



**Attitudes of public relations practitioners
towards the use of communication technology
in communicating with the public**

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ABSTRACT:

The study aims to identify the attitudes of public relations practitioners towards using the Internet, to activate the performance of its programs in governmental organizations in Egypt, to find out the reality of public relations practices, and the impact of electronic means of communication on the performance of its various activities, by focusing on the perceptions of public relations practitioners. Based on a survey approach, the findings revealed that most of the participants used the electronic public relations to communicate with the public especially web sites, to create a good image of the institution among its customers. And the paper recommended that the government must stimulate the work of electronic public relations in different organizations, by monitoring performance and announcing the arrangement of governmental organizations in terms of activating electronic public relations periodically.

Originality/value: This research contributes to the need for greater clarity and knowledge of the employee practices and electronic public relation management to get the maximum success for the government sector.

Keywords: employee relations, government organizations, public relation via internet, social media, practices, attitudes, communication

Introduction

The success of any institution depends on building a positive relationship between it and its audience to establish mutual understanding and proper adaptation between them, according to the role of public relations, it is the link between the institution and its internal and external audiences to form a positive long-term trend among the public towards the institution, as well as setting medium and long-term plans to try to promote a good image of the institution that is different from the image of competing institutions, as the technological advancement in the media helped increase the demand recently in developing the work of the Public Relations Department in proportion to the increasing complexity of society and meeting the needs of the public.

public relations is a job that resonates with all departments of the institution with its various policies, plans and administrative decisions that affect the internal and external audiences of the organization in forming an image of the organization with them. It also works within the framework of considering the interest of society.

In general, the public relations is an important element in the work environment and an effective tool for building a single work team, So it becomes clear that it is necessary to work to raise the management of public relations to the highest levels of administration,

in addition to the importance of choosing the first official in it from among the specialists.

Public relations in government sectors seek to develop communications between the organization and its audience and form opinions on the services it provides, and if the public relations department in the various establishments is not at a high level of experience and competence, then you will notice that its relations with its internal and external audiences will be negatively affected by this (Vos.T, 2008).

Therefore, government public relations are concerned with assessing and developing their practice with the internal and external public through effective communication with the public to determine all the influencing factors, this is to amend and adapt the organization's relations with the public, to extract the interests of organizations and the interests of the masses, and to maintain communication between the two parties and not to expose the organization to isolation on the side of its audience.

Regarding to the importance of public relations, especially in governmental organizations that deal with the majority of members of society, it was found that there is a scientific need for more academic studies that show the extent to which public relations programs and activities have been affected by communication technology in government organizations, therefore, this study aims to identify the attitudes of public relations

practitioners towards using the Internet to activate the performance of its programs and achieve continuous communication with the public in governmental organizations in Egypt to find out the reality of public relations practices recently, and the impact of electronic means of communication on the performance of its various activities, and the identification of positive and negative aspects and motives of public relations practitioners about modern technologies, based on a survey approach to explore the attitudes of the PR actioner toward the use of electronic means in government sectors in Egypt.

Literature review

Literature are considered one of the most important scientific pillars upon which the researcher relied on in determining the study's questions , framework, as well as preparing a questionnaire form, whereas, the study of Prisca (2019) aimed to evaluate the use of public relations practitioners for social media sites in Zimbabwe, which showed that social media has enhanced the work of public relations and made a positive impact, and that (94%) of PR practitioners spend a great deal of time using digital media in activities related to their work. (Prisca, 2019)

Also, Loureiro & Gomes (2016) focused on analyzing companies' use of Facebook to facilitate communication with the public, and that is through

comparison between Brazil and Portugal, and the results of the study resulted in the progress of Portuguese companies on the Brazilian companies in using social networking sites and blogs with their keenness to display more electronic links that may be of interest to the public.

