

The Communication Strategy of the Khon La Khrueng Plus Policy on Social Media of the Thai Government

Venus Khengnukhro, Sukhothai Thammathirat Open University, Thailand
Supaporn Sridee, Sukhothai Thammathirat Open University, Thailand
Hareuthai Panyavuttrakul, Sukhothai Thammathirat Open University, Thailand

The Asian Conference on the Social Sciences 2026
Official Conference Proceedings

Abstract

This Article presents a conceptual The Khon La Khrueng Plus program, an extension of Thailand's original Khon La Khrueng scheme, is a government economic stimulus measure designed to mitigate the impact of the pandemic. The program structure involves the government co-paying 50% of the cost of goods and services, with citizens paying the remaining 50% through the government's official Pao Tang mobile application, with a daily spending limit of 200 THB per person. This study aims to investigate the form and strategy of the Thai government's policy communication for the Khon La Khrueng Plus program on social media. Drawing upon the concept of Strategic Communication and Framing Theory, the government primarily presented the policy's benefits in tangible aspects, such as a measure to reduce citizens' cost of living, a short-term economic stimulus, and an effort to elevate the country towards a digital society. The communication style used emphasized credibility and ease of use to build citizen confidence in maximizing their participation in the program, exemplifying a blend of digital governance and public engagement in the country. It is recommended that the government implements a more robust mechanism to verify actual transactions to prevent potential corruption, both in this policy and in future public initiatives.

Keywords: policy communication, Khon La Khrueng Plus, social media, Thai government

iafor

The International Academic Forum
www.iafor.org

Introduction

In the digital era, governments increasingly rely on social media platforms as strategic tools for communicating public policies, managing public perception, and strengthening citizen engagement. Social media has transformed the nature of political communication by enabling governments to communicate directly with citizens in real time while simultaneously influencing public opinion and policy participation (Page & Hansson, 2024). In Thailand, the integration of digital communication into public administration has become particularly significant following the COVID-19 pandemic and the expansion of digital governance initiatives.

The “Khon La Khrueng Plus” project was introduced by the Thai government in 2025 as an economic stimulus policy designed to alleviate citizens’ financial burdens and stimulate domestic consumption. The project extended the earlier “Khon La Khrueng” initiative by allowing the government to subsidize 50% of citizens’ spending on goods and services through the Paotang application, while citizens paid the remaining 50%. The policy was implemented as part of the government’s rapid economic recovery agenda and was expected to stimulate approximately 88 billion baht in economic circulation (Ministry of Finance, 2025).

The communication of this policy relied heavily on digital media platforms, including Facebook, TikTok, Line Official Account, and YouTube. Government agencies strategically used infographics, video clips, hashtags, and AI-generated characters to increase accessibility and public engagement. This reflects the growing importance of digital political communication and strategic government communication in contemporary governance systems (Lu & Ngai, 2024).

Despite the increasing use of social media by governments worldwide, limited studies have examined how the Thai government strategically communicates economic policies through digital platforms. Previous studies mainly focused on policy effectiveness, economic impacts, or public satisfaction rather than communication strategies (Punyaluck, 2021; Rungkiatwong, 2024). Therefore, this study aims to fill the research gap by analyzing the communication strategies employed by the Thai government in promoting the “Khon La Khrueng Plus” policy through social media.

The objectives of this study are to examine the forms of policy communication used in the “Khon La Khrueng Plus” project on social media platforms. To analyze the strategic communication approaches employed by the Thai government in promoting the policy. To investigate how digital communication contributes to citizen engagement and policy participation.

This study is significant because it contributes to the fields of political communication, digital governance, and strategic communication by providing insights into how governments utilize social media to shape public perception and encourage policy participation in a digital society.

Literature Review and Conceptual Framework

Political Communication in the Digital Era

Political communication refers to the process through which political actors, governments, and institutions exchange information with citizens to influence political attitudes and behaviors

(McNair, 2018). In the digital era, social media platforms have transformed political communication by enabling direct interaction between governments and citizens. Governments increasingly utilize digital platforms to promote transparency, legitimacy, and citizen participation (Mahadewi & Darma, 2024).

