



### Abstract

This study focuses on understanding the use of Social Media in the Provincial Government of Cavite. Spicifically, to know the Categories, Attributes, and Formats of the posts in every Social Media account such as Facebook, Twitter, and Instagram. This study is anchored on the following theories such as Information Public Model, Agenda-Setting, and Gatekeeping theory. In the data gathering process, the researchers conducted Content Analysis in all Social Media Platforms of the Provincial Government of Cavite (Facebook, Twitter and Instagram) from July to September 2018. The results show that most of their posts are focused on Public Relations, followed by Announcements. These posts were classified as leaning towards Dynamic and Interactive format. Among these formats, they utilize more on using Image with Detail Post frequently. This study found out that Provincial Government of Cavite primarily uses Social Media for Spreading News and Disseminating Information. They also use it for surveillance to track reports from citizens in emergencies such as flash floods or traffic issues. This study proved that Gatekeeping and Agenda-setting is present among Government units in processing transmission of information through Digital media. Before an information was passed to the audience, it was first filtered by Gatekeepers that was set through the Agenda of the Provincial Government itself. The results show that most of their posts are focused on Public Relations, followed by Announcements. These posts were classified to be leaning towards



Dynamic and Interactive. Among all formats, they utilize more on using Image with Detail Post frequently.

To conclude, The Provincial Government of Cavite primarily uses Social Media for Spreading News and Disseminating Information. They also use it for surveillance to track reports from citizens in emergencies such as flash floods or traffic issues.

This study proved that Gatekeeping and Agenda-setting is present among Government units in processing transmission of information through Digital media. Before an information was passed to the audience, it was first filtered by Gatekeepers that was set through the Agenda of the Provincial Government itself.

Keywords: *Social Media, Social Media usage, Provincial Government of Cavite, Communication Process, Gate Keeping, Agenda Setting, Public Information,*