While the study of Levenshus sought to study the effect of electronic communication on the activities of the government sector in America and to identify the challenges facing the communicator in social networking sites (Levenshus, 2016), And the study of Greenberg examined the role of public relations departments in forming a good image of public and private organizations in public opinion, the most important results indicate the importance of the role that public relations departments play in making a change in the attitudes of public opinion, not only structural but also fundamental, and that there are differences between public relations departments in both the public and private sectors in terms of their use of modern means of communication that help in achieving the goals of these departments and the differences were in favor of the private sector (Greenberg, 2011), while the study of Clemons indicated the perceptions that exist between public affairs officers and public administration in government institutions regarding the role of public relations in the framework of these organizations and

try to identify the importance of public relations in government institutions, the study found that there are ten principles that any organization can, through its application, access to outstanding performance, the most important of which is to consider public relations management as an independent department and a job that has a similar relationship as well. There is a direct relationship between public relations management and senior management and the organization of internal communications between departments to achieve understanding in private external communications with the audience. (Clemons, 2009)

The use of public relations for the Internet

The Internet has provided many electronic means of communication, which have a positive impact on the performance of public relations. According to one of the studies on the use of social media in the field of public relations, it appears that more than (94%) of public relations practitioners spend different times to complete public relations activities via digital media, especially on Facebook and Twitter platforms (Wright & Hinson's, 2017), as the Internet is a technological innovation in the age of communications across various organizations, it is the backbone of institutions in achieving the process of internal communication and external communication, which allows the exchange of material resources, human and financial worldwide, there is no doubt that this creativity affects the public

relations strategies of the institution and its development, the public relations decision to activate the use of the Internet is a strong motivation to develop its various programs and activities, and successive Internet developments as a means of communication have led to the necessity of reviewing the communication strategies of public relations in all institutions and organizations, whether governmental or private, productive or service (Galloway, 2005), it is an easy and low-cost method used to send ,receive and store huge amounts of information, in addition, the possibility of communicating with the public through various communication channels (Ryan,2003), the network development techniques have reached to allow the exchange of information through chats, this enables public relations employees to communicate with various organizations and community members around the world. Considering that public relations are the liaison between the institution and the public and take in that from the electronic media as the most important means of communication, to publish the organizations' vision and mission or to communicate private messages aimed at a clear understanding of the public.

Study Questions

The study aimed to answer the main question, what are the attitudes of public relations practitioners towards activating the use of the Internet in government organizations and derive several sub-questions from it?

1. To what extent do public relations practitioners use modern means of communication?
2. What is the extent of using social media to develop public relations programs?
3. How do PR practitioners use the Internet to monitor audience interaction?
4. What are the goals that public relations practitioners seek to achieve using the Internet?
5. What are the most important obstacles to activating the use of the Internet in the practice of public relations?

The Importance of the Study

The importance of the study is represented in the following points:

- 1) The need for more scientific research that sheds light on the recent trends of public relations practitioners towards their use of the Internet in government agencies, because of the importance of these trends on the future of the public relations profession.
- 2) The unprecedented interest in public relations management in various institutions, and the direction of senior management in activating public relations tasks.
- 3) Assist the directors specialized in public relations in identifying the reality of activating government public relations, and the most important problems

experienced by workers in public relations departments in government institutions.

- 4) Moreover, studying African countries is necessary because the countries of Africa do not have the same environmental, economic, or cultural structures (Ngondo, 2019).

Methodology

Based on the framework of Prisca 2019 and Loureiro & Gomes (2016) , the researcher prepare a questionnaire to get a wide range of deep responses, and to be able to produce generalizable results from participants' perceptions, The questions were translated into Arabic, the country's official language, with back translation undertaken to ensure consistency and clarity. Consent forms from all respondents were obtained, to collect data and information through a set of questions that were directed to practitioners of public relations in Egyptian governmental organizations to achieve the goals of the study and answer its questions, the study was applied in a period from July 2019 to January 2020 on (200) public relations practitioners in government sectors in Egypt, the questionnaire form included the following axes: (1) the extent to which public relations practitioners use the Internet, (2) modern communication methods used by public relations departments to communicate with the public, (3) The extent of the use of social media to

activate public relations programs (4) attitudes of public relations practitioners towards electronic public relations, (5) What are the most important problems facing public relations practitioners while dealing with the Internet? (6) What are the suggestions of the study sample for developing electronic public relations programs in government agencies?

