

# The Privacy of Imagined Groups and Their Impact on the Technology of Creating and Managing Digital Content in Public Relations

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## Abstract

*This study is intellectually grounded in the importance of understanding the specificity of imagined communities, represented by an institution's various audiences—both current and prospective. It also examines the role of digital public relations in identifying and analyzing this specificity in order to manage relationships with target audiences on the one hand, and with public opinion on the other. The significance of this role is amplified within the internet environment, where digital public relations can transcend geographical boundaries. The internet functions as a rich medium that provides opportunities for information dissemination and persuasion, enables the delivery of richer content, supports consensus-building with diverse stakeholders, and facilitates interactive dialogue with broad and heterogeneous audience groups. From a methodological perspective, this study adopts an analytical approach by reviewing a set of foreign and Arab studies related to digital (electronic) public relations within the internet environment in general, and social media platforms in particular. In this context, public relations is expected to leverage the internet in managing and producing content through various digital applications and technologies, as well as through the continuous monitoring of users' comments and tweets related to the organization's activities in order to enhance its communication performance. This includes enabling audiences to better understand the organization, responding to their inquiries, addressing their concerns, providing access to important links to the official website and related platforms, and conducting digital research and surveys to meet audience needs. Such practices influence public perception, thereby impacting the organization's reputation and strengthening trust in it. Accordingly, this study also seeks to examine public relations from a technical perspective by introducing the latest digital applications and software that assist public relations practitioners in managing and producing digital content within the specificities of the digital environment.*

**Keywords:** *Imagined Communities, Public Relations, Digital Public Relations, Content Management, Technologies.*

*Received: 15/07/2025 ; Accepted: 12/02/2026 ; Published: 15/05/2026*

## Introduction

The integration of technology into institutions of various types and sizes represents one of the most significant and impactful developments in recent years. It has enabled institutions to move beyond local or immediate community boundaries and offer services and products globally through connection to the internet. The internet has also contributed to the expansion of information exchange and facilitated professional communication among employees across institutions in different countries, enabling the sharing of expertise and perspectives. Moreover, the adoption of technology strengthens the relationship between institutions and their stakeholders, as it reinforces the perception of institutions as dynamic and innovative rather than rigid physical entities, thereby enhancing stakeholder engagement.

The evolution of institutions and their use of modern technologies has consequently transformed public relations practices, empowering practitioners to use and adapt these technologies while introducing new services. This transformation has led to a shift in public relations communication styles, with public relations management increasingly grounded in dialogue and participation. As a result, modes of engagement with audiences have changed, evolving into an open communication policy directed toward millions of social media users and internet audiences.

This shift in communication policies reflects the emergence of a new and distinct social entity that differs from traditional forms of audiences, commonly referred to as imagined communities. These communities have transitioned from direct, everyday interpersonal interaction to digital communication spaces. The digital content produced by imagined communities has gradually expanded, generating a socio-cognitive

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body of knowledge that has become a key resource for public relations practitioners. This content, in one way or another, influences both the production and management of digital public relations content.

This new reality has compelled public relations departments within institutions to undergo self-renewal in order to keep pace with new media environments. It necessitates a renewed focus on imagined communities (both current and prospective audiences) and the adoption of emerging media technologies to achieve institutional objectives. Accordingly, this study seeks to address the following question: **To what extent do imagined communities influence the practice of public relations in the digital sphere?**

### *Study Concepts*

#### *Imagined Communities*

Imagined communities constitute a newly emerging social entity composed of individual clusters whose members share common principles, values, and interests. Members of these communities are geographically dispersed across open spaces yet are characterized by similar mindsets and goals that facilitate knowledge and experience sharing, particularly within social media environments. Social presence within such communities provides individuals with a sense of belonging, allows them to learn from others' experiences, emulate positive behavioral patterns, and draw attention to their identities.

The environment surrounding imagined communities generates multiple social spaces shaped by multidimensional communication patterns in which members are immersed. Some of these spaces foster a sense of belonging with members of the same or other communities, while others create opportunities for intimate emotional communication. Ontologically, imagined communities are characterized by multiple levels resulting from the diversity of communication mechanisms available among their members. Individuals perceive the dimensions of their communicative presence through the interactions generated by digital communication processes and the resulting emotions and perceptions that reinforce shared commonalities and mutual benefits. This produces an intimate environment that creates a shared cognitive sphere, enabling public relations departments within institutions to strengthen relationships between organizations and their audiences and achieve both public relations and broader institutional objectives<sup>2</sup>.

