCTION

"The corporate identity of companies and institutions is similar to human reputation that you build reputation when you do the difficult things in the right way"

"A brand for a company is like a reputation for person you earn reputation by to do hard things well"

Jeff Bezos, founder of Amazon.com

The corporate identity provides a cognitive basis on which the members of the institution build their association and create meaningful relationships with their organization as it is considered an economic value for the institution must have specific contents for operational and strategic decisions and in fact if it does not have these contents they are most likely not widely common among the users of the institution or they are not suitable for the business decisions issued by the institution in fact it is the first influence to enhance the institution's ability to conceive and implement strategies that exploit opportunities Environmental and potential environmental threats are considered a tool to facilitate the realization and implementation of strategic action to become a sustainable competitive advantage. We pose the following problem: **How does the Sonatrach Foundation highlight its corporate identity on its Facebook page in January 2023 ?**

In order to reach a scientific answer to our problem, he disassembled it into a number of **questions** as follows:

1. What is the voice identity of Sonatrach on its Facebook page?

2. What are the values promoted through the Sonatrach brand on its Facebook page?

3. What are the most effective mechanisms to consolidate corporate identity in the digital space?

The importance of the study:

The importance of our study lies in shedding light on the institutional identity, this part, which expresses the whole of the institution, it is a trump card if the institution does well to play on it and deliver its vision and values, behaviors, opinions and orientations to its internal audience and external audience, it gains the bet of competitive advantage, increasing market share, protecting its reputation and image in a highly competitive and changing digital environment, and in front of users who receive and transmit a huge amount of information, which necessitates the institution to consolidate its identity with its audience.

Objectives of the study:

Through our study, we aim to introduce the concept of corporate identity and its importance, in addition to the connotations of the visual and audio identity of the Sonatrach Foundation through its Facebook page and to reach the values promoted through its brand in order to formulate strategic mechanisms to consolidate the corporate identity in the digital space.

Study Concepts:

Corporate identity:

It is a language of communication before it is a visual or audio design, through which feelings and impressions are formed in the audience, customer or user, where a positive or negative mental image is formed.

First, identity:

It is the official document carried by any person, so it is a personal document that cannot be waived that answers the following questions: Who am I? What is my name? What is my nationality? What are my peculiarities?

As for the institutional identity, it is everything that would build a mental image of you about the institution and the sum of the audio, visual and material and sensory value characteristics that express the institution.

Visual identity:

Visual identity is the visualization of the corporate identity or brand, endowed with strategic sense; it gives an origin to coherent style capable of captivating and fascinating the public in a process of visual perception(raposo, 2018, p. 29)

It is the visual and verbal expression of the brand or institutional group in which all design applications related to business cards, covers and many other possible applications are outlined also called brand identity.

Voice identity:

A marketing concept that can be summarized as the voice signature of the institution consisting of a vocal tone, music clip or words in a distinctive tone that makes the listener directly link it to the institution and remember it It is characterized by uniqueness and privacy that enables the identification of the brand in a few seconds through sound only.

Brand:

It is an intertwined art with two structures that have a closed entity that accepts openness to each other: the first is the aesthetic design structure, the second is the marketing commercial structure(2014 ,العبيدي, p. 242)

Digital space:

It is a space that is created within computer environments and information networks by employing application software, as it is a network space that has nothing to do with familiar geographical or political borders.

Corporate Identity Guide:

It is created to specify a technical card for colors, logo, language, sound, documents, uniforms. It is considered the establishment through the selection of values that represent the institution and the vision that aspires to reach it and can be shown in three parts: communication and public relations, behavior and values of the institution, audio and visual identity.

1. First, the institutional identity, the concept, types, dimensions, and characteristics:

Not every goal is a vision and ignorance of the vision is ignorance of the institutional identity

Modern organizations are confronted with a series of unprecedented changes, such as largescale mergers and acquisitions, globalization as well as the rise of virtual organization made possible by new communication technologies.(bertrand & guillaume, 2002, p. 15)

Identity means authenticity so that it gives us an idea of us and how we communicate with others and with the world in which we live, it is the essence of the org

anization, which includes multiple aspects and basic components, which makes it distinctive and easy to identify, and it is also part of the experience of people who work in the organization

and therefore it is a feature of the organizational culture, which is based on behaviors, rituals and practices. However, at the same time, there are basic elements that create an opportunity for change (opportunities in new markets, organizational mergers). and other developments)

A strong identity is an avenue for achieving positive images among intenal stakeholders, a favorable reputation in the labor market, and thus a means to secure and sustain competitive advantage.(t.c melewar, 2008, p. 21)

It can be said that corporate identity makes you imagine the organization as a person, how to dress? His appearance, value, way of talking, style, language, and actions according to each situation. Etc. It is the DNA of the institution and one of the secrets of its success, as it helps decision makers to reach competitive discrimination.