Conclusion:

The questionnaire form for public relations practitioners in government sectors in Egypt started with a question inquiring whether the respondent uses the Internet to communicate with the public. If the answer is "Yes", he moves to the third question to complete the rest of the questionnaire, but if the answer is "No" he only answers the second question regarding the reasons for not using the Internet in public relations programs, and in this case, his participation ends in completing the questionnaire by answering the second question.

1) Characteristics of the study sample

Table (1)

Characteristics of the participators

Basic data	Variable	Total	
		N	%
Gender	Males	137	68.5
	Females	63	31.5
	Total	200	100
Scientific qualification	Bachelor's degree	159	79.5
	postgraduate	41	20.5
	Total	200	100
Years of experience	Less than 10 years	74	37
	10 years and over	126	63
	Total	200	100
Field of specialization according to the qualification	Public relations qualification	109	54.5
	Another qualification	91	45.5
	Total	200	100

Table (1) shows the characteristics of the participators as follows:

As shown in the table (1) that (200) practitioners in the Egyptian government sectors participated in filling the questionnaire, of whom

(68.5%) were males and (31.5%) were females, regarding the academic qualification, the study sample represented 79.5% of university qualifications, which means the Bachelor's degree and (20.5%) of postgraduate qualifications, and for years of experience it represents (37%) less than 10 years, (63%) working in the field of public relations for 10 years or more when asked about whether their educational qualifications are in the field of public relations or other fields, the result is (54.5%) whose qualification is public relations and (45.5%) with other specializations.

2) The extent of the use of public relations practitioners in government agencies for the Internet

Table (2) The extent to which PR practitioners use the Internet

The extent of use of the Internet	N	%
Always	120	60
Sometimes	40	20
Never	40	20
Total	200	100

The table (2) shows the extent to which PR practitioners use the Internet, as the results show that 80% of the study sample activate the use of the Internet in public relations programs in Egyptian government sectors, while there are (20%) that have not used the

Internet in the process of communicating with the public.

Because it was important to identify the reasons, the research has focused on asking the following question, which explains the reasons for not using the Internet in electronic public relations, which the practitioner can choose more than one of the following reasons.

3) Reasons for not using the Internet in PR programs in government institutions

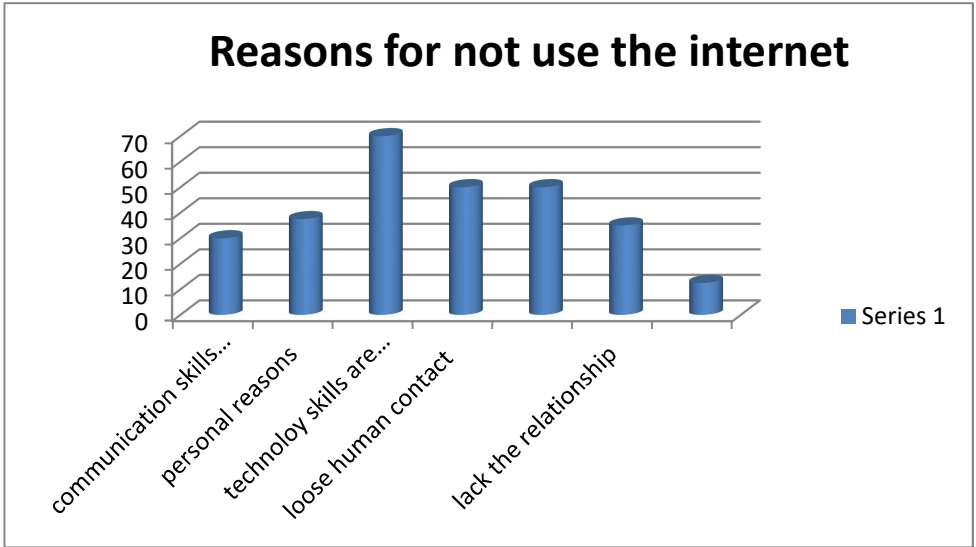
Table (3) The reasons for not using the Internet in PR programs in government institutions

