Digital Management of Crisis Communication in the Algerian Public Sphere; Strategies and Stakes

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Abstract:

The study focused on the mechanisms and strategies adopted by the Algerian digital management for crisis communication in the public sphere, under the issues and transformations experienced by Algerian institutions, as a trend in managing their regular affairs or in the occurrence of an emergency, to achieve their goals.

This study relied on a theoretical-analytical approach with a critical perspective through diagnosing the Algerian experience, using the survey method to narrate the most significant crises that Algeria has faced from independence to the present day. To achieve the goal of the study, which is to demonstrate the importance of digital communication in facing emerging crises, the historical development of major crises and how they were managed communicatively and mediatically were discussed. The light was then shed on the information and communication handling of crisis management through the most efficient use of digital communication in its various forms in the Algerian public sphere, through a set of mechanisms and strategies under internal and external stakes, with the aim of finding efficient solutions for emergent crises.

Keywords: Digital management; Crises; Crisis communication; Digital communication; Public sphere.

Introduction

Since the human society entered the era of new information and communication technologies and all developments which accompanied them in the dissemination, processing, and exchange of information, digital communication has become a key player in various fields and at all levels, especially in institutional management based on digital management due to its increasing power in managing its affairs and achieving its goals amidst strong competition that raises several issues at both the internal and external levels, especially during crises. This leads to interactions and conflicts in public spheres, paving the way for new changes.

Modern societies are experiencing a surge of crises of various types and levels, making it hard to imagine a society without crises. Digital communication has become a

central and effective role for institutions during crises that could threaten them as entities in their dynamism, balance, and internal cohesion, affecting their reputation, image, and even credibility, as well as their relationship with various stakeholders, essentially their survival and continuity. Digital management is no longer a secondary factor in managing communication crises in the public sphere; it has become a fundamental means on which institutions rely in their endeavor to manage crises **(the internet and social media as alternative communication means).**

In light of these transformations that Algerian institutions are experiencing, as a trend in managing their regular affairs or in the occurrence of an emergency, to achieve their goals, the study's problem revolves around **what are the mechanisms and strategies that the Algerian digital management adopts for crisis communications in the public sphere?**

To investigate the topic, the study relied on a theoretical-analytical approach with a critical perspective by dissecting the Algerian context, using the survey method to examine the phenomenon through discussing the most significant crises Algeria has faced from independence to the present day. To achieve the study's goal which consists in demonstrating the importance of digital communication in facing emerging crises, the following axes were addressed: starting with a general introduction to the topic, where we dedicated the first element to the historical development of crisis communication and defining the concepts of crisis communication, digital management, and public sphere. Then, in the second element, we tried to define the relationship between digital communication and the public sphere as a domain for exchange and interaction. In the following elements, we focused on everything related to the crisis, in terms of its characteristics, management factors, and objectives of facing it, focusing on crisis management strategies at different stages. This led to addressing the issue of digital management of crisis communication in the public sphere, where we discussed the chronological development of the most significant crises faced by the Algerian state and how they were dealt with communicatively and mediatically under the traditional means, focusing on the information and communication handling of the crisis through the most efficient use of various types of digital communication, to correct situations and create a positive impression about finding efficient solutions for emergent crises.

Crisis Communication: Historical Development and Concept Definition

Historical Development

The beginning of interest in studying the functions of communication and media during crises dates back to the 1960s, when some researchers became aware of the importance of the role of traditional media, radio as an example, in transmitting disaster warning messages, and the importance of formulating and characterizing media messages during a crisis or a disaster. However, most of these studies did not sufficiently address the communication processes before and after the crisis. The early studies emerged as individual attempts to analyze different aspects of crisis communication in the United States

since the 1950s. Media outlets reported events and conveyed facts while simultaneously acting as primary organizations in preparing for, responding to, and managing crises and disasters. Nevertheless, there has been a steady increase in interest in crisis communication research, due to the rising number of national and international crises, their expanding scopes, and the rapid development in communication technology and message exchange, reflecting an intensified interest in crisis and disaster communication research.

Crisis communication has a short history as a research field which emerged in the early 1990s in the West, where the communicative aspects during crises were neglected for many years. It was only until after the Chernobyl disaster that significant attention was given to these aspects, because previously, it was a main focus in public relations research within the general community.

The interest in communicative and media aspects in crisis management has particularly grown with technological advancement and accompanied by a societal change, transitioning from traditional to modern settings involving urbanization, specialization, interaction, and both **(new and traditional)** media. Studies indicate the increasing importance of communication in managing issues as many countries and institutions face crises that impact aspects like image, reputation, identity, personality, and trust.

