

Digital Public Relations as a Mechanism for Managing Corporate Reputation in the Digital Age: An Analytical Approach

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Abstract

This article examines the role of digital public relations as a strategic tool for managing corporate reputation in the digital age. It highlights the fundamental shift from traditional, one-way models to interactive models that rely on social media platforms, websites, blogs, and modern digital communication tools. The article emphasizes that digital reputation has become one of the most important intangible assets for an organization, directly impacting customer trust, loyalty, and competitiveness in the digital market. The article also explains how digital public relations contributes to monitoring content published about the organization, managing negative feedback, and enhancing a positive image by disseminating credible and valuable content that reflects the organization's principles and values, thereby increasing its credibility with the public. It further highlights the importance of digital reputation management strategies and concludes that digital public relations is no longer merely a means of disseminating information, but has become a fundamental pillar for building and managing corporate reputation and fostering trust and credibility in the changing and complex digital environment. The study also affirms that integrating these strategies with digital analytics tools enables organizations to improve their communication performance and achieve their corporate goals more effectively.

Keywords: *Digital Public Relations, Corporate Reputation, Digital Reputation Management, Social Media Platforms, Digital Content, Audience Engagement, Credibility and Trust, Digital Reputation Strategies.*

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Introduction

Public relations is one of the oldest human activities, practiced since ancient times as a means of fostering cooperation among members of society. Over time, organizations have recognized the importance of influencing and persuading the public, leading to the emergence of public relations as a fundamental function aimed at organizing communication between the organization and its internal and external audiences. This fosters understanding, integration, and adaptation to diverse groups.

Understanding and gaining the support of the public has become crucial in a rapidly competitive environment. The success of organizations is no longer solely dependent on the quality of their products or services, but also on their ability to build sustainable relationships with their audiences. Therefore, organizations strive to enhance their public image and cultivate a positive reputation that ensures public satisfaction and cooperation, especially in light of rapid technological advancements.

Within this context, the concept of digital public relations has emerged. This approach relies on utilizing digital tools and modern technologies, such as the internet, smartphones, and social media, to conduct public relations activities with greater efficiency and flexibility. This shift has provided organizations with vast opportunities for immediate and interactive communication with their audiences through the production and dissemination of media content and the continuous monitoring of feedback. Digital public relations is now a fundamental mechanism for managing corporate reputation in the digital age. It allows organizations to monitor their public image, respond quickly to crises, and build a positive digital presence that enhances trust and credibility. Continuous interaction across digital platforms strengthens the relationship between the organization and its audience, making digital public relations an effective strategic tool for managing corporate reputation and enhancing the organization's standing in a constantly changing and competitive digital environment.

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In this context, social media is one of the most prominent digital public relations tools. It represents interactive communication channels that enable two-way information exchange and enhance opportunities for direct dialogue with the public. These platforms have contributed to ending the dominance of one-way communication and have imposed a new style of communication on organizations based on interaction and participation. They have also become an effective means of building sustainable relationships, enhancing transparency, and bolstering trust, making them a pivotal tool in managing digital reputation and improving the public image of organizations.

These platforms have revolutionized public relations practices, providing unprecedented opportunities for immediate interaction with the public, understanding their trends, analyzing their behavior, and monitoring what is published about the organization. It also contributes to reducing negative content and enhancing a positive image, especially when adopting communication strategies based on dialogue and interaction. Thus, digital public relations has become an effective tool not only for disseminating information but also for managing impressions and building reputation in a complex and ever-changing digital environment.

On the other hand, public relations has undergone gradual evolution through multiple stages, starting with the traditional stage that relied on print media and one-way communication, then the digital media stage characterized by multiple sources of information and increased interaction, then the social media stage that enhanced public participation, and finally the current stage characterized by the proliferation of artificial intelligence and big data. In this stage, competition is no longer limited to institutions alone, but also includes smart technologies capable of analyzing data and predicting communication trends.