Item	N	%
1. I am not good at communicating with the public through the internet	12	30
2. Because I am not convinced to use the Internet to accomplish my duties	15	37.5
3. I am not good at dealing with the Internet (design - writing - viewing - downloading attachments)	28	70
4. Because it makes me loose human contact with the public.	20	50
5. There are other departments responsible for electronic communication with the public	20	50
6. Because communication through the Internet threatens the nature of human relations between the institution and the public	14	35
7. Others.	5	12.5
N	40 ¹	

¹ This number refers to individuals who do not use the Internet in public relations programs in government institutions.

The results of Table (3) show the reasons for not using the Internet in public relations in government sectors, which resulted in 70% of those who do not use the Internet not knowing the skills needed to use modern communication technology in public relations programs, it is followed by 50% of the reasons that some say that there are departments other than public relations responsible for communicating and responding to the public electronically, others see that the Internet negatively affects human communication, while 12.5% added other reasons that limit his use of the Internet, such as that the administration does not provide him with the components of the electronic environment and the small number of available electronic devices relative to the number of employees in the department, also, the administration did not direct the public relations departments of the importance of electronic communication with the public, and finally that some groups of the public accept electronic transactions are still weak, while 12.5% had other motives that lie behind their lack of use of the Internet, such as a lack of electronic security towards the information and data stored with them, and the slow loading of web pages causing inconvenience to the dealing public as show in figure (1). This result may show that the public relations tasks not clear for the practitioners

Figure (1)



4) The most modern communication means used by public relations practitioners in government organizations to communicate with the public.

Table (4) The extent to which public relations departments use communication means to communicate with the public

Mean	Medium	Rank
1. Web site	2.69	1
2. Mobile applications	2.16	2
3. Social Media	2.07	3
4. E-mail	1.87	4
5. Audio	1.69	5
6. Visual aids	1.69	5
7. SMS	1.66	6
8. Advertisements	1.53	7
9. Blogs	1.44	8
10. Chat Forums	1.30	9

It is evident from the results of Table (4) that the most important modern means of communication used by public relations departments in Egyptian government sectors are "websites" with medium 2.69 to improve the work environment and offer different services to Egyptian government agencies, as well as clarifying important information and different policies, and clarifying the different communication channels, and it is followed by "mobile applications" in the second rank with medium 2.16 to facilitate the

completion of transactions of interest to the public to help them avoid long waiting in the queue at the headquarters of the authority, especially in light of the increasing population density in Egypt, then "Social Media" in the third rank with medium 2.07, as for the audio-visual means that were represented in the pictures, meetings and videos came in the fifth rank medium (1.69), while the results indicate the weakness of the chat forums as a means of communication, as it came in the last of the means.