Corporate identity provides guidance on any events in the competitive environment as it suggests what is appropriate, legitimate and feasible, and vice versa, corporate identity is the compatibility of the goals of individuals with the goals of the institution

From the knowledge of the founders of the institution emerges from the challenges facing the institution and their ability to face them, and whether its employees are fully aware of the organization's values, goals and ambitions, and understand its directions and strategic vision. It is also considered one of the gains that it invests in to expand and attract the public. The identity of the organization is a strategic value for the organization and an added value.

Corporate identity can be built on several levels, the logo, tone of voice, images and colors are an inseparable part of identity elements that express the institution and enable reading and knowing who it is? What are you doing? (Its field of work and specialization, type of services, products..) Why are you doing this? The main source for building and designing visual, commercial, digital, and audio identity. This is based on its vision, mission, human values, smart goals, brand name and audience.

1.1. Soenen et Moingeon usefully distinguished five types of identity: (humber, 2007, p. 109)

Declared identity: What a group or organization declares about itself to define collective identity

1.1.1. Expected identity: The way in which the declared identity is communicated through different media.

1.1.2. Clear identity: The basic historical aspects referred to in the organizational culture and experience of people.

1.1.3. Attributable identity: Attributes attributed to the institution by the masses and stakeholders.

1.1.4. Experience identity: One of the experiences and beliefs that individuals hold about the personality of the institution.

2. Analysis of the content of the Sonatrach Foundation's Facebook page in January 2023
2.1. Introducing the official page of the Sonatrach Foundation:

It is a page created on Facebook on 26/09/2018. Named after Sonatrach on 23/10/2018 Those in charge of it publish information about the institution and its activities through several publications

2.2.Analysis of the category of shape (how was it said?) Technical characteristics of the design of the Sonatrach Facebook page **https://www.facebook.com/SONATRACH**(SONATRACH, n.d.)

Table (1) :Identifyinginformationabouttheinstitution

Identifying information about the institution	Exists	not exist
Authentication tag	☐	
Enterprise symbol and logo	☐	
Link to the official website of the institution	☐	
Email address and phone number	☐	
Official working hours	☐	
Links to the Foundation's websites on social media platforms _Twitter _Instagram _Tik Tok _Youtube Multilingualism used Enterprise Activity		☐
Map to get to the headquarters of the institution	☐	
Legal Information	☐	
Page creation date	☐	
Identification card with the history of the institution		☐
Introduction to the institution	☐	

Analysis: The table shows us that the Sonatrach page expresses the identity of the institution by mentioning the logo and symbol of the institution with the absence of the ringtone and vocal tone of the institution and highlighting the authentication mark to give the official status and credibility of the published information in addition to the date of its establishment. And a welcoming phrase that explains its extension of institutional communication links and its institutional vision by writing Share with us our developments and commitments.

Bienvenue sur la page officielle de SONATRACH. Suivez notre actualité et partagez nos engagements,

This also appears in the logo with its symbol Energy of Change expressing its brand embedded images of its major projects and to add professionalism and professionalism, it attached the main e-mail and the link to the official website to facilitate access to it, in addition to phone numbers and a map showing the way to reach the official headquarters of the Directorate General, as if telling its audience that the doors of the visit are open. While the links to the rest of the platforms and pages were absent, despite the existence of an official channel on YouTube that is interested in the audiovisual section of the institution of an occasional nature, as most of its content is reports and reports about the institution's events.

To give the value of transparency and credibility, we find the legal aspect present on the page, given its target audience of institutions, partners, workers, citizens, researchers in the field or job seekers.

Table (2) : technical techniques used

technical techniques used	Existent	Non- existent
Regular posting	*	
Easy to use and search	*	
Interactive feature	*	
Good design	*	
Brand colors	*	

Analysis: In view of the regularity of publication, those in charge of the page periodically publish publications of various content at a rate of one post per day, the absence of publication has been observed once throughout the study and it was for three days, otherwise we find periodic publications throughout the period in which the study was conducted and this is to maintain constant communication and increase interactivity by allowing the suspension and re-publication by the followers, while we find those in charge of the page interacting only by publishing or responding to the private in addition to using it In all publications, the window feature to expand the appearance in most related topics and another window attached to the name of the institution, so that the browser can access from various topics and publications to the institution's page, in addition to ease of use through the diversity of languages and the emergence of the brand through the symbol or color in the publications, as well as the first thing that appears to you in the search results, which facilitates access to it.