Despite this rapid technological development, human relationships, creativity, and the ability to build trust remain essential elements that cannot be replaced by technological means. Nevertheless, it has become necessary for public relations practitioners to possess advanced digital competencies, including the ability to use digital platforms effectively, analyze data, produce engaging communication content, and have a deep understanding of the impact of digital media on an organization's reputation.

Academic studies in this field have also witnessed remarkable development, shifting from descriptive approaches to theoretical models that focus on interaction, dialogue, and participation, reflecting the nature of the contemporary digital environment. Engaging the public in the communication process has become a fundamental element in building relationships and managing issues, thus reinforcing the importance of participatory approaches in modern public relations.

This ongoing development poses significant challenges for academic institutions, which are now required to prepare qualified personnel with integrated digital and communication skills, capable of keeping pace with transformations in the fields of media and communication. There is also a growing need to develop educational curricula to include concepts of digital literacy, interaction through social media, and the cultural competencies that enable interaction with diverse and multifaceted environments.

In light of the rapid transformations of the digital age, an organization's digital reputation has become a cornerstone in determining its position and ensuring its continuity in an open, competitive environment. An organization's evaluation is no longer solely based on the quality of its services or products, but is now directly linked to its image in the digital sphere, where the public, through its interactions and opinions, contributes to building or influencing this reputation. Consequently, an organization's digital presence has become a strategic area requiring conscious management based on transparency, continuous interaction, and the provision of content that fosters trust and credibility.

In this context, public relations has undergone a qualitative transformation from its traditional, one-way communication model to an interactive communication system that responds to the demands of the digital environment. Modern technology has contributed to reshaping the practices of this field, prompting organizations to adopt digital public relations as an effective mechanism for managing their communication and building relationships with their audiences. The role of public relations is no longer limited to

disseminating information; it has become closely linked to managing the organization's digital reputation, which is considered an integrated product of the content the organization presents, the positions it takes, and the discussions surrounding it across digital platforms.

Social media stands out as a pivotal tool in this regard, providing interactive spaces based on dialogue and participation, contributing to enhanced direct communication with the public, understanding their trends, and responding to their concerns in a timely manner. These tools also enable organizations to continuously monitor their digital image and intervene swiftly to address negative content and enhance positive impressions, thus strengthening their ability to build a robust and stable digital reputation.

This reality has given rise to a new communication environment characterized by the rapid dissemination of information from multiple sources, making an organization's digital reputation more susceptible to rapid transformation and direct influence. This necessitates that organizations adopt precise strategies based on continuous monitoring, interaction management, and the use of data to understand audience behavior and anticipate trends. It also requires possessing advanced digital skills capable of producing impactful communication content, effectively managing communication crises, and maintaining a positive public image in various contexts.

Therefore, it can be said that digital public relations today represents a strategic mechanism for managing an organization's digital reputation. Its function extends beyond publishing and media to include building relationships, fostering trust, and shaping public perceptions. This makes it a crucial element in supporting organizational performance and achieving excellence in a constantly changing and increasingly competitive digital environment. In this context, we pose the following fundamental question:

What is the role of digital public relations in building and protecting the digital reputation of organizations in the digital age?

First - Digital Public Relations: Theoretical Foundations and Transformations in the Contemporary Communication Environment

The Concept of Public Relations

Theorists have differed in defining public relations clearly and specifically. One group defines it based on what it should be, another group subjects it to their perspective, which is revealed through their personal experience, and yet another group defines it briefly, vaguely, and incomprehensibly, requiring explanation. Others have defined it broadly, as if it encompasses all human activity. We can highlight a number of definitions that have addressed public relations as follows:

Public Relations as a Function: The International Public Relations Association defined it as the continuous and planned management function through which organizations of all types and activities seek to gain the understanding, sympathy, and support of internal and external audiences and maintain their continuity. This is achieved by studying and measuring public opinion, ensuring its alignment with the organization's policies and activities, identifying more creative cooperation, and effective performance for the common interest between the organization and its audiences using comprehensive and planned media. (Mohammed Hussein Hatimi, 2015, p. 10)

Digital Public Relations:

Digital Public Relations is the use of digital tools and technologies to manage communication between organizations and their audiences, with the aim of building reputation, enhancing mental image, and effectively managing relationships with the public in the digital environment. Digital Public Relations relies on platforms such as websites, social media platforms, email, and digital tools. (Duaa Abdel Aal Mohamed, Khaled Abdel Haq, 2025, p. 13).