According to Castells (2015), digital communication networks reshape power relationships between states and citizens by decentralizing information dissemination. Social media also facilitates public participation and creates new forms of political engagement and digital activism.

Recent studies indicate that government communication on social media significantly influences public trust, policy acceptance, and citizen participation (Lee, 2024). Governments increasingly rely on digital communication strategies to enhance public engagement, particularly during crises and economic recovery periods.

Government Communication on Social Media

Government communication on social media has evolved from one-way information dissemination to interactive and dialogic communication (Page & Hansson, 2024). Social media enables governments to communicate policies rapidly, respond to misinformation, and foster public engagement.

Research by Patel et al. (2024) found that government-issued social media content plays a crucial role in public comprehension and behavioral responses during public crises. Similarly, Meyer and Wiley (2024) argued that governments must adopt flexible and adaptive communication strategies to maintain public trust in complex digital environments.

In Thailand, government agencies have increasingly integrated Facebook, TikTok, and Line Official Accounts into public communication strategies. These platforms are used to disseminate policy information, provide public service announcements, and enhance policy participation (Public Relations Department, 2025).

Strategic Communication Theory

Strategic communication refers to the purposeful use of communication by organizations to achieve specific goals (Hallahan et al., 2007). Governments employ strategic communication to shape public perception, strengthen legitimacy, and encourage citizen participation.

The Thai government's communication strategy for the "Khon La Khrueng Plus" project reflects integrated strategic communication practices through the combination of multimedia content, emotional framing, policy branding, and social media engagement. The use of AI-generated mascots, influencers, and digital storytelling demonstrates contemporary approaches to political communication in digital societies.

Strategic communication also involves audience segmentation and message adaptation. Communication tailored to younger audiences through TikTok and short-form video content demonstrates how governments adapt communication strategies according to audience preferences (Faisal et al., 2025).

Framing Theory

This study applies Framing Theory developed by Goffman (1974) to analyze how the Thai government framed the “Khon La Khrueng Plus” policy on social media.

Framing refers to the selection and emphasis of specific aspects of reality to shape audience interpretation. Governments use framing strategies to highlight the benefits, urgency, and legitimacy of public policies.

The Thai government framed the policy as An economic recovery mechanism. A cost-of-living relief measure. A digital transformation initiative. A policy promoting social participation.

Framing strategies influence how citizens interpret policy effectiveness and legitimacy (Entman, 1993). Emotional framing and positive narratives also increase policy acceptance and public engagement.

Digital Governance and Public Participation

Digital governance refers to the integration of digital technologies into governance systems to enhance transparency, accountability, and citizen participation (Margetts & Dunleavy, 2013). Social media platforms allow governments to engage citizens more directly and efficiently.

The “Khon La Khrueng Plus” policy demonstrates how digital governance mechanisms can support economic policies through mobile applications, digital payment systems, and online communication. However, digital inequality remains a significant challenge, particularly among older populations and rural communities (Rungkiatwong, 2024).

Research Methodology

This study employed a qualitative research design using qualitative content analysis. Data were collected from official government social media platforms related to the “Khon La Khrueng Plus” project between October and December 2025.

The analyzed platforms included Facebook pages of the Thai Government and Public Relations Department, Line Official Accounts, TikTok communication campaigns, YouTube promotional videos and Online news and digital press releases.

The study focused on communication content, framing strategies, visual communication techniques, hashtags, audience engagement methods, and misinformation management.

Data were analyzed through thematic analysis to identify major communication themes and strategic communication patterns.

