

Crafting Connections: The Art of Public Relations

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Abstract: *In the digital age, public relations have undergone significant changes, impacting how organizations manage their reputation and communication. This paper explores the role of digitalization, particularly through social media and online platforms, in reshaping public relations practices. It reviews the historical context, key theories, and essential concepts in the field*

Through qualitative interviews with PR professionals and content analysis of PR campaigns, our findings highlight the growing importance of social media in PR strategies. Case studies further illustrate how organizations have effectively adapted to the digital era, particularly in reputation management and crisis communication. The discussion delves into the challenges and opportunities faced by PR practitioners, including ethical considerations such as privacy and fake news.

Keywords: digital age