The Role of Digital Media in Shaping Public Relations: Developing Successful Online Communication Strategies for Enterprises

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Article Information	ABSTRACT
Article Type: Research Article **Correspondence to:** anran@zit.edu.cn	This systematic literature review explores the transformative impact of digital media on public relations (PR) strategies, focusing on real-time engagement, corporate reputation management, transparency, authenticity, and the strategic use of data and analytics. The study aims to identify enterprises' opportunities and challenges in adapting to the evolving digital PR landscape. Using PRISMA guidelines, a rigorous analysis of peer-reviewed articles published between 2010 and 2024 was conducted, resulting in a final synthesis of 110 studies. The findings underscore the pivotal role of digital media in redefining PR practices, particularly in enabling real-time crisis management and fostering corporate reputation through social media platforms. Transparency and authenticity emerged as critical drivers of successful PR strategies, meeting the growing consumer demand for openness and trustworthiness in brand communication. Furthermore, the strategic application of data and analytics was identified as essential for optimizing communication efforts, although striking a balance between quantitative metrics and qualitative insights remains a challenge. This review highlights the dual nature of digital media as both an opportunity and a challenge, urging enterprises to adopt agile, transparent, and ethical communication strategies to strengthen stakeholder relationships. The study emphasizes the necessity for continuous adaptation to the rapidly changing digital communication environment, offering practical implications for enterprises seeking to enhance their PR effectiveness. **Keywords:** Digital Media, Public Relations, Crisis Management, Corporate Reputation, Transparency, Authenticity, Data Analytics, Social Media

1. INTRODUCTION

The rapid evolution of communication technologies has fundamentally reshaped the landscape of public relations (PR), with digital media taking center stage in how enterprises interact with their stakeholders (Fehrer et al., 2022). Traditionally, public relations relied heavily on print media, television, and radio, limiting the speed and scope of communication (Ausat, 2023). However, digital platforms like social media, blogs, and online news outlets have transformed the public relations dynamic. Enterprises can now engage with their audiences in real-time, across vast geographies, and in a much more personalized manner (Muth & Peter, 2023). This shift from traditional to digital media has not only altered public

relations strategies. Still, it has also made it imperative for businesses to develop effective online communication strategies to remain competitive and relevant in today's digital age (Joyce et al., 2024).

Interest in how digital media shapes the role of public relations has been a focus within both academic and professional contexts. Judging from the ability of social media platforms like Facebook, X (Previously known as Twitter), Instagram, and LinkedIn, introduced to enterprises to chat directly with their consumers through direct, two-way communication, public relations have become dynamic and interactive (Hatamleh et al., 2023). These platforms allow enterprises to reach audiences quickly, keep conversations going, answer questions, address concerns, and foster trust and loyalty with audiences. At the same time, the power of digital media has transformed the way PR is conducted, and now, it includes corporate reputation management, crisis communication, and brand development. As corporate messaging is increasingly indistinguishable from consumer feedback, companies have increasingly faced the tightrope of a rapidly complicating communication environment governed by transparency and responsiveness (Jungblut et al., 2024). While digital media has reached more and more recognition, the shift has confronted enterprises with new difficulties. Of course, it is faster and more accessible but also more volatile.

Digital platforms have speed and reach the extent that public relations crises can come fast and cause more damage to the company's reputation than ever (Purnama & Asdlori, 2023). While traditional PR models still relied on controlled and measured communication, digital media has seen that control decrease. Today, enterprises operate where consumers have a voice and can leave reviews, comment and even share such things on social media. This has rendered businesses in dire need of crafting PR strategies that are not only proactive but also highly flexible and reactive to the immediate feedback loop digital platforms offer (Arijeniwa & Nwaoboli, 2023).

In the face of these challenges, the current literature must offer more guidance on how enterprises can better do business in digital media. While previous studies have investigated the effects of digital media on overall public relations, more work needs to be done to elucidate how companies can systematically develop and carry out successful online communication strategies about their conditions and contexts (Utomo et al., 2023). This gap implies that there is scope to improve our understanding of how enterprises can adapt their communication practices to digital media disorders and, as such, promote engagement, reputation management, and crisis preparedness. In addition, enterprises also find themselves under pressure to reexamine their public relations strategies due to surging consumer preference for authenticity and transparency. Until recently, PR messages have tended to be single-track communications prepared by corporate teams to portray a particular image or message. However, digital media has changed this balance because of the consumer's side (Kim, 2020). Studies indicate that brands that manage to enter into conversations with their audiences (authentically and transparently) have greater chances of building strong relationships with them and gaining consumer trust (Gregory, 2020). However, that is only sometimes the case, as many enterprises still need help finding that fine line between keeping the messaging in check and allowing accurate, transparent communication with stakeholders (Jungblut et al., 2024). However, further research will explore ways companies can create more effective and balanced communication strategies by managing this tension between corporate control and consumer participation.

