政大機構典藏 NCCU INSTITUTIONAL REPOSITORY

搜尋範圍　--學位論文　▼　　　　　　　　　　搜尋　ⓘ 進階搜尋

政大機構典藏 > 傳播學院 > 廣告學系 > 學位論文 > **Item 140.119/72637**

書目資料匯出
Endnote RIS 格式資料匯出
Bibtex 格式資料匯出

請使用永久網址來引用或連結此文件：**http://nccur.lib.nccu.edu.tw/handle/140.119/72637**

題名：	非營利組織於社群媒體Facebook 粉絲專頁的關係經營策略 NGO's Relationship Building Strategy on Facebook Fanpage in Taiwan
作者：	葉靜
貢獻者：	鄭怡卉 葉靜
關鍵詞：	關係經營策略 Facebook粉絲專頁 非營利組織 社群媒體
日期：	2014
上傳時間：	2015-01-06 15:11:48 (UTC+8)

摘要： 在台灣，社群網站的到達率已高達97%，使用者人數為1154萬，顯示社群網站已作為大眾重要的資訊來源管道之一。社群網站獨有的互動性及對話性，使其成為企業和非營利組織公關人員與公眾溝通有效溝通平台。
　　本研究針對國內非營利組織的在Facebook社群網站運用進行探討，透過質量化並行的方式，探究國內非營利組織如何運用Facebook粉絲專頁與公眾溝通的現況。透過回顧關係經營策略，建立分析項目，利用量化的內容分析，理解非營利組織如何透過社群網站發布訊息，以及組織的區域性、服務類型及規模要素之不同，是否影響其策略運用程度的差異性。關係經營策略主要包含七個取向為：可接近性、正面性、開放性、保證、關係連結、任務共享、職責展現。另外，透過質化深度訪談八家非營利組織，進一步理解非營利組織在關係策略選用背後考量和可能造就策略選用差異的原因，和現下經營操作模式。期許透過描繪台灣非營利組織運用社群網站進行公眾關係經營的現況，供非營利組織公關人員在擬定社群網站溝通策略時，能有參考的藍圖、思考未來可繼續發展的關係溝通策略。
　　本研究以《非營利組織名錄》為樣本清單，篩選出符合研究非營利組織定義之單位，最後選定1423家組織抽樣出710家。發現710家中有六成組織設立粉絲專頁，而設有粉絲專頁中的組織則有七成能持續穩定經營。研究結果發現，在關係策略中以開放性、可接近性及關係連結的運用程度最高；非營利組織之服務類型不同在關係策略運用上無顯著差異，而組織區域性、員工人數及年度經費規模，則對於部分關係策略程度有顯著差異。在關係策略當中與公眾回饋行為相關性最高前三項則為任務共享、保證及正面性。本研究認為，非營利組織雖已形成一套粉絲專頁經營模式，然而如何進一步運用較能引發公眾回饋的關係策略，實為一重要的課題。

