



***The Contribution of Digital Public Relations to Improving Institutional
Communication in Algerian University Institutions:
The Case of the University of Constantine 3***

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Received: 25/04/2026

Accepted: 23/05/2026

Abstract:

this study aims to analyze digital public relations education as an emerging concept in Algerian universities, especially at Constantine university 3. this is a contemporary act and a method used to sustain and also progress the institution. this paper aimed to analyse the use of communication technology by public relations practitioners at Constantine University and how digital public relations plays a pivotal role in fostering interaction and communication with the university's internal public. the comparative method was used in this study. the field study showed that digital public relations leads to the development and progress of assignments, improved quality of tasks, increased the staff's sense of ability and creativity, lower professional mistakes, and an environment for innovation.

Keywords: public relations .digital public relations performance improvement, Communication

INTRODUCTION

Technology has changed and will keep changing most things in human life, from social to political and from economy to education, it has become really important to life. We have seen technology touch virtually every part of our world - read: systems, structure or the society- stratosphere, and it affects how we feel, how we live, how we act, how we exist, co-exist, and how we do what we do. The rise of the “information society” is evident, where knowledge and information is paramount in all aspects of life. This has helped drive the information revolution and data that flows faster than ever. The impact of technology has broadened across societies, influencing every industry, and institutions in particular. Public relations are crucial in assisting institutions in improving their scientific methodology through the application of science for their activities, studying and researching, planning and programs, as well as the result performance supervision. Secondly, PR tries to create a better understanding and trust of the establishment in its audience.

Rapidly developing technologies created quite adverse impacts on the public relations in the contemporary organizations. Thanks to all this changing technology we have some great tools for fast and accurate communication. Contemporary public relations utilizes the newest, most powerful technology, and the most efficient new communication technologies, particularly email and video conferencing. This makes it possible for companies to engage with their target markets, both internal and even external, as it happens. There is also social media, such as Facebook, Twitter and Instagram, which provide instant direct access to the people, promoting transparency and trust. This paper aims to investigate the concept of digital public relations as a new phenomenon in Algerian universities. Taking into account new technologies in public relations and its impact on employee in the academic public institutions. But these developments present a number of challenges too in terms of how to best integrate technological tools to gather and analyze data to more fully understand the needs and behaviours of our audience members, and how to shape messages and target audience members most effectively. interactive and how to represent interactive. content, enhance audience engagement, and provide real-time feedback to improve strategies and processes. The main research question can be summarized as follows: To what extent do public relations practitioners use digitalization at the University of Constantine 3? How can Constantine 3 University benefit from technological advancements to improve public relations?

1.Systematic framework of the study

1.1. The importance of the study:

the examination of digital public relations processes in higher education is important for a number of reasons, both academic and administrative, and for the maintenance of the public's goodwill. here's why this topic matters:

a-developing and maintaining Image: digital PR initiatives contribute to promoting the university by sharing news, events and successful activities etc.

b-Connect with Current Students & Increase Relationships: Online activities and events enrich students' university experience and develop deeper ties with students.

c-Coping with the technological development: With digital public relations, universities can keep pace with the rapid advancements in technology, and apply the tools to communicate and manage relationships in a modern age.

Furthermore, digital tools can enhance the operational efficiency of public relations, reducing the time and costs associated with traditional communication methods.

Overall, digital public relations play a significant role in achieving strategic goals and the development of the university

1.2.Study Objectives

This study aims to achieve a set of objectives, which can be summarized as follows:

- a-To identify the most commonly used digital tools in public relations activities at Constantine University -3-.
- b-To examine the reasons behind the use of these tools.
- c-To measure the extent to which digital tools contribute to improving the practice of public relations at the university.
- d-To explore the impact of digital tools on the quality of public relations content.

