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Affordances of Internet Platforms for Public Relations Functions: A Study of Five Organizations in Kenya

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Abstract:
Public relations refer to a set of communications techniques and practices designed to create and maintain cordial relations between an organization and its publics. Despite the Internet being increasingly used by organizations as a platform for PR, its affordances and constraints have not been empirically established. Therefore, the study investigated how organizations utilize the Internet as a PR platform. Based on the study, this paper examines the affordances of Internet as PR platform in organizations. Relativist-interpretivist research paradigm and a qualitative approach utilizing the multiple case study method were adopted. A total of 45 participants was selected. These comprised nine respondents each from a financial, telecommunications, insurance, PR Agency and online shopping business. In each category of business, one person in management, two PR and communications experts (or customer care services marketing and advertising in some organizations), one ICT expert and five key stakeholders (key publics-internal/external customers) was selected. The PR organizations involved in the study were sampled purposively. In-depth interviews, observation and document analysis were used to generate data. Data analysis was done thematically. From the study findings, the key affordances or opportunities of the Internet for internal and external communication included customer feedback, social interaction, and information sharing at low cost and high speed. The Internet was also said to enable organizations to obtain goods and services at the most convenient time and enhance brand awareness by ensuring large coverage at low costs. From these findings, it was concluded that the Internet is a vital platform for PR in organizations, despite the many constraints to its application in PR. Therefore, the study recommends that organizations or business models formulate appropriate internet PR strategies to maximize applications and minimize potential constraints.

Keywords: Affordances, opportunities, internet platforms, public relations, organizations, Kenya

1. Introduction

Public Relations encompass professional practices by which an organization establishes and maintains a good and favourable reputation with its internal and external environment. PR processes need to be continuously developed (Iacob, 2015). There are mutual benefits that an organization and its target publics derive by maintaining good relationships. PR specialists target specific audiences either directly or indirectly with the aim of creating strong relationships that are good for business. The practice of PR dates back to the early 20th century. Since then, it has evolved with the changing technology from using the traditional channels to modern channels ones (Dilenschneider & American Management, 2010). Modern PR practices focus on relationship building and continuous stakeholder engagement.

The channels of PR are designed to anticipate, analyse and interpret public opinion about the organization and its services or products. PR activities include press releases, public appearances, newsletters and media postings that update or inform the public's of the developments within an organization, its services or products. The world of business is marked by fierce competition. Progressively, PR practitioners are realising the need to diversify the channels they use in their work. This explains the increasing use of internet-based media such as Facebook, LinkedIn and Twitter in PR. Internet tools like blogs, websites and social media networks are common techniques that contemporary PR specialists make us of to communicate with the public's (Peacemaker, Robinson & Hurst, 2016).

Internet a global system of interconnected computer networks that use Internet protocols (IP) suites to link billions of devices across the world (O'Brien, 2016). It can also be defined as a global network connecting millions of computers by which data, opinions and news are shared. The Internet functions as a decentralized platform where several other web-supported platforms can be used to connect users across the world. The Internet is a massive network of

networks that is capable of connecting millions of users globally thus enabling individuals and organizations to share information and services to the targeted audiences (O'Brien, 2016).

Gerpott and May (2016) indicate that integration of the Internet into business operations has enhanced efficiency and increased sales. The influence of Internet use on business performance can be specially linked to PR functions. In PR, the Internet of Things (IoT) is suitable in promoting services associated with organizations. There are over 3.4 billion Internet users across the world, representing a 40% of the world's population. Kenyan population using the Internet is estimated at 60% providing a good platform for organizations to embrace Internet for PR functions (Ndung'u & Waema, 2011).

1.1. The Internet and Public Relations

Avidar (2011) indicates that the Internet has revolutionized PR practice by making communication easy and efficient. The Internet provides new opportunities for individuals and businesses which were unimagined in the era of traditional media. It plays an important role in shaping public opinion with an aim of influencing the targeted audience. Avidar further indicates that organizations whose PR functions are not effectively communicating with the online community cannot be effective in shaping and maintaining the desired public image. The Internet provides easier and faster ways of reaching millions of people within a short time through newsfeed and public posts on the social media platforms. PR functions can either create good or poor public image. For instance, cases of suspected integrity issues can be cleared either by posting updates on such events and creating customer confidence through assurance of trustable services/products. Bobbitt (1995) opines that PR and Internet can have a synergic association. In this relationship, PR professionals invest and engage the Internet in reaching their target audience. During the course of interactions of PR functions and the Internet, some challenges are met that reduce the efficiency and affordability of Internet as a PR platform.

