



Digital Public Relations Etiquette on Social Media: Condor Electronics Case Study

Azzedine BEKKADDOURI

¹Mohamed Tahri University, Bechar, Algeria,
azzedine.bekkaddouri@univ-bechar.dz

Oussama Nabil BENDIB

²Mohamed Tahri University, Bechar, Algeria,
bendib.oussamanabil@univ-bechar.dz

Abstract:

Digital communication etiquette is considered one of the most important behavioral approaches in digital public relations management, as the public relations officer uses all of their electronic communication skills to manage the company's website and accounts on social media platforms, always ensuring the management of the organization's digital image by enhancing interactivity with the institution's audiences and using proper communication methods and practices to maintain a positive organizational image in the public mind. Due to the widespread use and dominance of social media globally, organizations manage their pages through official accounts on these platforms and communicate politely and interactively with their audiences. Accordingly, this study aims to identify the main backgrounds and indicators that contribute to the integration of digital communication practices on social media to achieve digital etiquette within Condor Electronics.

Keywords: *Digital communication etiquette, digital public relations, social media.*

Étiquette des relations publiques numériques sur les réseaux sociaux : étude de cas Condor Electronics

Résumé :

L'étiquette de communication numérique est considérée comme l'une des approches comportementales les plus importantes dans la gestion des relations publiques numériques, car le responsable des relations publiques utilise toutes ses compétences en communication électronique pour gérer le site web et les comptes de l'entreprise sur les plateformes de réseaux sociaux, en veillant toujours à la gestion de l'image numérique de l'organisation en améliorant l'interactivité avec les publics de l'institution et en utilisant des méthodes et des pratiques de communication appropriées pour maintenir une image positive de l'organisation dans l'esprit du public. En raison de l'utilisation généralisée et de la domination des réseaux sociaux à l'échelle mondiale, les organisations gèrent leurs pages via des comptes officiels sur ces plateformes et communiquent de manière polie et interactive avec leurs publics. En conséquence, cette étude vise à identifier les principaux contextes et indicateurs qui contribuent à l'intégration des pratiques de communication numérique sur les réseaux sociaux afin de mettre en place une étiquette numérique au sein de Condor Electronics.

Mots-clés : *Étiquette de communication numérique, relations publiques numériques, réseaux sociaux.*



Introduction:

Public relations is an administrative concept used by companies to manage communication between different internal and external audiences using the latest professional practices. One of the prominent modern trends in this field is the electronic approach in public relations due to its advantages over traditional methods, such as the use of information technology and the internet, which opened new horizons in digital public relations functions and increased interactivity with new audiences. This has made public relations professionals focus on managing the digital image of organizations.

The public relations team forms the core for managing various organizational communications, including electronic communications, especially via the web, using all their communication skills to interact with virtual audiences and leveraging the expertise and competencies required to manage websites and communication technologies.

Communication, in all its levels and forms, is a broad concept encompassing various psychological and physical approaches that the communicator focuses on while addressing the audience. Among the concepts emphasized in digital public relations is digital communication etiquette, also referred to by some as digital politeness, which arises from ethical and courteous behavioral communication practices in digital form by public relations professionals toward the institution's audience. This concept encompasses multiple structural and moral dimensions and indicators, which will be discussed later in the study.

Social media has become one of the main tools used by digital public relations to disseminate programs and engage their online audience due to the interactive features provided by social platforms for both public relations and users. Audiences can interact with digital public relations content by commenting, sharing, liking, or messaging the institution's official pages. This requires public relations teams to use all forms of proper etiquette in engaging with audiences, addressing their concerns, and enhancing the organization's mental image.

Research Problem:

Given the necessity of using information technology in public relations activities and social media being part of Condor Electronics' public relations strategies in Algeria, it has become essential to equip public relations practitioners with behavioral skills for interacting with virtual audiences to achieve digital communication etiquette, making the audience positively perceive the organization. This study addresses the following problem:

What is the status of digital public relations etiquette on social media at Condor Electronics?

Sub-questions include:

- What are the indicators and requirements of digital public relations etiquette at Condor Electronics?
- What interactive advantages provided by social media have facilitated the emergence of digital etiquette practices on Condor Electronics' pages?