1.3.Theoretical Framework

In This study, we adopted the functionalist perspective, which has a Key characteristic: its ability to explain various levels of social phenomena. The functionalist perspective is recognized as one of the theories related to the overall functioning of society. It views society as an "organic whole," interpreting different elements based on the functions they perform within that whole. Additionally, this perspective emphasizes how various phenomena influence the functioning of the social system (دفلية, 1993)

According to the information available, structural functionalist theory provides a useful perspective to comprehend the purpose and functions of digital public relations in academics. This perspective requires that the numerous responsibilities associated with digital public relations, to a great extent based on new communication technologies, be analyzed. In fact, digital public relations is critical to streamlining communication between the university and key constituencies such as students, faculty and alumni. It illustrates how the message is communicated, enhances positive communication channels, and maintains the integrity of the educational system while enhancing the good will of the school. It also highlights the role digital public relations can play in creating social interaction, inclusion and innovation at the university.

1.4. Definitions :

1.4.1 Definition of Public Relations:

Ivy Lee, one of the founding researchers of public relations, defines It as a significant institution that requires the examination of current conditions and efforts towards reform, all while keeping the public informed. Its mission is twofold: first, it involves studying trends in public opinion and encouraging organizations to modify their plans and policies to better serve the public interest. Second, it focuses on informing the public about the activities undertaken by organizations that are important to them and contribute to their well being (Griswold, 2018)

Ivy Lee, in this definition, focuses on the functional aspect of public relations by emphasizing three key points: the media aspect, as he mentions that public relations informs the public about the organization's situation; the research and planning functions, as he refers to studying public opinion trends; and the main goal of public relations, which is to serve both the public interest and the organization's interest simultaneously.

Paul Barrett defines public relations as "a management philosophy based on continuous humanity, placing the public interest first in every decision. (المصري, 1990)

1.4.2 Definition of Digital Public Relations:

Digital public relations refers to the management of communication between an organization and its audience using Internet applications. These applications include

websites, online messaging services, and the integration of text, graphics, images, and video clips. (قبيلي, 2022)

As defined by a digital media expert and specialist, **(Brian Solis)** digital public relations is the process of promoting the dissemination of messages and improving the relationship between an organization and its audience through targeted content and digital communication platforms via the internet, as well as digital influencers.

according to the Chartered Institute of Public Relations, digital public relations involves the use of the internet and digital technologies to identify the audience, communicate with them, and build relationships that positively influence the overall reputation of the organization.

This definition refers to three elements through which digital public relations is defined: identifying the audience, communicating with them, and aiming to build relationships that positively impact the institution's image and reputation. However, it is noticeable that this definition lacks emphasis on some important aspects. The success of digital public relations depends on data tracking and understanding behavior. Public relations is not limited to broadcasting messages; rather, it focuses on the level of real engagement, known as two-way interaction. This requires a different approach and the use of modern tools such as blogs, websites, and email.

Digital public relations focus on enhancing communication with audiences through the internet, utilizing social media platforms, search engines, and virtual brand communities. Digital public relations is defined as: "Planned and intentional public relations efforts and activities carried out through modern digital media and systems (حاتم, 2021)

1.4.3.Digital platforms :

Digital platforms are defined as virtual environments based on web technologies and modern communication tools. They rely on an integrated technical and organizational infrastructure that enables interaction among various stakeholders and facilitates the exchange of information and the provision of services remotely. These platforms are characterized by their ability to integrate multiple tools for content management, communication, and coordination, whether within free or paid frameworks, thereby enhancing efficiency and keeping pace with accelerated digital transformations (زينب, 2025)

1.5.Literature Review

1.5.1. The first study is an article by Young Kim Katharine E. Miller, titled **The evolution of digital public relations research** published in public relations review Volume 50, Issue 4, in 2024

The researchers employed bibliometric analysis and citation analysis, working with a sample of 868 published articles spanning from 1995 to 2022 across six journals specialized in the field of digital public relations. The study arrived at the following key findings:

- ✓ here has been a growing academic interest in the field of digital public relations.
- ✓ Leading researchers were categorized across two time periods (1995–2014 and post-2015), based on the number of citations they received. Additionally, the most influential research papers within these journals were identified.
- ✓ There has been a development in the topics that have attracted researchers' attention, including:
 - ✚ Digital communication strategies through social media platforms.
 - ✚ Crisis management using blogs and tweets.
 - ✓ The general use of the web and digital media (Miller, 2024)
 - ✓ The adaptability and flexibility of the field in response to technological advancements. The study confirmed that digital public relations has evolved in

response to technological shifts such as the rise of social media and practical foundations of the modern field.

