Evaluating Government Image Management Strategies: Perceptions of Uyo Residents in Akwa Ibom State

Ediomi Udo-Joe NTUK

Department of Mass Communication,
Akwa Ibom State University, Nigeria.
Email: ediomiujntuk@gmail.com

Philomena Effiong UMOREN

Department of Mass Communication,
Akwa Ibom State University, Nigeria.

Aniekeme IKON

Department of Mass Communication,
Akwa Ibom State University, Nigeria.

ABSTRACT

This study examined Image management Strategies and Uyo residents' perceptions of the reputation of the government of Akwa Ibom State. This study is anchored on the Social Construction of Reality Theory by Berger and Luckman in 1966. The research design employed for this study is a survey research design using interviews and questionnaires as the research instruments. The study adopted the convenience cluster sampling method, where clusters were then randomly sampled based on the population of the study; hence, 380 respondents were sampled for this study. The questionnaire was adopted as the sole instrument of data collection, and copies were administered, filled out, and retrieved by the researcher. The data collected were analyzed using frequencies and percentages, and the test of hypotheses was carried out using the Spearman correlation technique. The study found that 33% of the respondents agreed that social media presence and engagement, public relations campaigns and events, stakeholder and community engagement, crisis communication, and management were image management strategies employed by the Akwa Ibom State Government. Nearly half (48%) of the respondents expressed that the image management strategies employed by the Akwa Ibom State government were "very effective" in managing the government's image. An additional 39% of respondents perceived these strategies as "effective." The majority of respondents (87%) had a positive perception of the effectiveness of the image management strategies adopted by the state government. This study recommends that the government should take note of the perception of its reputation in the eyes of its citizens. Addressing these perceptions and increasing awareness among those who are unaware could help strengthen the government's reputation management efforts and enhance its overall image.

INTRODUCTION

Everything an organisation does, or fail to do, affects the perception of that organisation and its performance in the eyes of its publics. The negative perceptions affect its ability to attain its goals and objectives. The same is the case for public figures and even the government. The way and manner a matter, issue, or construct is perceived determines to a large extent the type of reaction it commands. Perception plays a vital role in determining how one is treated, perceived and even interacted with (Iguda, 2022). Thus, the perception of the government's image speaks to a preconceived idea that is formed as a result of interactions with the government and its functionaries which then (over time) becomes the reputation of government.

Following this, perception has the tendency to build image. According to Polat (2011), an image is the vision, picture, or impression that is formed in an individual's mind based on the data and information they gather through their interactions with the elements of the organisation. Image is the goal, a form of reputation and achievement that any government wants to accomplish. Specialists in public image management speak of two basic coordinates: the visibility of the subject and its reputation (Bortun, 2014). The subject may be a public person, a company, a political party, an institution or a country. The concept of reputation has always been important to organisations and individuals – even more so for public institutions – the government itself.

A good reputation paves the way for acceptance and even fosters the potential for growth and development. Reputation does not occur overnight. It is a product of the government's leadership style, management of resources, and relationship with the citizens. The concept of reputation is hinged on the perceptual description of future activities based on past actions which define the general appeal of the government to the people (Brustein, 2014). Reputation is the product of the interaction between the values of the government and the values of the society. With a sound reputation, the government will be able to fulfil the economic functions of the country, meet the demands of the citizens and also bring prestige to the nation.

Accordingly, Okoli (2013) as well as Reginald, Nnamdi and Ibituru (2019) state that the management of national reputation is an inevitable and crucial task for many nation's government. They corroborate further that it is even much more difficult for the countries that have been grappling with unfavourable characterisation and image crises at the global level. The image management strategies of a government can either help to make or mar the government's image and reputation. Governments that pay attention to their image and reputation, relate well with their citizens tend to have a positive image. How governments are perceived by their citizens helps to determine the degree to which the citizens cooperate, support, and patronize the government. Therefore, governments have to design and implement image management programmes in ways that impress their citizens (Iguda, 2022).

In the ever-changing world of governance, the way a government manages its image has become crucial in shaping public opinion, trust, and overall success as a government. Akwa Ibom State, located in south-South Nigeria, is a fascinating case study in this context. Despite being known for its rich culture, natural beauty, and lively communities, the state has struggled to project a positive and unified image. This study probes into the strategies that the Government of Akwa Ibom State use to manages its image and how Uyo residents perceive the government's reputation. By examining how well the government's image management strategies aligns with the experiences of its citizens, the research aims to bridge any gap between perception and reality.