The Evolution of Public Relations in the Digital Age:

Public relations has undergone a profound transformation with the advent of digital technologies. It has shifted from a traditional model based on slow, one-way communication through media outlets such as newspapers, television, and radio, to a more dynamic and interactive model that enables real-time communication across multiple electronic platforms. This transformation has opened up vast opportunities for public relations practitioners, but it has also presented new challenges that necessitate the development of skills and working methods that align with the nature of the digital environment.

In this context, digital public relations, or online public relations, is defined as a strategic practice aimed at managing and enhancing an organization's digital presence and reputation. This is achieved by securing media coverage across digital platforms and websites, in addition to continuous interaction through social media. This practice also integrates traditional public relations methods with modern digital marketing tools, such as content marketing, search engine optimization (SEO), and influencer engagement, thereby enhancing communication effectiveness and increasing its reach.

The shift from traditional to digital public relations reflects a fundamental transformation in the communication paradigm. The communication environment is no longer as fully controlled or measurable as before; it has become more open, interactive, and dynamic. This necessitates that organizations, particularly in the public sector, not only update their communication tools but also reconsider their communication philosophy.

In the past, public relations relied on traditional methods that limited the speed and reach of messages. Digital platforms, however, have provided unprecedented opportunities for immediate communication with a broad and diverse audience, in a more personalized and individualized manner. This shift presents a real challenge for the public sector, which has become accustomed to a one-dimensional, formal communication style. It is now required to embrace transparency and engage in direct interaction with the public to manage reputation and build trust.

Furthermore, the nature of the digital environment means that any mistake is susceptible to rapid dissemination and can escalate into a crisis that significantly impacts an organization's reputation. Therefore, modern communication is no longer limited to transmitting information, but now requires listening to the public, interacting with them, and involving them in shaping public discourse. This reflects a radical shift in the nature of the relationship between institutions, especially governmental ones, and their audiences in the digital age. (Samet, U. 2024).

Digital public relations (PPR) represents a natural extension and digital evolution of traditional public relations, focusing primarily on building and enhancing an organization's online presence and authority. This practice relies on the strategic use of digital platforms, such as websites, blogs, and social media, to boost visibility, credibility, and trustworthiness. This is achieved through the deployment of high-quality content, the acquisition of valuable backlinks, and the generation of broad media coverage.

One of the most significant differences between digital and traditional PPR lies in the nature of the channels used. While traditional PPR relies on non-digital media such as newspapers, magazines, television, and radio, digital PPR is entirely based on digital channels. This shift allows access to a wider and more diverse audience, with the crucial advantage of content continuity and long-term accessibility, unlike the limited timeframe of traditional media.

Digital PPR also directly impacts search engine optimization (SEO) by creating reliable backlinks, enhancing brand signal strength, and improving domain authority, ultimately leading to improved website rankings in search results. The benefits extend beyond direct links. Even mentions of the brand without links act as implicit recommendations recognized by search engines, enhancing an organization's digital presence and credibility.

The deep integration of digital public relations and search engine optimization (SEO) is not merely a technical advantage; it represents a fundamental shift in how long-term credibility is built and information accessibility is ensured, particularly in the public sector. Digital content is enduring, remaining online for extended periods, allowing for the gradual and sustainable accumulation of public and search engine trust in the organization.