Table (3) : logo design analysis

logo design analysis	Yes	No

Is the design distinctive and unique	*	
Can be easily seen and has two colors	*	
Adaptable and applicable to different objects such as shirt, cup, web page, transportation	*	
Does it get stuck in memory and is not forgotten and can be distinguished from the restof the other logos	*	
Is the design distinctive and unique	*	
Does it hang in memory and does not forget and can be distinguished from the rest	*	
Is it universal for a variety of people of different cultures	*	
Durability makes it immortal strong and prominent lines and hot strong colors	*	
Simplicity	*	
Global	*	
Not able to be exploited or imitated by competitors	*	
Easy to understand and perceive	*	
Pictures		*

Analysis: We find through our reading of the table above that the most important characteristics of the logo according to the pioneer of logo design for the American Paul Rand (Bin Salem Al-Harbi, 2023, page 12) Paul Rand is available and characterized by the logo so that it has maintained its colors and shapes since its launch, which made it take root generation after generation in the minds of the public, whether workers, partners, stakeholders, public bodies, and users, and one of its most important characteristics is that it hangs in memory and does not make you evoke another institution, but directly the Sonatrach Foundation, in addition to that The orange color is eye-catching and expresses energy, and it is the market in which the Foundation and its affiliated institutions are active, in addition to including the logo of the profile background image for real pictures of the projects completed by the Foundation as evidence of the strength of its achievements

And its credibility in fact, with regard to the logo and symbol, no matter how we try to change their size, remains clear and prominent with its distinctive orange color, and because the institution is active at the national and international levels, its logo has a global character that cannot be imitated or simulated through competitors and directly easy to understand and link with the sector, which is at first glance distinguished by the name of the institution in French and the Arabic language in a clear and thick font, with sufficiency with the prominent lines indicating the pipelines for the delivery of oil, petroleum and gas materials.

2.3. Vomit content, how was it said? Implicit properties of page content:

Table (4) : Communication methods highlighting the identity of the institution in the digital space

Communicative Methods	Repetition	Percentage
Reports	00	%00
Press Releases	05	33.33%
Activities, exhibitions and salons	05	33.33%
Congratulations & Condolences	01	6.67%
Job offers	01	6.67%
Competitions	03	20%
Total	15	100

Analysis: We find through the above table that the Foundation focuses on the publication of press releases because of its importance in publishing information related to the institution and its path, which creates an important impression on its growth and development, in addition to building important public relations with the press in all its spectrums because it falls within its interests and also determines the angle of information and stories published as accompanied by the institution with links and this to draw more attention and arouse curiosity to follow the news story, whether related to partnerships or follow-ups of the progress of projects and investments in addition to Publishing everything related to juvenile communication from activities and participation in exhibitions and salons, most notably the National Salon for Employment and Training, in addition to study and training days and field outputs for its officials to be followed by the publication of everything related to recruitment competitions or creativity as happened and the public was involved in designing the logo of the celebration of the sixtieth institution to be weaker for congratulations and job offers.

Explaining to her audience the appropriate path to obtain a position in the institution in order to give credibility to the recruitment policy, improve its image, and eliminate what is promoted about nepotism and collusion in employment, so she exploited the digital space to gain trust and attract a competent employee.

Table (5) : The media used by the institution to establish its identity on the page

Options	Duplicates	Percentage
Text	01	%6.67
Audio	00	%0
Photos	00	%0
Image & Text	06	%40
Videos	00	%0
Text Image Link	8	%53.33
Text Link	0	%0
Total	15	100

Analysis: We find that the institution focuses on the development of the image and text in addition to special links to the subject with the feature of the window in order to expand the spread, attract attention and give more credibility through images, especially with regard to press releases, field outputs and participatory visits, which explains the second place for the proposal of the text and the image and then the text, which is what the institution usually uses when writing congratulations, while we find videos absent perhaps to support its official channel on YouTube, in which we find many videos of events posted on the Facebook page.

