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Awareness of Workers in Saudi Non-profit Institutions of the Role of Public Relations in Promoting their Services: A Field Study on Charities in the Regions of (Riyadh - Dammam - Jeddah)

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Abstract

This study seeks to realize the awareness of workers in Saudi non-profit institutions of the role of public relations in promoting their products, which resulted from their exposure and awareness of the role of public relations through the promotion of services provided by charitable institutions.

This indicates that the role played by the Public Relations Department is a major role in raising their awareness, and the study relied on the descriptive approach through the questionnaire tool that was applied to a sample of workers in non-profit institutions of the Kingdom of Saudi Arabia in the main regions (Riyadh - Dammam - Jeddah). 75 items. The study found that workers in non-profit organizations have raised awareness of the importance of the role of public relations in promoting the various services provided by these associations, with an average of (2.61).

The study also found that creating a positive mental image for the external public and promoting the association's private services and advertisements are among the most important roles played by public relations departments.

key words: Saudi Institutions, Public Relations, Promotion of Services, Employees.