1.2. Statement of the Problem

Academically, studies show that use of Internet for PR in organizations has been empirically investigated in other contexts, especially in Europe and America but not in Africa. Furthermore, most such investigations carried out have tended to focus on specific components of Internet and not the holistic use of the Internet for PR. According to Broom, Casey and Ritchey (2000), PR is still clearly lacking in conceptualization and without clearly explained concepts, researchers have tough work conducting empirical observations and construct meaningful theory. Presumably for this reason, the majority of past research in the area is descriptive leaving a gap in explaining the actual activities observed in organizations.

The phenomenon of Internet and PR practice has not been widely explored in Africa and specifically Kenya despite the region showing tremendous potential and growth of Public Relations. The only few African countries that have been studied in connection with Public Relations are South Africa (Holtzhausen, Petersen & Tindall, 2003), Nigeria (Molleda & Alhassan, 2006), and Ghana (Wu & Baah-Boakye, 2009). There is, however, some research that has been conducted by PR consultants and corporate organizations which, unfortunately, remains in private custody thus rarely influencing the direction of the practice in Kenya (Mbeke, 2009). Besides, most investigations identified focused on effects or impact of specific Internet communication tools such as twitter, blogs and other social media platforms on PR practice.

Despite the high presence of Internet across the world, many businesses still do not engage it for social communications. The social context of the study focused on benefits and challenges to the society that accrue from using the Internet and other social media platforms for information access. The social media presents a platform where individuals and organizations can engage in exchange of information and newsfeed. The introduction of Twitter, Google Plus, Pinterest, LinkedIn and Facebook among other platforms revolved channels of communication in the society. Majority of organizations using the Internet platforms have the intentions of expanding and consolidating the existing customer bases.

Although all types of organizations may benefit from communicating with publics through the Web, this can only happen if the internet provisions in such organizations are harnessed to enhance relations between organizations and their publics. There are documented cases of very poor relations between organizations and their publics. Organizations need to adopt some measures to ensure that the reputation of their organizations' products and services are enhanced, at the same time establish and sustain mutual relationship with their public. One prominent way organizations globally can achieve this is through good Public Relations (PR).

Studying the communication potential and constraints of the Internet is important because many organizations often lack expertise and sophistication in their Public Relations efforts. The Internet may be one of the best channels for organizations to communicate their messages and build mutual and beneficial relations. One way that organizations can use the Internet to build relationships with publics is by fostering Internet based communication platforms for dialogic communication. Esrock and Leighty (1999) suggest that it is likely that the websites were not managed by Public Relations practitioners but by technical or marketing staff and therefore were not efficient at servicing media requirements.

2. Materials and Methods

This study adopted a qualitative-interpreti vist multiple case study research design. The research targeted individual experts, professionals with experience in five organizations using non-probability sampling technique. The research was conducted in Nairobi where the selected organizations were headquartered. The categories of organizations

included: One financial institution, a telecommunications company, a health insurance fund, a public relations and communications agency and one online shopping business. The table below shows the sampling frame of the study.

Respondents	Organizations					
	Financial	Telecomm	Insurance	PR Agency	Online Shopping Business	Total
Management	1	1	1	1	1	5
PR and Communications experts / Customer Care services Marketing and Advertising	2	2	2	2	2	10
ICT Experts	1	1	1	1	1	5
Stake holders (key publics-internal/external customers)	5	5	5	5	5	25
Total	9	9	9	9	9	45

Table 1: Sample Frame

In the study, three techniques of data generation were used, namely in-depth interviews, observation and document analysis. The data recorded from interviews and observations was transcribed into written words. The data was then analysed thematically. The themes captured vital data in relation to the research questions and presented some patterned response within the set of data. After working out sets of themes were presented in a write-up of the report. Thematic analysis helped to pinpoint, record and examine patterns emerging from the collected data. From the data obtained through document analysis, replicable and valid inferences were drawn through interpreting and coding of textual materials.