Table (6) : Types of corporate identity through the content of the page

Options	Repetition	Percentage
Declared	1	6.66%
Clear	10	66.67%
Forecast	1	6.66%
Attributed	1	6.66%
Experiment	2	13.33%
Total	15	100

Analysis:We find that the largest percentage was for the clear identity, through publications that show the organizational culture of the institution, its history, the most important works of its founders and employees, followed by the identity and experience, which are the ideas adopted by the public about the institution, especially with regard to it as a national institution with social responsibilities towards citizens and its great potential.

Table (7) : Values associated with publications

Options	Repetition	Percentage
Creativity	3	60%

Strength	2	13.34%
Compliance	4	26.66%
Achievement	6	40%
Total	15	100

Analysis:

We find that the table shows us that the value of achievement is the most prominent in the publications of the institution, which gives a strong indication of its efficiency and competitiveness in the global and regional environment, then followed by the value of commitment, which is an important indicator indicating seriousness and respect for the internal and external audience, then followed by the value of creativity as an explicit indicator of the reason for its sustainability and continuity in the environment of competition, then the value of power as an inevitable result of the previous values, it does not need to be shown, but through the first basic values that the public can deduce as an inevitability.

Table (8) : The semantics of commercial identity

Options	Repetition	Percentage
Commitment to quality standards	3	20%
Providing services and products	2	13.34%
Efficiency	5	33.33%
Marketing Campaigns	5	33.33%
Total	15	100

Analysis:

We find through the table that the institution focuses on highlighting efficiency and publishing marketing campaigns, especially with regard to marketing the institutional image and identity, then adhering to quality standards through the important agreements it concludes and the patents it possesses, and in the last place we find services and products because the target audience here cares about the reputation, image and values of the institution.

II. Methods and Materials:

In our study, we adopted **thedescriptive analytical method** in order to reach an objective and organized description that corresponds to the problematic of our research so that we can collect accurate and comprehensive information about the studied phenomenon using the content analysis tool that researchers know as: Quantitative classification of a particular content in the light of a system of categories designed to give appropriate data for specific hypotheses for this content it is undoubtedly a method of analysis, and it is beyond this method of observation, but instead of observing people's behavior directly or inviting them to respond to some measuring tools or interview them, the researcher receives the communication material produced by these people.

The research community and its sample:

It is all the vocabulary that shares the same characteristics and that are directly related to the study, and to accommodate our research community, we chose an intentional sample represented in the publications placed on the official page of the Sonatrach Foundation on Facebook in the period from January to 31 of the same month of the year 2023, which was 15 publications.

III. Results and discussion :

Through our study, we reached :

- The Foundation seeks to consolidate its identity with its audience in the digital environment, specifically the Facebook site (Meta) by attracting them, by obtaining the documentation mark to give credibility to the page, especially with the presence of many groups in the name of the Foundation on the same platform, in addition to publishing its legal framework and information related to the creation of the page and the date of its activation.

- Publish regularly and interact with various national, religious and community events that are in line with the principles and policy of the institution.

- Transparency in dealing with various competitions and professional offers by publishing everything related to the institution's employment path, improving its image and highlighting the identity of clarity

- Focusing on the visual identity to attract attention and put the logo on the various published images, which are real images produced by the institution.

- The use of various methods of communication in its publications of text, images and links.

- Use simple, understandable language followed by a hashtag with the most searched words for the organization to increase and expand the visibility

- The significance of the published values, most of which indicate achievement, which illustrates the vision of the institution in spreading and continuing

- Visual identity has clear and understandable global connotations associated with the activity sector, which is the energy sector.

- The absence of the voice identity, which appears in other sites of the institution, which requires more attention.

- Most indicators give us a hint that the corporate identity of the Sonatrach Foundation is a clear identity that crystallizes through the behaviors and values it spreads and the focus on the history of the institution.

- Clarity of the vision of the institution among those in charge of digital communication, which is reflected in their delivery of appropriate information to form an institutional identity that is compatible with the vision and objectives of the institution in the digital space.

IV.   Conclusion:

The institutional identity is not limited to a slogan, a vocal tone or a sentence that takes root in the minds, but it is a series of several identities that form with each other a composition that is difficult to erase, distort or even imitate, especially in the digital environment that allowed the institution to consolidate its identity and highlight its vision through sound, image, movement, artistic and technical effects, but this does not prevent that the digital environment is a double-edged sword not keeping pace with it and the continuous vigilance of what is going on around the institution exposes it to crises that may harm with its institutional identity or constitutes an identity different from what the institution aspires to through the behaviors and speeches it publishes.

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