Significance of the Study:

Analyzing this topic reveals several benefits:



Soumission : **01/02/2025** Acceptation : **02/06/2025** Publication : **15/08/2025**

- **Scientific significance:** This study adds to the scientific field of communication and public relations by highlighting the importance of etiquette and ethics in digital practices in organizations, guiding employees and future researchers in the field.
- **Practical significance:** Providing this study to organizations enables them to adopt proper digital communication techniques and etiquette to maintain audience satisfaction professionally and academically.

Study Objectives:

This field study aims to:

- Identify indicators and requirements for the emergence of digital public relations etiquette at Condor Electronics.
- Identify the interactive advantages of social media that have enhanced digital communication practices and facilitated etiquette on Condor Electronics' pages.

Study Concepts:

1. **Digital Communication Etiquette:**

- *Definition:* Digital communication etiquette, or digital politeness, refers to digital standards of behavior and procedures related to issues of digital citizenship, such as responsible use of technology (Al-Qarni, 2021, p. 262). This concept emerges from digital citizenship values and reciprocal electronic communication of information (Mabni & Laslag, 2015, p. 333).
- *Practical:* A set of rules, standards, and etiquette observed by digital public relations practitioners in their professional activities across Condor Electronics'

platforms, achieved through the communicator's skills.

2. **Electronic Public Relations:**

- *Definition:* Electronic public relations involve using modern communication technologies such as digital text, images, audio, video, and hypertext in an integrated, innovative manner on websites to achieve organizational goals (Al-Asadi & Al-Ghazawi, 2021, p. 173).
- *Practical:* Tools and techniques employed by Condor Electronics' public relations office to perform tasks electronically in a planned, strategic manner to maintain the organization's image and enhance the Condor brand value.

3. **Social Media:**

- *Definition:* Social media platforms are networks allowing members to create personal pages and connect with others with similar interests and identities (Khalaf Allah Obeid, 2014, p. 118). These platforms enable users to exchange communication internally via chat rooms and freely participate by publishing, commenting, and interacting with posts from other pages.
- *Practical:* Platforms like Facebook and Instagram used by Condor Electronics to promote the brand, monitor customer opinions, and assess audience perceptions of the brand.

1. **Methodological Procedures:**

a. **Study Method and Type:**

- *Method:* Case study method, aimed at collecting scientific data on a unit, whether an individual,



Soumission : 01/02/2025 Acceptation : 02/06/2025 Publication : 15/08/2025

institution, social system, or society, focusing on specific stages of its history to generalize scientific conclusions (Shalabi, 1997, p. 87). This method suits studies of institutions and companies for diagnosing the types and presence of etiquette on Condor Electronics' social media pages.

- *Type*: Descriptive research, organized to gather facts about a specific group and study phenomena or research problems in their current state (Hamdi & Satoutah, 2019, p. 130).

b. Study Tools:

- *Questionnaire*: A structured set of questions to obtain information and data about the phenomenon, targeting external audiences following Condor Electronics' social media pages. The questionnaire was divided into:
 - Socio-demographic data
 - Features of social media and types of digital public relations etiquetteThe questionnaire was distributed electronically via Google Forms to 58 respondents, with analysis conducted using SPSS.
- *Interviews*: Conducted with internal audiences (public relations team) using purposive sampling, selecting units believed to represent the population (Al-Qahtani & Al-Dhyan, 2020, p. 446).

c. Study Population and Sample:

- *Population*: Competing commercial institutions, especially electronics manufacturers, and audiences following their social media pages.

- *Sample*: Internal audience—PR team employees; external audience—social media followers, using accidental sampling to reach a broad, dispersed online audience (Atif Adly & Noha Atif, 2009, p. 11).

d. Study Scope:

- *Human*: Internal employees and external followers on Condor Electronics' official social media pages.
- *Time*: Digital questionnaire distributed over three consecutive days, September 25–27, 2025.
- *Place*: Interviews at Condor Electronics' communication department near Bordj Bou Arreridj, Algeria; questionnaires distributed virtually on Facebook and Instagram pages.

2. Theoretical Aspect of the Study:

2.1. Types of Digital Communication Etiquette:

According to Mustafa Youssef Al-Kafi (2018, pp. 134–135):

- *Telephone headset*: When busy, use a headset after informing the caller to maintain privacy.
- *Mobile phone*: Important for work purposes in areas without other communication tools; organizations should have a dedicated cell line.

