

**PROACTIVE AND REACTIVE IMPLICATIONS OF SOCIAL MEDIA EFFECTS
ON GOOD GOVERNANCE**

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ABSTRACT

The objective of this paper is to explore the “proactive and reactive implication of social media effects on good governance”. The author tries to explain the different situations of implications of proactive and reactive use of social media to control the current scenario. It describes that how government can learn about their transparency and law & order situation on social media proactively before the worst condition. It describes how social media becomes the need of good governance. Social media helps the government agencies to make relationship with citizens. This paper presents comparative analysis of proactive and reactive approaches of social media used by the government. It explains how proactively and reactively manages social media for good governance.

Keywords: good governance, proactive approach, reactive approach, social media.