Like other countries, Algeria is striving towards digital transition in application and usage at all levels, including in the information and communication fields, where significant progress has been made in institutional management, both internally and externally, in interacting with the issues which concern the Algerian society with its diverse specificities and dimensions.

Concepts Definition

a. The Concept of Crisis Communication

Defining a precise and comprehensive concept of crisis is challenging, especially after the broadening of its usage and application in various human relations and interaction fields. The likelihood of dealing with a crisis has increased in recent decades, making it a fundamental issue for states and institutions to deal with it, as it has become an inherent part of today's world; because, in fact, life itself is a succession of crises.

Linguistically, the term "crisis" derives from the Arabic verb "*Azima*" *Aalayna A-ddahru*; "*Azima*" *Al-aamu,* which means a year characterized by drought, leanness and bad harvests; and *"Ta'azzama" Al-qawmu* means they experienced a crisis; *"Al-ma'azimu"* is the plural of *"Ma'azam"*, which means hardship. It is said that : **"If hardship persists, it will ease; and if it follows in succession, it will dissipate"[1]**, and the Arabic word "*Azma"* which the plural is *"Azamat"* means a hardship, which can be a political, economic, or social crisis, etc.

A crisis is defined as a turning point for better or worse, a decisive moment, or a challenging time, a situation reaching a critical phase[2]. It represents a state of tension and a turning point requiring a decision that leads to new, either negative or positive, positions affecting various related entities.

A crisis encompasses a variety of tense and difficult situations faced by individuals, societies, entities, or systems. It presents multidimensional challenges and events that are often difficult to manage due to their complexity or their negative impact on the stability of individuals and communities with different institutional structures.

Crisis communication is all communicative activities practiced during the various stages of a crisis, falling within the broad scope of communicative activities regardless of the methods and contents used. It is the process of transferring information, knowledge, and experiences using suitable methods to persuade and influence behaviors.

Some define **crisis communication** as a process conducted by the public relations department of the concerned institution during a crisis. This human process occurs under unusual circumstances, often charged with negativity and hostility from the media and from one or several publics towards the concerned institution's strategy[3], because it is a position which leads to widespread negative attention from media and other groups like consumers, employees, politicians, unionists, and legislators.

Thus, crisis communication includes all communicative activities during the different stages of a crisis, regardless of the used methods and contents, including public relations activities. It also encompasses the activities of traditional or new media regarding crises within the scope of crisis communication. Managing these activities requires controlling the crisis trajectory using appropriate data and information for decision-making, based on a strategic management that is planned, directed, and monitored, starting with the preparation for potential events and dealing with what has happened, especially as it attracts media attention and can present both opportunities and problems.

The Researcher **Mohamed Shouman** defines crisis communication as "all the communicative activities and roles practiced during the different stages of a crisis, encompassing all types of communication regardless of the methods and contents used. Hence, the various communicative activities and roles undertaken by institutions during the crisis stages, including those of public relations departments, fall within the scope of crisis communication. These activities and roles performed by mass media in society are also part of crisis communication[4]. Crisis communication involves all the efforts and activities undertaken by an institution during the different stages of a crisis, primarily aiming to protect the organization's reputation and maintain a positive mental image in stakeholders, relying on supportive communication methods."

b. The Concept of Digital Management

Digital management is an integrated digital (electronic) system aimed at transforming ordinary administrative work from manual to computer-based management. This transformation relies on robust information systems that facilitate quick and cost-effective administrative decision-making. It encompasses both the internal and external communications of any institution, with the aim of introducing full transparency and accountability, thereby improving its performance.

c. The Concept of Public Sphere

There are many definitions of public sphere, seen as both an empirical and symbolic entity because it can be physical, like an institution, or abstract, like a value. It is not just a

physical, spatial, and geographical area but also encompasses social, political, cultural, media, and ethical contents, values and standards that stimulate discussions and interactions. It employs the exchange of opinions, directions, and goals, raising and solving public interest problems and issues, thus closely linked to the general dynamics of society as a whole.

Habermas defines it as "the intangible sphere where public discussions are held for making decisions that govern public affairs"[5].

