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DIGITAL COMMUNICATION: PUBLIC RELATIONS MANAGEMENT STRATEGIES AND METHODS IN DEVELOPING INSTITUTIONAL WORK

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ABSTRACT

The aim of the research is to highlight the interactive re-emergence of what can be called the re-conceptualization of the concepts by default. These concepts include the methods of public relations management and strategy in this virtual context created by digital communication networks not only in qualitative communication; Society, but also in the results and impact on institutional work, especially with regard to developments in the various digital communication networks. This digital communication has had impressive results in the field of public relations work methods and strategy in enhancing the institutional vision in a virtual environment This dialogue leads to the re-formulation of this digital reality and its data in a manner that contributes to the crystallization of the strategy of methods in the management of public relations within institutions, attitudes, trends and solutions to issues that are taken from reality. The roles of public relations in addressing attitudes, attitudes and institutional practices in improving communication with their audience in an era known for its speed for social and digital transformations. So that traditional means of communication no longer have the capacity to make such a change, but are unable to directly and effectively influence the management of public relations, particularly with regard to the institutionalized mode of operation.

INTRODUCTION

If communications are an absolute necessity in all stages of life, and the reconstruction of the earth is the first function of man since the beginning of creation, God created man with a social nature consistent with this task which he cannot do alone. Age requires the efforts of two individuals together, And collective trends, or what is recently said "work in the spirit of one team", and thanks to that spirit of collective performance has risen and achievements have been achieved at the level of humanity in all ages. With the expansion of the institutional activity and the large size of the projects, the gap between them and the public has widened, and as a result, institutions have become aware of the need to provide specialists to maintain a good relationship with the public and thus to achieve the interests of their representatives.

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This has increased the importance of these social transformations and the emergence and diversity of communication channels. Making access to the largest segment of the audience widely available, and thus increasing the capacity and potential of influencing the public or stakeholders. The emergence of the digital communication revolution re-created the interactive formations that emerged under what might be called the reintroduction of concepts by default. Public relations management methods and strategy In this context, the digital communication networks have created a unique communication network between the different segments of the society, but also their results and impact on the institutional work, especially with regard to developments in the digital communication networks. In the development of institutional work in a virtual environment and the formation of dialogue, which proved to be as effective as it has succeeded in improving communication with the public and facilitating two-way communication, which leads to the rephrasing of this reality and its data in a way that contributes to the crystallization of methods. The most important of which is the public relations strategy in addressing these trends,

attitudes and practices in the development of institutional work; the traditional means of communication are no longer capable of bringing about such change but are incapable of direct influence And effective for the management of public relations, especially with regard to the institutional working method. Public relations are a culture of management strategy with integrated communication activity to develop institutional work in all its fields. The spread of awareness of the basic elements of the development of institutional work among all employees is the main pillar of communication strategy culture in strengthening the capabilities of public relations practitioners in technical progress in different means of communication, Increasing the effectiveness of this communication as one of the constituent elements of institutional culture, as the source of its composition and factor of its dissemination and expression. Indeed, public relations methods are at the forefront of 21st century institutions thanks to the tremendous digital communications revolution witnessed by the countries of the region. Public relations have become a solid bridge for any institution that shortens the distance between its audiences and thus attaches to the needs of the institution and its objectives.

Public awareness of the latest public relations concepts and their role in the institutional and organizational environment of the work and the importance of its location to any start towards the higher goals and therefore it became necessary to understand the types of basic strategies for effective digital communication For with the public until it reaches the point where the effect as soon as possible and create him an audience supportive of its policies in the community. Public relations are very important in modern administrative systems, and they have a vital role to play in highlighting the honorable image of the institution and the services it provides to its society. It thus constitutes a link and communication and an active interaction tool inside and outside the institution. The success of the institution, whether governmental or private, does not depend on the achievement achieved. If you cannot highlight this achievement to the target groups of its audience and customers through the presentation of services provided and development programs, and how to improve and develop their capacity and potential and renew their opportunities in an environment of accelerated administrative and numerical.