參考文獻： 一、中文書目
王振軒（2006）。非營利組織與公共關係。非營利組織管理學刊，4：1-26。

王詩慧（2000）。非營利組織公共關係運作之研究--以醫療類基金會為例。國立政治大學公共行政學系碩士論文。

石方瑜、蔡承志、溫蒂雅、陳曉開（譯）（2000）。公關聖經—公關理論、實務全書（原作者：Lesly）。台北市：商業周刊。（原著出版年：1998）

江明修、陳定銘（2000）。非營利組織政策遊說之途徑與策略。公共行政學報，4：153-192。

吳明隆、張毓仁（2011）。SPSS(PASW)與統計應用分析I。台北市：五南圖書。

官有垣（2000）。非營利組織在台灣的發展：兼論政府對財團法人基金會的規範。中國行政評論，10（1）：75-110。

吳紀勳 （2002）。非營利組織運用網路行銷之研究—以台灣基金會網站為例。逢甲大學企業管理研究所碩士論文。

洪淑芬（2008）。非營利組織與電視媒體互動關係之研究。國立政治大學經營管理碩士學程非營利事業管理組碩士論文。

孫秀蕙（2009）。公共關係：理論、策略與研究實例[新修訂第二版]。新北市：正中書局。

莊宜軒（2012）。企業Facebook粉絲專頁之公關策略分析。國立政治大學傳播學院廣告學系碩士論文。

陳尊鈺（2011）。非營利組織社群媒體行銷運用之研究—以Facebook為例。中臺科技大學文教事業經營研究所碩士論文。

陳玉娥、藍曉鹿譯（2011）。贏在社群網站（原作者：Stelzner）。台北市：時報文化。（原著出版年：2011）

張在山（1999）。公共關係學，2版。台北市：五南。

馮燕（2009）。非營利組織的法律規範。載於蕭新煌等（主編）。非營利部門：組織與運作（頁249-275），2版。台北市：巨流。

楊東震（2005）。非營利事業行銷。台北縣：新文京開發。

潘淑滿(2003)。質性理論與應用。台北：心理。

鄭資穎（2007）。國內基金會公共關係效果與組織績效關聯性初探—以文化教育及社福慈善類基金會為主要探討對象。國立政治大學廣播與電視學系碩士班碩士論文。

二、英文書目

Agresta, S. (2011). How would you define social media? In Bough & Agresta, Perspectives on social media marketing (pp. 2-4). MA: Course Technology.

Bortree, D. S. (2010). Exploring adolescent–organization relationships: A study of effective relationship strategies with adolescent volunteers. Journal of Public Relations Research, 22(1), 1-25.

Bowen, S. A. (2010). An examination of applied ethics and stakeholder management on top corporate websites. Public Relations Journal, 4(1). Retrieved March 1, 2012, from http://www.prsa.org/SearchResults/download/6D-040101/1012/An_Examination_of_Applied_Ethics_and_Stakeholder_MBoyd, D. M., & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. Journal of Computer-Mediated Communication, 13(1), 210-230.

Briones, R.L., Kuch B., Liu, B. F., & Jin, Y. (2011). Keeping up with the digital age: How the American Red Cross uses social media to build relationships. Public Relations Review, 37(1), 37-43.

Broom, G. M., Casey, S., & Ritchey J. (2009). Toward a concept and theory of   organization-public relationships. Journal of Public Relations Research, 9(2), 83-98.

Brown, R. (2009). Public relations and the social web: How to use social media and web 2.0 in communications. London: Kogan Page.

Curtis, L., Edwards, C., & Fraser, K. L. et al. (2010). Adoption of social mediafor public relations by nonprofit organizations. Public Relations Review, 36(1), 90-92.

DiStaso, M.W., McCorkindale T., Wright, D.K. (2011). How public relations
executives perceive and measure the impact of social media in their organizations. Public Relations Review, 37(3), 325-328.
Diga, M., & Kelleher, T. (2009). Social media use, perceptions of decision-making power, and public relations roles. Public Relations Review, 35(4), 440-442.
Dyer, S., Buell, T., Harrison, M., & Weber, S. (2002). Managing Public Relations in Nonprofit Organizations. Public Relations Quarterly, 47(4), 13-17.

Evans, A., Twomey J., & Talan, S. (2011). Twitter as a public relations tool. Public Relations Journal, 5(1), 1-20.

Eyrich, N., Padman, M. L., & Sweetser, K. D. (2008). PR practitioners' use of social media tools and communication technology. Public Relations Review, 34(4), 412-414.

Gálvez-Rodriguez M.D.M., Caba-Perez, C., & López-Godoy M. (in press). Facebook: A new communication strategy for non-profit organisations In Colombia. Public Relations Review.