STATEMENT OF THE PROBLEM

The reputation and image of governments play a crucial role in shaping public perceptions, trust, and engagement with citizenry. Effective image management strategies are necessary for governments to cultivate a positive public reputation. However, many State Governments in Nigeria, including the Government of Akwa Ibom State, are faced with the challenge of maintaining a favourable public image.

Persistent allegations of misappropriation of state funds, public distrust, inadequate infrastructure development despite substantial federal allocations, and perceived lack of transparency in government operations and decision-making processes are the motivation for embarking on this research study. These issues have collectively contributed to a growing negative perception of the Akwa Ibom State government, both among its residents and external observers. This prompted the need for a comprehensive study to assess the government's image management strategies and their effectiveness in shaping public perception.

There are concerns that the Government of Akwa Ibom State has not utilised effective image management strategies to influence public perceptions of its activities, policies, and performance. Residents of Uyo, the State capital, may hold varying views on the government's reputation based on their interactions and exposure to the government's communication efforts.

Based on the above, the critical questions that arise are: Does the government actively engage in reputation management, and if so, to what extent? What strategies does the government employ to effectively manage its image and safeguard its reputation? How do Uyo residents perceive the image management efforts of the government in Akwa Ibom State?

OBJECTIVES OF THE STUDY

The objectives of this study were to:
1. investigate the image management strategies adopted by Akwa Ibom State government;
2. examine the effectiveness of the strategies in image management of government reputation in Akwa Ibom State;
3. assess Uyo residents' perception regarding the government reputation in Akwa Ibom State;
4. identify factors that influence the perception of Uyo residents on government reputation;

RESEARCH QUESTIONS

The following questions were formulated to guide this study:
1. What are the image management strategies adopted by the Akwa Ibom State government?
2. What is the level of the effectiveness of the image management strategies adopted by the Akwa Ibom State government in managing the image of the government?
3. What is Uyo residents' perception of government reputation in Akwa Ibom State?
4. What are the factors that influence the perception of Uyo residents on government reputation?

RESEARCH HYPOTHESES

The hypotheses of this study are stated thus:

H_{01}: There is no significant relationship between the effectiveness of image management strategies adopted by government and its influence on Uyo residents' perception of Akwa Ibom State Government.

CONCEPTUAL REVIEW
Image Management
According to Iguda (2022), an image is the mental picture of an object, person or place. He posits that image-making and reputation-building are more associated with Public Relations and public affairs in governmental relations. A country's image and how its people are perceived surpass the mere attributions of sensory inputs underlying only what we see in terms of objects or a person's physical features.

Organisational image management is therefore a dialogic process in which organisations and stakeholders communicate with one another to co-create the image of the organisation (Reginald, Nnamdi & Ibituru, 2019). Organisational image does not just appear; rather, they are strategically thought-out and planned for by organisations.

Inobemhe, Garba, Udeh and Santas (2023) assert that corporate image is the immediate mental picture that audiences have of an organization and can be fashioned more quickly through well-conceived communication programmes. The desire to have a good image and reputation is premised upon the notion that, in the event an organization has a good image, its products and services are patronized and the morale of workers boosted. For Imadonmwiyi and Ekienabor (2019), managing an organization's image demands a more rational approach hence the need for suggestions as to know how the organization can enhance its performance through better management of its corporate image.

According to Tsegyu, Inobemhe, and Garba (2023), the concepts of organisational reputation and organisational image have been defined and used in a highly similar manner throughout previous organisational image management literature. The reason for the high interrelatedness of the concepts is that they are both focused on how the external publics perceive an organisation.

Strategies of image management
Strategies of image management involve approaches of shaping and controlling how an organisation is perceived by the public. The means includes creating a positive image, promoting accomplishments, and addressing any negative opinions or criticisms. Organisations employ variety of image management strategies to transform their image into a positive reputation among citizens. Engaging and communicating with the public is a central aspect of public relations. This process involves establishing a two-way communication channel where stakeholders not only receive information from the organisation but also have the chance to voice their opinions and concerns.

According to Muchenje and Mtengwa (2023), building and maintaining public trust is essential for a successful relationship between the organisation and the public. This can be achieved through transparent communication, consistent messaging, and ethical conduct. It is important for the organisation to fulfil on their promises and also be honest about challenges, failures, and decision-making processes. A trustworthy organisation creates a positive environment where stakeholders have confidence in the actions and decisions of the organisation.