1.5.2. The second study, titled “Impact of Digital Communication and PR Models on the Sustainability of Higher Education during Crises” was published in the journal Sustainability on October 9, 2020, by **Umut Ayman** and **Anil Kemal Kaya**. The study examined the impact of the COVID-19 pandemic on the pillars of institutional sustainability: the human, social, environmental, and economic dimensions. It emphasized that the continuity of universities largely depends on how they manage communication during a crisis

The study sample comprised four public and private universities in Northern Cyprus, situated within a multicultural environment. A qualitative content analysis was employed in addition to a quantitative methodology to examine digital content (texts, images, videos) published through university social media platforms. One of the key findings of the study was that universities relied more on a didactic communication style rather than an interactive one, following what is known as the public information model, meaning their messages were one-way. In contrast, the two-way interactive communication mode, which enables real engagement, was used to a much lesser extent. This affected the effectiveness of crisis management. **(Kaya, 2020)**

The study concluded that universities are in urgent need to improve their listening and two-way digital communication capabilities with stakeholders, rather than relying solely on one-way communication, to ensure their sustainability during crises.

2. The Study’s Methodological Procedures:

2.1. Methodology

This study is classified as descriptive research, as it aims to describe a phenomenon and provide data on specific characteristics. The approach analyzes the components of the phenomenon to measure its causes and impact within (يوحوش, 2007). The goal of the study is to offer a comprehensive perspective on the impact of digital technology on public relations within academic institutions, thereby contributing to a better understanding of this evolving field

2.2.Procedures :

In this study, we utilized a questionnaire aimed at the internal audience. This questionnaire consisted of a series of interconnected questions designed to gather essential data and information (الدليمي, 2002). The primary objective of this tool was to explore the opinions of the employees at Constantine University - Saleh Boubnider regarding digital public relations. We aimed to assess how effectively digital public relations can help achieve the university's goals, enhance trust, improve performance, and promote initiative and innovation.

The questionnaire comprised 19 questions divided into four sections:

Section 1: Personal Data

Section 2: Public Relations Communication Technologies Used at Constantine University - Saleh Boubnider

Section 3: Employees' Attitudes Toward Digital Public Relations at Constantine University - Saleh Boubnider

Section 4: Barriers to Implementing Digital Public Relations at Constantine University - Saleh Boubnider

2.3-Limitations and Delimitations of the study :

This study was conducted at Saleh Boubnider University, located in Ali Mendjeli, Constantine -3-. The university was established on November 20, 2011, and comprises six faculties, one institute, and three independent schools, along with 19 student residences. This study was conducted at Saleh Boubnider University, located in Ali Mendjeli, Constantine. The university was established on November 20, 2011, and

consists of six faculties, one institute, and three independent schools, along with 19 student residences.

2.4. Study sample

.In This study, we employed a stratified sampling method. This approach involves dividing the research population into homogeneous strata or categories based on shared characteristics relevant to the study. Once the strata are identified, the researcher can select samples from each group (شحادة, 2014)

The study sample was drawn from the total population of employees at Saleh Boubnider University, Constantine -3-, which consists of all faculty members, staff from the Institute of Urban Management and Techniques, and the university administration, totaling approximately 487 employees. Given the large size of this population, we selected a sample of 48 individuals, which represents 10% of the total. This sample was divided into eight groups, evenly distributed across the six faculties, the Institute of Urban Management and Techniques, and the university administration, with each group consisting of six participants.