Findings

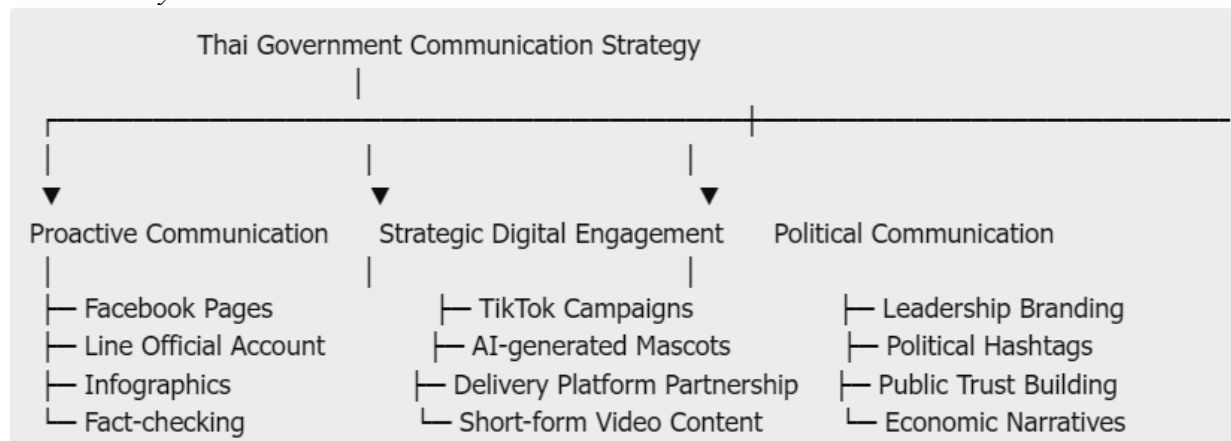
Proactive Integrated Communication

The Thai government adopted proactive integrated communication strategies to disseminate policy information rapidly and effectively. Official Facebook pages such as “Thai Khu Fah” and the Government Spokesperson Bureau served as central communication channels.

Communication materials emphasized simplicity and accessibility through infographics and short-form videos. The use of visual communication enabled citizens to understand policy conditions and registration procedures more easily.

Figure 1

Integrated Communication Strategies of the Thai Government for the “Khon La Khrueng Plus” Policy



Note. Developed by the author based on Ministry of Finance (2025), Public Relations Department (2025), and Page & Hansson (2024).

Figure 1 illustrates the integrated communication strategies employed by the Thai government in promoting the “Khon La Khrueng Plus” policy through social media platforms. The findings demonstrate that the government adopted a multidimensional communication model combining proactive communication, strategic digital engagement, and political communication simultaneously.

The first dimension, proactive communication, focused on disseminating official information rapidly through government-controlled platforms such as Facebook pages, Line Official Accounts, and official spokesperson channels. The government intentionally designed communication materials using infographics, simplified language, and short-form visual content to reduce information complexity and increase accessibility for the general public. This communication approach reflects the government’s attempt to create a centralized and credible information ecosystem in order to minimize confusion and increase public trust.

The second dimension, strategic digital engagement, highlights the adaptation of modern communication technologies and platform-specific strategies. The findings reveal that the government employed AI-generated mascots, animated videos, and social media campaigns through TikTok and Facebook to attract younger audiences and increase online engagement. Furthermore, the integration of food delivery platforms and private-sector partnerships demonstrates how public policy communication has evolved into a hybrid communication model that combines public administration with digital marketing techniques.

The third dimension, political communication, demonstrates how the policy was strategically connected to leadership branding and political legitimacy. The communication process emphasized the visibility of political leaders, policy hashtags, and economic recovery narratives to reinforce the government’s image as an active problem-solver during economic uncertainty. This indicates that the communication strategy was not solely designed for policy

dissemination, but also functioned as a mechanism for constructing political trust and strengthening governmental legitimacy in the digital era.

Emotional and Economic Framing

The policy was framed as a mechanism to reduce living costs and support economic recovery. Communication messages emphasized themes such as “helping citizens,” “supporting local businesses,” and “economic revitalization.”

The government strategically highlighted positive economic indicators and citizen satisfaction surveys to strengthen public confidence and policy legitimacy.

This finding demonstrates that the Thai government did not communicate the “Khon La Khrueng Plus” policy merely as an economic stimulus measure, but strategically framed it as a social and political instrument designed to alleviate citizens’ financial burdens while simultaneously revitalizing the national economy. The communication strategy reflected a broader attempt to construct positive public perceptions and strengthen political legitimacy through digital policy communication.