Thus, digital public relations goes beyond simply raising immediate awareness. It contributes to building a sustainable knowledge base and fostering long-term trust in institutional information, a crucial element in enhancing effective governance and facilitating citizen engagement. For example, public health guidelines, environmental regulations, or government initiatives, when published on digital platforms, can remain permanently accessible and easily searchable by citizens, making them a reliable and continuous source of information. (Samet, U. (2024).OP.CIT,P238)

The Transition from the Traditional to the Interactive Public Relations Model:

In light of contemporary developments, two main models of public relations can be distinguished: the traditional model and the interactive model. Public relations has undergone a radical transformation with the advent of digital technologies. It has moved from a traditional model based on one-way, slow-moving communication through traditional media such as newspapers, television, and radio, to a dynamic and interactive model that enables real-time dialogue across a wide range of electronic platforms. This transformation has provided unprecedented opportunities for public relations professionals, but at the same time, it has presented significant challenges that require the development of new skills and strategies that align with the nature of the digital environment.

Digital public relations, or online public relations, is defined as a strategic practice aimed at enhancing and managing an organization's digital presence and reputation by securing media coverage in digital publications, websites, and social media platforms. This practice represents a fundamental integration between traditional public relations methods and modern digital marketing tools, including content marketing, social media engagement, search engine optimization, and communication with digital influencers.

Digital public relations, or online public relations, is defined as a strategic practice that aims to enhance and manage an organization's digital presence and reputation by securing media coverage in digital publications, websites, and social media platforms. This shift reflects the transition from a limited and slow-moving communication environment to a more interactive and dynamic one, requiring organizations, particularly in the public sector, to rethink their communication philosophies. Historically, public relations has relied on traditional media, which limits the speed and scope of communication. Digital platforms, however, offer opportunities for direct and immediate interaction with a broad audience in a more personalized and targeted manner, making digital engagement a key tool for reputation management and trust building.

The three fundamental elements of online public relations can be explained as follows:

Platforms: These are the media and devices through which the internet and its content are accessed, such as smartphones, desktop and laptop computers, gaming consoles, televisions, in-car entertainment systems, and e-books. These platforms provide the technological foundation that enables users to consume and interact with digital content. They also require organizations to diversify their digital presence to cover different media in a way that aligns with audience behavior.

Channels are the means by which information is exchanged and accessed, such as text messages, email, instant messaging, websites, social media networks, blogs, microblogging platforms, wikis, and virtual environments. These channels are effective tools for disseminating content and building audience engagement, enhancing organizations' ability to communicate directly and deliver messages in a dynamic and flexible manner.

Context is the framework within which communication takes place. It includes the circumstances of media use, such as internet access (at home, on the go, or at work), the nature of the interaction (individual or group), ease of interaction, the user's psychological state, and time zone differences and available time. Understanding this context helps organizations design accurate and relevant communication messages tailored to the audience's needs, maximizing their impact and enhancing the effectiveness of digital reputation management.

Thus, these three elements form an integrated system that enables organizations to practice digital public relations effectively. Platforms serve as the technical foundation, channels as the means of communication and interaction, and context as the framework that determines how messages are directed to ensure the organization achieves its goals of enhancing its digital reputation and building trust with its audience. (Polat, S. (n.d.).*Module 11*)

The Role of Social Media in Enhancing Digital Public Relations:

Social media platforms have significantly transformed public relations practices, developing methods for building corporate image and enhancing the digital presence of organizations and companies. These platforms have proven their ability to raise organizational awareness, cultivate relationships with diverse audiences, and foster loyalty. Public relations practitioners utilize social media to connect with specific and targeted user groups by creating official organizational pages and fan pages, disseminating information about ongoing activities or events, and engaging with potential customers. This development has prompted many public relations practitioners, and a limited number of researchers, to study social media as a key tool within modern public relations strategies.