2.2. Email: Email is considered a fast communication tool and should be used formally. For example, when sending a message to your manager and you are accustomed to addressing them by their title, do not change it in the message to their first name. Also, unnecessary punctuation marks should be avoided, and the message should not be written in English using all capital letters.

2.3. Fax: The use of fax should be reserved for extreme necessity. It must include a cover page specifying the



Soumission : **01/02/2025** Acceptation : **02/06/2025** Publication : **15/08/2025**

number of pages being sent, the date, recipient, sender's organization, and your phone and fax number to avoid any problems or reception errors.

2.4. Internet Etiquette: The digital public relations officer, when using the internet, must adhere to a set of practices that enhance institutional identity and create a positive image. Among the etiquettes are:

- **Responding to messages:** Responding to important or genuine messages, whether for work or sending greetings to a friend, is an important rule that should not be neglected.
- **Clear subject and topic:** The reader should not be left confused. Internet users need clear and direct headings to save time and alert the reader to the message content for a quick response.
- **Privacy:** Your personal email is private, while work email is for work purposes. This distinction should be maintained to preserve digital identity.

Researcher Farida Jassim Muthanna also highlighted internet etiquette in this context (Muthanna, 2022, pp. 1577-1578):

- **Announcement of email addresses:** When sending an email to a group of friends, use your saved address list to save time. Be aware that some recipients may not want others to know their addresses, so care and effort are needed.
- **Accuracy and conciseness:** Express ideas clearly and simply, engage with others appropriately, and write in a language that others understand.

- **Apologies:** Apologize when sending emails to unintended recipients.
- **Message content:** Always maintain appropriateness; sending pornographic messages is entirely unacceptable.

3. Indicators and Standards for Measuring Digital Public Relations Etiquette:

Digital public relations etiquette has many indicators that help specialists assess its presence. Identifying its types alone is insufficient; it is necessary to focus on indicators and requirements that should exist in its types, which vary according to the communication context. These practices require expertise and academic skills. Briefly, the indicators include:

1) Strategic Indicators: Four main strategic approaches can measure digital public relations etiquette, based on Roller's classification:

- **Information Strategy:** Communication is one-way, conveying the organization's vision and carrying a single denotative meaning. Information is provided to key audiences to help form opinions and make decisions (Al-Zidjalia, 2014, p. 76).
- **Persuasion Strategy:** Combines one-way communication with content reflecting both the organization's and audience's perspectives. It is fundamental in advertising and publicity, aiming to establish strategic relationships with key audiences and induce changes in knowledge, attitudes, and behaviors, requiring clear objectives and persuasive messages (Farjani, 2018, p. 117).
- **Consensus-Building Strategy:** Combines one-way and two-way communication as persuasion



Soumission : 01/02/2025 Acceptation : 02/06/2025 Publication : 15/08/2025

progresses. When the audience is saturated with organizational messages, institutions measure reactions, implementing two-way communication after saturation. Public relations practitioners must ensure audience reactions to crises are aligned with institutional goals (Murad Kamouch, 2007–2008, pp. 111–112).

- **Dialogue Strategy:** Two-way communication reflecting both organizational and audience perspectives. It involves consulting the audience on policies, considering their opinions, and involving them in decision-making. Used in discussions on public relations practice and crisis management, it targets active, informed audiences, based on negotiation and interpersonal communication theories (Farjani, 2018, p. 118).

Implementing these strategies, especially dialogue, is essential to improve communication quality and etiquette.

2) Ethical Indicators: Ethical standards are key in determining digital public relations etiquette. They reflect professional obligations, as electronic public relations are closely linked to audiences. The American Public Relations Association has established an ethical code emphasizing (Hamed, 2019, p. 33):

- Free flow of information, competition, and transparency.
- Building trust and considering conflicting interests.
- Promoting and developing the profession.

Arab researcher Bouamama highlighted essential ethics (Bouamama, 2020, pp. 133–141):

- Honesty and integrity in news dissemination.

- Respecting the audience as the core of media work.
- Respecting societal traditions and customs.