This study rigorously reviews the existing literature on the impact of digital media on public relations, assessing the abilities of enterprises to develop and execute effective online communication strategies. Many studies have tackled the role of particular digital media and public relations components—in such domains as brand communication or crisis management—but very few have synthesized these into

actionable pros and cons for businesses (Quesenberry, 2020; Liu et al., 2021; Vogler & Eisenegger, 2022). To provide such guidance, this study catalogues contemporary research and derives strategic, practical guidelines for enterprises to navigate digital media complexity in public relations. Focusing on real-time engagement strategies, enhancing corporate reputation through social media, increasing clarity of corporate behavior through transparency and authenticity, and using data analytics, this research offers enterprises clear and actionable frameworks to engage with through their communication strategies. With these recommendations, we hope to provide tools businesses can use to handle crises proactively, build trust with their stakeholders, and optimize their public relations outcomes in a digitalized world.

Unlike previous studies, this research goes beyond examining how digital media affects PR outcomes. It does not discuss the strategies but rather their practical application, which addresses the need to meet the evolving challenges of new media (Chen et al., 2023). With digital media increasingly integrated into business operations, enterprises need intelligent communication strategies to maintain a good reputation with their public, meaningfully engage their stakeholders, and efficiently deal with crises (Mahoney & Tang, 2024). However, to expect this type of paradigm shift is not because of a trend of digital engagement but rather a radical transformation of how businesses operate public relations in today's technology-advanced era. This study also denotes digital communication platforms' dynamic development, ongoing transformation, and how enterprises should recognize their public relations tactics (Men et al., 2023). This research combines a systematic literature review and strategic insights, providing businesses with actionable pathways to enhancing their PR practices in the constantly changing digital media landscape.

In this context, this study seeks to achieve the following objectives:

1. To systematically review and synthesize contemporary literature on the role of digital media in shaping public relations strategies for enterprises.
2. To develop actionable recommendations for businesses to navigate the evolving digital media landscape and enhance their public relations outcomes.

Based on these objectives, the study is guided by the following research questions:

1. How does digital media influence public relations practices and outcomes for enterprises?
2. What critical strategies can businesses adopt to enhance their online communication effectiveness?
3. How can enterprises leverage real-time engagement, corporate reputation building, transparency, and data analytics to improve public relations?

2. METHODOLOGY

This section outlines the systematic approach taken to conduct the literature review on the role of digital media in shaping public relations and developing successful online communication strategies for enterprises. The review followed rigorous standards to ensure the comprehensiveness and quality of the data extracted and analyzed. The study adhered to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to maintain transparency and replicability throughout the review process.

