

**Digital public relations opportunities and challenges
reading analytical theory**

العلاقات العامة الرقمية - الفرص والتحديات
قراءة نظرية تحليلية

Haddouni Nassima¹, Moussa nassima amira²

¹ University of Algiers 3 Faculty of Information and Communication Sciences (Algiers),
university lecturer B

² University of Algiers 3 Faculty of Information and Communication Sciences (Algiers),
university lecturer A

Received: 29/01/2026 Accepted: 17/05/2026 Published:01/06/2026

Abstract:

Through our article, we aim to find ways to create opportunities through digital public relations and to be present on various platforms that enable the institution to reach its audience, whether through social networking sites or websites and blogs and their electronic portals. We also seek the help of digital opinion leaders, celebrities and influencers, in accordance with the strategic plan for public relations developed by the institution and the objectives that are to be reached in the medium and near term. On the other hand, we cannot ignore the challenges facing the institution by being in the digital space, which requires information and technological alertness that enables it to keep up with the developments in its environment, in addition to enabling it to adapt its programs to the requirements of the current circumstances In our article, we review the most important opportunities, and challenges presented by the digital environment for public relations to succeed in achieving its goals by providing scientific solutions according to what researchers in the field have found.

Keywords: Digital public relations, Technological vigilance, digital space, Public relations officer.

ملخص:

نهدف من خلال مقالنا إلى إبراز سبل خلق فرص من خلال العلاقات العامة الرقمية، والتواجد الفعال على مختلف المنصات التي تُمكن المؤسسة من الوصول إلى جمهورها، سواءً عبر مواقع التواصل الاجتماعي، المواقع الإلكترونية والمدونات وبواباتها الإلكترونية. وحتى الاستعانة بقيادة الرأي الرقمي والمشاهير المؤثرين، بما يتماشى مع الخطة الاستراتيجية للعلاقات العامة الرقمية التي وضعتها المؤسسة والأهداف المرجوة على المدى القريب والمتوسط. من جانب آخر، لا يمكننا تجاهل التحديات التي تواجه المؤسسة في الفضاء الرقمي، والتي تتطلب وعيًا معلوماتيًا وتقنيًا يمكنها من مواكبة التطورات الرقمية في بيئتها، بالإضافة إلى تمكينها من تكييف برامجها مع متطلبات الظروف

الراهنة. في مقالنا نستعرض أهم الفرص والتحديات التي يفرضها الفضاء الرقمي على العلاقات العامة لتحقيق أهدافها، وذلك من خلال تقديم حلول علمية بناءً على ما توصل إليه الباحثون في هذا المجال. كلمات مفتاحية: العلاقات العامة الرقمية، اليقظة التكنولوجية، الفضاء الرقمي، مسؤول العلاقات العامة.

1. Introduction

The internet changes everything in some ways nothing changes however for public relations practice the unavoidable conclusion is that nothing will ever be the same again; the advent of the online world means that almost every aspect of the discipline needs to be rethought. (Phillips & young, 2009, p. 3)

It is not merely a matter of devising adopting and developing new tools and tactics nor of restructuring to meet the ever-shrinking timescales of campaigns that are increasingly played out on a global stage beyond this, what might be described as the new PR demands a fundamentally different approach at the strategic level.

Public relations are a modern administrative function through which an institution seeks to create understanding and harmony between its members and related institutions and to form relationships among its members and with related institutions as well as to establish relationships characterized by continuity, credibility and mutual trust with the aim of building a positive reputation. Owing to its dynamic and evolving nature, public relations is inevitably influenced by ongoing developments in information and communication technologies. This has led to the emergence of a new concept, namely digital public relations, through which institutions extend and reinforce the traditional functions of public relations within the digital environment. Digital public relations enable the creation of interactive and sustained engagement between institutions and their publics, thereby supporting the preservation of institutional image and reputation, which remains one of the core objectives of public relations. The digital space has provided extensive opportunities to protect and disseminate this image on a broader scale, while also introducing new dimensions to public relations practice.

Nevertheless, the contemporary communication environment is not devoid of risks and threats, which pose significant challenges for public relations practitioners. These challenges require rapid and strategic responses, as well as the ability to capitalise on digital opportunities as strategic and investment assets. In this context, digital public relations functions as a competitive communication bridge through which institutions demonstrate legitimacy, credibility, and social responsibility. This, in turn, is reflected in institutional reputation and image consolidation among audiences who are increasingly exposed to vast amounts of information across multiple channels within a highly competitive communication environment.