Social media serves as a direct bridge between public relations and the public in the digital age, providing an opportunity to enhance corporate image through content published on official organizational accounts. Without utilizing these platforms, digital public relations practices would not be optimally realized, as they are an integral part of engaging with the digital audience. These platforms have also contributed to the development of communication methods and the expansion of public relations practices, with the roles and responsibilities of practitioners in this field changing, making communication more dynamic and interactive, thus enhancing the ability to effectively manage relationships and digital reputation. (Nuruzzaman, M., Farida Nurfalalah, & others.(2024)

Second - Digital Reputation Management: Concepts and Importance

The Concept of Digital Reputation

Digital reputation is defined as the general impression and image that the public holds of an organization online, whether positive or negative. This image is shaped by the information and content available on digital platforms and social media. This reputation encompasses all interactions, comments, and experiences shared by individuals, making it a sensitive element with a significant impact on the public's perception of the organization.

In marketing, the concept of reputation is used to refer to the extent to which this public image influences consumer behavior and purchasing decisions. It serves as an indicator of the level of credibility and trust that the organization grants its customers. Online reputation management is a strategic process aimed at monitoring and controlling the messages and content published about the organization to ensure the maintenance of a positive image and minimize the impact of negative information.

Digital reputation is of great importance for two main reasons: first, its direct impact on consumers' purchasing decisions; and second, its essential role in an organization's identity and market value. Studies have shown that a good reputation fosters positive consumer sentiment toward an organization and reduces perceived risks, contributing to increased loyalty and enhanced trust.

In the digital environment, consumers wield significant power in expressing and widely disseminating their opinions, making digital reputation fragile and easily affected. Therefore, it has become essential for organizations to monitor the flow of information about themselves online and work to minimize or mitigate the impact of negative content to protect their reputation and enhance their image among their digital audience. (Polat, S. (n.d.). *Module 11*)

Online reputation is also defined as the process of continuously researching and analyzing information related to personal, professional, commercial, or industrial reputation, which exists as electronic content across all media on the Internet. The definition of online reputation indicates that the reputational image overseen by a company's stakeholders is based on information available anywhere on the Internet, and is sometimes referred to by terms such as "digital reputation" or "online reputation." (Souhila Ben Yahia, Amina Mrabet, 2018, p. 218)

E-reputation is a modern term that combines traditional reputation with its digital dimension via the internet. The "e" stands for "electronic" or "internet." Reputation itself is as old as the world, but it acquired a new dimension with the advent of the internet and modern communication technologies, which have become platforms for exchanging information among people on social networks and the general public about an individual, group, or organization.

Tiffany et al. indicate that e-reputation encompasses all information that can be found about a person or company online, whether through search engines, websites, blogs, social networks, forums, instant messaging, or email. This digital reputation is primarily built on individual and voluntary participation through the information a person chooses to publish online. However, it is also indirectly shaped by what others publish about them and what can be found about the person or organization online. (Jamal Boudraa, 2024, p. 149)

The Concept of Digital Reputation Management:

Wikipedia defines reputation management as "a marketing technique used to modify the reputation of a person or company in a positive way."

While digital reputation is important for both individuals and businesses due to its potential negative consequences, some sources focus primarily on organizations. For example, Gartner refers to the term as "a practice that aims to influence stakeholder perceptions and public conversations about an organization and its brands." However, public figures—such as politicians, celebrities, influencers, and prominent executives—often rely on digital reputation management agencies, especially when they are in the public eye, to regularly monitor their digital presence or to repair any damage to their reputation.

After all, public figures may be associated with political parties, institutions, brands, or companies, and their high level of exposure means that their reputation must be managed with similar care to that of businesses, given the significant risks involved. (Jamal Boudraa, previous reference, p. 165)

The Importance of Online Reputation Management:

A positive online reputation can make a significant difference. It influences how others perceive you or your business, which can greatly impact various aspects of your life. Here are the key benefits of online reputation management:

- **Credibility:** A strong online reputation enhances your credibility and trustworthiness. A positive digital image sets you apart whether you're seeking employment or business partnerships.
- **Customer Trust:** Businesses with excellent online reputations tend to gain customer trust more easily. Positive reviews and recommendations reflect your commitment to customer satisfaction.