The Relationship of Digital Communication with Public Sphere

It seems that the public spheres necessitate multiple approaches that are evident in the need for lexical and historical analysis of the concept and the meanings that relate to the public (general, private, etc.). It can be multi-dimensional, both abstract and physical, political, or economic. In the political field, the public sphere cannot be separated from the forms of power exercise and the nature of the existing political system (the relationship between the public and power), while in the economic field, there is a tendency to define the relationship between public and private, especially under market economy transformations.

The media field is experiencing a rapid development of new media for disseminating information and their role in shaping public opinion on various issues of interest to the masses, which has put several stakeholders in front of new challenges **(freedom and democratization through digital communication).** Moreover, the dimensions of communication exceed national boundaries and the virtual space as a new factor in the transformation of public sphere (real and virtual) as new places or spaces for expression.

The existence of a public sphere serves as a realm for the emergence and resolution of public problems, potentially requiring new forms of interaction and consensus, especially involving various groups in policy-making. It has manifested in various bodies and institutions working to demand rights, defend duties, or try to find solutions to public problems and issues, or to provide public services. It has emerged in areas of socio-political importance like public opinion, political participation, demonstrations, and protests. As for new information and communication technologies, they have altered the relationship of societies and institutions with public sphere, with the **"Arab Spring" serving as a model.**

Crisis management involves managing the crisis itself, controlling its pressure, course, and orientation. It is a rational operational management based on research, information, and knowledge, for appropriate use in making the necessary decisions, which means that the institution relies on a communication strategy for correct and purposeful practice.[6] The reasons for crises are as varied as their definitions, with researchers suggesting common factors like procrastination or neglect of problems, lack of mechanisms for early detection, absence of preparedness to face them, in addition to the limitations in the material, technical, and human resources, or the lack of foresight planning, poor management, and internal conflicts due to misunderstandings or non-assimilation of information.

Characteristics and Features of a Crisis

Crises vary in types and domains, reflecting the diversity, complexity, and interconnection of economic, social, cultural, political, and administrative life aspects, as

crisis is a state of dysfunction affecting individuals, communities, or institutions with intense fear, intellectual paralysis, and confusion, potentially incurring significant losses, threatening their morale, constants, and foundations.

The features of a crisis can be summarized as follows[7]:

The perception of a turning point requiring rapid assessments, as it threatens the objectives and values of the involved parties, like the loss or weakening of control over events; it is characterized by time pressure, feelings of ambiguity, and disorder that generate anxiety, in addition to elements of surprise, lack of information, and complexity and entanglement in matters during the crisis, because the latter may not leave sufficient time or an opportunity to decision-makers to choose the least harmful solutions.

Crisis Management Factors

Crises exist in all areas, based on core components such as threat, uncertainty, and urgency in decision-making. Key factors in effective crisis management enabling readiness and prompt response include adopting early warning systems, effective planning for containment, and direct handling that conveys calmness and creates trust in the capacity to manage crises transparently, allowing stakeholders to understand and grasp the crisis and seek for it solutions or effect mitigation.

Regardless of the crisis location, be it in a state or institution, crises usually have a strong impact internally and externally, but there can also be emergent situations like gains or opportunities that, without wise decision-making, could turn into a crisis or disaster.

Crisis communication unfolds through the stages of the crisis, which can be summarized as follows[8]:

a. **Pre-crisis phase: (warning stage)** where potential onset and developing crises can be detected.

b. **Crisis onset phase:** It begins when decision-makers fail to anticipate the crisis.

c. **Crisis explosion phase:** It appears when decision-makers fail to address the crisis's driving factors or cannot control its variables with the adequate speed.

d. **Post-crisis phase:** a gradual decline until normalcy returns.

It can also be identified in the following phases:

The phase of crisis birth, followed by the phase its growth and expansion, then the phase of peak maturity, after that the phase of recession, and differentiation. Crisis management under constraints involves time pressure, the extent of the ability to control issues and the threats of the institution, and finally the opportunities and options of responding to the crisis, which necessitates awareness of the importance of time, working on creating a comprehensive and accurate information base, providing efficient and accurate early warning systems, constant preparedness to face crises, the ability to mobilize the available resources and relying on a communication which is based on professionalism and effectiveness.

The information and communication dimension is linked also to communication processes throughout the above-mentioned phases or others concurrent with the crisis. What is sure is that major crises require practicing information and communication activities and

programs, besides professional and purposeful digital communication. Studies and researches on crises proved that **Crisis Communication** plays a crucial role in information speed and flow, in addition to performance in the organization internally and with the external world.