3-Applied framework

data analysis

Table (1): Most Commonly Used Electronic Communication Tools at Salah Boubnider University, Constantine-3.

Percentage	Frequency	Tools
27.55	35	Phone
33.07	42	Email
23.62	30	University website
6.29	8	Skype
9.44	12	zoom
%100	127	total

Table 1 shows that email is the most used method for communication (33.07%). It is considered as the most effective method of communication used for public relation. Email is best used to send official information and updates, so it is appropriate for business communications. Phones are next, used 27.55. percent of the time. This demonstrates a high dependence on the telephone as a form of communication, that is advantages for fast, personal talks, but is but more informal than email. Though the telephone and the university's website are still in heavy rotation, the information flow is increasingly occurring via virtual meeting tools like Zoom. This change mirrors a larger movement towards a more technologically based forms of communication

Table: (2) The most important modern communication technologies at Salah Boubnider University – Constantine 3.

Percentage	Frequency	Tools
24.16	29	phone
27.5	33	Computer
25	30	Fax
15	18	Internet
8.33	10	Intranet
%100	120	Total

The comment on the table2 :

The computer is the main instrument (27.5%). This shows that computers are Frequently employed in university activities, such as writing reports, making presentations and handling of information. The fax is in second place, at a use level of 25%. While that type of technology might not be as prevalent in many institutions these days, it certainly seems to be a popular way to pass around official documents and letters at the university. The phone comes next, used by 24.16 of respondents. So a % below the average still gets applied to the phone itself for rapid direct communication. The table reveals variety in the technological artifacts used in the university, with a particular emphasis on computers, faxes and telephones.

Table (3): Shows the respondents' ability to use modern communication technologies at Saleh Boubenider University – Constantine3

Percentage	Frequency	The answer
83,33	40	yes
16,66	8	no
%100	48	total

The comment on the table3:

There was a high level of agreement and degrees of alignment supporting the existence of the DISCs. The highest percentage of "Yes" responses was 83.33%. This majority indicates that most participants have strong confidence in their ability to understand and use the most important tools and platforms in today's digital world. This high level of agreement may also reflect increased exposure to these types of technologies across various contexts, including academic, professional, and personal ones.

In contrast, the percentage of "No" responses (16.66%) represented a minority of participants who consider themselves unable to effectively self-regulate the use of these technologies. This may point to some potential barriers, such as lack of access, insufficient training, age differences, or simply the fatigue caused by modern technology.

Table (4): Shows the motives for integrating modern communication technologies at Saleh Boubenider University – Constantine 3

Percentage	Frequency	The answer
22.80	26	Improving the university's image
30.7	35	Enhancing performance
14.06	16	Improving relationships among employees
32.45	37	Improving communication between different departments
%100	114	total

The comment on the table 4:

To enhance communication among the department was the most important factor with the highest rate (32.45%). This high proportion reflects a clear focus on improving the coordination of activities across the various institutional departments. Better communication between departments can improve speed, decrease mistakes and better coordinate activities. This was followed by performance enhancement and numerical representation at 54.16% which implies that although improving the overall image is an important factor, it is neither critically important nor as critical as the other issues raised.

Table (5): Shows the extent to which modern communication technologies enhance continuous communication among employees at Saleh Boubenider University – Constantine 3

Percentage	Frequency	The answer
45,83	22	Always
29,16	14	Often
16,66	8	Sometimes
4,16	2	Rarely
4,16	2	Never
%100	48	total

The comment on the table 5:

The highest percentage was awarded to "always" (45.83%), suggesting that the capacity of modern communication technologies to improve employee communication, as measured, is ongoing and of regular frequency among the participants. "Often" and "Sometimes" are values of frequency, not everyone's experience is constant but happens at some regular interval. Conversely, the proximity to zero values for "Rarely" and "Never" indicate that only a few participants are looking for a scenario where these technologies do not improve communication and this also enforces the overall acceptance of the concept