2.1 Research Design

The research design of this paper is based on a systematic literature review (SLR), which provides a structured and transparent approach to collecting, evaluating, and synthesizing existing research on the role of digital media in public relations. The objective was to identify, appraise, and integrate findings from multiple studies to derive insights that can inform future PR practices in online communication strategies for enterprises. By employing SLR, the study ensures that the review process is methodologically robust, free from bias, and replicable. This design was chosen to offer a holistic view of the existing literature, filling the gaps in the knowledge regarding digital communication strategies in the context of public relations. Below is Figure 1. It Shows a Prisma diagram, which indicates the complete process of conducting the present study.
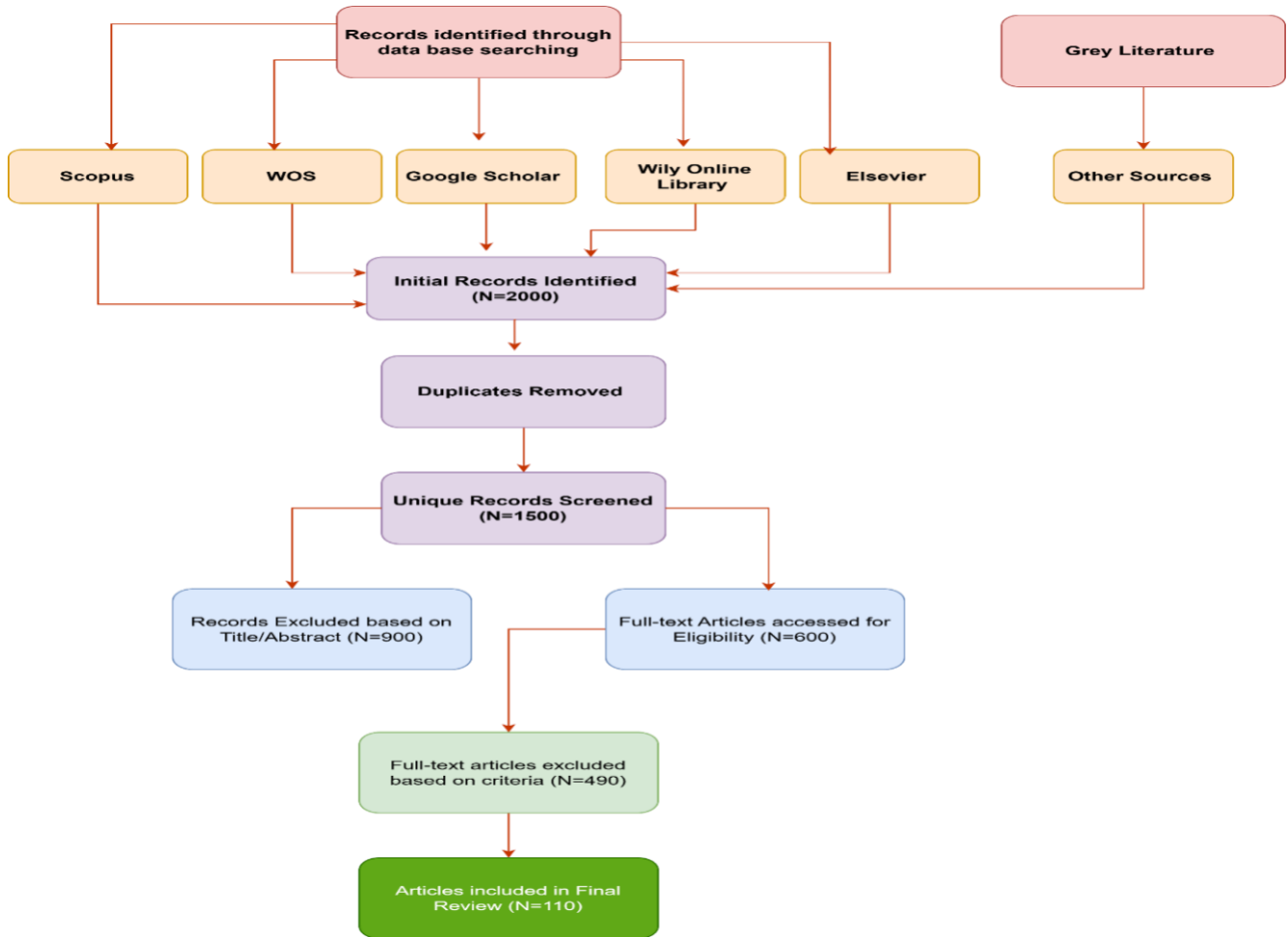

Figure 1. PRISMA Diagram

2.2 Search Strategy

To identify relevant literature, a systematic search was conducted using several academic databases, including Scopus, Web of Science, PubMed, and Google Scholar, as well as publisher databases such as Elsevier, Wiley Online Library, and SpringerLink. The search focused on articles published in English

between 2010 and 2024, considering that the significant evolution of digital media occurred during this period. Keywords used in the search strategy included "new media," "public relations," "online communication strategies," "digital communication," "corporate communication," "crisis communication," "reputation management," and "social media." Boolean operators (AND, OR) were employed to ensure comprehensive search results, and terms were combined to capture various studies relevant to the research question. The search strategy also involved manually screening the reference lists of included articles to identify additional studies that may not have appeared in the initial database search. Duplicate records were removed using reference management software (EndNote), and all identified studies were screened against predefined inclusion and exclusion criteria (detailed below).

2.3 Inclusion and Exclusion Criteria

A strict set of inclusion and exclusion criteria was applied to ensure the quality and relevance of the studies reviewed.

2.3.1. Inclusion criteria:

- Studies must examine the role of digital media in public relations or online communication strategies for enterprises.
- Research published between 2010 and 2024 to capture the most recent trends and technological advances.
- Peer-reviewed journal articles, conference proceedings, and book chapters contribute significant empirical or theoretical insights into digital PR.
- Articles are written in English to ensure consistency in data extraction and analysis.
- Studies that specifically focus on enterprises, excluding those centered solely on individuals or small non-commercial entities.
- Quantitative, qualitative, and mixed-methods studies were included to capture diverse research approaches.

2.3.2. Exclusion criteria:

- Studies published before 2010 are not foundational to developing digital media and public relations theories.
- Articles that primarily discuss traditional public relations methods without a focus on digital media or digital platforms.
- Studies that do not include public relations, online communication, or strategic communication for enterprises as core topics.
- Opinion pieces, editorials, news articles, or other non-peer-reviewed content.
- Articles must be available in full text or those behind paywalls with access to academic databases.
- After applying these criteria, 110 articles were deemed relevant for full-text review after removing duplicates and initial screening for relevance.