The study found that the government employed framing strategies by emphasizing positive narratives such as “helping citizens,” “supporting local businesses,” and “economic revitalization.” These communication themes were intentionally selected to align with the socio-economic conditions experienced by the public, particularly rising living costs, inflation, declining purchasing power, and the lingering economic impacts of the post-COVID-19 period. By focusing on issues directly affecting everyday life, the government attempted to position the policy as an immediate and practical solution to citizens’ economic difficulties.

In terms of cost-of-living reduction framing, the government communicated the policy as a mechanism for sharing citizens’ daily financial burdens rather than simply providing direct financial aid. Through the co-payment model, in which the government subsidized 50% of eligible spending while citizens paid the remaining portion, the policy was presented as a collaborative economic support system. This communication approach created the perception that the government was actively assisting citizens in accessing essential goods and services while encouraging responsible spending behavior.

At the same time, the economic recovery framing emphasized the role of the policy in stimulating domestic consumption and increasing money circulation within local economies. Government communication highlighted the benefits of supporting small businesses, local vendors, and grassroots economic activities. Messages such as “stimulating the grassroots economy” and “increasing economic circulation” reflected the government’s effort to connect the policy with broader national economic recovery objectives. Furthermore, the findings reveal that the government strategically utilized positive economic indicators as communication tools to reinforce policy credibility and public confidence. Official social media platforms continuously presented statistical information, including the number of registered participants, spending volumes through the Paotang application, economic circulation figures, and citizen satisfaction survey results.

These indicators functioned not only as informational content but also as symbolic evidence demonstrating policy success and effectiveness. The communication of citizen satisfaction surveys also played a crucial role in strengthening policy legitimacy. When citizens observed

that a large proportion of the population expressed satisfaction with the policy, it contributed to the perception that the project was socially accepted and widely supported. This aligns with political communication theories suggesting that positive public opinion and collective approval can significantly influence policy acceptance and citizen participation. Importantly, this communication strategy extended beyond promoting policy efficiency alone. It also functioned as a mechanism for political trust-building. Through continuous communication on social media platforms, the government attempted to portray itself as responsive, capable, and attentive to citizens' economic concerns. The visibility of government leaders, combined with positive economic narratives and participatory messaging, reinforced the image of a government actively managing economic recovery during a period of uncertainty.

Therefore, this finding indicates that the communication strategy of the “Khon La Khrueng Plus” policy represented more than simple public relations or information dissemination. Instead, it reflected a comprehensive framing process in which social media platforms were strategically utilized to shape public perception, encourage citizen participation, strengthen policy legitimacy, and enhance political trust within Thailand's digital governance environment.

Interactive Communication and Misinformation Management

The government utilized social media platforms to engage in two-way communication with citizens. Official channels responded to frequently asked questions and corrected misinformation through fact-checking campaigns.

This strategy aligns with dialogic communication approaches that enhance public trust and reduce misinformation risks (Lee, 2024).

This finding demonstrates that the Thai government adopted a dialogic communication strategy by utilizing social media platforms not only as channels for disseminating information, but also as interactive spaces for engaging directly with citizens. Unlike traditional one-way government communication, which primarily focuses on broadcasting official announcements, the communication strategy of the “Khon La Khrueng Plus” policy emphasized responsiveness, interaction, and real-time communication with the public.

The study found that official government social media platforms, particularly Facebook pages, Line Official Accounts, and other digital communication channels, actively responded to citizens' frequently asked questions regarding policy registration, eligibility conditions, spending procedures, and technical issues associated with the Paotang application. This interactive communication process enabled citizens to obtain immediate clarification and reduced confusion regarding policy implementation.

Furthermore, the government strategically used social media as a mechanism for managing misinformation and combating fake news related to the policy. During the implementation of the “Khon La Khrueng Plus” project, various forms of misinformation circulated online, including false claims regarding registration procedures, eligibility criteria, and illegal cash exchange schemes. In response, government agencies launched fact-checking campaigns and regularly published clarification posts through official communication channels.

