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Use of Public Relations to Face book in the Reputation Management of Private Educational Institutions

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Abstract

Reputation management is one of the main objectives of public relations function that seeks to build and support the positive image of organizations, that is the remaining value of any organization is its reputation. The transformation that the world is witnessing due to digital technology was not immune to private educational institutions, which also witnessed a remarkable change in their nature and opportunities for success. The research problem how public relations in private educational institutions in Egypt employ Face book in managing their reputation.

This study aims to know about the communication activities provided by public relations in educational institutions, sample of the study, through the Face book sites of those institutions in order to manage their reputation.

This study belongs to the descriptive studies that seek monitor, analyze how Face book is employed in managing the reputation of 6th October University, Misr University for Science & Technology: MUST, Al-Shrouk Academy, International Academy For Engineering & Media Science – IAEMS and the study is based on qualitative approaches during the period from January to March 2020. Researcher relied on in-depth interview with the existing reputation of the University institutions study sample.

The main results of the study: There are multiple factors for building a good reputation for private educational institutions, which public relations contribute to manage and develop communication strategies and plans aimed at fixing these factors and expressing them among all groups of the public, including transparency and communication with the public.

Keywords: Private Educational Institutions Facebook, Public Relations, Reputation Management.