2.4 Data Extraction

The data extraction process was constructed carefully to achieve consistency, accuracy, and completeness of information from all studies included in this systematic review. A standardized data extraction form made the selected literature comparable, permitting the systematic collection of critical

details from each study. It contained several vital aspects, such as the author(s) and year of publishing, the title of the study, and, if appropriate, the country or region under consideration. The type of study (empirical, theoretical or case study) was also documented in addition to the research methodology applied (e.g. qualitative, quantitative or mixed methods). Further, for empirical studies, sample size was recorded if available. Specific interest areas such as crisis communication, corporate reputation management, or stakeholder engagement are mentioned for each study's central focus. Findings and conclusions were extracted from the study and expanded to demonstrate the study's contribution to understanding the act of digital media in public relations. Additionally, the firm revealed how each study's findings could be exploited by enterprises to develop communication strategies based on digital media, rounding out how digital media offerings affect the practice of PR.

Two researchers reviewed each article independently to make the data extraction process more reliable. Two reviewers encountered discrepancies and differences, which we discussed and agreed on. The combination of the two approaches increased the overall rigour of the data extraction process and ensured that the final data set reflected the contributions of the studies.

Table 1. Data Extraction Summary

Author(s) and Year of Publication	Title of the Study	Country or Region	Type of Study	Research Methodology	Sample Size (if applicable)	The focus of the study	Key Findings	Implications for Enterprise Communication Strategies	Quality Assessment Rating
Huang et al. (2023)	Cultivation via social media during the COVID-19	USA	Empirical	Quantitative	300 respondents	Corporate Reputation	Digital media enhances brand trust	Integrate digital media into PR plans	High
Fincham (2023)	Business as usual: How journalism	UK	Theoretical	Qualitative	N/A	Stakeholder Engagement	Enterprises must adapt to social media trends	Develop adaptive online strategies	Medium
Zilola et al. (2023)	Crisis Communication in the Digital Age	Global	Case Study	Mixed-methods	5 case studies	Crisis Management	Crisis communication is more effective with immediate responses	Prioritise real-time responses to crises	High

2.5 Quality Assessment

In order to maintain such a high standard of rigor in this systematic literature review, each included study was rigorously subjected to a comprehensive evaluation with well-established assessment tools. Qualitative studies were appraised using the Critical Appraisal Skills Program (CASP) checklist, and

quantitative studies were outlined using the Joanna Briggs Institute (JBI) checklist. These tools offered a framework to systematically evaluate each study's credibility, reliability, and methodological soundness. We assessed the various vital elements, including the appropriateness of the study design and the questions being asked. This also prevented studies with weak and irrelevant designs from entering the final synthesis. The quality assessment also examined transparency and resiliency in data collection and analysis methods. The clarity of their methodological approaches was used to rate studies so that the findings could be trusted. Moreover, the studies were scrutinized for relevance and originality to assess their contribution to understanding the use of digital media in the context of public relations and enterprise communication strategies. Among them was whether or not the study yielded new knowledge or maintained the current knowledge.

Sampling bias, researcher bias, and methodological limitations were all reviewed so that potential biases were kept to a minimum. As a result, the review assessed the reliability of each finding from each study. Furthermore, each study's results were evaluated to determine how generalizable each study's conclusions were, that is, how applicable the findings were to other contexts, such as other industries or geographical regions. This was crucial for broadly extending the review's conclusions to many enterprise settings. These criteria were used to rate each study as high, medium, or low quality. The final synthesis included only studies rated as high or medium quality, so the review was based on as credible and methodologically sound research as possible. The final discussion also used the quality ratings to weigh the studies such that higher quality studies had more significant weight in synthesizing findings. Applying this approach makes the systematic review conclusions based on valid evidence that pulls in the research's rigor and legitimacy.

2.6 Data Analysis

The data were analyzed using a thematic analysis approach, which allowed for identifying patterns and insights related to the study's objectives. The process began with an in-depth data review to achieve familiarization and identify initial ideas. The data were systematically coded manually to highlight recurring concepts and ideas associated with real-time engagement, corporate reputation, transparency, and the strategic use of data analytics in public relations. Thematic coding was performed iteratively to ensure consistency and capture all relevant information. The emerging themes were carefully reviewed and refined to ensure alignment with the study's research objectives and questions. Through this rigorous approach, the analysis facilitated a deeper understanding of how digital media shapes public relations strategies and allowed for developing actionable recommendations for enterprises. This manual thematic analysis ensured a systematic and reliable interpretation of the data, enabling meaningful insights into integrating digital media into public relations efforts.

3. RESULTS

The systematic review, the backbone of the work presented in this section, highlights vital findings; these themes are presented in a way that provides a broad overview of the literature on the use of digital media in influencing public relations and the development of successful online communication strategies for enterprises. Several prominent, though not exhaustive, themes have emerged through carefully synthesizing the selected studies, drawing attention to both the opportunities and difficulties presented by such digital media in corporate communication. This review identified themes consistent with the evolution of digital platforms and how enterprises manage their stakeholders more effectively.