These fact-checking efforts were designed to reinforce information credibility and protect citizens from misinformation risks. The government utilized clear and accessible

communication formats, such as infographics, short explanatory videos, warning messages, and “fake news alert” announcements, to ensure that corrective information could be easily understood and rapidly disseminated across social media networks.

The findings also indicate that the government’s use of dialogic communication contributed significantly to strengthening public trust and increasing policy transparency. By responding directly to public concerns and demonstrating continuous online presence, government agencies created the perception of being accessible, accountable, and responsive to citizens’ needs. This communication approach reduced the communication gap between the government and the public, thereby enhancing citizens’ confidence in the policy.

In addition, the interactive nature of social media communication encouraged greater citizen participation in the policy process. Citizens were not merely passive recipients of information but became active participants who could ask questions, share experiences, express concerns, and engage in online discussions regarding the policy. This reflects the transformation of government communication from hierarchical communication structures toward participatory digital communication models.

The findings are consistent with the concept of dialogic communication proposed in contemporary digital communication studies, which emphasizes mutual interaction, responsiveness, openness, and relationship-building between organizations and stakeholders (Lee, 2024). Dialogic communication suggests that effective government communication should prioritize engagement and public interaction rather than relying solely on top-down information dissemination.

Moreover, the study reveals that dialogic communication plays a crucial role in reducing misinformation risks in digital environments. In the era of rapid information sharing and algorithm-driven social media platforms, misinformation can spread quickly and negatively affect public trust and policy participation. Therefore, the government’s proactive fact-checking strategy functioned as a form of digital crisis communication aimed at maintaining communication stability and policy credibility.

Overall, this finding demonstrates that the Thai government strategically employed two-way communication and fact-checking mechanisms as essential components of its digital policy communication strategy. Social media platforms functioned not only as tools for policy promotion but also as spaces for public interaction, trust-building, misinformation management, and citizen engagement within Thailand’s digital governance system.

The government integrated AI-generated characters and animated content into communication campaigns to attract younger audiences. TikTok campaigns and hashtags such as # Khon La Khrueng Plus Delivery enhanced policy visibility and encouraged online participation.

These communication techniques demonstrate the increasing convergence between political communication and digital marketing strategies.

This finding demonstrates that the Thai government increasingly adopted modern digital communication techniques by integrating AI-generated characters, animated media content, and platform-specific social media strategies into the communication campaigns of the “Khon La Khrueng Plus” policy. The use of these communication tools reflects a significant

transformation in government communication practices, particularly in adapting public policy communication to the communication behaviors of younger generations in the digital era.

The study found that the government intentionally designed communication campaigns using AI-generated mascots, animated characters, and visually engaging short-form videos to make policy communication more attractive, accessible, and relatable to younger audiences. Unlike traditional government communication, which is often perceived as formal, bureaucratic, and text-heavy, the use of animated content created a more informal and user-friendly communication atmosphere. This approach helped reduce communication barriers and increased the likelihood that younger citizens would pay attention to policy-related information.

The findings further reveal that platforms such as TikTok played a central role in the government's communication strategy. TikTok's algorithm-driven content distribution system enabled policy-related videos to reach large audiences rapidly through short, entertaining, and highly shareable content formats. The government strategically adapted communication styles to match the characteristics of the platform, including the use of short video clips, trending audio, subtitles, visual effects, and emotionally engaging storytelling techniques.

In addition, the use of hashtags such as Delivery significantly increased policy visibility and online engagement. Hashtags functioned as digital communication tools that organized online conversations, improved content discoverability, and encouraged user participation in policy-related discussions. The hashtag campaign also created a sense of online community participation by allowing citizens, businesses, and influencers to share their experiences and promotional content related to the policy.

The integration of delivery platform partnerships into the communication strategy further demonstrates how the government combined public policy communication with contemporary digital marketing techniques. By collaborating with food delivery platforms and online commercial services, the government expanded the policy's visibility beyond official government channels and embedded policy communication within citizens' everyday digital consumption behaviors. This approach reflects the strategic use of cross-platform communication and public-private partnerships to increase communication effectiveness.