The following problem arises: **What opportunities and challenges are created by digital public relations?**

In order to address this problem, the study seeks to answer the following research questions:

Title : Digital public relations opportunities and challenges - reading analytical theory

1. What is meant by digital public relations within an organization?
2. What opportunities does digital PR create for the organization?
3. What challenges are faced by digital public relations officer ?

Study objectives:

This study aims to:

- Define the concept of Digital Public Relations.
- Highlight the most significant opportunities that an organization can exploit through digital public relations.
- identify effective and innovative solutions to the challenges of digital public relations, with particular emphasis on underlying and structural challenges.

Significance of the study:

Developing a digital public relations programme is not a straightforward task within a rapidly changing communication environment, where visibility and influence are increasingly competitive and unevenly distributed. Accordingly, this study seeks to provide expert-driven insights into both the challenges confronting digital public relations practice and the strategic opportunities that organisations can leverage in order to enhance their visibility, credibility, and reputation.

Methodology:

This research paper adopts a **descriptive and analytical** approach, as it seeks to describe and analyse the phenomenon of digital public relations while identifying its key characteristics. The study relies on desk-based research as the primary tool for data collection and analysis, drawing on existing literature, reports, and academic sources relevant to the subject matter.

2. Definition of concepts:

2.1. Digital public relations:

“ Digital public relations refers to the practice of public relations conducted through available online communication channels and tools. In addition to the online platforms of traditional media, these channels include social media, blogs, and websites. Building on approaches previously applied in the print media sector, digital public relations adapt strategies to exploit the opportunities offered by online media environments.

.” (<https://www.smart-pr.de/en/what-we-do/online-pr/what-is-online-pr/>)

2.2. Technological Vigilance:

“ Technological vigilance is an organised, selective, and continuous process of gathering information—both from within and outside the organization—related to science and technology. This information is selected, analysed, disseminated, and transformed into actionable knowledge to support decision-making with reduced risk and enhanced

anticipation of change. It constitutes a fundamental component of research, development, and innovation management, enabling organisations to focus on strategically critical developments, identify suitable technological partners, and optimise research and innovation efforts.). (www.clusterenergiacv.com)

2.3. Digital space :

“ The term digital spaces refer to the content displayed on the screen of digital devices such as laptops, desktop computers, tablets, and smartphones. Digital spaces encompass a wide range of forms, including home screens, applications, websites, images, and audiovisual content, reflecting the vast and diverse nature of digital representation” (<https://www.igi-global.com/dictionary/it-is-real-colouring/50086>)

2.4. Public relations officer:

a person who is responsible for communications with the public.

3. Definition of public relations

3.1. Public relation officer:

A public relations officer is a professional responsible for managing communication between an organization and its publics, with the aim of shaping public perception, maintaining a positive organizational image, and fostering constructive relationships with both internal and external audiences.

PR: is the art and science of accentuating your brand’s best features to produce a favorable Impression with the public.

Public relations (PR) is the set of techniques and strategies related to managing how information about an individual or company is disseminated to the public, and especially the media. Its primary goals are to disseminate important company news or events, maintain a brand image, and put a positive spin on negative events to minimize their fallout. PR may occur in the form of a company press release, news conference, interviews with journalists, social media posting, or other venues.

Practice of public relations using the new mass media_ the internet, e-mail, blogs, and the web may be called e-public relations or E-PR but what exactly does that mean?

“**E**” is for electronic: the E in e-public relations is the same E that come before nail and commerce to mean the electronic medium of the internet including e-mail systems as well as the world wide web (www).

“**P**” is for public: both internal and external publics.

“**R**” is for relation: building relations between an organization and its audience on the internet thousands of one -to- one relations can be built up simultaneously on the internet due to its instantaneous and interactive nature. (C V., 2021, p. 148)

E-PR is the art of managing and consolidating the online reputation of an organization.