3) Structural Indicators: Effective digital public relations etiquette requires information technology, including:

- **Computer:** Enables data reception, storage, and processing, performing simple and complex operations quickly (Youssef, 2021, p. 49).
- **Internet Connectivity:** Grants additional advantages and unlimited options once connected (Youssef, 2021, p. 51).
- **Direct Dialogue:** Allows users to communicate directly via Internet-ready chat or web phones for audio-visual interactions, with chat servers worldwide (Jihad & Pan, 2019, p. 166).
- **Chat Rooms:** Real-time communication channels linking users through networked computers (Al-Hindawi, 2016, p. 50).
- **Software:** Applications and system programs for device operation; main types are application and system software, facilitating organizational digital work (TechTarget, 2024).

Other technologies supporting electronic public relations also exist.

4) Competency Indicators of the Communicator:

In addition to technical infrastructure, qualified personnel are essential. According to Rasha Adel Yaqoub, key skills include (Alyakoub et al., 2019, pp. 59–60):

- Technical proficiency in operating software, analyzing web trends, and managing complex digital information.



Soumission : **01/02/2025** Acceptation : **02/06/2025** Publication : **15/08/2025**

- Knowledge of digital communication fundamentals and concepts enhancing productivity and stakeholder relationships.
- Ability to handle large datasets using ICT.
- Social media proficiency.

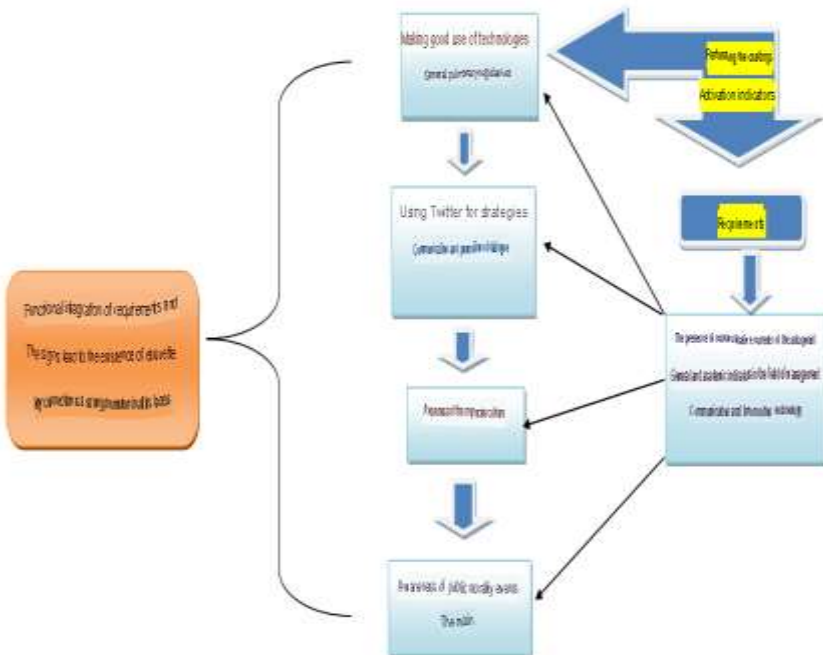
5) Organizational Indicators: The organization's culture, as a moral component of institutional identity, is central to etiquette. Organizational culture encompasses "meanings, symbols, values, beliefs, norms, philosophy, and expectations creating a shared understanding of the organization and expected behaviors" (Touati & Amer, 2015, p. 125).

Components of Organizational Culture:

- **Organizational Values:** Guide employee behavior in the workplace (Khabar & Qouda, 2022, p. 45).
- **Symbols:** Represent special relationships with cultural system information, e.g., dress code, rewards, participatory relations (Khabar & Qouda, 2022, p. 45).
- **Symbolic Activity:** Symbols translate meaning across organizational structures, laws, internal behaviors, space arrangements, and official communications (Touati & Amer, 2015, p. 131).
- **Influential Values:** Directly affect decisions, strategies, and organizational processes (Touati & Amer, 2015, p. 131).
- **Rituals:** Reinforce cultural values and foster belonging through repeated activities (Khabar & Qouda, 2022, p. 45).

To clarify the relationship between indicators and etiquette, the following diagram illustrates how these indicators and

requirements operate to achieve digital public relations etiquette.