3.1 Overview of Themes

The thematic analysis of the literature revealed four key themes that are pivotal to understanding how digital media is transforming public relations practices: On one hand, there are 'Real-Time Engagement and Crisis Management', and on the other hand, there are 'Building Corporate Reputation through Social Media', where social media plays a highly significant role. The significance of transparency and authenticity forms an axis and the data and analytics in PR form the fourth axis. These themes capture how enterprises manage the new trends in communication as the environment shifts to increased digitalization. Communication Style in Crisis addressed the need for timely and active communication during the crisis. New information comes with the speed of light when using social media; therefore, enterprises must engage with stakeholders quickly to avoid reputational risks to their businesses and ensure stakeholder trust. Engagement will improve acts and convert the management to proactive, taking acumen to prevent and respond to concerns promptly and protect the image of an organization.

The second theme aims to identify and understand how social media platforms such as X, Facebook and Instagram build Corporate Reputation. Many enterprises rely on SMM to shape and strengthen the organization's brand image and create sustainable customer relationships while enhancing the company's public image. The social media platform is highly interactive, so every business out there has a platform to communicate with their targeted audience directly and build further business loyalty. The Role of Transparency and Authenticity only emphasizes the ever-increasing consumer expectation to be told the truth. Openness is now a foundation in contemporary PR management styles as stakeholders demand that enterprises follow the guidelines of corporate transparency. Stakeholders should communicate similarly to what they usually say when talking to friends and family since it is genuine and does not erode the audience's trust as it creates lifelong customers. Firms that adopt these principles are in a much better place to build a credible relationship with their target market.

Finally, the strategic use of data and analytics in PR exemplifies how enterprises enhance the utilization of real-time information to improve communication tactics. Audience measurement and analytics help organizations assess the targeted audiences' activity and evaluate the campaigns' impact to make further adjustments. This integration enables companies to think systematically and get insights on the communication approaches to undertake and improve their PR practices in a contemporary emergent tech-occurring environment. Altogether, these themes describe how enterprises are astonishing the needs of the new world when it comes to the interaction with the target audience and strategies, which are decided with the help of digital media tools.

Table 2. Identified Themes

Theme	Description
Real-Time Engagement and Crisis Management	There is a need for immediate, real-time communication during crises to manage reputational risks.
Building Corporate Reputation through social media	Utilizing social media platforms to build and maintain corporate reputation.
The Role of Transparency and Authenticity	Open and honest communication is essential in fostering trust and loyalty.
The Strategic Use of Data and Analytics in PR	They are leveraging data and analytics to optimize communication strategies and measure impact.

3.2 Real-Time Engagement and Crisis Management

The intensity of crises requires that organizations engage stakeholders in real-time in the current digital world. X, Facebook, and Instagram, being real-time social media platforms, have brought new opportunities and challenges in managing crises for enterprises (Sharma et al., 2023). Critics assert that transitioning from a conventional, crisis-oriented response to a strategic, interactive approach is not an option but a reality, given the speed with which messages spread (Nizamidou, 2023). Leon-Silva and Perea-Khalifi's (2024) point of view indicates that social media has the potential to make crises go viral; therefore, when enterprises experience them, communication is needed without delay to address the issue. Contrary to the previous periods in business, when organizations could spend days responding to a crisis, today's technologies enforce actions in minutes, if not hours. According to Li (2023), delaying increases the potential for more harm through public reactions, wrong information, and damaged stakeholders' trust. Such rapid response expectations put enormous demands on organizations to design action and crisis management mechanisms with timely and practical information and communication technology.

On the other hand, some researchers discourage the adoption of high speed in notifying the public of incidents. According to Liu et al. (2023), although the speed of response is essential, it should not be at the expense of speed and well-thought-out content. Propaganda prepared quickly is counterproductive because it only fuels confusion and worsens matters. This speed and accuracy pressure is one of the facets of current crisis management. It is a fundamental problem for enterprises where an optimal balance has to be sought (Callaghan, 2016).

Nevertheless, there are obstacles to real-time engagement. According to Burston et al. (2015), the hurry to respond to some crises may have resulted in hasty decisions that compound the crisis or do not give the proper information, thereby prejudicing an organization's credibility. In this case, information must pass very quickly, and the quality of information must be attended to with great care. Of course, speed is essential, but organizations must ensure that their responses are accurate and reflect the known facts (Salhab et al., 2023). While social media is invaluable to crisis communication, reaching out to the public domain (e.g. releasing messages via social media) introduces risk: the spread and interpretation of an organization's message is no longer in the organization's control (Akhmetshin et al., 2019). While there are many challenges, research suggests that enterprises that quickly and transparently engage in real-time through crises better manage public perception and maintain trust (Callaghan, 2016). Real-time engagement helps organizations steer the story, debunk misdirection, and issue updates that forestall harmful repercussions (Blum et al., 2014). Real-time communication also allows enterprises to prove their transparency and responsiveness with strategic use (Burston et al., 2015).