3. Results and Discussion

The study sought to document the affordances of Internet as PR platform in organizations. The Interview data was the main data analysed while observation and document analysis were used to check for strength and validity of the information. The data is presented in expository form and respondents are quoted depending on importance and weight of the information they gave; other texts are paraphrased and summarized. Table 2 below gives a summary of the symbols used to represent the participants.

Organization	Name and Symbol	Respondent
Financial Institution	Lion Bank-L	Ln1,2,3,4 and 5
Online Shopping	Elephant Shops-E	En1,2,3,4 and 5
Telecommunication	Rhino Telecommunications-R	Rn1,2,3,4 and 5
Insurance Fund Company	Buffalo Fund-B	Bn1,2,3,4 and 5
Communications Agency	Leopard Agency (scientific name used – Panthera Pardus) - P	Pn1,2,3,4 and 5

Table 2: Symbols Representing Organization and Respondents

The study sought to ascertain the affordances of Internet as a PR platform in organizations. To achieve this objective, the study examined the overall state of utilization of the Internet as a PR platform, the opportunities (advantages) internet presents for PR, interactivity and monitoring interactions, productivity (usefulness) of internet platforms for the organization, and the monitoring and evaluation of success of internet platforms utilized in PR practices.

3.1. Utilization of Internet Platforms for PR in Organization

The participants were asked during the in-depth interviews to provide information on the state of utilization of internet platforms for PR in their organizations. The findings revealed that organizations utilized the internet for information sourcing, for customer feedback, to provide service and support, for marketing, advertising and publicity, for internal and external communication, for content and message creation and placement, and for general interaction through dialogue. These findings were as described below.

3.2. Utilization for Information Sourcing and Sharing

The respondents indicated that they utilized various internet platforms for information sourcing and sharing. The participants identified various platforms available and subsequently accessible in organization for provision of information. The platforms mentioned and observed from the organizations included websites/web pages, Facebook pages, Email addresses, Twitter handles, LinkedIn, Google+, Customer feedback sites found on web pages, Live Chats, Instagram, Blogs, Internet banking and YouTube. Therefore, the organizations utilized internet platforms to support their PR activities.

From the observations, most of the organizations had in place communications tools and the majority of the tools where utilized for information sourcing by various publics. Documents analysed, mainly found in the internet sites for the organizations studied, showed that internet was accessible by both the internal and external publics. The websites, for

example, were viewed as main medium of communication for the organizations. The website was used for marketing, branding, passing information to key publics. It was also observed that the websites acted as tools for communicating the organization's vision, mission and values among other messages. These messages were well outlined on the website as well as advertising for services to new customers.

The participants agreed that websites offered stakeholders varied options to interact with the organization online. They further stated that websites and other communication platforms helped the organizations to pass information across a wider public. As observed, the organizations had documented contacts addresses with Uniform Resource Locater (URL) among other contacts of Facebook, Twitter handles, blogs, video and podcasts to reach consumers in different ways.

...Some of the opportunities we have included; Website: -Reaches out to more consumers and entrepreneurs, Easy access to new products, it is cheaper to use, and it is more effective in attracting more customers (En1).

...We have a department of PR and marketing that focuses on services offered by the institution and communicates to public through various channels (Bn1)...The group has a contact centre complete with social media relationship staff to utilise Internet media platforms to propagate information about its products to online social media for example among other users and resolve queries (Ln1).

Internet platforms were also used to pass information across the organizations studied. The respondents pointed out that the Internet media platforms were used to propagate information about their products and services. It was reported that the platforms provided links for information sharing while keeping the customers updated on the latest services and products. Relationship building was also a major function of these platforms. As one of the respondents stated: "...we use it to build new relations and to keep existing clients posted on new products and price changes in our shops" (En4).

From the responses, social media platforms such as Twitter, Facebook and blogs helped to provide information for various categories of public. Twitter and Facebook were described as having direct features with large information being able to spread fast and easily. The respondents said the blogs were greatly helpful in spreading information to many publics at any one time, as described by participants En1 and Ln3.

...In Twitter: -It is simple to use and has direct information, Spreads quickly and easily because it just has the content, Photos and videos make the content reach more people and it saves the costs of constructing and maintaining adverts. The Blog: Spreads information at a faster rate, it is cheaper, it is more available and it reaches more people (En1). ...We also have twitter platforms to propagate information on our products and services we offer services like internet banking (Ln3).

Another social media platform identified to be utilized because of its availability and accessibility by many users especially the young people is Facebook and LinkedIn platforms used specifically for information sharing among professionals.