5) The extent to which PR practitioners use social media

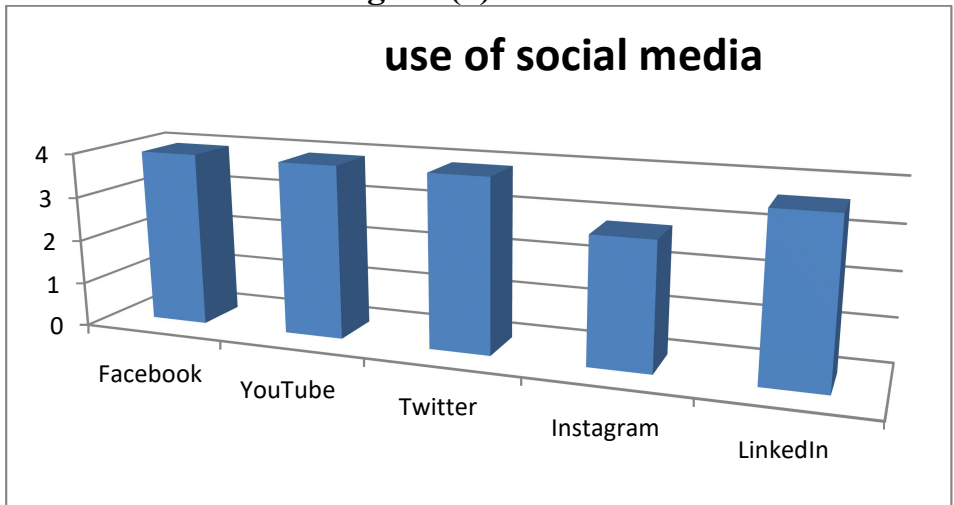
A question was asked to the respondents asking them to arrange the use of the following social media sites from the most used to the least used, after listing the social media sites mentioned in the websites of the Egyptian government organizations by researcher

Table (5)
The extent to which PR practitioners use social media

Social media platforms	M	SD	ranks
Facebook	3.95	1.02	1
YouTube	3.91	1.04	2
Twitter	3.89	1.13	3
Instagram	2.84	1.02	5
LinkedIn	3.64	1.05	4

The results of Table (5) show the use of social media in Egyptian government organizations indicate that Facebook is the most used and deliberated among government organizations to communicate with the public, followed by YouTube and in the last rank came LinkedIn as the following figure (2)

Figure (2) .



6) The extent of public relations practitioners' interest in using the Internet to monitor public response

Table (6)
The extent of public relations practitioners' interest in using the internet for follow-up interaction of the public

Item	%	Rank
Analyzing the content that the public publishes about the institution on social media	78.1	2
Analysis of rumors published about the institution	68.7	4
Motivating the public to share the organization's trends	64.3	5
Follow-up on public inquiries regularly	64.3	5
Interview the audience through chat	43.7	6
Measuring public opinion electronically on various issues	75	3
The audience interacted with the institution's news on social media	87.5	1
N	160	

The results of Table (6) indicate the use of public relations practitioners in the Egyptian government organizations for the internet first of all is to follow the interaction of the public with the institution's news on social media, , it is sure that social media is one of the closest ways to reach the public, therefore, activating its use achieves the goals of both parties of the communication process and facilitates the

process of obtaining the reaction from the recipient, according to the second and third ranks, the use of the Internet in analyzing content shared by the public about the institution and measuring public opinion electronically on various issues, at rates of (78.1%) and (75%), respectively, as public relations practitioners added that following up on what is published about the institution and analyzing it reflects the public's attitudes towards the performance of government institutions and their satisfaction with the services provided and mechanisms for implementing the Foundation's business, especially in light of the weak participation of the public in electronic questionnaires related to feedback, and that is to measure public opinion through following up and analyzing the public's different opinions towards issues that concern government institutions and the issues that concern society in a way that makes it necessary for those in contact in different institutions to follow up on comments and opinions published by the public on them, in order to support the processes of developing and improving services based on the real desire of the public, on the other hand, the results show the limited use of the Internet in conducting electronic interviews with the public, as this came in the last rank by(43.7%), the participants indicated that the reason for this weakness is due to the lack of response of the public when requesting to meet them or conduct an

electronic dialogue with them, while when they are asked about the same matter while they are at the institution's headquarters, they respond and fill out the questionnaire and put various proposals, which reflects that the characteristics of the audience here affect the performance of the work of public relations practitioners over the Internet.

7) The goals that public relations practitioners seek to achieve through the Internet

The researcher asked a question consisting of twelve phrases using the Likert scale (strongly agree/agree/neutral/disagree/strongly disagree) so that strongly agree = 5 and indicates the severity of approval, and strongly disagree = 1 and indicates the intensity of the opposition to the item.