Pranjić (2023) averred that organisations must ensure that the public have access to information about their activities, policies, and decisions. This can be done through clear and understandable communication via press releases, public statements, media relations, and other channels. The goal is to enhance public understanding, facilitate informed decision-making, and prevent misinformation. To effectively manage the image and reputation, a strategic approach to communication, crisis management, and public opinion is necessary.

Through methods such as public consultations, town hall meetings, social media, traditional media, and other platforms, organisation aims to create a dialogue with the

public. By actively listening to the publics, organisation can gain a better understanding of their concerns and address them effectively, leading to more robust relationship.

THEORETICAL FRAMEWORK
Social Construction of Reality Theory
Social Construction of Reality Theory was propounded by Peter L. Berger and Thomas Luckmann in 1966. The theory posits that individuals and society co-create and maintain their shared reality through social interactions, language, and cultural frameworks. It emphasizes that reality is not an objective truth but rather a subjective and socially constructed concept shaped by societal norms, beliefs, and interactions. Scholars generally view this theory as a crucial framework for understanding how individuals and societies create and maintain shared meanings and interpretations of reality as society is created by humans and human interaction, which they call habitualisation.

In the context of image management strategies, the social construction of reality theory suggests that the perception of the Government of Akwa Ibom State's reputation is not solely based on objective facts or actions but is influenced by the collective interpretations and constructions of the residents of Uyo. The government's image is constructed through various social interactions, media representations, and communication strategies that shape how residents perceive and evaluate its reputation. By understanding the social construction of reality, image management strategies can be tailored to align with the shared beliefs, values, and interpretations of Uyo residents. This involves actively engaging with the community, addressing their concerns and expectations, and shaping narratives that resonate with their social construction of reality.

REVIEW OF EMPIRICAL STUDIES
Reginald, Nnamdi, and Ibituru (2019) revealed that there is a significant relationship between the image management strategies of the NSCDC and the corporate image of the corps. The study also identified the challenges faced by the NSCDC in managing its image, which include inadequate funding, lack of training for PROs, and negative media coverage.

Iguda (2022) aimed to empirically identify the key factors affecting the perception of people about Nigeria as a country and its citizens. The study focused on three objectives, which were to determine the factors that influence people's perception of Nigeria, to examine the implications of these factors on the country's image and reputation, and to identify strategies for improving Nigeria's image and reputation. The study found that Nigeria as a country suffers from an image crisis and reputation, and Nigerians in Diaspora are largely perceived as people with questionable character. The study also identified factors such as corruption, insecurity, and poor governance as the major factors that influence people's perception of Nigeria.

Inobemhe, Garba, Udeh, and Santas (2023) aimed to evaluate the public relations and image management strategies of the Nigeria Police Force (NPF) after the #ENDSARS protest across Nigeria. It was found that the NPF's public relations and image management strategies were ineffective in managing the force's image and reputation after the #ENDSARS protest. The study also identified factors such as corruption, poor governance, and inadequate funding as the major challenges faced by the NPF in managing its image. Based on the findings, the researchers recommended that the NPF should prioritize public relations and image management in its operations.

METHODOLOGY

The research design adopted for this study is the survey design. As at 2023, the projected population of Uyo was one million, three hundred thousand only (1,300,000). Using the Taro Yamane formula, the calculated sample size for the projected population of Uyo in 2023 (approximately 1,300,000) with a desired level of precision of 0.05 is four hundred 400. For this study, cluster sampling method was used for the research as Uyo population were clustered by INEC wards for easy administration of questionnaire. The clusters were then randomly sample based on availability for data collection. Uyo were clustered by INEC Wards for easy administration: Uyo Urban ward l, Uyo Urban ward ll, Uyo Urban ward lll, Etoi ward l, Etoi ward ll, Offot ward l, Offot ward ll, Ikono ward l, Ikono ward 11, Oku ward l and Oku ward ll.

The research instrument adopted for this study was a structured questionnaire. The questionnaire was designed and submitted to research experts for validation. Suggestions and direction given were strictly adhered to in the final draft of this questionnaire before distribution. Cronbach's alpha statistical methods was used for internal consistency reliability. The value of Cronbach's alpha for this study's questionnaire was 0.83. The data analysis and presentation for this study was done using frequencies, percentages and tables. Hypotheses raised in the study were tested using the Pearson Product Moment Correlation (PPMC).