Moreover, the findings indicate that these communication strategies were specifically designed to increase online participation among younger demographic groups, particularly Generation Z and digitally active users. Younger audiences tend to consume information through visual, interactive, and entertainment-oriented digital media rather than traditional governmental communication formats. Therefore, the government's use of AI-generated content and TikTok campaigns represents an adaptive communication strategy that aligns with evolving media consumption patterns in contemporary digital society.

Importantly, this finding highlights the growing convergence between political communication and digital marketing strategies. Traditionally, political communication focused on policy dissemination and ideological persuasion, whereas digital marketing emphasized audience engagement, branding, emotional connection, and algorithmic visibility. However, the communication strategy of the "Khon La Khrueng Plus" policy demonstrates that governments increasingly adopt marketing-oriented techniques to improve policy communication effectiveness.

The use of branding elements, viral communication strategies, emotional storytelling, influencer-style content, and visually engaging campaigns indicates that government communication is evolving toward a hybrid communication model that integrates public administration, political communication, and digital marketing practices. In this context, social media platforms no longer function merely as channels for policy announcements, but rather as strategic communication ecosystems where governments compete for public attention, engagement, and trust.

Therefore, this finding suggests that the Thai government strategically utilized AI-generated media content, TikTok campaigns, and hashtag communication as innovative digital engagement mechanisms to modernize public policy communication, increase citizen participation, and strengthen policy visibility within an increasingly competitive digital media environment.

Figure 2

Strategic Communication Process of the “Khon La Khrueng Plus” Policy



Note. Developed by the author based on Goffman (1974), Entman (1993), and Hallahan et al. (2007).

Figure 2 explains the strategic communication process of the “Khon La Khrueng Plus” policy from the initial stage of policy formulation to the final stage of public trust and policy acceptance. The figure demonstrates that the government strategically transformed economic policy into public narratives that citizens could easily understand and emotionally connect with.

The findings reveal that the government framed the policy around three major narratives: economic recovery, cost-of-living reduction, and digital transformation. These framing strategies were intentionally selected to shape citizens’ perceptions of the policy as both beneficial and necessary during periods of economic instability. This communication approach is consistent with Framing Theory, which suggests that the way information is presented significantly influences public interpretation and behavioral responses.

After constructing policy narratives, the government disseminated communication messages through multiple digital platforms, including Facebook, TikTok, LINE Official Account, and YouTube. Each platform served different communication purposes and targeted different

demographic groups. Facebook was primarily used for official announcements and information dissemination, TikTok focused on engagement-oriented short videos, while LINE Official Account supported personalized communication and notification systems.

The communication process subsequently generated citizen engagement in the form of online registration, content sharing, policy participation, and direct interaction with government agencies. This interactive communication process contributed to the creation of public trust and policy acceptance. The findings suggest that citizen participation was not only a result of economic incentives but was also significantly influenced by the effectiveness of strategic digital communication.

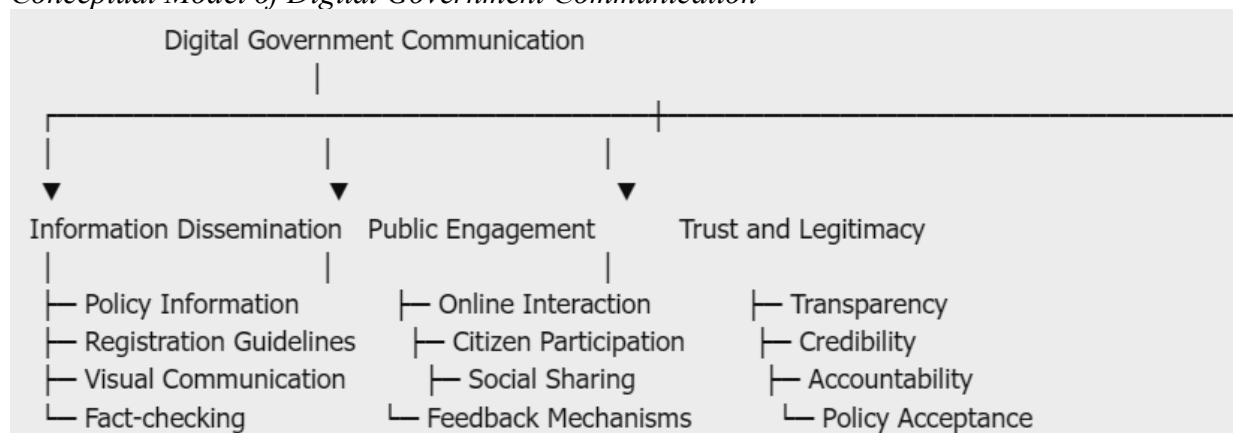
Therefore, Figure 2 highlights that strategic communication functions as a bridge connecting government policy objectives with citizen participation and public legitimacy within a digital governance environment.