Table (6): The use of modern communication technologies in involving employees in decision-making at Saleh Boubenider University – Constantine 3

Percentage	Frequency	The answer
45,83	22	yes
27,08	13	Sometimes
27,08	13	no
%100	48	total

The comment on the table 6 :

the choice “Yes” had the highest proportion and was 45.83% meaning that involving employees using modern communication technology is a behaviour familiar to most of the participants. This indicates approximately 50 per cent approval of the issue. "No" and "Sometimes" each checked in with 27.08%. This indicates that the number of participants who refuse the idea or refuse to acknowledge that it happens is the same as those who experience it sometimes

Table (7): Aspects of the impact of modern communication technologies on the communication work environment at Saleh Boubenider University – Constantine 3

Percentage	Frequency	Aspects
41.34	43	Speed of information transmission
17.3	18	Improved communication between employees
18.26	19	Ease of accessing information
23.07	24	Participation in decision-making
%100	104	total

The comment on the table7 :

Key influential factors are considered and their impact on the critical points of information transfer is weighted. The implications of this is that a process of communication should be proposed with aim at improving the information exchange among the entities of the organization. Such results would emphasize the need to strengthen the methods and systems that promote the rapid and accurate flow of information, a priority that is particularly important in high-consequence contexts (such as military operations) where timely transfer of information is critical to operational success. Rationalization or consolidation of these (sub)systems not only helps to get the required information to the right person at the right time, and thus, to be efficient, but it also supports agility and coordination in a dynamic and rapidly changing environment. And 23.07% of respondents believe that increased participation in information transfer is synonymous with increased participation in decision making (See Table 2). This symbolic value actualizes more general hopes for the organization's transparency and inclusivity. It indicates that many people care about having a voice in major decisions, believing that their input leads to better decision making, increased morale, and

improved organizational performance. Encouraging participation in the process of decision-making is also consistent with current leadership models, which have emphasized empowerment, shared responsibility and employee engagement as the new keys to effective organization.

Collectively, the data highlight a dual need for 'efficient information flow' and 'participatory governance'. These factors are not orthogonal, they are reinforcing (faster, more visible communication can enable broader engagement and people who make more decisions are likely to share more meaningful and effective information). Both are two essential building blocks to running a responsive, high-functioning organization that can respond to deep demands.

table: 8-Introducing modern communication technology as a renewal in the work style at Saleh Boubenider University – Constantine 3

Percentage	Frequency	The answer
62,5	30	A lot
33,33	16	A little
4,16	2	Not at all
%100	48	total

The comment on the table8 :

The high percentage of responses in the category “a lot” (62.5%) to the question of whether they have to deal with it shows that a large majority of the participants often experiences the phenomenon. This indicates that the restructuring of work is not an incidental or occasional event in their professional lives. It does highlight the increasing importance of structural changes in the contemporary workplace, and points to an overarching trend in organizational movement that is directly palpable to most people.

The smaller fraction of subjects indicating “a little” (33.33%) suggests the presence of appreciable differences among subjects. That is still a significant proportion, but shows that for some the problem is there but not quite as brutish. This discrepancy can be due to a number of reasons, including the industry sector, job profiles, the organizations willingness to change, and the volume of restructuring processes at different sites. It also suggests how such changes are perceived in different working conditions is nuanced and context-dependent.

At the same time, the relatively low value of the “no” group (4.16%) indicates that only a tiny proportion of women were unaffected by reorganization of work. This fringe figure also has the effect of suggesting that work transformation is growing almost ubiquitous. And even if they have not experienced it acutely, the overwhelming majority have seen it to some degree. Such a low percentage of negative responses may have occurred because some libraries had no structural changes or because people were unaware of a slight change.

In sum, the findings suggest that work restructuring is a prevailing and visible feature of most modern work environments. It is perceived to a greater or lesser extent, but acknowledged by the overwhelming majority of participants. This mirrors a larger organizational focus on change and adaptation, and is an important domain for researchers, policy-makers, and organizational leaders to consider.