Objectives of Crisis Response

There are various perspectives about the efforts to take advantage of the available human and material resources in institutions for effective situation management, through halting deterioration and losses to secure and protect other components of **crisis entity,** to control then the crisis movement and its good management and finally utilizing the situation resulting from the crisis for reform and improvement after studying the elements which led to the crisis, to implement preventative measures against future similar crises.

Crisis communication aims to deliver information and messages in an effective and organized during stress and crisis periods, including providing accurate and fast information, protecting image and reputation, and enhancing trust and transparency to guide response and behavior to mitigate damage and negative effects. Overall, crisis communication is a necessary tool requiring thorough exploration and dissection due to its significant impacts.

Crisis Management Strategies

A crisis is part of life's fabric, naturally occurring at any moment and place, either suddenly or gradually. Given its serious and impactful nature on societies and nations, preparing for and managing a crisis is a challenge for individuals or institutions, necessitating a deep understanding of the crisis and the application of well-crafted strategies. This involves accurate situation assessment, comprehensive analysis of determinants, and evaluation of the potential impacts of the made decisions.

In this context, the factors cooperation and coordination among various stakeholders are essential for managing and overcoming crises. Effective response requires intellectual capital, comprising human, structural, and relational resources, each contributing effectively to crisis management. Crisis communication in the traditional (real) space involves several dimensions: communicative-media, strategic, operational, and reputation and visibility. In the digital space **(2.0)**, it follows a sequence of technical[9], in addition to communicative-media and interactive dimensions, and finally, those related to time and place.

Appropriate crisis management strategies can be defined as follows:

First - Identifying the target audience for communication: The institution examines the list of target audiences and identifies the public it wants to communicate with during the crisis by setting communication priorities.

Second - Determining communication messages: To foster a sense of human empathy, reflecting on reception and reactions, by presenting and handling information flexibly and transparently to minimize crisis focus, thereby preserving the institution's image and credibility. Preparing for crisis management is essential, where it emerges the importance of digital communication in engaging positively with all crisis stakeholders and the parties influenced by it whether directly or indirectly, including the institution's employees, external public, media, and all community institutions.

Many researchers agree on the importance of digital communication as a crucial component in crisis management. It represents a vital element in managing crises, building solid relationships with relevant publics, essential for protecting reputation during difficult times and as an opportunity for overall improvement. It influences public opinion towards specific problems or crises, fostering discussion and debate to reach a solution that serves all parties' interests.

Crisis management success hinges on three pillars: **the work team, information system, and communication system.** The information system acts as the nervous system for crisis management, where accurate, clear, objective, and credible information is the foundation for crisis perception, analysis, evaluation, hypothesis formulation, and conclusions[10].

Reviewing most communications is necessary for management to effectively handle the crisis, ensuring speedy information delivery that aids decision-making and timely information release, within the practical and strategic dimensions of crisis communication, focusing on reputation preservation and flexibility. Communication literature in this regard has emphasized maintaining and repairing organizational image among stakeholders, prioritizing this over focusing solely on information quality.

The Issue of Digital Management of Crisis Communication in Public Sphere

Crises can occur in various dimensions and forms, all threatening the shared trust between an institution and its audience. Identifying the causes of crises in advance is crucial for developing strategies and planning, both offline and online. Despite the evolving dynamics of the current communication environment, the foundations of crisis communication, including anticipation, respect, and ethics, remain especially relevant in the virtual world.

The challenge in digital management of crisis communication in public sphere lies in the drastically different information flow system compared to the traditional model. This fundamental change relates to the characteristics of new technological information and communication tools. Where decision-makers once had exclusive access to information through intelligence devices to manage crises, now information is readily available to all crisis parties and those outside it using social media for interaction, disruption, or other purposes, following the network's horizontal interactions. The linear management system of traditional crisis management is no longer viable in the digital age, nor is relying on determinism, as the unpredictability of interaction trajectories during crisis management makes reliance on past experiences an unsuitable method, especially with the emergence of new actors who may intervene unexpectedly through the global or local network community, making any network movement part of it.

Time is a fundamental aspect distinguishing crisis management. In an era of speed and immediacy, decision-makers must work with experts to monitor network communities and potential interactions, including political forces and local or international civil society, as well as futurists, etc. These elements constitute a map for reading indicators that assist in making decisions aligned with reality and crisis prevention, managing them effectively

considering the variables and circumstances involved, and efficiently using the digital space as crucial means for immediate and proactive tracking of crisis phases in public sphere (real and virtual), aiming to find viable and decisive solutions to satisfy all parties.

