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Use of Public Relations for Social Media in Managing the Reputation of Telecommunications Companies in Saudi Arabia STC, Mobily, and Zain Companies as a Model

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Abstract

In light of the acceleration of digital and technological developments in the field of communication and media, and the increasing interest of institutions and organizations in developing their performance through digital public relations activities and programs. This study sought to identify: “The impact of digital public relations on the performance of Saudi government institutions in a field study on a sample of public relations and media management in government institutions in the Jazan region for the year 2021.” This study comes within the framework of descriptive studies in which the researchers relied on the survey method.

The importance of study is to highlight the efforts undertaken by the public relations management in government institutions in the Jazan region, the role played by modern technology in the practice of public relations, and the repercussions that have negatively or positively affected on the practice. The study aimed to identify the modern roles of public relations in light of technical developments, to identify the role of digital technologies and technical changes in the work of public relations and their impact, and to reveal the extent of interaction between the institution and its audience through the use of digital technologies and its impact on the development of the performance of government institutions.

The study concluded to reveal the positive and effective impact of digital public relations on the performance of government institutions and their adoption and reliance on digital technologies in practice.

Keywords: Digital Public Relations, Saudi Government Institutions, Performance Measurement.