Table (9): Shows the aspects of activating internal communication technology at Saleh Boubenider University – Constantine 3

Percentage	Frequency	The answer
22.53	32	Connecting the institution with the internal audience
22.53	32	Facilitating communication with employees and students
19.01	27	Increasing communication methods
21.12	30	Ease of communication with officials within the university
14.78	21	Opening channels of communication between department heads
%100	142	total

The comment on the table9 :

Internal communication with the public, employees, and students:

The considerations related to internal communication with the public, employees, and students are a main concern, signalling that improvements in effective and inclusive communications within the organization are essential. With relation to the enhancement of communication with readers, the high score the respondents have given is indicative of openness and dialogue between the administration and its people at the university. Regarding the diversity of communication channels, the addition of more communication means is showing a trend of willingness to establish diverse communication channels to increase efficiency. On opening lines of communication between Department Heads, while I'm not placing a heavy weight on it, it is an aspect of enhanced communication across the Board

Table (10): The ability of modern communication technologies to develop mutual trust among employees

Percentage	Frequency	The answer
22,91	11	Contributes to a great extent
50	24	Contributes to some extent
16,66	8	Does not contribute
10,41	5	Does not contribute at all
%100	48	total

The comment on the table10 :

From the table, it is clear that majority of the respondents are of the opinion that trust is partly supported by technology. This presents evidence that digital means and platforms contribute towards creating trust between employees but are not the sole, or standalone, influence. Trust is not driven by technology, it's enabled. It creates the space for honest communication and purposeful cooperation and this kind of knowledge sharing is powerful because these are building blocks of trust. But the results in general are contingent on how organizations deploy these tools. Technology is obviously part of the game, but only when combined with person-to-person approaches, with leadership behaviors, with culture initiatives, can you let trust start to grow at your workplace. Another 22.91% of respondents say technology has power to greatly build trust and support. This crew gets it, the importance of relational digital communication. Real-time interaction, feedback, visibility of contributions from other participants All these tools can smoothen communication, decrease misunderstanding and are more likely to expose hidden agendas. When interaction is limited, as is the case in remote or hybrid environments, technology becomes even more crucial. It facilitates trust by being clear, consistent, and transparent with the information. On the other hand, response categories such as 'Nobody did' and 'Not contribute' emerged with the lowest percentages. This is consistent with the perception that, despite variation across the three countries, technology's impact is generally positive. Perhaps these low numbers indicate ignorance of technology, or situations in which technology was badly implemented or underused. Nevertheless, it is this very rarity of such statements which further strengthens the argument that technology is not less than supporting in fostering trust in organizations.

Table (11): The ability of modern communication technologies to boost employee moral

Percentage	Frequency	The answer
29.16	14	Contributes to a great extent
33.33	16	Contributes to some exten
27.08	13	Does not contribute
10.41	2	Does not contribute at all
100	48	total

The comment on the table11:

Here the answer “technology helps a little” is the one with the most support and the general feeling is that, although technology is to some extent recognized as affecting morale, such influence is not considered to be extensive. This reflects a recognition, overall, by those responding that tools and systems actually do impact the work environment but to an extent that does not appreciably boost morale across all levels. Put differently, technology offers some assistance, but not enough to qualify industry as a leading driver of well-being or motivation at the present time.

A good amount: 29.16 percent of respondents said technology delivers a “good amount” for their morale. This implies a more favorable view, albeit by a decreased but still sizeable fraction of the sample. For these users, the introduction of technology, be it via communication systems, integrating workflows or being able to access information, that

is experientially meaningful. It suggests that when it works (which I think merely means at all) technology can help sustain morale, at least among people who are maybe a little bit more tech-oriented, or in jobs where tech is a more enabling proposition. On the other hand, the responses for “does not contribute” and “does not contribute at all” are rather skeptical from the subset of participants here named batch 2 players, who consider that technology does not play a big impact for morale. This could point to low satisfaction with current available technology, lack of training, or perhaps a misfit between technological implementation and actual user requirements. There is no such leveller represented by technology for this cohort.