3.3 Building Corporate Reputation through Social Media

Social media has fundamentally transformed enterprises, serving as a pivotal channel for engagement with consumers, stakeholders, and the broader public (Perera et al., 2023). Consequently, corporate reputation is increasingly being established and managed through these digital platforms. Platforms like X, Instagram, LinkedIn, and Facebook are interactive so that companies can create real-time, two-way conversations with their audiences, trust and loyalty (Armawan et al., 2023). Pakura and Rude Loff (2023) conclude that a brand now needs social media to have an identity to stand for, to focus on its values, to answer customer questions, and to control the public image. Enterprises can directly impact public opinion in a competitive digital world by carefully building their social media presence.

However, the challenges of corporate reputation building through social media are complemented by its benefits. As Khoso et al. (2022) put it, social media's sheer openness and immediacy make any misstep, be it an ill-worded post or an ad-hoc and sleepy response to a complaint, public. This demonstrates consistency and authenticity in a company's web communications (Li, 2023). The result is that brands can come under fire if they are perceived as inauthentic or unresponsive, putting them at risk of damaging their reputations. On the other hand, proactively and transparently engaging with companies maintains a good reputation. Social media also helps during times of crisis as it helps enterprises tackle the problems faced while handling public relations. A transparent and empathetic corporate reputation towards their audiences usually enhances credibility and relationship with the audience (Salhab et al., 2023). Consequently, social media becomes a strategic tool for corporate reputation amplification in terms of increased participation, quick response to public concerns, and synchronization of brand communication with the target audience's values (Garanti et al., 2022).

3.4 The Role of Transparency and Authenticity

Transparency and authenticity are foundational principles of effective communication in the digital age, particularly in public relations. In this study, transparency refers to openly sharing relevant information with stakeholders, allowing them to understand an organization's actions and decisions (Xu & Chang., 2023). Conversely, authenticity goes beyond transparency by embodying an organization's values and mission. These principles are critical for fostering stakeholder trust, loyalty, and credibility (Zheng et al., 2023).

A new requirement that stakeholders have come to demand and require enterprises is open communication and transparency, which social media invariably affords. For instance, Kiousis (2016) noted that transparency is essential when establishing trust rather than when trust has been established already. Regarding transitory reliability, an organization's perception of being transparent earns loyalty and prolonged relationships. However, according to Alyahia et al. (2024), authenticity is the perspective that goes beyond transparency. True self promises and delivers a credible image that can be trusted, making the various brands compelling to customers and stakeholders. It is common knowledge that transparency and authenticity are valuable in most little things, yet attaining these goals takes work. Jiang and Shen (2023) suggest that the stakeholders may perceive some of the information disclosed to the organizations as fake due to the disclosure of only favorable information to the organization. This move can be perilous since it threatens the confidence reposed in the organization and the worth that goes with it.

According to Gilpin (2010), the authenticity and all modes of communication should be as uniform as possible. It undermines stakeholders' confidence in using products associated with a brand that has hyped itself but needs better practice. As Badhwar et al. (2023) have pointed out, it is essential to understand that substantive actions taken by organizations during crises effectively protect their reputation from degradation or improvement; for instance, transparent and genuine crisis communication helps stakeholders feel appreciated, making them trust the organization.

3.5 The Strategic Use of Data and Analytics in Public Relations (PR)

In this research, data and analytics in strategic public relations implies integrating quantitative and qualitative data collection, analysis, and application in communication management and assessment. Audience measurement and analytics provide organizations with the tools to analyze the effectiveness of their public relations campaigns and make the necessary changes. These tools then allow enterprises to

address the audience's needs and expectations better and make PR practices more precise overall. Literature has noted significantly the revolutionary shift in PR due to data and analytics. Toteva (2023) opines that analytics offer valuable communication parameters, such as engagement activity rates, valence, and audience parameters, for fine-tuning an organization's communication plans. The above knowledge makes it easier for PR practitioners to avoid instinctive approaches and act instead on facts. Consequently, the increased opportunity allows the organization to track engagement, forecast audience behavior, and analyze the campaign's impact (Lacarcel & Huete, 2023).

However, data management in PR has its drawbacks because it may be strategic. Nnaji et al. (2024) note that communication on social media platforms has constantly produced large amounts of information and data, which is bulky if not well managed and analyzed. This data overload causes challenges to PR teams in trying to analyze data in a manner that yields insights they can apply in their work. Furthermore, Aljumah (2023) pointed out that quantitative data may contain significant information regarding the audience's behavior. However, it lacks the feelings and context in which people exist. This is mainly because strategies developed rely solely on the maximums and minimums and need a coping point for incorporating the experiences or feedback of consumers or audiences.