#### *Digital Content*

Digital content refers to the message conveyed to recipients through various forms of words, meanings, ideas, and symbols. The concept gained prominence after Bill Gates, founder of Microsoft, coined his famous phrase "Content is King" in a 1996 article.

Today, digital content takes multiple forms, including written texts, images, infographics, e-books, and audio files.

#### *Public Relations*

From a linguistic perspective, the term **Public Relations** presents challenges in precise translation. The word **public** refers not to "general" but to audiences, while **relations** refers to the connections and reciprocal effects that arise in response to actions or behaviors. Response is an essential condition for forming social relationships, which may occur between individuals, between individuals and groups, or between social systems and phenomena.

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<sup>2</sup> Kathy Ning Shen, Angela Yan Yu and Mohamed Khalifa: Knowledge Contribution in Virtual .Communities Accounting for Multiple Dimensions of Social Presence through Social Identity, paper presented at: 11th Pacific-Asia Conference On Information Systems, 2007, published on <http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1061&context=pacis2007>

The term “**public**” refers to the various audiences whose interests or activities are connected to an organization or institution. Typically, each organization has a specific audience composed of clients, beneficiaries, or professionals associated with its activities.

From a terminological perspective, the International Public Relations Association defines public relations as:

“A planned and sustained managerial function through which public or private organizations seek to achieve understanding, support, and participation from those with whom they interact or may interact. This involves assessing public opinion, adapting policies accordingly, and implementing comprehensive communication programs to achieve effective cooperation and mutual interests.”<sup>3</sup>

The Public Relations Society of America defines it as:

“The activity of any industry, association, organization, profession, government, or enterprise in building and maintaining sound and productive relationships with various publics—such as customers, employees, shareholders, or the general public—in order to shape policies and explain them to society.”<sup>4</sup>

The French Public Relations Association defines it as:

“The efforts made by a group to establish and sustain relationships of trust between its members and various publics who benefit directly or indirectly from the institution’s economic or social services.”<sup>5</sup>

The British Institute of Public Relations defines it as:

“Planned and sustained efforts aimed at establishing and maintaining mutual understanding between an organization and its publics.”<sup>6</sup>

According to the Encyclopedia of Media and Communication Sciences, public relations refers to communication activities undertaken by an organization to promote its activities and achievements and enhance its image among internal audiences (such as employees) and external audiences, including institutions, unions, stakeholders, and current and potential consumers.<sup>7</sup>

Public relations can also be understood as a communication approach among various audiences aimed primarily at building a long-term reputation for an institution, brand, product, idea, or individual<sup>8</sup>. Professional charters describe it as efforts to establish and maintain positive relationships with both internal members and broader public opinion sectors<sup>9</sup>. It has also been described by Arab public relations scholars as a scientific field that studies individual and group behavior to organize human relations based on cooperation, awareness, and mutual trust, with the goal of fostering goodwill between institutions and their audiences.

### *Electronic (Digital) Public Relations*

Electronic public relations—also known as online or digital public relations—is a modern term compared with traditional public relations. It typically involves strategic planning for the use of new media tools and

<sup>3</sup> Salman Fakhri. (n.d.). *Public Relations*. Dar Al-Kitab wa Al-Tiba‘a Publishing, University of Mosul, Iraq, p. 34.

<sup>4</sup> Ali Al-Ban. (2002). *Public Relations, Human Relations, and Public Opinion*. Al-Ishaa Library, Egypt, p. 46.

<sup>5</sup> Hussein Al-Halabi. (1980). *Principles of Public Relations*. Dar Al-Manshourat ‘Awidat, Beirut, p. 12.

<sup>6</sup> Mahmoud Al-Jouhary. (n.d.). *New Trends in Public Relations*. Anglo-Egyptian Library, Egypt, p. 18.

<sup>7</sup> Bernard Lamizet Ahmed Silem : Dictionnaire Ency clopédique des sciences de i’information et de communication, ellipses, paris, 1997, p73

<sup>8</sup> Jiddu krishnamurti : les relations publiques, published on net, V.N, p 03.

<sup>9</sup> Mohamed Mohamed Al-Badi. (1975). *The Social Structure of Public Relations*. Anglo-Egyptian Library, Cairo, p. 39.

technologies based on modern communication technologies to build and maintain two-way communication between organizations and their publics. Digital public relations also play a significant role in crisis management within the online environment, especially when media narratives and institutional reputation are affected on the internet<sup>10</sup>.