Table (7)

The goals that public relations practitioners can achieve using the internet

Goals	M	Rank
1. Create a good image of the institution among its customers.	2.47	1
2. Introducing the services of the institution.	2.34	2
3. Establishing an effectiveness communication between the institution and media	2.26	3
4. Responding to criticism of the institution.	2.16	4
5. Receive public complaints and respond to their inquiries	2.11	5
6. Transfer the opinions of the masses to senior management.	1.98	6
7. Support the relationship between the institution and other institutions.	1.97	7

Goals	M	Rank
8. Awareness of the institution with its responsibilities towards the community.	1.97	8
9. Research preparation and analysis of audience feedback	1.88	9
10. Development of communication between the various administrative levels of the institution	1.87	10

The above table(7) shows The goals that public relations practitioners can achieve using the internet, the results indicate that the most goals that are achieved from using the Internet are to create a good image of government organizations, followed by an introduction to the services provided by the institution, this result reflects the awareness of public relations practitioners in Egyptian governmental organizations of the importance of public opinion and its impact on the performance of the organizations' work. Therefore, they were interested in providing a good image of the organizations through various electronic channels such as the website of different governmental organizations as well as social media, which reflects positively on their work and gain the support of the public for government organizations, consequently, it enhances the public's response in public relations programs to reflect positively on the community, but the results also show that the least goals to achieve in electronic public relations in Egyptian governmental organizations are to develop communication between the various

administrative levels of the institution, the results also show a decline in the use of public relations practitioners of the Internet in preparing research and analyzing public feedback, the respondents attribute the reason for this to the lack of more public participation in filling out electronic questionnaires, and therefore paper questionnaires are resorted to when the public visits the headquarters of different organizations.

8) What are the attitudes of public relations practitioners towards electronic public relations in government organizations?

The researcher asked a question consisting of twelve items using the Likert scale (strongly agree/agree/neutral/disagree/strongly disagree), so that it included 6 positive items, which are items number (1, 2, 5, 6,10, 11) and 6 negative items are phrases number (3, 4, 7,8, 9, 12), to know the attitudes of public relations practitioners towards the use of the Internet.

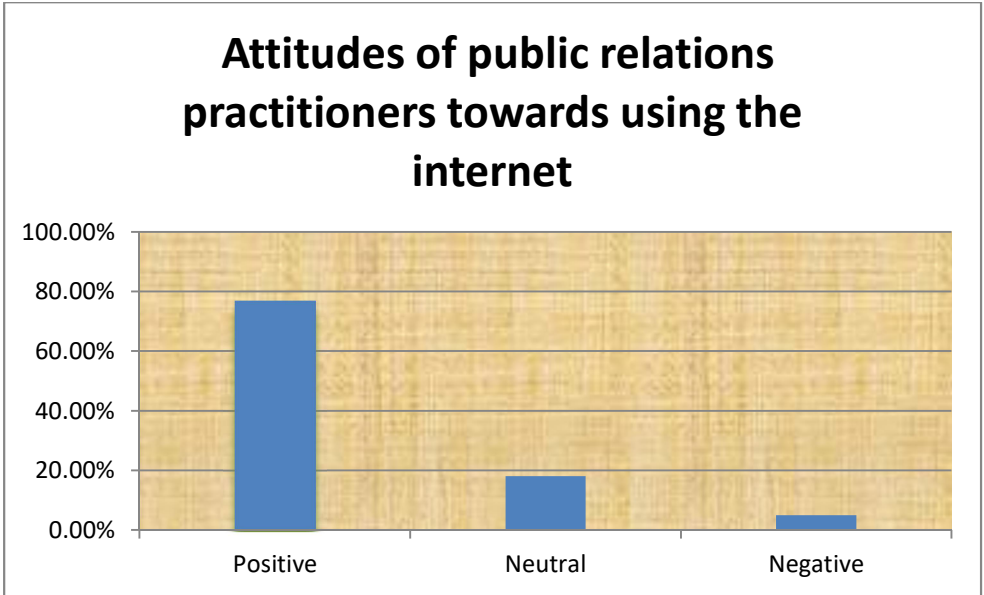
Table (8)
Public relations practitioners' attitudes toward using the internet