Previously, institutions took time to deliberate and consult experts on crisis management **(theoretical or practical aspects)**. Now, with the increased use of social media and the influx of information from various sources and perspectives, rapid and judicious response in precise execution is required, facilitating appropriate solutions in times of overlapping network disruptions. Social networks allow anyone to theorize and judge, putting disputing parties on the defensive, potentially prolonging crises and widening gaps in the field.

In light of these factors, and following the heightened awareness among social media users, the complexity of crisis elements and their management increases, especially with the rapid and dense knowledge explosion, making synchrony with other knowledge powers in terms of quantity and quality more challenging, necessitating decision-makers to grasp the accelerated interactions in the digital age, surpassing traditional crisis management with optimal use of digital communication for managing crisis communications in public sphere effectively through algorithms and effective rules, to achieve goals serving the institution's image and prospects.

Managing crises in the age of social media like **Facebook, Twitter, and Instagram** has become more challenging for institutions. Establishing a communication strategy for timely reception and response is fundamental in digital crisis management, allowing plans for interaction and handling during crises without significant financial expenditure, especially as any user can become an influential activist with a tweet or Facebook post, potentially forming an authoritative opinion. Institutions are now more accountable, with a digitally strong public aware of their power and using it to their advantage, making institutions more susceptible to the scrutiny of many unrelated individuals waiting to hear about the crisis, anticipating responses, and seeking explanations, hence highlighting the importance of effective and timely responses before situations spiral out of control.

The virtual public sphere has empowered ordinary individuals to build and frame reality, acting as monitors, journalists, and photographers, posing a threat to organizations strategizing information control, crucial for effective reputation management.

A wise crisis management strategy often leads to rescue or minimization of material and moral losses, with information systems playing a vital role in risk avoidance and crisis management. Utilizing information and communication technology can enhance an institution's crisis response effectiveness, enabling relationship management and beneficial communication that safeguard and improve the institution's image, reputation, identity, and personality, which are its assets.

Digital Management of Crisis Communication in the Algerian Public Sphere

Since its independence in **1962**, Algeria has experienced numerous crises at political, security, economic, and social levels. One of the most notable domestic crises was the **October 1988 events**, which took the state institutions by surprise at all stages, revealing confusion in handling, especially in the information and communication aspects using

traditional mass media like newspapers, radio, and public television. The one-way flow of following up, processing, and making often impromptu and vertical decisions showed a lack of control over information and its timely and effective utilization. This led to shifts that necessitated a fundamental change in the prevailing system, moving away from the old **(socialist)** unilateral system to a political and ideological choice of multiparty and media pluralism, marking the emergence of independent or private press and opening the information and communication field to private professionals in the press. The subsequent changes that affected almost all aspects heralded Algeria's entry into a new era, were compared to a difficult birth. During this brief period, Algeria underwent comprehensive reforms at all levels, particularly in rebuilding state institutions, including elected councils at both local and national levels. The rapid shift to practicing political pluralism, devoid of material and psychological (**psycho-social**) preparation, created a type of disturbance and ambiguity in the scene, leading to the emergence of conflict signs and the failure of dialogue and agreement methods. This created a rift among the parties involved in the crisis, leading to what is known as the **1990s crisis**, which plunged Algeria into a cycle of action and reaction, followed by the bloody violence later termed **"the black decade"** The difficulty in finding genuine mechanisms for a conscious understanding of the problem and the lack of a clear strategy exacerbated the difficulties in engaging constructively with the concerned parties to find common ground, causing a real crisis that inflicted material and moral losses on Algeria, affecting its image and reputation both internationally and regionally. This resulted in dealings from external parties that were not befitting Algeria's history and trajectory, followed by other, perhaps less severe, crises but of significant importance. Particularly relevant to us is the Algerian state's strategy in handling crises and disasters, especially in the information and communication aspect, given its past experiences that made it emerge stronger, starting from the pre-crisis phase, during, and after, as a means to make decisions serving the outlined objectives.

The advent of the third millennium saw the Algerian capital facing the **Bab El Oued flood disaster** on November 10th, 2001, known as **"Black Saturday",** which claimed hundreds of lives. The state mobilized all its resources for immediate and wise handling of the crisis across all levels through treatment and communication strategies using mass media and direct communication for immediate follow-up by concerned officials, finding appropriate solutions for the material and moral losses suffered by the Wilaya of Algiers.