With the growing integration of public relations activities with modern communication technologies, multiple terms have emerged to describe electronic public relations. Terminological differences are evident between Arab and foreign contexts. In Arab scholarship, terms such as *digital public relations*, *electronic public relations*, *online public relations*, *new communication technologies in public relations*, and *internet-based public relations* are widely used<sup>11</sup>. In contrast, foreign literature often relies on two main terms: **PR Professional** and **PR 2.0**.

Digital public relations can be defined as the use of digital and social technologies to manage awareness, understanding, reputation, and brand identity of a company or organization through intentional influence across social networks.

#### *Related Concepts to Electronic Public Relations :*

Researchers in public relations generally agree that the internet has positively influenced and enriched public relations practice. Shel Holtz argues that the internet represents one of the most widely used and important tools in public relations<sup>12</sup>. In his book *Public Relations on the Net*, he notes that the communications technology sector often precedes the public relations industry in adopting new technologies and developing innovative concepts aligned with the principles of effective and ethical communication.

Because technology companies develop tools that enable dynamic communication, they must adopt cutting-edge innovations alongside the best practices of traditional communication. It is therefore expected that other communication sectors will follow the same path of high-tech communities<sup>13</sup>.

Furthermore, the internet has transformed how organizations communicate internally among employees and externally with their audiences<sup>14</sup>. This was supported by Springston's survey of 750 public relations practitioners regarding internet use in public relations, where most respondents agreed that the internet provides essential communication advantages. The use of email and website navigation has become common practice among public relations professionals<sup>15</sup>. Some scholars argue that the internet has removed the psychological barrier between organizations and their publics, making organizations appear more accessible—where the website functions as the organization's front entrance and virtual reception hall<sup>16</sup>.

Modern communication technologies also enable the measurement of audience size, visitor numbers, visit duration, and engagement patterns. This allows public relations practitioners to better understand audience types and reach. Multimedia communication tools help guide audiences toward outcomes aligned with

<sup>10</sup> <https://stepru.wordpress.com/2015/10/18/what-are-electronic-public-relations-epr-digital-pr/>

<http://www.marketingteacher.com/digital-public-relations-dpr/>

<sup>11</sup> Shel Holtz: *Public Relations on the net; Winning Strategies to Inform and Influence the Media, the Investment Community ,the Government ,the Public ,and More ,-New York Amacom,1999,pxii*

<sup>12</sup> Alison Vicker. (2004). *Public Relations Handbook: A Comprehensive Practical Guide* (Translated by Abdel Hakim Al-Khaza'i). Dar Al-Fajr for Publishing and Distribution, Cairo, Egypt, p. 367.

<sup>13</sup> Patricia A, Curtin , Elizabeth M : Witherspoon-Computer Skills Integration in Public Relations Curricula-Journalism &Mass Communication ,Educator , Columbia :Spring 1999,Vol 54,Iss 1

<sup>14</sup> Jeffrey K. Springston, : *Public Relations and New Media Technology :The Impact of the Internet* , in *Public Relations Handbook*, ed,Rebert Heath(Newbury Park,CA ,Sage ,2001),603-614,in :Lance VardamanPorter,Lynne M ExploringPractitiners' use of Online Resources to Earn a seatat the Management Table-Journalism and Mass Communication Quarterly.Columbia :Spring,2001,vol,78,Iss.1.

<sup>15</sup> David W,Guth and Charles Marsh : *Public Relations :A Values- Driven Approach – Boston : Pearson Education,2003,p353.*

<sup>16</sup> Mohamed Mohamed Al-Hadi. (2001). *Communication Technology and Information Networks*. Academic Library, Cairo, p. 183.

institutional interests while supporting strategic communication planning. These technologies are also used for educational lectures, awareness programs, and social marketing initiatives.

The internet has effectively transformed the globe into a unified marketplace in a new and advanced form. It serves as a modern communication medium and a comprehensive knowledge resource, offering services across various domains, including scientific research and government services. It has expanded public relations into broader fields such as e-marketing and e-commerce and introduced new patterns of practice<sup>17</sup>.

Internet applications have also encouraged public relations practitioners to explore new professional domains, including innovative presentation design, digital publishing, exhibition management, website development, discussion forums, audiovisual content production, email and SMS communication, additional digital communication channels, webcams, virtual tours, and web-based messaging systems<sup>18</sup>.