Item	Mean	Rank
1. The use of the Internet helped to develop public relations programs.	2.64	1
2. Using the Internet helps me to save time and effort in accomplishing my duties	2.64	2
3. The use of the Internet in public relations makes it difficult to measure the results of various activities	2.50	3
4. The use of the Internet in public relations leads to weak public response to the institution	2.46	4
5. Using the Internet helps to follow the audience's requirements	2.45	5
6. The network helps to deliver important information to the public	2.35	6
7. I feel that most public relations are not eligible to use the Internet	2.32	7
8. The use of the Internet allows the spread of inappropriate responses from the public	2.19	8
9. the senior management does not support the use of Internet public relations departments	2.18	9
10. The Internet facilitates communication between the public relations department and the various departments of the institution.	2.16	10
11. The Internet facilitates successful relationships with the public.	2.11	11
12. The use of the Internet in the field of public relations has not had a significant impact	2.03	12

The results of the table (8) show that the attitudes toward using the internet are as follows:

The Internet helps in developing public relations programs ranked first with an average score of (2.64), followed by "the use of the Internet helps public relations practitioners to save time and effort in completing their tasks" which ranked second, which reflects the awareness of the participants of the importance of the Internet in promoting the accomplishment of various activities of public relations programs in government organizations. While the results indicated some negative trends of electronic public relations, foremost among which is that the use of the Internet in public relations leads to the difficulty of measuring the results of various activities, and this came with an average of (2.50), followed by "the use of the Internet in public relations leads to a weak public turn out to visit the institution with an average score of (2.46) and that the use of the Internet in the field of public relations has not had a significant impact, with an average score of (2.03), explaining that, they may face some obstacles that limit the effectiveness of using the internet, but communication technology, in general, has developed from the work of public relations programs and goals, which enhances public relations goals in government institutions, thus, through the results of Table (8), it is possible to identify the attitudes of public relations practitioners

towards using the Internet as shown in the following figure (3).



The results of the figure (3) show that the attitudes of public relations practitioners toward using the Internet in public relations programs in government organizations are positive, it reflects the awareness of those involved in communication with the importance of using communication technology and its role in developing their communication programs and in managing good relations with the public and activating the value of institutional communication, and the effect of the virtual world in creating an environment of work

that stimulates innovation in a field that needs to be constantly developed, to maintain the loyalty of the public and gain their trust, and to enhance the image of their governmental organizations.

9) What are the most important problems facing public relations practitioners when dealing with the Internet?

Table (10)
The obstacles facing the public relations practitioners when dealing with the Internet

Problems	N	%
1. Technical problems	140	87.5
2. Problems which are specific to the nature of professional performance	68	42.5
3. Problems which are specific to the public (culture - beliefs - awareness - characteristics of society)	108	67.5
N	160	

It is clear from the results of the table (10) that the problems facing electronic public relations practitioners can be divided into three main categories as follows: The first category is the problems with the Internet, where (87.5%) of the participants agreed that the weakness of the strength of the Internet, its lack of availability in some times, the weakness of electronic

information security and the fear of penetrating important information and public data are among the most important obstacles that limit the completion of their tasks, while (42.5%) referred to the second category, which are the problems specific to the nature of professional performance, which is represented by the public relations practitioner realizing the positive role of the Internet in enhancing the communication process with the public, and the lack of skills to develop electronic public relations, followed by the problems of the public in the third category with a percentage of (67.5%), which were represented in several points, the most important of which are the restrictions on the culture of Egyptian society, which remains a percentage of an audience that tends to use printed papers because it enhances the impression of seriousness and formality in government transactions, thus, it is a source of reassurance to him about electronic transactions, the participants suggest the reason for this issue to the level of education of some of the elderly who are not able to deal with the Internet in general, and the category of farmers and housewives who did not obtain an adequate level of education.