(1) Illustrative Diagram on the Relationship Between Indicators and Their Contribution to Achieving Digital Public Relations Etiquette - Prepared by the Researchers

3. Characteristics of Social Media Sites:

- **Abundance of Information:** The internet has provided an abundance of information in various fields of science and knowledge, circulated daily through different social media networks available online (Mimi, 2018, p. 27).



Soumission : **01/02/2025** Acceptation : **02/06/2025** Publication : **15/08/2025**

- **Photo Albums:** Social networks allow users to create an unlimited number of albums, upload hundreds of photos, and share them with friends for viewing and commenting (Bouzaidi, 2021, p. 79).

Researcher Mimi Mohamed Abdel Moneim also points out the most important characteristics of social media sites:

- **Interaction and Dialogue:** Social media networks represent two-way communication that emphasizes collective content production and sharing. Dialogue is considered the best way to reach the truth and build a network of relationships (Mimi, 2018, p. 27).
- **Social Networks as a Means of Communication and Media:** Social networks have become an alternative communication channel to various traditional media, creating new patterns of social interaction and communication without restrictions. Social networks also allow users to follow TV and radio channels and learn about global events as they happen (Mimi, 2018, p. 27).
- **Self-Introduction:** The first step of social media is to create a personal information page. Users create and develop this page to introduce themselves through text, photos, music, videos, and other features. Social media also allows individuals to organize their social relationships and personal attributes in a way that their friends prefer to see (Dalila Grouba & Salma Grouba, 2019, pp. 87-90).

9. Field Study:

In this section, we present the most important statistical tables from the respondents' data on this topic and the main results obtained at both internal and external levels:

1. Presentation and Analysis of the Main Questionnaire Responses:

Table (01): Distribution of Sample Individuals According to Responses Received from Condor Pages on Social Media When Expressing Their Concerns

Options	Frequency	Percentage
Positive Responses	06	46.2%
Negative Responses	02	15.4%
Ignoring Messages or Comments	05	38.5%
Total	13	100%

Source: Prepared by the students based on questionnaire results processed using SPSS.

Analysis:

Table 1 shows that 46.2% of respondents indicated receiving positive responses, 38.5% reported message or comment ignorance, and 15.4% noted negative responses. This indicates that the company makes communication efforts with its followers via social media and seeks to maintain constant contact with its audience, as reflected in the percentages and interview data. Those reporting ignorance or negative responses may have encountered two factors:

- **First possibility:** They may have interacted with highly active posts where the communication officer cannot respond to thousands of comments.



Soumission : 01/02/2025 Acceptation : 02/06/2025 Publication : 15/08/2025

- **Second possibility:** Messages may not reach recipients due to multiple communications causing occasional delivery issues.

In conclusion, there is an acceptable alignment between theory and practice, and Condor seeks to maintain good relations with its audience through communications.

Table (02): Distribution of Sample Individuals According to Whether They Encountered Condor Employees Wearing Branded Attire on Social Media

Options	Frequency	Percentage
Yes	31	53.4%
No	27	46.6%
Total	58	100%

Source: Prepared by the students based on questionnaire results processed using SPSS.

Analysis:

Table 2 shows that 53.4% of respondents encountered posts showing employees in Condor-branded attire, while 46.6% did not. This suggests that those who encountered these posts follow all company details on social media, whereas others do not. Additionally, Condor's communication team rarely publishes such content, so encountering employees in branded attire is uncommon. Using these images as page covers could serve as a visual identity element, enhancing the company's brand culture and identity while attracting customers and audiences.

Table (03): Distribution of Sample Individuals According to Their Satisfaction with Condor’s Social Media Communication Services

Options	Frequency	Percentage
Yes	44	75.9%
No	14	24.1%
Total	58	100%

Source: Prepared by the students based on questionnaire results processed using SPSS.

Table 3 shows that most respondents (75.9%) are satisfied with Condor’s social media content, while 24.1% are not. This reflects Condor’s efforts in promoting corporate social responsibility and opening communications with the public online, such as providing after-sales services.

2. Presentation of the Main Results:

Internal Level:

Analysis of interviews with a Condor communication officer revealed:

- The Communication Department uses communication technology partially, limited to computers, the internet, WhatsApp, email, and social media management.
- The department performs all electronic public relations functions professionally due to their importance in creating a positive corporate image.
- The department maintains good internet etiquette, evident in social media interactions, such as proper responses to user comments.