The other essential factor pertains to data security and sensitivity concerns. According to Al Adwan et al. (2023), organizations face several ethical issues related to using personal data. If such data is used or managed incorrectly, it causes the loss of people's confidence, and the organization's image will suffer. Based on such arguments, researchers state that there is a need to adopt a mixed methods approach in PR research. PR strategy needs to be based on data. However, the message needs to be created with people in mind, which is why Aljumah (2023) supports using data analytics alongside human-centered communication. Furthermore, organizations must have strong data management capabilities when dealing with vast amounts of data and ensuring that it does the right thing: being ethical and legal in handling data, especially for personal identification purposes (Liu et al., 2023).

3.6. Synthesis of the Themes

The four identified themes, Real-Time Engagement and Crisis Management, Building Corporate Reputation through social media, The Role of Transparency and Authenticity, and The Strategic Use of Data and Analytics in PR, are interconnected pillars essential for modern enterprises to navigate the complexities of digital public relations. Altogether, these concerns sum up how companies need to reinvent themselves to survive in a new age defined by the immediacy of the message, the response, and the demand for transparency. Live mapping has profoundly affected crisis management by elevating real-time engagement as the most practical method of dealing with reputational threats as they happen. Social networks have also become the most significant and unyielding influences on forming the corporate reputation, as they allow addressing the targeted audience and engaging in more personal communication with stakeholders. Transparency and authenticity also increase it, while creating trust and commitment increases the possibility that enterprises can continuously engage consumers over time in an increasingly noisy digital world.

Last but not least, data and analytics are the backbone of decisions at the business level, as it is possible to quantify communication impact and change processes if necessary. All these themes capture a matrix that enterprises need to embrace to sustain their competitiveness. The significance is the current and future necessity of satisfying specific interpersonal communication needs and the future sustainability and

necessarily accruing credibility of interpersonal communication technology. These themes are illustrated in the following diagram and their significance for enterprises in aggregate. Figure 2 below discusses the Synthesis of the Themes, specifically Integrating Key Themes for Effective Public Relations Strategies in the Digital Age.
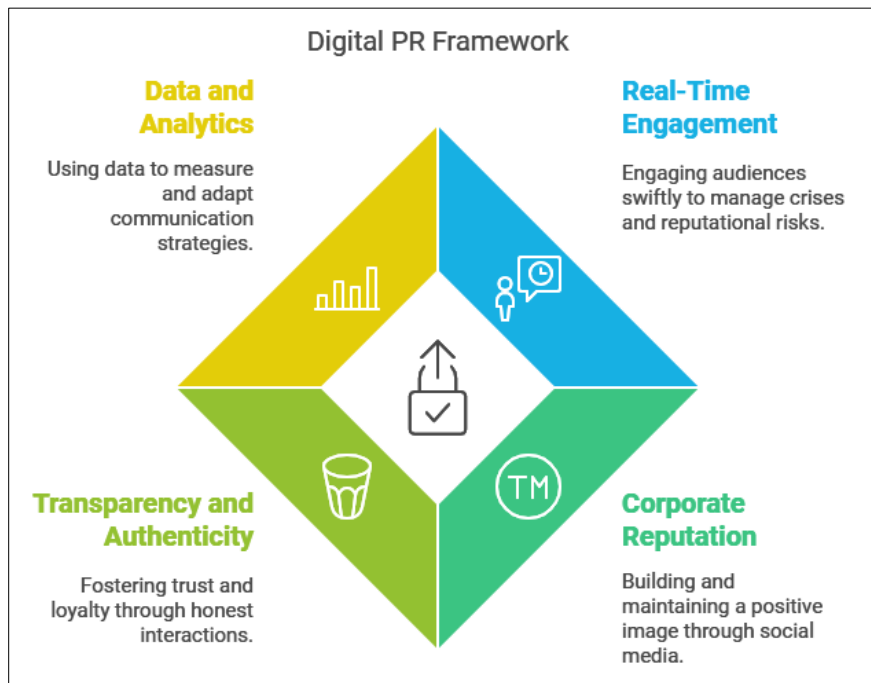

Figure 2. Integrating Key Themes for Effective Public Relations Strategies in the Digital Age

4. DISCUSSION

This systematic review reveals the transformative role of digital media in public relations (PR), as reflected in the key themes identified: Innovative Integrated Communication and its Application – When a Crisis Happens, Raising Corporate Image through X, Openness and Trustworthiness in PR and PR and Data Analysis – A Power Tool. In that context, it is possible to present the results of this research to answer the study's objectives and research questions to show how it is possible to deal with the challenges of digital PR for improving communication tactics and mitigating potential threats to the reputation of enterprises. Regarding real-time engagement and crisis management, one of the findings appears to be of paramount importance; namely, enterprises need to be able to prevent further deterioration of the situation and immediately address the issue not to harm their reputation. One lesson that stands out is how social media platforms require enterprises to change from response-based to response-as-it-happens-based engagement, whereby stakeholders' concerns are responded to as soon as they are aired. This concurs with Veil, Sellnow and Petrun's (2012) argument that enterprises have to design systems that can disseminate information in an instance to lessen the potential for reputational damage in crises. However, as Hatamleh et al. (2023) note, this focus may lead to fast but ineffective and potentially incomplete communication – an even worse situation. The implications of this research lie in the importance of concurrently achieving speed and accuracy in enterprises' real-time interactions to ensure that their fast, direct responses remain transparent to protect the enterprises' credible and trustworthy reputations in the long term.