PR 2.0 is about relationships evolving from pitching to participating form selling a story to telling a story. (petrouici, 2014, p. 141)

Title : Digital public relations opportunities and challenges - reading analytical theory

3.2. The goal of digital Public Relations:

The primary goal of digital public relations is to create and sustain a positive long-term external image for an organization or brand. Beyond this overarching objective, digital public relations pursue several complementary goals that contribute to strategic communication effectiveness: (www.smart-pr.com)

These objectives include:

- acquisition and retention of new customers;
- Communicating relevant and timely information to target audiences;
- Increasing public attention and visibility;
- Achieving a high cost–benefit ratio in communication activities;
- Enhancing and protecting online reputation;
- Measuring, evaluating, and controlling communication outcomes;
- Ensuring a high level of immediacy and actuality in information dissemination.

3.3. Public relations officer: A public relations officer is a professional whose primary responsibility is to build and maintain a favourable reputation for an organisation while managing its relationships with various publics. In the digital context, this role extends to overseeing online communication channels and ensuring coherence between organisational identity and public perception.

3.3.1. Missions of Public relations officers: The missions of public relations officers in the digital environment encompass a wide range of strategic and operational tasks, including:

- Developing and implementing effective digital public relations strategies.
- Establishing and maintaining relationships with influential actors in the digital media landscape, such as online journalists, bloggers, and social media influencers.
- Creating and distributing targeted pitches to journalists, editors, and website owners in order to secure online media coverage;
- Developing and maintaining comprehensive media contact databases and producing relevant contact lists for communication campaigns;
- Identifying suitable influencers for collaboration, negotiating partnerships, and assessing the quality and impact of the content they produce;
- Collecting and analysing performance data from PR campaigns to inform and improve future outreach strategies;
- Collaborating with copywriting and design teams to produce compelling content and professional media kits;
- Securing interviews with online publications and organising organisational or brand profiling;
- Using key performance indicators—such as impressions, click-through rates, social shares, and sales—to evaluate campaign effectiveness and produce analytical reports . (<https://workello.com>)

3.3.2. Key skills for public relations officers:

To perform these missions effectively, public relations officers must possess a diverse set of professional skills, including:

- Excellent oral and written communication skills;
- Strong interpersonal and relationship-building abilities;
- Effective presentation and public speaking skills;
- The ability to prioritise tasks and plan strategically;
- Proficiency in digital media tools, including basic graphic design, video editing, and blog administration;
- Experience in social media management and digital content coordination.

These skills reflect the evolving demands placed on public relations professionals in an increasingly digital and interactive communication environment.

4. opportunities created by digital Public Relations for organisations:

Digital public relations create a wide range of strategic opportunities that significantly enhance organisational communication and positioning in contemporary digital environments. These opportunities can be summarised as follows:

- Digital PR enables organisations to anticipate, monitor, and respond to potential crises through digital spaces by tracking online discourse and engaging proactively with audiences. By using email, social media platforms, discussion forums, and interactive tools, organisations can communicate effectively with both internal and external publics, thereby strengthening transparency and responsiveness.
- One of the key advantages of digital public relations lies in managing organisational image across digital platforms. Through official websites and social media channels, organisations can shape public perception, reinforce brand identity, and maintain consistent messaging. This digital presence also allows organisations to recognise and adapt to competitive environments by observing market trends and audience behaviour in real time.
- Digital PR further facilitates the production, direction, and dissemination of marketing and promotional campaigns using advanced technological tools. These campaigns can be efficiently distributed through multiple digital channels, increasing reach while reducing communication costs. In addition, official organisational websites serve as central platforms for communication with stakeholders, partners, and media representatives.
- Another significant opportunity is the ability to expand audience reach and engage new publics. Digital public relations allow organisations to introduce themselves to broader audiences, enhance visibility, and foster trust by clearly communicating information about their activities, products, and services. This interactive communication strengthens credibility and reinforces public confidence.

Title : Digital public relations opportunities and challenges - reading analytical theory

- Moreover, digital PR provides organisations with the ability to listen actively to their audiences, including feedback, complaints, and suggestions. This two-way communication strengthens relational ties and enables organisations to assess and improve their services, goods, and overall performance based on audience insights.
- Search engines such as Google and other digital platforms also play a crucial role in enhancing organisational visibility and information accessibility. By leveraging search engine optimisation (SEO) strategies, organisations can improve their digital presence and reinforce their informational infrastructure. (<https://resources.workable.com>)
- Digital public relations additionally offer technical opportunities such as:
 - Creating and managing official organisational websites and digital pages;
 - Using electronic mail as an interactive communication tool;
 - Exploiting digital technologies in the preparation, production, and dissemination of marketing and promotional content;
 - Employing targeted digital advertising strategies to optimise marketing reach;
 - Conducting teleconferencing, online lectures, and social marketing programmes, which represent efficient uses of internet-based communication;
 - Implementing public opinion research through electronic surveys, digital questionnaires, and other online research tools.