In this context, we mention the so-called oil and sugar crisis (**during the early 2010 and the beginning of 2011**), which coincided with the so-called **Arab Spring**, as a result of external forces attempting to destabilize countries seen as against their interests and ideologies. Given its past experiences, we witnessed the Algerian state prompt intervention to solve the severely confronted problem in its legal and economic aspects, through reducing the prices of oil and sugar by the government as a serious effort to contain the disturbances and the crisis resulted from them. It also used mass media, particularly Algerian television, to convey the messages serving as a counteract to malicious rumors and those riding the wave of unrest for opaque intentions. Indeed, the flames of discord were extinguished, and things returned to their normal course, thus the crisis was managed with

wisdom and great speed, whether in terms of interventions through direct communication or through public media channels and the emergence of the practical use of the new technologies of information and communication and social media to respond to, clarify and reveal the malicious rumors and provide the necessary corrections in the adequate time.

The Algerian institutions' early experiences with digital management in crisis management and mitigation, especially given the characteristics and features, and impact of these technologies on opinion formation, spared Algeria from the severe consequences of the so-called **Arab Spring**, which led to destruction in countries like Tunisia, Libya, and Syria, whose effects linger to this day.

The 2019 Algerian protests, known as the **popular movement** "*Al-harak Al-chaabi*", were a real crisis in the form of popular demonstrations that erupted on **February 22nd, 2019**, in most Algerian cities. Initially, these protests demanded that President Abdelaziz Bouteflika abstain of running for a fifth term, following calls from pro-government parties for his candidacy in the electoral race.

Many parties and syndicates subsequently declared their support for his re-election despite his deteriorated health, even though a ban on demonstrations had been in place **since 2001**, lifted **only in 2011**. These protests received significant Arab and international media coverage.

Initially, the crisis was handled with confusion due to a lack of preparation, but strategies were soon adopted to end the crisis, utilizing all traditional and new communication means with utmost professionalism to calm the situation and return to normalcy. The local media, both public and private, were cautious in their coverage and handling of the crisis, considering the intertwined stakes and dimensions that could affect Algeria's higher interests in security and stability, which are considered red lines due to the country's past hardships. State institutions, led by the military, took the initiative to monitor and respond to the unfolding protests through public speeches offering clarification and vision, using public media, particularly public television. The turbulence on social media regarding coverage, diverse publishing of protest developments, and opposition rhetoric, along with uncalculated interventions and rampant rumors from both domestic and international parties, sought to plunge Algeria into uncertainty and instability. During this time, the relevant authorities took quick actions deemed appropriate to devise a defensive and offensive strategy against those accused of spreading harmful rumors or pursuing goals detrimental to Algerian interests, gaining more experience and expertise in rapid response using modern communication technologies and social media to rapid respond using modern information and communication technologies and social media in responding, revealing and conveying messages for vision correction. In addition to providing suggestions to pave the way for opening prospects for an appropriate solution to restore security and conduct presidential elections on the scheduled date, which once again spared Algeria from entering mazes that could affect not only its image and reputation but also its very existence. Additionally, the global health crisis of **COVID-19**, which mitigated the impact of protests due to fears of the pandemic and its resulting deaths and severe consequences across all levels, led the public authorities to prioritize this cross-continental issue by developing

strategies and plans to combat the pandemic and manage the crisis professionally. This was done through public and private media channels, as well as electronic media and social media.

Here we note the utmost importance that the public authorities placed on digital management of crisis communications in the public space, engaging in open discussions and swiftly responding to malicious rumors, correcting information through timely disclosure and presentation of data and information by the Ministry of Health as part of the National Committee for the Fight against Coronavirus. This ensured the presentation of statistics and developments nationwide timely, facilitating the stabilization of the situation and reinstating citizen confidence in the state institutions to find suitable solutions for this international crisis or disaster.

Moreover, Algeria faced another crisis with **the forest fires**, particularly in the Kabylie region, where previous experience enabled public authorities at both central and local levels to form specialized committees to monitor the situation and adopt crisis communication strategies, especially on social media and in public sphere, followed by quick and well-considered field solutions that helped stabilize the situation and prevent escalations that could harm Algeria's stability.

Conclusion:

It becomes clear that there are new frameworks for defining the approach to handling various issues faced by organizations and institutions in using digital management, both locally and internationally. This necessitates mastery in the optimal use of new information and communication technologies, and leveraging social media for crisis management by understanding the technical and artistic fundamentals of tools aشيnd messages. Effective communication techniques suited to the emerging data brought forth by the digital age are crucial in dealing with public opinion or specific audiences within a space open for everyone to express their views and propose potential solutions to crises.

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