Taken together, the results suggest mixed opinion about the place of technology in morale. Most concedes its effect to a certain degree but views diverge as to its importance and how well it works. This fragmentation implies that the one thing that all such businesses should look into is that technology would not just get adopted but the way it gets implemented, supported and aligned with human factors is to be done to truly be a killer boost to morale.

Table (12): The ability of modern communication technologies to foster creativity among employees

Percentage	Frequency	The answer
39,58	19	Contributes to a great extent
37,5	18	Contributes to some extent
6,25	3	Does not contribute
16,66	8	Does not contribute at all
%100	48	total

The comment on the table12 :

Many (39.58%) believe that technology has a very positive effect on creativity. Moreover, many agreed that technology "plays a part," which is also a significant positive influence. This trend indicates the possibility that technology might assist creativity in this manner. That the portions for responses of "doesn't contribute" and "doesn't contribute at all" are considerably smaller than the rest demonstrates that only a minority of users believe technology has no impact on creativity

Table (13): The ability of modern communication technologies to establish good relationships among employees

Percentage	Frequency	The answer
20,83	10	Contributes to a great extent
35,41	17	Contributes to some extent
22,91	11	Does not contribute
20,83	10	Does not contribute at all
%100	48	total

The comment on the table13 :

Most people think technology makes relationships better, but that isn't always true, or it is only somewhat true. Technology might have to be wielded more effectively for

greater effect. 20.83% believe technology has a strong influence and can be an aphrodisiac, so it may be additionally facilitating positive exchanges. But the percentage that agree that technology “does not play” or “plays no part at all” speaks to the reality that some may believe technology does not influence their relationships.

4-Results and discussion : The main results of the study are:

a-New media influences the effectiveness of the digital public relations at.. Salah Boubnider University Constantine 3. This is good in terms of internal communication within the departments of a company, workflows, a better quality, and quick and complete access to information, which has become increasingly apparent.

b- Modern methods of communication that help to expedite the various functions of the institution and help in the expansion of activities of the institutions, thereby enabling the institutions to achieve their goals more efficiently.

c- University Salah Boubnider in Constantine 3, the modern technology to plan and connect all services in the university complexes and office management units. It was found that over 90 percent of staff are aware of the importance and necessity of employing new communication technology when carrying out their work and activities.

d-Today, Technology now allows university Public Relations to build a system of total information for management necessary for sound decision making.”

e-DigiPR maintains and enhances the quality and productivity of work and keeps it growing, stimulates employees through improvements in skills, prevents professionals from making mistakes and thoughts of giving up, and encourages creativity and innovation.

f- The practice of digital public relations is faced with multiple hurdles that preclude it from being executed the way it was intended. The biggest challenge.

5-Conclusion:

The results obtained from the field after conducting the study and analyzing the reality of using digital tools in the practice of public relations at the University of Salah Boubnider – Constantine 3 indicate that the shift toward the use of digital media within the institution is an inevitable necessity, not merely an option as some may perceive. The reality imposes itself strongly, as these media tools which are themselves rapidly evolving play a significant, if not decisive, role in improving the effectiveness of communication among the various departments of the university. This facilitates the delivery of accurate information, significantly reducing misinformation and thereby accelerating task completion, while noticeably enhancing overall institutional performance and quality.

The findings also revealed that a large number of university staff are aware of the importance of employing modern technology in the execution of their daily tasks. Digital media in public relations contribute to improving the quality of communication content, foster creativity, and aid in building an integrated information system that supports effective administrative decision-making. This reflects an institutional awareness of the importance of digital transformation.

Based on these findings, the study recommends continuous investment in digital technology. It also calls for adequate staff training. The university should adopt a

comprehensive communication strategy. This strategy should systematically and effectively use digital media in different communication activities.

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