...Our activities are posted online mainly on Facebook this way we advertise our services to interested clients. We keep our customers busy with relevant information. ...we also have LinkedIn accounts that we share information with other PR professionals (Pn2).

Observation and document analysis affirmed the existence of the platforms in the organizations studied. On visiting the various sites, there were observed links to news items, photographs, video files among other features which enable customers to access information. The documents also revealed the existence of services offered, documented organizational history, legal statements, links to twitter feeds, links to blogs, and email addresses.

3.3. Utilization for Customer Feedback and Social Interaction

Internet based communication tools were used to provide customer feedback in most of the organizations studied. The utilization of the platforms provided space for customers to ask questions and feedback provided instantly. Complaints and inquiries were among the activities that the platforms supported. Some of the participants stated as follows:

...We at the call centre, we use internet to reach our publics, for questions, complaints, for inquiries and even to ask clients about our services through customer surveys online (Ln2). ... handling requirements and complaints from both consumers and entrepreneurs also customer care, complaints and even complements across various publics (En2). ...There are emails where questions can be asked and later replied (Bn3).

Facebook was utilized to capture customer opinions about services as stated by one respondent. Internet platforms provided constant feedback and interaction via online contacts. Another organization acknowledged that their Facebook account was used to solicit the customer "voice" on services. Most of the participants agreed that instant messaging increased the chances of customers reaching out for information about organisations. An observation of the Facebook page and other social networking tools offered brief but valuable communication opportunities for the users. From the organizational documents, it emerged that the staff were encouraged to use Facebook, Twitter, Live Chats to provide quick and direct information to customers online.

On interaction, organizations and individuals who engaged their publics online were considered responsive and friendly. It is perceived to translate into good sales, goodwill and eventually loyalty. The participants reported that the platforms allowed members to post, read and respond to different issues online; they also agreed that publics have common interests to find each other and interact. One participant also said that young people also interacted on those platforms over different topics such as starting up businesses and how to obtain financial support. One participant gave details of their contacts which had customer care email addresses, emails of affiliated programmes, LinkedIn, Instagram and WhatsApp contact lines.

... As internet providers, the largest mobile phone company uses internet in various ways, for PR the company uses internet to reach and connect with clients/corporate customers for business purposes (Rn4).

Using various platforms available online, the studied organizations engaged audiences on Facebook and on Twitter platforms. Online networks have media-sharing features and are built around sharing and creating of communities. Email and Live Chats accounts were mentioned to provide online dialogue. Observations revealed that many young audiences were present in platforms like Twitter, Instagram and YouTube where there was high interactivity due to the nature of the platform. One other participant added that their organization used internet to reach various potential members.

...What the company does is to engage the clients online with dialogue, we do that through various platforms like email, live chats, Facebook and twitter accounts (Pn2). ...the company has adopted Internet PR and marketing activities with websites and other platforms. The comapany has several Internet based platforms for its social engagement with its stakeholders. Some of the Internet platforms of interest to this study include Facebook, Google+, Live Chat, Twitter, Instagram, Blog, and YouTube (Rn1).

Social engagement was viewed as important to realize corporate performance based on effective relationship with the target audience. In using interactive Internet platforms, it was possible for the organizations to observe how they were fairing based on customer reviews. From observations it is evident that three of the five organisations studied had well equipped media centres with researchable databases, video presentations and podcasts. Others exhibited high interactive cyber stations with social media platform with staff engaging with online consumers.

One organisation's Twitter account showed trends in which it actively engaged the customer through tweeting process. Social engagements through hash tags like #Inequality KE and #SecuringElections2017 had over 1850 tweets while #My High School Confession had 9,658 tweets at the time of the research. Another organization showed the organization's leaders tweeted and interacted on Facebook with different stakeholders.

3.4. Utilization for Obtaining Goods and Services

The internet has transformed many areas of organizational and business life. Some organizations conducted business almost entirely online. They also relied on the ability of internet-based communication to give instant feedback. Respondents agreed that the internet was very critical to accessing services and even buying products online. It was evident that platforms such as emails were used by organization for inquiry purposes mainly.

...Some of the opportunities we have at the online company include; Website: -Reaches out to more consumers and entrepreneurs, Easy access to new products, it is cheaper to use, and it is more effective in attracting more customers (En1). ...The most important is member education and registration, undertakings and claims of insurance (Bn2).