### *The Emergence of Imagined Communities and Their Digital Specificity*

Social networking platforms continue to grow steadily due to the constant formation of new informational nodes that become integrated into their structural fabric, alongside the expansion of their boundaries. This growth is also driven by the interconnection of secondary clusters that merge into primary clusters, resulting from the strengthening of social ties among social entities engaging in communication within social networks<sup>19</sup>.

This growth does not follow a fixed pattern or direction, as it is shaped by the dynamic communicative interactions occurring within social media environments. Network boundaries may expand in one direction while contracting in another. Informational nodes cluster together, increasing density due to social tendencies, allowing parts of a cluster to grow at the expense of others. This process generates new clusters with structures and architectures distinct from those from which they emerged.

In general, three key characteristics distinguish social networking platforms from other web platforms within the broader internet space:

#### *First Characteristic: Triadic Closure (Integrative Triadic Containment)*

The dynamic nature of network structures arises from the continuous addition or departure of nodes, creating new connections while dissolving others within the complex network architecture. The concept of *triadic closure* in social networks is based on the assumption that when two users share a mutual friend, the likelihood of forming a close relationship increases, strengthening shared boundaries and reinforcing social ties among them.

#### *Second Characteristic: Strength of Social Ties*

This feature describes the intensity of social bonds connecting social network users and indicates the level of communication within the network. Researchers have proposed several rules to determine *tie strength* among users:

- **Mutual Communication:** A connection is considered mutual when a user engages in interaction and receives reciprocal responses from the other end of the connection.

<sup>17</sup> David Phelps. (2003). *Public Relations on the Internet*. Translated by the Department of Economic and Administrative Sciences, Dar Al-Farouk for Publishing and Distribution, Cairo, p. 20.

<sup>18</sup> Fahmi Mohamed Al-Adawi. (n.d.). *New Concepts in Public Relations*. 1st edition, Dar Osama for Publishing and Distribution, Amman, Jordan, p. 283

<sup>19</sup> Errily Jin, Michelle Girvan and M. Newman: The Structure of Growing Social Networks, SFI, Working Paper, no. 2 (30) 1-363-032, Santa Fe Institute Junit 2001, <http://www.santafe.edu/research/working-papers/abstract/1abae5d4cb251d93807d40e86d015904>>.

- **One-Way Communication:** A connection is one-directional when a user communicates once or multiple times with another user without reciprocal engagement.
- **Maintained Relationship:** A connection becomes sustained when a user follows up on communication attempts by repeatedly checking updates or content on social network feeds.

*Third Characteristic: Homophily (Similarity Among Friends)*

Interactions within social networks often lead to a tendency toward similarity or alignment with friends, known as *homophily*. Online friendships are rarely random; rather, they are shaped by shared personal traits (interests, opinions, values, orientations), social factors (geographic location, class, or group affiliation), and sometimes religious or ethnic commonalities. These shared characteristics play a decisive role in forming connections and sustaining communication patterns across social networking platforms<sup>20</sup>.

*From Traditional Public Relations to Digital Public Relations 2.0*

Electronic public relations represent an inseparable extension of traditional public relations. The term emerged after the 1990s, notably through Brian Solis, who anticipated that public relations practices would shift from classical usage toward interactive engagement through Web 2.0 tools, including emerging applications, software, and social media platforms. Despite the evolution of tools, the core objectives of public relations have remained constant.

The emergence of this concept is also attributed to Dal Gauthreaux and Tim O'Reilly, who promoted the idea of interactive communication between organizations and their publics via the internet. Over time, the term expanded to encompass all electronic communication practices that connect public relations practitioners with institutional audiences, operating within a model of electronic dialogue. This shift moved public relations beyond its traditional framework—generally based on press releases, advertisements, and press conferences—toward a more advanced and impactful approach through the use of diverse social media tools and platforms.

In 2007, Dredge introduced the term “electronic public relations” on her blog, referring to the role of social media platforms in performing public relations activities. This added the dimension of interactivity and direct, effective dialogue with audiences, bringing organizations and their publics closer together<sup>21</sup>. Accordingly, electronic public relations have opened new opportunities for practitioners to enhance institutional development and improve organizational image among audiences. Web 2.0 tools have transformed classical PR strategies, introducing new communication patterns and providing practitioners with diverse ways to engage with audiences and share their interests, opinions, and suggestions.