10) What are the suggestions of the respondents to develop public relations practices electronically?

Table 11
Public relations practitioners' suggestions for developing electronic public relations

Item	N	%
1. Training programs: to develop the skills of public relations practitioners in electronic programs	140	87.5
2. Good selection of qualified manpower for public relations activities via the Internet.	118	73.7
3. The increase in financial incentives: to raise morale among practitioners interested in using the Internet.	94	58.8
4. Exchange of experiences: by organizing meetings between public relations practitioners in various institutions that activate electronic public relations.	100	62.5
5. Increase the awareness of the institution's senior management of the importance of public relations via the Internet.	68	42.5
6. Develop awareness-raising initiatives for the public on the importance of electronic communication in achieving their goals	77	48.1
7. Others, mention.....	87	54.4
N	160	

Results of Table (11) clarify that participants suggestions to develop public relations via the Internet, it was at the forefront of interest in training programs to develop the skills of public relations practitioners in government organizations for the list of

study sample proposals to develop public relations performance with a rate of (87.5%), explaining that this is the first step so that electronic public relations can successfully achieve its goals through qualified specialists to undertake the development of traditional public relations programs to keep pace with the needs of society, followed by the proposal for a good selection of individuals working in public relations so that the maximum benefit from his performance can be achieved taking into account his ability to constantly develop his skills and not be satisfied with his existed skills, this is explained by the fact that the public relations practitioner must be aware of all new information in the world of communication, which is the basis of his work and supports the success in communicating effectively with his audience, while 62.5% stressed the importance of exchanging experiences between them through organizing meetings and workshops that enhance the transfer of different experiences and experiences in public relations work in different institutions to serve as a guide for them and develop their performance, while 58.8% believe that material incentives have an important role in encouraging creativity and innovation and care to introduce all that is new in communication technology in a way that enhances the work of public relations, explaining that the practice of public relations has a major role in showing the image of the

institution highlighting its positivity and its role in society, and that this does not take place without the presence of job satisfaction with his duties entrusted to him, as well as the material compensation that he receives, which renews his activity, his love for work, and his ability to excel, this is reflected in raising the level of performance of public relations work, while (54.4%) mentioned other proposals, the most important of which is the necessity of working to review the infrastructure of the Internet because most of the times it negatively affects the completion of tasks due to its weakness or the presence of technical problems, the study sample also sees the necessity of activating the internet internally between the various departments in order to save time and bridge the gap between members of society and electronic communication and push it to benefit from this virtual world.

Recommendations

Based on its findings, the study recommends the following:

1. Ensure that public relations positions are occupied in various institutions with scientifically qualified persons through their university studies, i.e. their studies are in the field of public relations.
2. Developing the skills of public relations practitioners in a manner commensurate with the needs of the modern era, which requires that

public relations programs be more effective, to meet the intensity of competition between different organizations, this is done by obligating the public relations practitioner to attend the minimum level of development courses for his various skills that qualify him to continue to perform his work in public relations and considering it an inherent part of his duties and one of the requirements for obtaining a promotion or a material increase in his salary.

3. Stimulating the work of electronic public relations in different organizations, by monitoring performance and announcing the arrangement of governmental organizations in terms of activating electronic public relations periodically, this requires public relations practitioners to benefit from the advantages of the Internet and activate it as a vital tool that facilitates the performance of its work and helps it to develop traditional public relations programs.
4. Spread the awareness among the public about the electronic security of government organizations and educate public relations practitioners about their role in this matter.

What the study raises of future research

The current study raises several topics:

1. Studying electronic public relations in private organizations in Egypt and preparing a comparison with governmental organizations.
2. How did the Internet help in developing public relations programs?
3. Study of electronic public relations in international organizations.
4. Study the effect of public characteristics on developing electronic public relations programs.
5. How innovation affects the development of public relations activities.

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