Grunig, J. E., & Huang, Y. H. (2000). From organizational effectiveness to relationship indicators: Antecedents of relationships, public relations strategies, and relationship outcomes. In Ledingham, J.A., & Bruning, S. D., Public relations as relationship management (pp. 23-53). NJ: Lawrence Erlbaum Associares.

Hennink, M., Hutter, I., & Bailey, A. (2011). Qualitative Research Method. London: Sage.
Hon, L.C., & Grunig, J.E. (1999). Guidelines for easuring relationships in public relations. FL: Institute for Public Relations. Retrieved March 1, 2012, from http://www.instituteforpr.org/topics/measuring-relationships/

Hong, S. Y., & Rim, H. (2010). The influence of customer use of corporate
websites: Corporate social responsibility, trust, and word-of-mouth communication. Public Relations Review, 36(4), 389-391.

Hovey, W. L. (2010). Examining the role of social media in organization-volunteer relationships. Public Relations Journal, 4(1), Retrieved March 1, 2012, from
http://www.prsa.org/SearchResults/download/6D-040205/0/Examining_the_Role_of_Social_Media_in_Organization?

Kanter (2009, May 22). 4 Ways Social Media is Changing the Non-Profit World. Retrieved from
https://mashable.com/2009/05/22/non-profit-social-media/
Kelleher T., Miller, B. M. (2006). Organizational blogs and the human voice:relational strategies and relational outcomes. Journal of Computer-Mediated Communication, 11, 395-414.

Kelly, K.S. (2001). Effective fund-raising management. NJ: Lawrence Erlbaum Associates.

Ki, E. J., & Chung, J. Y. (2011). Corporate web pages as a key communication channel for financial publics. Public Relations Journal, 5(4), 1-22.

Ki, E. J., & Hon, L.H. (2006). Relationship maintenance strategies on Fortune 500 company web sites. Journal of Communication Management,10(1), 27-43.

Ki, E. J., & Hon, L.H. (2009). A measure of relationship cultivation strategies. Journal of Public Relations Research, 21(1), 1-24.

Ledingham, J.A. (2003). Explicating relationship management as a general theory of public relations. Journal of Public Relations Research, 15(2), 181-198.

Lovejoy, K., Waters R. D., & Saxton, G.D. (2012). Engaging stakeholders through Twitter: How nonprofit organizations are getting more out of 140 characters or less. Public Relations Review, 38(2), 313-318.

Mansfield, H. (2012). Social Media for Social Good. US: McGraw Hill.

Marken, G. A. (2009). Social media... The hunted can become the hunter. Public Relations Quarterly, 52(4), 9-12.

McCorkindale, T. (2010). Can you see the writing on my wall? A Content Analysis of the Fortune 50's Facebook Social Networking Sites. Public Relations Journal, 4(3), 1-22. Retrieved March 1, 2012, from http://www.prsa.org/Intelligence/PRJournal/Documents/2010McCorkindale.pdf

Men, L. R., & Tsai, W-H S. (in press). How companies cultivate relationships with publics on social network sites: Evidence from China and the United States. Public Relations Review. Retrieved March 1, 2012, from https://www.sciencedirect.com/science/article/pii/S0363811111001652

Muralidharan, S., Rasmussen, L., Patterson, D., & Shin, J.H. (2011). Hope for Haiti: An analysis of Facebook and Twitter usage during the earthquake relief efforts. Public Relations Review, 37(2), 175-177.

Park, H., & Reber, B. H. (2008). Relationship building and the use of web sites: How Fortune 500 corporations use their web sites to build relationships. Public Relations Review, 34(4), 409-411.

Porter, L.V., Sallot, L. M., Cameron, G. T., & Shamp, S. (2001). New technologies and public relations: Exploring practitioners' use of online resources to earn a seat at the management table. Journalism and Mass Communication Quarterly, 78(1), 172-190.

Porter, L.V., Trammell, S. K. D., Chung, D., & Kim, E. (2007). Blog power: Examining the effects of practitioner blog use on power in public relations.Public Relations Review, 33(1), 92-95.