- **Influence:** A good online reputation grants you the ability to influence. People tend to listen to and follow individuals or businesses with a respectable online presence.
- **Opportunities:** A positive online reputation opens doors to opportunities such as collaborations, conference participation, and media coverage, as these opportunities tend to attract those with a positive digital identity.
- **Engaging with a Wider Audience:** In the past, companies relied on traditional advertising to reach their audiences. Today, digital media offers opportunities for direct and continuous communication, fostering engagement and effective interaction, and strengthening the relationship between the organization and its customers.

Techniques for Building and Managing Online Reputation

Techniques for building and managing online reputation are among the most prominent systems used in foreign countries, where reputation management is considered a fundamental element in the strategies of most companies and institutions. In the Arab world today, it has become essential for business owners to be fully aware of their public image by monitoring what is published about them online.

A clear online reputation plays a direct role in shaping the public image of a company or institution, regardless of its size. A positive reputation creates a positive impression on the public and contributes to boosting sales and attracting investments. A negative online reputation, on the other hand, affects not only sales and investment but also the media standing of the institution and several other aspects related to its overall reputation.

Planning and Managing the Organization's Online Reputation

Comprehensive online reputation planning is a fundamental step in the organization's reputation management process. Organizations should develop a well-thought-out plan before managing their business, products, services, and available human and material resources. They must also identify the mechanisms and strategies needed to ensure the success of this process.

Billy Bieri, an online marketing consultant and author of "Monitoring Online Reputation Management," outlines several important steps that organizations should consider in his book, "Tactics That Could Save Your Online Reputation." These include:

- Identifying the risks that could threaten your online reputation.
- Knowing yourself accurately.
- Identifying your weaknesses.
- Recognizing the shortcomings of your products.
- Identifying the services that need improvement and development. (Jamal Boudraa, previous reference, p. 167)

Digital Reputation Management for Institutions and Organizations

In the digital age, online reputation has become an essential part of the success and continuity of institutions and organizations in the market. Reputation is no longer based solely on direct public experiences but is significantly influenced by online content circulating on social media platforms, blogs, and news websites. In this context, digital public relations focuses on monitoring and shaping these perceptions through advanced tools such as social listening, which enables organizations to identify and proactively and effectively respond to both positive and negative opinions about them.

Digital reputation management activities include the following:

1. Monitoring Conversations:

Using social listening techniques to monitor what is being said about the organization online, whether on social media, forums, or blogs, to identify general public trends and potential risks.

2. Responding to Negative Feedback:

Addressing complaints and negative feedback professionally and promptly, acknowledging the problem and offering practical solutions, thereby enhancing trust and minimizing its impact on the organization's overall reputation. 3. Enhancing a Positive Image:

Publishing positive content that highlights the organization's values, initiatives, and services, such as customer success stories, social initiatives, or organizational achievements, to foster a positive impression among the public and build a strong and sustainable digital reputation.

Third – Public Relations and Digital Reputation Management for Organizations in the Virtual Environment

Digital Reputation Management via Social Media

Managing reputation on social media platforms is a fundamental pillar in the modern digital environment. Reputation is understood as a product of the communication process, shaped not only by direct consumer experience but also influenced by social interactions and the exchange of opinions across these platforms. Digital reputation management via social media refers to a set of strategic actions aimed at monitoring and managing the content published about the organization, with the goal of enhancing its positive image and maintaining an influential presence among the digital audience.

Reputation and trust play a pivotal role in the success of organizations in the digital age, as consumers base their opinions on their personal experiences or the evaluations and opinions of others. Reputation directly impacts decision-making and is a fundamental element in building an organization's identity and market value, as well as playing a role in enhancing consumer sentiment and mitigating perceived risks.

Social media platforms, in particular, contribute to shaping an organization's reputation through three successive stages:

- **Ignite:** An inappropriate action or statement from the organization can trigger negative reactions.
- **Amplify:** Public opinions and feelings spread widely and may escalate into a collective crisis.
- **Sustain:** Negative issues may continue to resurface over time due to the nature of the digital environment and the absence of time or location constraints.

