

# The Role of Social Media on Jordanian Universities and Practice of Risk Management

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**Abstract:** *This research aims at: (1) identifying the impact of social media on Jordanian universities, in relevance to reputation and crisis communications; (2) investigating the measures applied to deal with possible reputation and crisis emergencies, and (3) developing a risk register for ensuring best practice of risk management. One hundred questionnaires were randomly distributed to 5 universities, and 20 students were selected from each one. The findings have revealed that the connection between social media and risk management has a great impact on the reputation of the university. In accordance with this, operational authorities in Jordan, as the Ministry of Higher Education should demonstrate to Jordanian universities how essential it is to implement a crisis communication and risk management plan in relevance to social media as well as other processes.*

**Key words:** risk, crisis communication, social media, Jordan, university

**JEL Classification:** D83, G31, H12, L82

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