Digital public relations can be defined as the use of digital and social technologies to manage awareness, understanding, reputation, and brand identity for a company or organization through purposeful exposure across social networks<sup>22</sup>. In foreign literature, the field is often summarized by terms such as *PR Professional* and *PR 2.0*. Researchers in public relations largely agree that the internet has had a positive impact on PR practice. Shel Holtz, for instance, considers the internet the most widely used and most important tool in public relations<sup>23</sup>. In his book *Public Relations on the Net*, he argues that the modern communications technology sector has preceded the PR industry in adopting new technologies, paving the way for

<sup>20</sup> David Darmon [et al.]: Detecting Communities Using Information Flow in Social Networks, University of Maryland, College Park, Paris, 2013, [http://www.santafe.edu/media/cms\\_page\\_media/500/CSSS13-dynComPaper%20\(2\)\\_1.pdf](http://www.santafe.edu/media/cms_page_media/500/CSSS13-dynComPaper%20(2)_1.pdf).

<sup>21</sup> Deridre Breakenridge: Social media and public Relations, eight new practices for the PR professional, 1st, Ed, 2012, p2.

<sup>22</sup> <http://www.marketingteacher.com/digital-public-relations-dpr/>

<sup>23</sup> Shel Holtz : Public Relations on the net ;Winning Strategies to Inform and Influence the Media, the Investment Community, the Government ,the Public ,and More , -New York : Amacom,1999, pxiii.

innovation and the development of concepts aligned with the principles of effective and ethical communication.

These developments are driven by companies that develop communication technologies and introduce dynamic communication environments, leaving little room for error due to their adoption of advanced technological capabilities. Other communication sectors are expected to follow the same trajectory within the broader high-tech community<sup>24</sup>. Furthermore, the internet has transformed the way organizations communicate both internally—among their members—and externally with their audiences<sup>25</sup>.

This transformation is supported by a survey conducted by Springston on a sample of 750 public relations practitioners regarding internet use in PR. Most respondents agreed that the internet offers essential communication features, with email usage and web browsing becoming common practices among PR professionals<sup>26</sup>. Some scholars argue that the internet has removed the psychological barrier between organizations and their audiences, making organizations appear closer to the public. In this sense, the internet functions as the organization's front gateway, while its website serves as the lobby through which audiences navigate<sup>27</sup>.

Modern communication technologies also enable organizations to track audience size, website visitor numbers, visit timing, and duration of engagement. This allows public relations practitioners to better understand the type and scale of audiences reached by their messages. Consequently, multimedia communication technologies help guide institutional audiences toward directions aligned with organizational interests in the long term while supporting the effective and precise implementation of communication strategies. Public relations also benefit from these technologies in delivering scientific and educational lectures as well as social marketing programs.

#### *Public Relations Practice in the Web 2.0 Era*

Today, electronic public relations represent the art of integrating traditional public relations with digital content and social media, in addition to improving internal audience performance through institutional websites. With the tools enabled by internet technology, news can now be transformed into dialogues that bypass traditional media and allow organizations to communicate directly with target audiences online. As a result, disseminating institutional information and news has become faster, broader, more precise, and more targeted than ever before. Accordingly, several tools are commonly used by electronic public relations practitioners in their communication activities, including:<sup>28</sup>

- Websites
- Email
- Social media platforms

<sup>24</sup> Alison Vicker. (2004). *Public Relations Handbook: A Comprehensive Practical Guide* (Translated by Abdel Hakim Al-Khaza'i). Dar Al-Fajr for Publishing and Distribution, Cairo, Egypt, p. 367..

<sup>25</sup> Patricia A, Curtin , Elizabeth M : Witherspoon-Computer Skillies Integration in Public Relations Curricula-Journalism &Mass Communication ,Educator , Columbia :Spring 1999,Vol 54,Iss 1.

<sup>26</sup> Jeffrey K. Springston, : Public Relations and New Media Technology :The Impact of the Internet , in Public Relations Handbook, ed,Rebert Heath(Newbury Park,CA ,Sage ,2001),603-614,in :Lance VardamanPorter,Lynne M ExploringPractitiners' use of Online Resources to Earn a seatat the Management Table-Journalism and Mass Communication Quarterly.Columbia :Spring,2001,vol,78,Iss.1.