Unlike traditional advertising methods, social media platforms offer unique advantages, such as lower costs, precise audience targeting, and the ability to interact and follow up instantly. However, managing reputation across these platforms is not solely the responsibility of the public relations department; it is a collective responsibility involving all employees within the organization, as any shortcomings in performance can negatively impact the organization's image and be difficult to rectify later. Producing consistent, positive content about the organization is a key strategy for managing digital reputation on social media. This is achieved through multiple channels, including official accounts, blogs, and customer support platforms. Conversely, inconsistent information leads to decreased trust and a deterioration in relationships with the audience.

Social media platforms are characterized by their dynamic nature and the rapid spread of information, making individuals more inclined to believe published content easily. Therefore, it becomes essential to

adopt effective public relations strategies based on understanding the audience, building trust, maintaining continuous engagement, and proactively managing crises to ensure the preservation of the organization's reputation and enhance its digital presence. (Polat, S. (n.d.).*Module 11*)

Digital Reputation Building Strategies for Institutions and Organizations

Digital reputation is a cornerstone of success for institutions and organizations in the digital age. It reflects the organization's online image and directly impacts public trust, loyalty, and decision-making. Building a digital reputation is not a haphazard process; it requires adopting clear and well-thought-out strategies that enhance the organization's presence and strengthen relationships with various stakeholders. The following are some of the most effective strategies:

A. Using Positive Content: Publishing positive and credible content is a key way to enhance an organization's digital reputation. This content should reflect the organization's values, initiatives, and social contributions, with a focus on usefulness and credibility.

Examples of positive content for the organization:

- Publishing educational videos or showcasing customer and service success stories.
- Articles highlighting the organization's ethical values or social projects.
- Testimonials and recommendations from previous customers and beneficiaries of the organization's services.

B. Managing Digital Comments and Reviews: Online comments and reviews are an important part of an organization's digital reputation. Therefore, it must be managed effectively:

- Positive interaction with comments: Responding professionally to reviews to strengthen relationships with the public and demonstrate the organization's appreciation.
- Correcting or removing negative content: Addressing misinformation or harmful content by contacting the relevant platforms or authorities.

C. Engaging with the public via digital platforms: Continuous interaction on social media platforms such as Facebook, Twitter, and LinkedIn contributes to building strong relationships with the public, enhancing trust in the organization, and increasing loyalty, thus reflecting a positive image of the organization in the digital space.

D. Transparency and institutional credibility: Transparency is a crucial element in building digital trust for the organization. This includes honest interaction with complaints, providing clear reports on challenges, and accurately disclosing initiatives and plans, which supports the organization's credibility and strengthens its reputation.

E. Addressing negative comments and managing digital crises: Organizations sometimes face negative comments online, and success lies in how they are handled:

- Quick and effective response: Responding to negative comments tactfully, acknowledging the problem, and providing realistic and rapid solutions.
- Adjusting corporate strategies: In some cases, this may require reviewing corporate policies or improving services and products, demonstrating the organization's commitment to improving performance and customer experience. (Linkifi Blog, (2024, 25 October).

Public Relations and Online Reputation Management

Public relations has become an essential part of organizational management, especially since online reputation has become a pivotal element in corporate communications management. In most organizations, digital data is a fundamental building block in the public relations process, helping to strategically tailor messages and build a positive reputation.

Online reputation is considered a cornerstone of an organization's cultural and media presence, reflecting its image to the public, its employees, and its stakeholders. It plays a key role in strategic public relations planning, helping to enhance the organization's credibility and the trust of its audience, thus contributing to the achievement of its corporate and social goals. It can be said that digital reputation management by public relations practitioners enables organizations to control the information disseminated online and to direct messages in a thoughtful manner that ensures a positive impact on the audience and strengthens the organization's position in the digital environment. The functions of public relations in managing online reputation are as follows:

The Educating Function: This function works to enhance awareness and interest among the audience interacting with the company by presenting facts objectively, realistically, and accurately in conveying events and information to encourage the adoption of correct and positive behavior based on rational and logical interpretation and analysis.