DATA PRESENTATION AND ANALYSIS

A total of 400 respondents were served with copies of the questionnaire out of which 380 could be retrieved by the researcher for data analysis. The researcher used the 380 questionnaires returned as the number of the respondents in the analysis.

Table 1: Demographic Distribution of Respondents

Gender	Frequency	Percentage
Male	228	60
Female	152	40
Total	380	100
Age	**Frequency**	**Percentage**
18-25 years	163	43
26-35 years	141	37
36-45 years	44	12
46 and above	32	8
Total	380	100
Occupation	**Frequency**	**Percentage**
Government Employee	41	11
Private Sector Employee	150	39
Student	110	29
Entrepreneur	79	21
Total	380	100
Educational Qualification	**Frequency**	**Percentage**
National Diploma	119	31
Bachelor's Degree	135	35
Master's Degree	82	22
Doctorate	44	12
Total	380	100

Source: Fieldwork, 2023

Table 4.1 shows that a majority of 228 (60%) respondents were male. In contrast, 152 (40%) respondents identified as female. 163 (43%) majority of the respondents that participated in this study were between 18-25 years, 141 (37%) were 26-35 years. This means that those between the ages 18-25 and 26-35 provided the bulk of response to the research question. A majority of the respondents, 150, representing 39% of the sampled population, were private sector employee, 110 (29%) respondents were students, 79 (21%) were entrepreneur, whereas 41 (11%) respondents were government employee. The majority of the respondents 135 (35%) were Bachelor's Degree holder, 119 (31%) respondents had National Diploma, 82 (22%) had Master's Degree, meanwhile 44 (12%) were Doctorate degree holders.

Table 2: Image management strategies of Akwa Ibom State Government

Options	Frequency	Percentage
Public Relations Campaigns & Events	60	16
Social Media Presence & Engagement	111	29
Stakeholder and community engagement	54	14
Crisis communication and management	30	8
All of the above	125	33
Total	380	100

Source: Fieldwork, 2023

Table 2 shows that 111 (29%) respondents agreed that social media presence & engagement was the image management strategies used by Akwa Ibom State government, 60 (16%) ticked Public Relations Campaigns & Events, 54 (14%) ticked Stakeholder and community engagement, 30 (8%) ticked Crisis communication and management, 125 (33%) ticked all of the above.

Table 3: Effectiveness of the image management strategies by AKSG

Options	Frequency	Percentage
Very Effective	181	48
Effective	150	39
Neutral	29	8
Ineffective	11	3
Very ineffective	9	2
Total	380	100

Source: Fieldwork, 2023

Table 3 shows that 181 (48%) expressed Very Effective regarding effectiveness of the image management strategies by AKSG, 150 (39%) respondents said effective, 29 (8%) expressed Neutrality, 11 (3%) said ineffective, 9 (2%) and said very ineffective.

Table 4 Description of perception of government reputation in Akwa Ibom

Options	Frequency	Percentage
Positive	272	72
Negative	27	7
Neutral	53	14
Uncertain	28	7
Total	380	100

Table 4 shows 272 (72%) perceived the reputation of AKSG as a result of its management strategies to be positive reputation.

Table 5: Performance that has the most significant impact on perception of the government's reputation

Options	Frequency	Percentage
Transparency and Accountability	35	9
Security and Peace	92	24
Service Delivery and Infrastructure Development	162	43
Anti-Corruption Measures and Toll-Free Lines	52	14
Community Engagement and Participation	39	10
Total	380	100

Table 5 shows 35 (9%) perceived transparency and accountability as performance that have significant impact AKSG reputation, 92 (24%) ticked security and peace, 162 (43%) ticked service delivery and infrastructural development, 52 (14%) ticked anti-corruption measures and toll-free lines, 39 (10%) ticked community engagement and participation.

Table 6: Perception of corporate image of AKSG due to reputation management strategies

Options	Frequency	Percentage
Very Positive	56	14
Positive	212	56
Neutral	62	16
Negative	32	8
Very Negative	18	5
Total	380	100

Table 6 shows 55 (15%) perceived that corporate image of AKSG as a result of its reputation management strategies to be very positive, 212 (56%) ticked positive, 62 (16%) ticked neutral, 32 (8%) ticked negative, 19 (5%) ticked very negative.