Literature Review

Organizations like human beings are biological beings with their own mind, body, spirit and environment that interact with them internally and externally. They also have basic needs, which were called "the needs of the institution" or the "life cycle of institutions" in 1993. The foundation begins looking for reasons Its existence and its inception, which is a very dangerous stage, in which the answer to fundamental questions is: Who are we? What do we want? How do we get there? Indeed, the absence of many institutions and organizations and their collapse, her leg is broken because of her inability to formulate specific answers to these questions and this requires a great deal of hard work. This stage requires the institution to: determine its future vision and determine the mission or mission it undertakes to achieve its vision. , And the identity that will be distinguished from others in the field of production or the field of services to be provided to customers or the target audience and the beneficiary, and to identify the nature and type of competition between the institution and other institutions surrounding (Mohammad Akram Al-Adlouni,

2002). To take serious steps for the process of establishment, construction and restructuring in a manner that responds to the requirements of the fields and the working environment in which it will move. The organization begins by selecting the most appropriate organizational and administrative structures, and determines the administrative and financial systems and regulations to control the of its work internally and externally.

It sets the job description for all its employees, adopts the appropriate information bases for its size and needs, selects the appropriate communication and information system and sets the necessary policies, With the identity of the institution and its value system, and develop systems related to the development of human resources, Comprehensive quality requirements and strategic planning requirements, take action to build effective task forces, and set basic standards for the institutional working environment within and outside the institution. Thus, the term "institutional work" is one of the most recent administrative and organizational terms. It has become frequent and calls for many leaders and employees to be considered the savior of the administrative deterioration, financial corruption and organizational imbalance experienced by our organizations. ? What does this term mean? Which made me ask such a question and touch on such a subject as I noticed from the frequent call of some leaders and repeat the concept of institutional work, and to clarify the concept of institutional work can return to the most prominent theories of modern and modern administrative thought, so that the discussion objectively and valuable, I will document what I say The experiences of the executives of successful organizations (Saeed bin Ali al-Adadi, 2012).

Where the idea of institutional work is that there are fixed elements in social life - institutions - that have profound impact on the ideas, feelings and behavior of individual and collective actors and describes institutions as consisting of "cognitive, normative and organizational cognitive elements that provide stability and meaning to social life (Scott, 1995). Institutions are transferred from different types of workers and their constituents, which are in terms of terms represented in symbolic, administrative, communication and organizational systems that operate at multiple levels of competence (Fligstein, 2001). The focus on organization and human perception is to define institutions as "Mash Legacy. that defines social relationships, helps determine who occupies what position in those relationships and directs interaction by giving actors cognitive frameworks or sets of meanings. To interpret the behavior of others "the view of administrative departments based on the institutional work of institutions and their role in Cognition of the concepts of institutional action (Lounsbury, 2003). Thus, the concept of institutional action is to describe institutions as "humanly constrained structures of political, economic and social interaction, which consist of both formal restrictions (penalties, taboos, customs, traditions, codes of conduct) and official rules (constitutions, laws and property rights) From the above, institutional work can be defined as: "Enterprises are the product of (purpose or otherwise) purposeful work. It is also known as: (Jepperson, 1991) "Every organized gathering aimed at improving the performance and effectiveness of the work, to achieve specific objectives, and distributes the work to major committees, working groups and specialized departments; scientific, advocacy and social; to have a reference and decision- .. It is also known that: "It is necessary to take care of the development of collective thought and the method of

institutional work arbitrator, which has become a method of strength and challenge in this time and sufficient proof of the fact that the major countries at the moment are institutional countries are not fully linked to individuals; For example, it is the totality of a huge institution in the folds a huge number of different disciplines institutions, and do not change their strategies key members of their governments change only from a collective perspective (Omar Al-Salama, 2015)" and also defined: "is a procedure for institution construction" that reflects a set of "unified interaction sequences". In contrast to the previous definitions, the concept of institutional work is the patterns of chain reaction supported by specific control mechanisms; the articulation of the fundamental elements of the study of institutional work and organizational work is the ability of institutions to provide a strong theoretical basis for the concept of institutional action, Production or alteration and destruction.