<sup>27</sup> David W, Guth and Charles Marsh: Public Relations: A Values- Driven Approach – Boston: Pearson Education, 2003, p353.

<sup>28</sup> Abdulrahman Al-Sultan. (2014). *The Concept of Health-Related Rumors, Their Types, and How to Combat Them*. Paper presented at the International Conference on Media and Rumors, King Khalid University, Saudi Arabia.

- Online databases
- Research activities

With the emergence of modern communication and media technologies, communication with audiences has become direct and instantaneous. In this context, Ronnie Hobbenstein and David Barbée proposed five strategies that enable public relations practitioners to benefit from Web 2.0 tools:<sup>29</sup>

#### *Adopting An Innovative Perspective on New Media Tools*

This involves recognizing the leadership role of modern communication technologies in enhancing public relations performance and integrating internet applications into professional practice. PR practitioners must demonstrate creativity and adaptability in achieving public relations objectives using modern tools to deliver institutional messages. However, several barriers hinder the adoption of Web 2.0 tools, particularly economic and human factors. Studies indicate that the human factor is the most critical in adopting and implementing modern technologies.

#### *Developing A Clear Vision of Interactive Media*

Public relations practitioners must have a clear understanding of modern communication technologies, including their tools and interactive dimensions, and demonstrate professionalism in employing them within PR 2.0 practices. They should also participate in both formal and informal groups to better understand virtual audiences and enhance their ability to engage and influence them in favor of the organization. Integrating modern communication tools into professional activities allows practitioners to reach larger audiences with less effort and time. Modern technologies play a pioneering role in institutional transformation by offering alternatives to traditional models and enabling organizational change, whether at the level of internal workflows or institutional objectives.

#### *Transforming Vision into Successful Implementation*

At this stage, PR practitioners apply contemporary methods across all PR processes, using modern tools to manage problems and crises instead of relying on traditional approaches. They become capable of interacting with audiences through social media tools, making their messages more relevant and impactful. Modern technologies become integral to PR practice, supporting continuous information gathering and dissemination while strengthening public awareness of the institution and its brand identity.<sup>30</sup>

#### *Promoting The Vision Within the Organization*

This involves encouraging all institutional members to adopt modern tools and technological means to ensure institutional development and competitiveness. It also enhances the organization's ability to manage crises using contemporary methods and strengthens cooperation and relationships among different departments.

#### *Following A Systematic Implementation Approach*

This requires adopting structured and strategic methods for integrating new technologies in a deliberate and practical manner. Key steps include:

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<sup>29</sup> David E Barbee and Ronnie B Hobbenstein: Alternative Multimedia: A tool for government transformation, *Information Resources Management Journal*, p11.

<sup>30</sup> Wael Sarhan. (2016). *7th Public Relations Conference: Vision and Future*. BAE Systems, Saudi Arabia, December 6.

- Defining clear objectives
- Setting boundaries and expected effectiveness levels in advance
- Preparing alternative solutions in case the initial plan fails
- Determining the budget
- Monitoring feedback and audience interaction

### *Emerging Tools and Software for Electronic Public Relations Practitioners*

The use of such software remains largely uncommon in many institutions, for example in Algeria, where public relations and media relations activities are still conducted according to long-established traditional patterns. Tasks such as preparing press kits, managing press conferences, writing press releases, sending newsletters, conducting surveys, and designing and implementing campaigns are often handled through printed, audiovisual, or basic electronic means. However, these processes are time-consuming, costly, and space-demanding (physically occupying office space). In contrast, digital software requires only virtual storage within computer memory while enabling the management of hundreds or thousands of operations, storing unlimited documents, audio, and video files, and facilitating the creation and editing of numerous press materials using pre-existing templates that can be easily modified, saved, and retrieved.

Below is an overview of some new applications in the field of Public Relations 2.0 management:

#### *Agility PR Solutions*

**Slogan:** *Improve your daily life with Agility PR Solutions*

Agility PR Solutions provides media database, monitoring, and analytics tools designed to streamline communication cycles. The platform is widely trusted by clients to identify influencers, expand message reach, monitor media coverage, and measure outcomes. It supports public relations practitioners in the following ways:

#### *Identifying Influencers*

The platform enables users to search Agility's media database, which contains approximately 800,000 verified contacts across more than 200 countries, and create customized lists. Additional insights—such as journalists' topic preferences and pitching styles—help users strategically target media outlets and track news dissemination in real time.