Soumission : 01/02/2025 Acceptation : 02/06/2025 Publication : 15/08/2025

- The department supports technological development due to its importance in production and work improvement, a strong indicator of digital communication etiquette.
- Communication and other company departments follow principles of formality and human relations toward the audience on social media.
- The communication and production teams aim to build a good reputation, reflected in their efforts and varied, advanced products.
- Social responsibility is a key factor in maintaining employee satisfaction at Condor Electronics and promoting it via social media.
- Condor ensures the display of advertisements showing employees in uniform carrying company colors and logos, maintaining visual identity consistency.
- Condor preserves successful institutional design aligned with visual identity elements, brand symbolism, and color.
- The Communication Department's strategy is effective, exemplified by the "Beehive Strategy" in selecting social media platforms for external communication.
- Communication officers choose optimal electronic publishing times and prioritize tasks efficiently.
- Condor maintains good brand communication relationships, reinforced by marketing communications.

Questionnaire Results:

- Most Condor social media followers follow the company on Facebook more than other platforms.
- Most respondents recognize Condor by its trade name.
- Most respondents are satisfied with Condor's products and marketing content shared on social media.
- There is limited interaction by respondents regarding messaging, commenting, and sharing on Condor's social media.
- Respondents receive positive replies from Condor's communication team online.
- Most respondents do not submit complaints to Condor via the internet or social media.
- Condor's social media is the most used channel for submitting complaints.
- Condor and its communication team respond positively to complaints.
- About half of the respondents encountered images of employees wearing company-branded attire.

3. Interpretation of Results in Light of Study Objectives:

- The study achieved the first objective: identifying indicators and requirements for the emergence of digital public relations etiquette at Condor Electronics, evident in technology types, PR team skills, company etiquette, online human relations, and successful strategies.
- The study also met the objective of identifying social media advantages that enhance digital communication practices and contribute to the



Soumission : 01/02/2025 Acceptation : 02/06/2025 Publication : 15/08/2025

etiquette types practiced by Condor Electronics on its pages, shown through indicators like audience satisfaction with company responses and appropriate replies to interactive comments.

Conclusion:

Digital public relations is an interactive framework whose presence in institutions is essential, as practitioners use all planned functions to manage the company's digital image. Digital communication etiquette is fundamental for public relations officers to maintain and enhance for audience retention.

Social media serves as a virtual space enhancing brand loyalty, which institutions cannot ignore in public relations programs due to its economic and promotional benefits. It also allows communication practitioners to follow all digital etiquette rules due to interactivity.

Proposals and Recommendations:

- Train communication officers in new institutions on digital communication etiquette.
- Institutions should not rely heavily on automated bots for customer responses in chat sections, as recipients prefer replies from real people.
- Institutions should adopt the latest information technologies.

. References:

1. (2024, June 06). Retrieved Thursday, September 2025, from TechTarget: <https://www.techtarget.com/searcharchitecture/definition/software>
2. Alyakoub, A., & other. (2019, September 04). The Fundamental Skillfulness for Online Public Relation Practitioners. IOSR Journal of Humanities and Social Science (IOSR-JHSS), 24(09).
3. Ahmed, Y. (2021). Modern Technology Techniques (Social Media and Artificial Intelligence) (1st ed.). Jordan: Dar Bin Al Nafees for Publishing and Distribution.
4. Al-Asadi, & Al-Ghazawi. (2021). Digital Public Relations and Its Role in Prioritizing Audiences (Analytical Study of the United Nations Website) (Research Extracted from a Doctoral Thesis). Al-Baheth Al-I'lami Journal, 13(54).
5. Al-Qahtani, & Al-Dhihyan. (2020). Methodological Patterns in Academic Theses: An Applied Study on a Sample of Doctoral Theses at King Saud University and Imam Muhammad bin Saud Islamic University. Journal of the Faculty of Social Work for Social Studies and Research - Fayoum University, 20(20 Part 2).
6. Al-Qarni. (2021). The Role of Saudi Universities in Promoting Digital Citizenship Values. King Abdulaziz University Journal, Arts and Humanities, 29(02).
7. Ben Mersli. (2010). Scientific Research Methods in Media and Communication Sciences (4th ed.). Algeria: Diwan of University Publications.
8. Bint Suleiman bin Abdullah Al-Zadjaliah. (2014). Communication Strategies in Government Units in the