Another identified issue concerns Building Corporate Reputation through social media, which explicitly underlines the ability of social media to shape and protect a company's image. The work established that enterprises engaging X (previously Twitter), Facebook, and Instagram successfully conduct outreach, create endearment, and influence perception. Thus, executing the studied line of thought poignant by Ausat (2023), social media is now critically central for enhancing corporate reputation. However, the study also outlines the risks of social media; as Liu et al. (2023) say, any single error can be quickly amplified; it requires continual and genuine engagement across all platforms. Trust and long-term relationships require parents' worthiness and authenticity. The theories further support the assertion that the competencies of stakeholders insist on open and truthful communication, which Kiousis (2016) associates with trust and continued interactions. However, Fehrer et al. (2022) explain that manipulative forms of transparency or false/dump can trigger adversities and public resistance. This paper also established that authenticity, as defined by the extent to which an enterprise reflects its core values, is equally essential for an enterprise in order to maintain loyalty and trust among stakeholders.

It also discusses The Strategic Use of Data and Analytics in PRs as a revolutionary tool for current communication management strategies. Organizations today turn to tracking and analyzing data as they look to drive their key performance indicators (KPIs), enhance their communication strategies, and even adjust their messages. Muth and Peter (2023) argue that for PR strategies to be effective, the strategy has to combine the best of both worlds: big data and a humanistic approach. Nonetheless, the results also point to data overload and ethical issues concerning data privacy. The PR practices discussed by Al Adwan et al. (2023) also raise the issue of data usage; therefore, the transparent use of the data is essential for trust and ethical overall practices.

5. CONCLUSION AND RECOMMENDATIONS

This systematic review of the PR trends in the last 15 years shows that digital media have dramatically influenced public relations. In addition to establishing a new state of PR, this research also offers specific guidelines for enterprises to function successfully in the contemporary communication environment. First, the results stress the importance of real-time communication, especially regarding crises. Since the timeliness of communication plays a vital role in managing the impact on the public, enterprises must be very proactive and open with information during such crises. To counter this, businesses ought to put considerable effort into adopting crisis communication structures and platforms that allow for timely while minimizing harmful message dissemination aimed at moderating reputational losses.

Second, having and sustaining a corporate reputation through social media entails the practice of corporate communication strategy, which is an issue of consistency and authenticity. The researchers recommend that enterprises have a well-defined social media presence and ensure that they synchronize when engaging on social media. Sustainability cannot be just an empty word – businesses must prove that they are sincere and consistent with the declared values to gain consumers' trust and devotion. Third, thanks to globalization and newborn technologies, the principles of openness and sincere conversation became non-optional for PR. To satisfy customer demands, enterprises must incorporate transparency across their communication mix so that all interaction is based and portrayed on ethical motives. These include equipping PR teams with tools and approaches to engage the stakeholders in meaningful two-way communication.

Last but not least, data and analytics provide enterprises with an exceptional opportunity to optimize communication plans and their outcomes with the help of insights into audience and campaign activities. Nevertheless, these numerically oriented analyses must be complemented with qualitative appreciation to guarantee the emotional and cultural relevancy of the organizations' strategies among targeted audiences. Also, these enterprises must report ethically on data usage, reporting how data is being gathered and used to foster trust.

6. LIMITATIONS AND FUTURE STUDIES

There are some limitations to the scope of the systematic review presented here. The review first took up only the studies published in English; thus, it missed the relevant research being developed in other languages. This opens the door for regional patterns to emerge, especially the views of global public relations practices. The review also focuses on literature published between 2010 and 2024, able to observe the most current trends but possibly need to be made aware of digital media's fundamental theories or earlier insights into the evolution of digital media in PR. The comparability of findings is also limited by the variability of the methodologies used in the studies.

Future research on these constraints will look at the research published in various languages and broaden the timeline to include early works for the digital transformation of PR. Additionally, more empirical studies are needed to explore specifically the challenges of managing massive-scale data that feature in PR and the ethical implications of data usage to build trust and transparency. Future research could also focus on sector-specific PR strategy, in which the stakes of transparency and real-time communication are even higher in industries like healthcare or finance. Examining the long-term impact of authenticity brand loyalty in urgent cultural contexts and the implications for managers could be valuable.

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