Political Branding and Leadership Communication

The communication strategy also reflected political branding practices through the use of political hashtags, leadership visibility, and personalized policy narratives. Government leaders appeared prominently in online communication campaigns to reinforce policy credibility and political legitimacy.

Figure 3

Conceptual Model of Digital Government Communication



Note. Developed by the author based on Margetts and Dunleavy (2013), McNair (2018), and Page and Hansson (2024).

Figure 3 presents the conceptual model of digital government communication developed from the findings of this study. The model demonstrates that digital government communication operates through three interconnected dimensions: information dissemination, public engagement, and trust and legitimacy.

The first dimension, information dissemination, refers to the government's ability to deliver policy-related information rapidly and systematically through digital platforms. The findings indicate that the government emphasized policy explanations, registration procedures, eligibility criteria, and fact-checking communication to ensure that citizens clearly understood the operational conditions of the policy. Visual communication tools such as infographics and video content played a significant role in simplifying complex policy information and increasing communication effectiveness.

The second dimension, public engagement, reflects the transition from traditional one-way government communication toward interactive digital communication. Social media platforms enabled citizens to participate in policy discussions, share information, provide feedback, and directly communicate with government agencies. The findings suggest that engagement mechanisms increased citizens' sense of participation and strengthened policy awareness across different demographic groups.

The third dimension, trust and legitimacy, represents the ultimate objective of strategic government communication. The study found that transparency, responsiveness, and continuous communication significantly contributed to strengthening public confidence in the policy. By maintaining active communication and visible online interaction, the government attempted to establish itself as transparent, accountable, and responsive to citizens' concerns.

Overall, Figure 3 demonstrates that digital government communication is not limited to information transmission alone but functions as a strategic governance mechanism that integrates communication, citizen participation, and political legitimacy in the digital age.

Discussion

The findings demonstrate that the Thai government strategically utilized social media platforms as tools for policy communication, citizen engagement, and political legitimacy construction. The integration of strategic communication and digital governance reflects broader global trends in government communication.

The use of emotional framing and participatory narratives aligns with Framing Theory, which suggests that communication framing significantly influences public interpretation and policy acceptance (Entman, 1993). By emphasizing economic recovery and citizen welfare, the government constructed a positive policy narrative that encouraged participation.

The findings also support previous studies indicating that government communication on social media enhances public trust and engagement when communication is interactive and transparent (Lee, 2024; Patel et al., 2024).

However, the study also identified challenges related to digital inequality and policy misuse. Citizens lacking digital literacy or internet access may face barriers in participating in digital government initiatives. This reflects the concept of the digital divide in digital governance literature.

Furthermore, the communication strategy demonstrates the increasing hybridization of political communication and digital marketing. The use of AI-generated content, influencers, and hashtag campaigns reflects contemporary communication practices in digital political environments.

The study contributes theoretically by extending discussions on digital political communication in Southeast Asia and practically by offering recommendations for future government communication strategies.

Conclusion

The communication strategy of the “Khon La Khrueng Plus” policy demonstrates how governments increasingly rely on social media platforms to promote public policies, strengthen citizen engagement, and construct political legitimacy.