## **2. Expanding message reach**

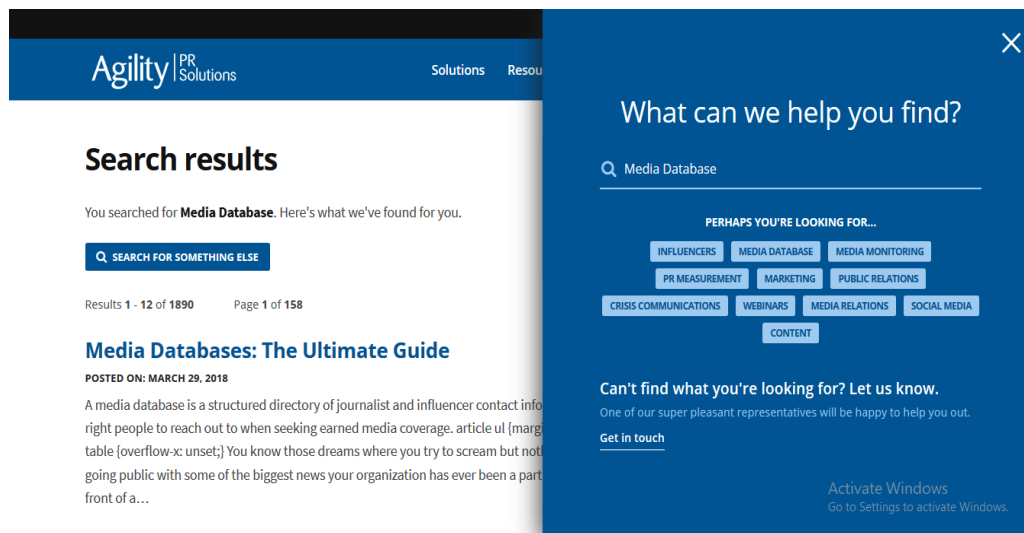
The software allows tailored communication with key influencers through integrated email distribution tools and engagement tracking features. It enables practitioners to identify which contacts require immediate follow-up by analyzing open and click-through data.

#### *Monitoring Media Coverage*

Through partnerships (including collaborations with services like Business Wire), the platform offers both self-service and full-service media monitoring. It also tracks trending topics, audience sentiment, opinion sharing, competitor activity, and social media dynamics.

*Measuring Impact*

Users can evaluate communication effectiveness through integrated reporting tools that generate actionable insights. Reports may be customized or pre-designed to assess the performance of communication campaigns and strategies. The platform has been positioned as a strategic tool for building and refining communication strategies since 2017 and beyond. By accessing the official website and using its search features, practitioners can retrieve data, statistics, and impact measurements tailored to their specific needs.



**Figure 1: Interface of the Agility PR Program.**

You can also obtain the most influential people across various social media platforms. The website also allows you to communicate directly with them at the bottom of the search page, whether they are journalists, institutions that mentioned you, ordinary individuals, reports written about you, and all stakeholders.

*“Manager RP” Program:*

Manager RP is an information-based program that organizes the theoretical and practical aspects of public relations. It is specifically designed to meet the needs of small and medium-sized enterprises that produce goods or services aimed at all final or potential consumer groups. It is an advisory program that provides useful guidance to company managers and PR departments that rely on communication and media as a guarantee for institutional continuity and service sustainability. This program acts as a valuable and ideal consultant guiding PR practitioners through all stages of establishing successful communication policies.<sup>31</sup>

- It provides information about the art of public relations, the most effective and powerful weapon in competing for consumer opinion and behavior. It offers detailed insights into the nature of PR, clarifies the difference between PR and advertising, and explains the power of PR in influencing public opinion.
- It provides detailed information about different PR strategies and the advantages of each type. It highlights the importance of internal PR, analyzes communication situations, explains the most appropriate methods to achieve set goals, and serves as a guide throughout the practical process.
- It provides detailed insights into practical and tangible PR initiatives and methods, explaining step by step how to implement proposed solutions for problematic communication situations and suggesting suitable actions to enhance and improve the institution’s image.

<sup>31</sup> [http://www.bluevizia.com/resources/manual/pr/pr\\_fr.pdf](http://www.bluevizia.com/resources/manual/pr/pr_fr.pdf)

- It develops a detailed, time-bound PR campaign plan—daily, weekly, and monthly—in a simple and user-friendly format.
- It offers advice, consultation, and smart tips (Astuces) for implementing a successful communication policy.