Finally, social networking platforms enable organisations to manage their public image and handle crises by applying tailored digital communication strategies. These platforms allow rapid response, message control, and continuous engagement with audiences during both routine operations and critical situations

5. The challenges of digital public relations:

Despite the significant opportunities offered by digital public relations, organisations face a range of structural and strategic challenges that directly affect the effectiveness of communication and persuasion in digital environments. These challenges stem largely from the open, interactive, and rapidly evolving nature of digital space, in which publics actively produce content and participate in shaping public opinion (**Khitab, 2021**).

5.1. Demonstrating Value and Measuring Return on Investment:

One of most persistent challenges in digital public relations is the difficulty of demonstrating its value and measuring return on investment (ROI). Unlike traditional marketing activities, the outcomes of PR efforts are often intangible and long-term, making them difficult to quantify. Studies have shown that PR professionals frequently struggle to assess the actual impact of communication activities due to a lack of clarity regarding appropriate performance indicators and tracking mechanisms.

This challenge highlights the need for structured evaluation frameworks that integrate engagement metrics, audience interaction, and communication outcomes. Without such systems, digital PR risks being perceived as a supportive rather than strategic organisational function.

5.2. The Decline of face-to-face relationships:

COVID 19 pandemic—has significantly reduced opportunities for face-to-face interaction. Virtual meetings, while efficient, often lack the depth and relational quality of in-person engagement. This shift has complicated relationship-building processes, making it more difficult to maintain long-term partnerships and establish trust with new stakeholders.

As a result, digital public relations must compensate for this relational deficit by adopting more personalised and sustained communication practices that preserve human connection within virtual environments.

5.3. Communicating the Strategic Importance of PR to Executives:

Another major challenge lies in explaining the strategic value of communication to organisational executives, many of whom come from technical, financial, or operational backgrounds with limited exposure to communication sciences. This knowledge gap can lead to the marginalisation of PR within organisational decision-making processes.

In such contexts, digital public relations professionals are required to translate complex communication concepts into clear, accessible language, while consistently demonstrating how communication outcomes align with broader organisational objectives.

5.4. The facelessness nature of social media:

The faceless and highly reactive nature of social media platforms represents one of the most complex challenges facing digital public relations today. Online audiences often respond rapidly and emotionally to content, creating a form of collective or “mob-like” behaviour that leaves organisations with limited time to manage reputational crises.

This environment increases organisational vulnerability and demands carefully calibrated crisis communication strategies that balance responsiveness with restraint, avoiding both silence and excessive engagement.

5.5. Role Expansion and Professional Overload:

The role of the public relations professional has expanded considerably in the digital era. Beyond media relations, practitioners are now expected to manage content creation, digital design, influencer relations, data analysis, and platform-specific communication strategies. This role expansion has intensified workload pressures and blurred professional boundaries.

Such complexity requires strategic prioritisation, ensuring that resources are allocated to activities that generate the greatest communicative and reputational impact.

5.6. Data Overload and Information Risks

Digital public relations operate within an environment characterised by fragmented and unstructured data originating from multiple platforms, including social media, websites, emails, and online forums. This data abundance raises critical issues related to information security, data protection, misinformation, and identity impersonation.

Furthermore, partnerships with digital opinion leaders and influencers pose additional reputational risks, particularly when such relationships are terminated, as audience

Title : Digital public relations opportunities and challenges - reading analytical theory

perceptions often remain emotionally linked to those individuals rather than the organisation itself.

Analytical Conclusion:

Overall, the challenges facing digital public relations are closely linked to the openness of digital space, the participatory role of audiences, and the continuous evolution of communication technologies. These conditions impose new responsibilities on public relations departments and require advanced strategic thinking, technical expertise, and ethical awareness at both the organisational and professional levels. (89 صفحة، 2021 خطاب،)

5.7. Major Challenges Facing Digital Public Relations in the Contemporary Environment:

The contemporary digital environment presents a set of complex and interrelated challenges for professionals involved in digital public relations. These challenges are largely driven by rapid technological change, evolving audience behaviour, and increasing organisational expectations.