The Persuasive Function: This involves encouraging the audience to perform a specific action or behavior desired by the organization through promises of better services, rewards, competitions, and gifts, as well as using phrases and language that suggest the organization is capable of rewarding the audience if they interact with it.

The Persuasive Function: The persuasion strategy directly targets individuals and groups by changing beliefs, opinions, expectations, attitudes, and behaviors simultaneously through the provision of superior services. Preparing impactful communication messages for recipients, influencing their behavior with opinions and suggestions that serve the organization's policy towards its audience.

The facilitation function: This involves improving the collective ability to adapt, solve problems, and enhance the organization's performance towards its audience and the environment it interacts with. The strategy aims to inform the public about the facilities the organization has implemented to assist them, based on the services it provides. This is achieved by providing information that helps the public benefit from the services offered by the organization or company.

The collaboration function: This function is effective when there is alignment in visions and goals between the organization and the public, and when each feels the need to involve the other in defining a topic or developing the organization's services.

The publicity function: Through its responsibility, the organization seeks to highlight and continuously improve its image by showcasing its positive achievements across all levels, using phrases and sentences that attract recipients to the organization.

The community service function: This function operates through sound preparation and proper systematic planning by developing appropriate plans and programs. It involves active participation with the community and the groups the company interacts with to strengthen its audience's trust. Striving to build a positive reputation and relationships to achieve mutual benefit and service for both parties, and making continuous efforts on the part of the company.

The function of marketing communications: This is a combination of communication activities designed to market a product or service through a range of advertisements on social media platforms. These advertisements encompass all aspects of the company's services and achievements to enhance its importance and create motivation for the public to purchase its products and services.

It is worth noting that managing an organization's online reputation involves an important aspect of public relations, as it leads to achieving a competitive advantage. These positive benefits are reflected in the following:

- Improving customer satisfaction
- Increasing understanding and awareness of the organization's business relationships
- Protecting shareholder funds
- Engaging in more effective public relations
- Reducing internal costs
- Addressing deviations that hinder the achievement of objectives (Nour El-Din Al-Bazour, 2021, p. 32)

Conclusion

In the digital age, digital public relations and online reputation management have become fundamental pillars for the success and sustainability of institutions and organizations in a changing and complex environment. Public relations is no longer simply about disseminating information or building a traditional corporate image; it has transformed into a comprehensive strategic process that integrates direct interaction with the public, meticulous monitoring of digital reputation, and the use of advanced technological tools such as social media platforms and social listening. Through these practices, organizations can interact immediately and continuously with their audiences, understand their trends, and respond to their feedback, both positive and negative, thereby enhancing trust and credibility.

Today, online reputation is more than just a fleeting impression; it is the product of accumulated information, interactions, and digital content produced and disseminated about the organization across various digital channels. Therefore, building a positive digital reputation requires an integrated strategy that includes monitoring conversations, professionally handling negative comments, and publishing content that reflects the organization's values and strengthens its digital presence. Furthermore, the integration of digital public relations with search engine optimization (SEO) and content management across multiple platforms allows the organization to control its public image and ensure the continuity of its positive impact. Furthermore, digital media, particularly social media, has become a vital bridge between organizations and their audiences, providing opportunities for direct interaction, building loyalty, and enhancing engagement. This makes it an indispensable tool for managing digital reputation. In a constantly evolving digital environment, it is essential for organizations to adopt a proactive approach that combines transparency, professionalism, and creative communication, while focusing on understanding audience expectations and needs.

In conclusion, combining digital public relations with online reputation management is a vital strategy for organizations in the digital age. It directly contributes to enhancing the corporate image, building trust with the public, and ensuring the long-term sustainability of a positive reputation. Organizations that effectively adopt these practices are better equipped to face digital challenges, adapt to the rapid changes in the information environment, and maintain their competitive edge. This makes digital public relations and online reputation management indispensable tools for achieving their strategic and communication objectives.

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