The documents review showed that many respondents were happy that customers were increasingly using the Internet PR platforms to solve their issues. The respondents observed that since the publicizing of the Internet based platforms, there had been an increase in uptake of the social media platforms, including Facebook, Twitter, LinkedIn and Instagram. The social media platforms were seen to have increased activity, especially over light activity like asking for information and doing follow-up tasks. A participant in the bank indicated there had been increased activity over the Internet-based platforms as compared to the past. Moreover, activities related to tasks like checking for balances, following up on tasks and withdrawals/deposits had been facilitated by the online platforms that create self-service prompts to the clients.

Clients visiting the branches for the simple tasks had reduced, thus giving the staff ample time to serve other customers needing other services. The communications agency and the online shopping company respondents agreed that that there was no change in the traffic visiting their offices as they had less of the physical branches. The NHIF respondents indicated that they had not received a significant reduction in the number of visitors to their offices mainly because of the large number of members seeking for assistance through physical contact. It was also indicated that some organizations had been able to increase their interactivity with their stakeholders through the social media, to an extent of understanding their customer needs more.

The use of Internet services had also led to a reduction of clients visiting the branch offices. Subsequently, organizations had been able to improve their services while striving to become more customer-focused in the service delivery. It was also indicated that customers were able to engage the Customer Care Staff at any time and from any platform thus having their problems handled. The communications consultants also indicated that for organizations planning to reduce the traffic on their branches, it was necessary to implement Internet based Customer Care platforms that were responsive, easy to use, and interactive enough to engage the clients in real-time.

...we reach different communities needing support on community projects, like art, culture etc., the website has a link for those applications. (Rn4) .... We also communicate and get business online through internet-based applications (Pn1).

Majority of the respondents discussed the relationship building and connections aspects that are made online. They acknowledged that internet has helped to create new business relations online. The respondents from the Bank Group also said their organization had embraced Internet Marketing and PR activities. They said the bank used the Internet as a platform where clients can access services remotely through their mobile phones or personal computers. The organization also marketed its internet-based services.

The use of Internet banking is an indication that Internet platforms are becoming a necessary and critical part of customer relations and service delivery. It was also observed that customer self-service activities through the Internet

platforms had reduced the number of people flocking into branch offices and subsequently enhanced service delivery. In fact, most of the clients of the Banking Group said they preferred to use the social media platforms or Internet banking to avoid wasting time and resources. An observation on the group's website showed that the Internet banking platform displayed giuidelines and prcedures on all the services at the bank.

3.5. Utilization for Marketing, Advertising and Promotions

Modern marketing approaches include relationship marketing with a strong focus on the customer, and internet marketing or online marketing utilises online resources to reach target customers and potential customers. It is evident from the response that there is an increased utility of internet by organisations for publicity activities. One participant noted that they had a department of public relations which conducted marketing activities and publicity.

The department was mandated with maintaining the organization's image and communicating the advertisements and messages to the entrepreneurs and consumers. The department also helped to create awareness through social media platforms (En2). Other participants similarly noted that the Internet was used for advertising, from the organisations website which they advertise products and promotion of services. The telecomminucations company respondents pointed out that their website gives clients additional value on the use of their applications for earning airtime points. Another participant mentioned that the organization advertised its services on the dailies (newspapers) to reach as many people as possible. They also backed up the adverts on their website. The respondents generally agreed that the utilization of internet media helps to forge strong relationship with existing as well as new customers.

Another aspect that was addressed by the participants was that of advertising. The respondents said their organizations used both contemporary forms of advertising like newspapers, and internet-based tools. This practice was an aspect of marketing and advertising mix. One of the online shopping company participants indicated that the organization had a website on which they advertised products. The company also had a Twitter handle and blogs used for all kinds of communications, advertising and promotions.

...We use Internet to get our products advertised out to target potential clients; we have a variety of products and so we use variety of platforms to advertise, on our website will lead you to our many platforms and our many pages to access that you need (En4). The institution has a department for PR and marketing that focuses on various services and communicates to them through an array of channels. Mostly the institution advertises its products in the dailies (newspapers) to reach as many people as possible. The institution also uses website to advertise its services. Every department advertises on the website with options that allow clients to ask about the service information (Bn3).