*Planning a PR Campaign using the Manager Program:*

The program presents a detailed schedule of PR department activities under the title “PR Campaign” (Campagne de RP). It provides a brief description of the conditions required before launching any available campaign type. It is recommended to review the proposed initiatives before implementation, with options to modify or cancel certain steps. Preliminary evaluation of planned steps in terms of cost and resources is advisable, as continuing the campaign depends on available financial and human resources. The Manager program does not guarantee campaign effectiveness nor responsibility for negative outcomes, as it serves only as an advisor and guide. Activities not included in the campaign may negatively affect relationships with media and journalists and reduce the chances of achieving institutional goals.

- Each PR campaign consists of several technical tools, and the Manager program enables coordination and integration among them to help PR practitioners achieve their objectives. Each tool includes several steps or reminders (“Instrument ou rappel”), scheduled carefully to ensure campaign goals are met.
- On the left side of the program’s main screen, ongoing campaigns are displayed and categorized by type. On the right side, a campaign timeline appears, which can be browsed weekly or monthly. Each campaign is personalized and marked with a distinctive color different from others.

*Challenges of Practicing Public Relations in the Web 2.0 Environment:*

With the evolution of communication tools and their integration into the digital sphere, several challenges have emerged for public relations practitioners. This is due to the transformation of the field itself under the influence of technological change. These challenges can be summarized as follows:

- The lack of conviction among some major institutions regarding the need to keep pace with developments in communication technologies, such as establishing institutional websites or restructuring PR departments in light of digital transformations.
- Insufficient financial allocations for managing the institution’s website, which may result in a weak or unprofessional digital presence in terms of form and content.
- A shortage of specialists in electronic public relations (e.g., digital editing and website management), or the assignment of underqualified personnel to manage institutional websites and social media accounts.
- The scarcity of training courses related to digital public relations in institutes and training centers specializing in PR.
- Inadequate or slow interaction—if any—by digital PR practitioners with website visitors or social media followers. New media are no longer hypothetical; they are a tangible, influential, and growing reality shaping attitudes, perceptions, and contemporary knowledge worldwide.<sup>32</sup>

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<sup>32</sup> Al-Qarni Ali. (2011, April 16). *The Arab Situation and Challenges of Arab Media*. Al-Jazeera Newspaper, Issue 14079.

- The absence of dedicated PR staff responsible for monitoring institutional activities across social media platforms and other multimedia channels, providing real-time updates to diverse audiences, and strengthening relationships with them.
- A lack of academic studies addressing digital public relations from its various dimensions, which complicates research efforts in this field.
- The absence of integration between digital PR activities and the institution's core operations, which limits the role and importance of PR in the digital environment.

### Study Findings:

Based on the theoretical framework of this paper, the following conclusions were reached:

- Digital public relations represent an evolution of traditional PR and a complementary mechanism that enhances institutional databases by increasing stakeholder engagement.
- They provide speed, accuracy, and expanded capacity in PR activities, improving practitioner performance, organizing complaint-response systems, and identifying public attitudes toward the institution.
- Digital PR has elevated the department's status within the organizational structure by emphasizing the strategic importance of communication in achieving institutional objectives.
- Modern communication tools have diversified PR functions beyond information dissemination and image building to include marketing and product promotion.
- There is an increased emphasis on audience research, as audiences have become active participants within institutional activities. This also includes improving internal audience satisfaction through enhanced workflows and modern communication technologies.
- Ignoring modern communication tools weakens PR activities and hinders institutional development within a competitive environment driven by technological innovation.
- Failure to adopt modern communication technologies within the PR department may place the institution at a disadvantage, complicate interdepartmental coordination, slow productivity, and weaken stakeholder relations.
- Integrating PR activities into the technological sphere requires establishing appropriate infrastructure, training practitioners in modern communication software, and allocating budgets for necessary digital equipment.
- Raising awareness of modern communication technologies within institutions by highlighting their advantages for PR activities and stakeholder relationship management is essential.
- Maintaining institutional connectivity with audiences through social media networks—given their global reach—enhances international visibility.
- Modern communication technologies facilitate documentation, coverage, classification, and retrieval of institutional activities and achievements.
- Keeping pace with technological developments enables PR departments to innovate and improve institutional performance flexibly and efficiently.

- Updating institutional policies and strategies in line with digital transformations and internet integration allows for better monitoring of competitors and understanding audience orientations.

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