Testing of Hypothesis
The hypotheses of the study formulated in chapter one is here restated and tested using Pearson correlation technique at 5% level of significance. The hypothesis is restated thus:
H_{o1}: There is no significant level of relationship between the levels of effectiveness of image management strategies adopted by government and what accounts for Uyo residents' perception of Akwa Ibom State Government.
Table 7: Level of relationship between the levels of effectiveness of image management strategies adopted by government and what accounts for Uyo residents' perception of Akwa Ibom State Government.

Hypothesis Two

Effective ness	Perce ption	X²	Y²	XY	Calcul ated R	R Critical	Df	Signifi cant Level
181	56	32,761	3,136	10,136	0.898	0.514	1.77	0.55
150	212	22,500	44,944	31,800				
29	62	841	3,844	1,798				
11	32	121	1,024	352				
9	18	81	324	162				
ΣX = 380	ΣY = 380	ΣX2 = 56,304	ΣY² =53,272	ΣXY = 40,248				

Source: Fieldwork, 2024

Results of the Pearson correlation indicated that there is a significant large positive relationship between X and Y variables. The Pearson correlation coefficient (r) between variables X and Y is 0.898, indicating a strong positive relationship between the two variables. The results suggest that there is a significant large positive relationship between variables X and Y, with a Pearson correlation coefficient of 0.898 at a statistically significant level of p = 0.015

Based on the result shown, the null hypothesis "There is no significant level of relationship between the levels of effectiveness of image management strategies adopted by government and what accounts for Uyo residents' perception of Akwa Ibom State Government" should be rejected.

Decision Rule: The statement states that the Pearson correlation coefficient (r) between variables X and Y is 0.898, which indicates a strong positive relationship between the two variables X and Y. This implies that there is a strong positive relationship between effectiveness of image management strategies adopted by government and what accounts for Uyo residents' perception of Akwa Ibom State Government.

DISCUSSION OF FINDINGS
Research Question One: What are the image management strategies adopted by the Akwa Ibom State government?
Table 2 provides answer to this question. Using information gathered from the interviews and questionnaire in answering research question one, it can be inferred that most residents of Uyo understands the image management strategies adopted by the Akwa Ibom State Government. Majority of the respondents 33% agreed that social media presence and engagement, Public Relations Campaigns & Events, Stakeholder and community engagement, Crisis communication and management and a combination of these strategies were image management strategies employed by the Akwa Ibom State Government.

The aim of these strategies employed by Akwa Ibom State Government was to project a positive image of government by informing the people of activities of the government. The above findings align with Filip Lievens (2017) which states that organisational image is the people's global impressions of an organisation and is defined as people's loose structures of knowledge and beliefs about an organisation (in this context Akwa Ibom State Government). An organisational image therefore, is the product of discourse between organisations and stakeholders, not simply the result of one-way

communication that ipso facto produces a desired image in the minds of the target audience (Erdem, 2013).

Since image management is the deliberate effort by an organisation to shape and control their public image, whereas it involves strategic communication with stakeholders, and the public to align their desired image with their actual perceived image, in Akwa Ibom State the image management is careful thought-out to make residents know that government is focusing on their needs, preferences, and well-being in all aspects of decision-making, development, and service delivery. In creating and maintaining a positive and consistent impression of the State in the eyes of the people, Akwa Ibom State Government have been able to endear herself positively to Uyo residents by aligning her visual, verbal, and behavioural cues with the community goals, values, and personality.

Research Question Two: What is the level of the effectiveness of the image management strategies adopted by the Akwa Ibom State government in managing the image of the government?

Table 3 provides answer to this question. The survey results indicated the level of effectiveness of the image management strategies employed by the Akwa Ibom State government in managing its image as a substantial number of respondents 181 (48%) deemed the strategies to be "Very Effective" in shaping the government's image. Additionally, 150 respondents (39%) considered the strategies as "Effective."

This collaborates the findings of Reginald et al (2019), image management of an organisation is inevitable because the image of any organisation depends solely on public perception of that organisation. Depending on the perception of the respondent's, the image of Akwa Ibom State Government may be an assumption. Good image serves as a panacea for negative media reports and negative public perception. Thus, image management of Akwa Ibom State Government is aimed at gaining a positive image for the government; the implication is that, by so doing, the government gains good image and trust from the citizens. Anastasia (2018) posits that although an image is abstract and cannot be systematically measured, its manifestation is present.

Research Question Three: What is Uyo residents' perception of government reputation in Akwa Ibom State?