Documents analysed showed many advertisements placed on these organizations' online platforms. For instance, one Facebook account showed advertisements, promotional items and information for publicity. The insurance fund website equally showed advertisement of its services with the mission and mandate stated as "achieving universal health coverage by year 2030." The organization's website was also used to advertise and provide self-service to stakeholders. The website screen showed the overall look of the organizational interface. It also indicated the minimum amount that members could contribute to earn their coverage during any health incident. The website further offered interactive services.

3.6. Utilization for Internal and External Communication

Internal and external communication is a critical part of every organization. It was established that the organizations studied utilized internet platforms for internal communication within departments and across branches. The Bank Group had other platforms with which it engaged with its clients like "Web Chat" which facilitated one-on-one engagement with the staff. The Bank Group's Facebook account had over 16,000 "likes" which translated to actual visits and interactions. The Facebook account allowed customers to view what other stakeholders thought about the organization. It also provided options of rating the services and commenting in good/poor services offered.

...In the bank, we use internet for many things, internal communication through emails, Whats App groups and other internal communication portals (Ln3). ...We use internet for internal communication aswel as to our stake holders on share performance, we post our reports for public informatio (Rn1). ... and to also reach our individual and corporate members across the country- in our branches, we use it to communicate internally and to carry our performance surveys among our employees, and also to rate our services by members The supplies and procurement section uses internet for that purpose, it is mandatory for our procurement applications to be sent online (Bn2). ...The organization has twitter, Facebook, live chats, website and email to communication both internal and to external clienteles (Pn3). ...we do research for organizations which we do online base on the type of survey (Pn1).

The interviewees also reported that the internet was used to carry out internal research, online surveys on customer satisfaction among other surveys. Supplies and procurement departments utilized the internet for purposes of procurement.

3.7. Utilization for Creation of Content and Uploading of Messages

Contemporary consumers use a myriad of internet-enabled devices to search for product recommendations, to connect with colleagues on social networks and post their own content online. Utilising internet platforms to create content is thus a part of current PR practices. The process begins with the choice of appropriate media, with specific

audience in mind. The participants in all the organizations said that the ICT departments were responsible for uploading content on the platforms.

> ...With the ICT team, we are responsible for maintenance system, we ensure that users are kept connected at any one point, we also make sure that the messages are uploaded on our sites, we work with our agency who work on our messages which we ensure are uploaded on the right time, If we have messages on You tube we ensure we upload, on our Facebook page there is a team that works on ensuring messages are effectively and efficiently placed (Ln4). ...The consultancy firm is a PR agency that works for clients to realize their communication needs. I can say that we are PR and what we do is PR for our client, we create online messages for our clients. We do so much online include creating advertisements for our clients because we are an advertising agency. Our IT section is important in uploading and monitoring content online (Pn1).

It is noted that specialist or professionals engage in drafting media content, it is considered a process that needs appropriate writing styles for certain media. It is therefore clear from the response that concise communication is important in order to reach online audience. They quoted as:

> ...The ICT works with the PR department together with the Public Education section to reach various stakeholders including the internal public We do not create the messages and information on our website, we use specialist to do so, but we engage in drafting what we want the public to know and get (Bn4). ...Our IT section is important in uploading and monitoring content online (Pn4)

One PR professional said that content was the backbone of internet media, putting emphasis that organizations needed to publish fresh, relevant information on a regular basis for audience consumption, and that monitoring was equally very key in content creation. Documentary reviewed showed organizations staff creating content for onward uploading to the internet platforms.

4. Conclusion and Recommendations

The study found that internet platforms available for PR in organizations are diverse ranging from websites, Facebooks, LinkedIn, WhatsApp, Live Chats, Google+ and internet banking applications etc. The internet presents a lot of affordances/opportunities for PR. The study provides insights on how the industry utilizes the internet in an environment with other integrated media and communication strategies and how they affect organizational communication over time. The study also found that organizations are not fully employing the dialogic or interaction capacity of the Internet as expected. The study reveals that the platforms do meet some of the prerequisites of dialogue in that they are easy to use, contain useful information, and provide reasons for visitors to remain on the site. The main contributions of this study are to the field of Communication and Public Relations precisely Internet PR. The findings provide the case for implementation of the opportunities of the Internet for Public Relations in organizations while minimizing the constraints. This study also provides public relations professionals in organisations with guidelines on how to craft messages for the platforms.

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