Rybalko, S., & Seltzer, T. (2010). Dialogic communication in 140 characters or less: How Fortune 500 companies engage stakeholders using Twitter.Public Relations Review, 36(4), 336-341.

Saxton, G. D. , & Guo, C. (2011). Accountability online: understanding the web-based accountability practices of nonprofit organizations. Nonprofit and Voluntary Sector Quarterly, 40(2), 270 –295.

Sweetser, K. D., Porter, L. V., Chung, D. S., & Ki, E. (2008). Credibility and the use of blogs among professional in the communication industry. Journalism & Mass Communication Quarterly, 85(1), 169-185.

Sweetser, K. D. (2010). A losing strategy: The impact of nondisclosure in social media on relationships. Journal of Public Relations Research, 22 (3),288-312.

Steyn, P., Sangari, E.S., Pitt L., Parent M., & Berthon P. (2010). The social media release as a public relations tool: Intentions to use among B2B bloggers. Public Relations Review, 36(1), 87-89.

Toth, E. L. (2000). From personal influence to interpersonal influence: A model
for relationship management. In Ledingham, J.A., & Bruning, S. D., Public relations as relationship management (pp. 205-219). NJ: Lawrence Erlbaum Associares.

Vorvoreanu, M. (2009). Perceptions of corporations on Facebook: An analysis of Facebook social norms. Journal of New Communications Research,4(1), 67-86.

Wasley, P. (2009). More charities are on social networks – but few have raised much. Chronicle of Philanthropy, 21(14), 13-13.

Waters, R. D. (2007). Nonprofit organizations' use of the internet: A content
analysis of communication trends on the internet sites of the philanthropy 400. Nonprofit Management & Leadership, 18(1), 59-76.

Waters, R. D. (2009). Measuring stewardship in public relations: A test exploring impact on the fundraising relationship. Public Relations Review, 35(2), 113-119.

Waters, R. D. (2010). Redefining sewardship: Examining how Fortune 100 organizations use stewardship with virtual stakeholder. Public Relations Review, 37(2), 129-136.

Waters, R. D., & Lord, M. (2009). Measuring stewardship in public relations: A test exploring impact on the fundraising relationship. International Journal
of Nonprofit and Voluntary Sector Marketing, 14(3), 231–241.

Waters, R. D., & Jamal, J. Y. (2011). Tweet, tweet, tweet: A content analysis of nonprofit organizations' Twitter updates. Public Relations Review, 37(3), 321-324.

Wimmer, R.D., & Dominick, J.R.(2014). Mass media research. An introduction, tenth edition. Boston: Wadsworth, Cengage Learning.

Wright, K. D., & Hinson, M. D. (2009). Examining how public relations practitioners actually are using social media. Public Relations Journal, 3(3). Retrieved March 1, 2012, from http://www.prsa.org/SearchResults/download/6D-030304/0/Examining_How_Public_Relations_Practitioners_Actua?

Wright, K. D., & Hinson, M. D. (2011). A three-year longitudinal analysis of social and emerging media use in public relations practice. Public Relations Journal, 5(3). Retrieved February 20, 2012, from http://www.prsa.org/intelligence/prjournal/documents/2011wrighthinson. pdf

三、網路資料
台灣公益資訊中心（103年8月20日）。非營利組織名錄。取自
http://www.npo.org.tw/npolist.asp

創市際市場研究顧問股份有限公司（102年7月）。ARO觀察─台灣社群媒
體網站使用概況。取自https://docs.google.com/file/d/0By5gVRH3imwaRVFzNkpoV2szQlE/edit

文件中的檔案：

檔案	描述	大小	格式	瀏覽次數	
003101.pdf		3369Kb	Adobe PDF	1	檢視/開啟

在政大典藏中所有的資料項目都受到原著作權保護.

編輯…

編輯檔案政策

社群 **SHARING**