5.7.1. The Rapid Development of New Media:

Ongoing technological advancement has led to the continuous emergence of new media applications that attract public attention through highly interactive and engaging formats. These include social networking platforms, interactive video services, voice-activated devices, instant translation tools, and other digital innovations. Consequently, public relations practitioners are required to keep pace with these developments in a sustained and effective manner, adapting communication strategies to new platforms and formats in order to remain relevant and visible in an increasingly fragmented media landscape.

5.7.2. Creativity as a Strategic Requirement :

Creativity has become a defining characteristic of communication in the digital age. Contemporary organisations increasingly expect public relations practitioners to propose innovative solutions to organisational challenges, design adaptive programmes to prevent or manage crises, and generate original ideas capable of capturing audience attention. In this context, the public relations department is no longer a purely operational unit but rather a central hub of creative thinking and strategic innovation within the organisation.

5.7.3. Technological and Digital Security Risks:

The growing reliance on digital technologies exposes public relations activities to significant technological risks. Practitioners must therefore possess sufficient expertise in information security, including protecting organisational data, preventing cyberattacks, and mitigating threats such as viruses, spyware, and data breaches. In addition, they are increasingly expected to demonstrate technical proficiency in digital design, content editing, and multimedia production tools, reflecting the hybrid nature of contemporary public relations work. (269 صفحة، 2019 رفاس،)

5.7.4. Insufficient Technical and Strategic Competencies :

Many organisations continue to rely on traditional communication approaches when managing digital platforms, which limits their ability to operate according to modern communication standards. This situation is often the result of inadequate training and a shortage of specialised digital expertise within communication teams. As a consequence, performance becomes uneven in areas such as message management, audience interaction, and crisis response, ultimately undermining organisational reputation and public image. (113 صفحة، 2021 شلبي،)

5.7.5. The Speed and Uncontrollability of Digital Content Dissemination,

The immediacy with which digital content can be shared and republished across multiple platforms represents a critical challenge for digital public relations. Information—whether accurate or misleading—can circulate within seconds, often before public relations specialists have the opportunity to issue clarifications or corrective responses. This lack of control is particularly problematic in cases involving negative comments, rumours, or misinformation, as delayed or inadequate monitoring may escalate a communication issue into a full-scale reputational crisis. (2020 مهنا،)

5.8. Preventive and Proactive Strategic Responses:

In light of these challenges, organisations must adopt preventive and proactive strategies aimed at strengthening digital public relations governance and resilience

5.8.1. Establishing Digital Monitoring and Control Units: Organisations should create specialised units responsible for monitoring the digital environment on a continuous basis. Using advanced digital tools, these units can track online discourse, analyse audience impressions, and identify emerging issues before they escalate or spread widely.

5.8.2. Continuous Training of Digital PR Teams: Ongoing professional training is essential to enhance digital competencies, particularly in the use of modern communication tools, secure data handling, and the protection of customer privacy. Such training ensures that PR teams remain capable of responding effectively to evolving technological and ethical challenges.

(138 صفحة، 2019 نادر،) .

5.9.3 The seven basic steps for building an effective digital public relations strategy, according to the W7Worldwide guide, are:

5.9.1. Develop a short-term strategy: This should be linked to the priorities of the immediate sector, with a focus on increasing current interaction rather than increasing links, recommending a commitment to an industry strategy and daily content review rather than advance preparation.

Title : Digital public relations opportunities and challenges - reading analytical theory

5.9.2. Review the timing of publication: A good strategy is based on evaluating results using specialised platform analytics from time to time, which requires continuous monitoring and analysis of popular stories and graphics.

5.9.3. Developing Clear Digital Crisis Management Policies

Institutions must establish well-defined policies and contingency plans for managing digital crises, including data leaks, rumours, and coordinated digital attacks. These plans should emphasise accuracy, legality, and ethical responsibility in all pub. (87-88 الصفحات، 2021 عامر،)

6. Conclusion:

Institutions that have successfully established a strong presence across digital platforms and websites through strategic public relations practices have been able to seize significant opportunities, most notably the ability to communicate with both target and potential audiences in a continuous, timely, and interactive manner. Digital public relations have enabled organisations to gain direct insight into audience preferences, expectations, and perceptions without relying exclusively on traditional expert-led studies. Instead, such insights can be derived through systematic observation and monitoring of digital interactions, particularly through interactive features that allow publics to express opinions via comments, direct messages, and online opinion polls.