Table 4 provides answer to this question. Findings about the third research question indicated that 272 (72%) perceived the reputation of the Government of Akwa Ibom State to be positive. Reputation is the overall perception that the public have about an organisation (Akwa Ibom State Government). It is the collective opinion that people hold about an organisation's character, values, and behaviour. Reputation is built over time through actions and interactions with others.

The findings corroborate with the work of Argenti and Druckenmiller, 2004 which states that reputation has to do with the 'collective representation of multiple constituencies' images built up over time. Iguda, (2022), states that perception plays a vital role in determining how one is treated, perceived and even interacted with. The way and manner a matter, issue, or construct is perceived determines to a large extent the type of reaction it commands. Thus, the perception of Akwa Ibom State Government's reputation by residents of Uyo speaks of a preconceived idea that was formed as a result of interactions with the government and its functionaries which then (over time) builds a positive reputation for the government. A good reputation is highly valued in society as it opens doors to opportunities, build trust, and establish credibility.

Research Question Four: What accounts for the perception of Uyo residents on government reputation?

Table 5 and 6 provides answer to this question. Residents' awareness and perception of development control activities initiated by the government accounts for significant impact on perception of government's reputation among residents of Uyo. Findings indicates 162 (43%) ticked service delivery and infrastructural development, 92 (24%) ticked security and peace, 52 (14%) ticked anti-corruption measures and toll-free lines, 39 (10%) ticked community engagement and participation, while 35 (9%) perceived transparency and accountability as performance that have significant impact AKSG reputation. According to Table 7 the Pearson correlation coefficient (r) between variables X and Y is 0.898, which indicates a strong positive relationship between the two variables X and Y.

This implies that there is a strong positive relationship between effectiveness of image management strategies adopted by government and what accounts for Uyo residents' perception of Akwa Ibom State Government. Government performance has enhanced the reputation of the Akwa Ibom State governments in the view of Uyo residents, leading to a shift in perception for those who previously held misconceptions or negative attitudes towards the government. The finding aligns with Brustein (2014) description of reputation as a form of currency that never fluctuates in the market. In a simple formula he crafted, the scholar posits: your actions + what others say about you = your reputation.

SUMMARY OF FINDINGS

The following are the major findings of this study

1. Majority of the respondents 33% agreed that social media presence and engagement.
2. Nearly half (48%) of the respondents expressed that the image management strategies employed by the Akwa Ibom State government were "Very Effective" in managing the government's image.
3. Majority of respondents (87%) had a positive perception of the effectiveness of the image management strategies adopted by the state government.
4. An overwhelming majority of 72% of respondents perceived the reputation of the Akwa Ibom State Government to be positive.

CONCLUSION

The research examined the image management strategies adopted by the Akwa Ibom State Government and their impact on the perception of the government's reputation among Uyo residents. The findings highlight the effectiveness of the government's approach to managing its public image and the factors contributing to its positive reputation among the residents. The research findings clearly suggested that the Akwa Ibom State Government has effectively implemented image management strategies and achieved a positive reputation among Uyo residents through its efforts in using various channels of communication to showcase what they have done in areas of essential service delivery, developing infrastructure, and maintaining security and peace within the state.

The government's multi-faceted approach to image management and its performance in key areas have resonated well with the public, resulting in a favourable perception of its reputation. However, it is important to note that perceptions can be influenced by various factors, and continuous efforts to maintain and enhance the government's reputation are essential. Thus, in the light of the findings obtained from this study, the conclusion reached is that image management strategies and Uyo residents' perception of the reputation of government of Akwa Ibom State is satisfactory and commendable.

RECOMMENDATIONS

The following recommendations were made from the findings of this study:

1. The government can elevate its image, foster public involvement, and cultivate trust and credibility among the populace in the state by utilising a wide array of image management tactics, encompassing social media interaction, public relations initiatives, community engagement projects, infrastructure enhancement endeavours, and crisis communication protocols.

2. By addressing the doubts raised by cynics of the strategies' efficacy and raising awareness among those who are uninformed, the government of Akwa Ibom can bolster the overall effectiveness of its image management endeavours.

3. The government should take note of perception of its reputation in the eyes of its citizens. Addressing these perceptions and increasing awareness among those who are unaware could help strengthen the government's reputation management efforts and enhance its overall image.

4. To effectively manage the government's reputation, it is recommended for government to Conduct Regular Reputation Monitoring and Assessment through periodic surveys, analysing social media sentiment, and gathering feedback from various stakeholders.

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