The Thai government adopted integrated strategic communication approaches emphasizing credibility, accessibility, emotional framing, and digital engagement. Social media platforms enabled rapid dissemination of information and enhanced policy participation.

Nevertheless, challenges related to digital inequality, misinformation, and policy misuse remain significant concerns. Future government communication strategies should focus on inclusive communication practices, digital literacy development, and transparent policy management.

This study contributes to the fields of political communication, strategic communication, and digital governance by providing empirical insights into government communication practices in Thailand.

Policy Recommendations

1. The government should strengthen fact-checking systems and misinformation management mechanisms.
2. Digital literacy programs should be expanded to reduce the digital divide.
3. Communication strategies should be adapted for different demographic groups.
4. Big Data and AI systems should be used transparently to enhance policy monitoring.
5. Governments should promote participatory communication models to increase public trust and engagement.

Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

The authors declare that generative AI and AI-assisted tools were used solely for language refinement and formatting purposes in the preparation of this manuscript. These tools were employed to proofread and enhance clarity, correct grammatical errors. No AI systems were used to generate research ideas, analyze data, interpret findings, or produce the academic

References

- Castells, M. (2015). *Networks of outrage and hope: Social movements in the Internet age*. Polity Press.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58.
- Faisal, M., Unde, A. A., Farid, M., Alsmadi, M. S., & Abouyounes, M. W. (2025). Government social media communication as a political public relations strategy for advancing social welfare. *Nusantara: Journal of Law Studies*, 5(1), 45–60.
- Goffman, E. (1974). *Frame analysis: An essay on the organization of experience*. Harvard University Press.
- Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D., & Sriramesh, K. (2007). Defining strategic communication. *International Journal of Strategic Communication*, 1(1), 3–35.
- Lee, Y. (2024). Enhancing publics' COVID-19 vaccine advocacy on social media: The role of dialogic government communication. *Health New Media Research*, 8(1), 62–72.
- Lu, W., & Ngai, S. B. C. (2024). Social media communication and public engagement in different health crisis stages: The framing of COVID-19 in Chinese official media. *Social Media + Society*, 9(2), 1–15.
- Mahadewi, D. T., & Darma, G. S. (2024). Government public communication strategy through social media in the digital era. *Eduvest Journal of Universal Studies*, 4(6), 5210–5220.
- Margetts, H., & Dunleavy, P. (2013). The second wave of digital-era governance. *Philosophical Transactions of the Royal Society A*, 371(1987), 1–17.
- McNair, B. (2018). *An introduction to political communication* (6th ed.). Routledge.
- Meyer, S. J., & Wiley, K. (2024). A framework for messy communication: A qualitative study of competing voices of authority on social media. *Administrative Sciences*, 14(7), 145.
- Ministry of Finance. (2025). *Khon La Khrueng Plus policy information*. <https://www.xn-42caj4e1a2ame9b2cq0dyo.com>
- Page, R., & Hansson, S. (2024). Dialogic analysis of government social media communication: How commanding and thanking elicit blame. *Discourse, Context and Media*, 57, 100757.
- Patel, V., Grant, L. E., Shereefdeen, H., MacKay, M., Cheng, L., Phypers, M., Papadopoulos, A., & McWhirter, J. E. (2024). A content analysis of government-issued social media posts during multi-jurisdictional enteric illness outbreaks in Canada. *Frontiers in Communication*, 9, 1512014.

Public Relations Department. (2025). *Digital government communication strategy report*. Government of Thailand.

Punyaluck, J. (2021). *Factors affecting the effectiveness of the Khon La Khrueng project in Lopburi Province*. Thepsatri Rajabhat University.

Rungkiatwong, N. (2024). *Development of the Khon La Khrueng project from the perspectives of small entrepreneurs in Rayong Province*. Chulalongkorn University.

Setiono, D. (2024). Enhancing forest fire communication: A case study of Oregon government social media. *Jurnal Manajemen Hutan Tropika*, 30(2), 202–214.

Contact email: venus.k8988@gmail.com