Soumission : 01/02/2025 Acceptation : 02/06/2025 Publication : 15/08/2025

- Sultanate of Oman. *Journal of Arts and Social Sciences*, 02(06).
9. Bouzaidi. (2021). *Electronic Media and Environmental Citizenship: A Study of Social Media Uses – Facebook as a Model* (1st ed.). Egypt: Atlas Publishing and Distribution.
 10. Bouamama. (2020). *Professional and Ethical Training for Journalists and Communication Practitioners* (1st ed.). Jordan: Alpha for Documents and the Laboratory of Communication, Media, and Discourse Analysis Studies.
 11. Touati, & Amer. (2015). *Organizational Culture and Building Professional Identities for Employees in Algerian Institutions*. *Journal of Social Sciences*, 09(10).
 12. Jassim, M. (2022). *Measuring Digital Literacy Among University Students*. *Eurok Journal of Humanities*, 15(03 Part 1).
 13. Jihad, & Pan. (2019). *Using the Internet as a Communication Tool in Public Relations: An Analytical Study of the Content on the U.S. Department of State Website as a Model*. *Arab Journal of Media and Child Culture*, 02(05).
 14. Hamdi, & Sattoutah. (2019). *Research Methods in Media and Communication Sciences and How to Prepare Research* (1st ed.). Algeria: Dar Al-Hamed for Publishing and Distribution.
 15. Khabar, & Qouda. (2022). *The Role of Organizational Culture in Improving Employee Performance: A Field Study at Sonatrach – Regional Directorate*. *Journal of Humanities and Social Sciences Researcher*, 14(04).

16. Khalaf Allah, U. (2014). Social Media and Its Impact on Social Relationships. *Al-Hikma Journal for Media and Communication Studies*, 02(03).
17. Dalila Grouba, & Salma Grouba. (2019). The Problem of Identity on Social Media. *Al-Hikma Journal for Media and Communication Studies*, 07(01).
18. Sarah Shaaban Zaghoul. (2021). Digital Public Relations Communication Strategies and Their Role in Enhancing Organizational Culture in Multinational Companies – An Applied Study. *Egyptian Journal of Mass Communication Research*, 02(01).
19. Shalabi. (1997). *Methodology in Political Analysis: Concepts, Approaches, and Tools* (Doctoral ed.). Algeria: National Office of University Publications.
20. Atif Adly Al-Abd, & Noha Atif Al-Abd. (2009). *Media and Public Opinion Surveys and Research: Design and Implementation* (6th ed.). Egypt: Dar Al-Fikr Al-Arabi.
21. Ali Nimer Hamid. (2019). *Communication Officer Skills in Public Relations and Their Impact on Enhancing Organizational Communication Efficiency*, Master's Thesis, Public Relations and Advertising. Sudan: Faculty of Media, Africa International University.
22. Farjani. (2018). *Public Relations and Communication Strategies* (1st ed.). Jordan: Dar Amjad for Publishing and Distribution.
23. Kafi. (2018). *Public Relations Management, Conferences, and Diplomatic Protocols (Etiquette Rules – Conference Organization – Protocol Rules)* (1st ed.). Jordan: Dar Hamed for Publishing and Distribution.
24. Mabni, & Lasalj. (2015). Digital Citizenship: When Social Media Becomes a Public Debate Space. *Human Resource Development Journal*, 06(11).



Soumission : 01/02/2025 Acceptation : 02/06/2025 Publication : 15/08/2025

25. Murad Kamouch. (2007-2008). Public Relations and Crisis Management – A Study of the Algerian Airline Experience as a Model – Master’s Thesis in Media and Communication Sciences. Algeria: Department of Media and Communication Sciences, Faculty of Political Science and Media, University of Algiers – Ben Yousef Ben Khedda.
26. Mimi. (2018). Social Media Networks: Origins and Impact. Journal of the College of Education, 24(24 Second Semester).
27. Hadi Al-Hindawi. (2016). Digital Communication Language. Journal of the College of Languages, 2016(29).