This continuous flow of audience feedback enhances organisational adaptability, allowing institutions to align their communication strategies more closely with audience expectations. At the same time, technological and informational vigilance enables organisations to monitor competitors, analyse the operational environment, and identify opportunities for partnerships and cooperation, especially in areas related to social responsibility, digital image, and online reputation. Furthermore, digital public relations facilitate the anticipation of potential crises and the development of scenario-based response strategies, while ensuring sustained visibility and reach at relatively low cost.

However, despite these advantages, the digital environment also presents profound challenges for public relations professionals. These challenges include the rapid spread of negative publicity, organised smear campaigns, misinformation, disinformation, and the manipulation and re-publication of distorted content, including falsified images and fabricated news. Such phenomena place increasing pressure on digital public relations practitioners to respond swiftly, ethically, and strategically.

In this context, engaging digital opinion leaders, strengthening relationships with media actors through interactive engagement, and clearly articulating the organisation's vision become critical strategic imperatives. Equally important is the role of internal publics. Employees' personal digital presence—particularly when it reflects their organisational affiliation—contributes significantly to shaping external perceptions.

Haddouni Nassima, *Moussa nassima amira*

Through their online behaviour and published content, employees implicitly convey the organisation's values and identity, positioning them as informal ambassadors of public relations in the digital environment.

Ultimately, digital public relations represent both a strategic opportunity and a continuous challenge. While they offer unprecedented possibilities for engagement, visibility, and reputation management, they simultaneously demand advanced competencies, constant vigilance, and an integrated organisational approach to communication in an open and rapidly evolving digital space.

5. Bibliography List :

1.Books:

C V., N. (2021). *redid- effective media relations*. phi learning private limited Delhi.

Phillips, D., & young, P. (2009). *online public relations a practical guide to developing an online strategy in the world of social media*. London and Philadelphia edition.

إسماعيل محمد عامر. (2021). *العلاقات العامة والتطور الرقمي*. الإصدار 1. نشر شخصي للمؤلف.

حسام خطاب. (2021). *العلاقات العامة في العصر الرقمي-التحديات والفرص*. بيروت: دار الكتب العلمية.

عبد القادر نادر. (2019). *الإعلام الجديد وقوانين الاتصال*. الرياض: دار المنظومة.

لبنى مهنّا. (2020). *إدارة السمعة في البيئة الرقمية*. عمان: دار أسامة للنشر والتوزيع. (بتصرف)

نسرين شلبي. (2021). *المهارات الرقمية للعلاقات العامة*. عمان: مركز الكتاب الأكاديمي، بتصرف.

2. Journal article:

Petrouici, M. A. (2014). *e-public relations : impact and efficiency, a case study procedia social and behavioral sciences*.

الوليد رفاس. (2019). *العلاقات العامة الالكترونية في ظل البيئة الاتصالية الجديدة*. مجلة الحقوق والعلوم السياسية، 6(2).

3. Internet websites:

<https://startroopermedia.com>. (s.d.). Récupéré sur <https://startroopermedia.com/the-top-public-relations-challenges-their-solutions/>

<https://resources.workable.com>. (s.d.). Récupéré sur <https://resources.workable.com/public-relations-officer-job-description>

<https://workello.com>. (s.d.). Récupéré sur <https://workello.com/digital-pr-job-description/>

<https://www.igi-global.com/dictionary/it-is-real-colouring/50086> . (s.d.). Récupéré sur <https://www.igi-global.com/dictionary/it-is-real-colouring/50086>

<https://www.smart-pr.de/en/what-we-do/online-pr/what-is-online-pr/> . (s.d.). Récupéré sur <https://www.smart-pr.de/en/what-we-do/online-pr/what-is-online-pr/>.

www.clusterenergiacv.com. (s.d.). Récupéré sur <https://www.clusterenergiacv.com/en/lines-of-action/technological-vigilance-and-competitive-intelligence/>

www.smart-pr.de. (s.d.). Récupéré sur <https://www.smart-pr.de/en/what-we-do/online-pr/what-is-online-pr/>

author's name (year), title of the file, detailed web site: <http://fulladdress> (consulted on day/month/year).