The institutional work that we seek is characterized by a set of specifications and characteristics that make it a distinctive work. The most important of these characteristics are the following (https://ar.wikipedia.org/wiki/):

- The institutional work ensures the stability and continuity of the work, and maintains the accumulation of experience, experience and information, and is not affected by the change of leadership, as managed by specialized competencies high professional performance.
- Institutional action ensures that the leader or leadership is not unique in making crucial decisions related to the institution, as it increases the reliance on the specialized agencies that provide the studies and research assistance.
- The institutional work shall maintain the administrative and financial stability of the institution by following a set of work systems (policies, rules and procedures) working on the objectives and means in line with the vision of the institution
- Institutional work ensures that all employees are committed to a set of values and principles that focus on their performance, behavior, and functional and human relationships.
- Institutional work ensures that management will strive to choose the best management methods and theories that achieve the highest percentage of profits and provide the best level of services.
- Institutional work ensures that the institution is supported by the best human resources, through an advanced policy of selection and employment, and a systematic approach to rehabilitation and training for continuous professional development.
- Institutional work emphasizes the readiness of the institution to provide alternative leadership in times of need and emergency and enter the institution in a crisis of any kind or in an emergency that requires change.

The interest in digital communication technologies has become a concern for all institutions, especially with regard to their institutional work as a point of strength and excellence in the information age (Mohammed Akram Al-Adlouni, 2011). And that digital communication in recent years has been marked by rapid developments and direct effects of the digital revolution on the human, economic, social and cultural life. Development in all fields is largely related to the extent to which human

beings can cope with and control these transformations. age. The human effort, the way of thinking used to convey information, the skills, the experiences, the ideas, the human and the non-human elements available through the discovery and creation of technological means that help in the process of communicating information easily, clarity and skill through communication processes by which interaction between sender and receiver and mediator Conveyance and message containing certain social contents. In this interaction, ideas, communication, information and stimuli are transferred between individuals on a given issue. It is the basic method of most of the work that an individual must acquire within a framework of concepts, production, communication and observation for communication in their jobs and lives, as digital communication is the ability to create effective communication from various digital means. From the above, the concept of digital communication is "the technology through which the transfer of different information, whether data or data in the form of electronic signals between the continents of the world, without being affected by the length of distance, and resistance to interference and interference between waves of different sources, And electronic signals in all their characteristics can also be converted into analogue signals to digital signals and vice versa.

"He said. Where we find the most important features of digital communication:

- The invention of new means of digital communication that changed the traditional functions of the old means and created new functions.
- The new media did not eliminate the old means and proved through the reality of the media that no means can be canceled the role of the other means, but on the contrary, the Internet, for example, served all mass media and worked to develop and globalize and has become free to choose the right way to a human.
- The volume of information available has increased dramatically, especially for those with access to new digital communication technology because of current developments in the process of sending and receiving information.
- The continuous development of digital networks by ensuring their ease of use and the development of their content.
- The digital communication system has the power and the power to make communication established as a high-quality integrated unit and is used in environments where analogue communication is expensive and in difficult environment conditions than digital communication over analogue communication.

Digital communication and institutional work: The digital communication technology has been used in the development of the work within the institutions to integrate the internal processes of the institution and its relationship with its audience, and then the development of interest to be exploited in all the activities and operations of the institution. In the internal and external operations and mediation, where it is easy to carry out communication and communication with employees and clients in various sectors of those institutions.. And become digital communication or what can be called information systems a key factor in the success or failure of any organization. Which are used as a tool for coordination and support of the administrative process and decision-making

on the one hand, and as a communication tool within the institution and with the surrounding environment on the other? The organization is facing the need to develop an appropriate structure for these activities in a way that ensures the flow of communication from the different units, analyzing and communicating this communication information in developing the performance of the organization in general and in developing its performance. Management in particular. The importance of digital communication systems, their ability to satisfy the need for information institutions, and the ability to develop their institutional work, have made the development of these systems more efficient and efficient one of the necessities of the age. The digital transformations, which have been described as the most influential phenomenon in the world of economy and business after the industrial revolution, have made digital communication technology an element of success in a globalizing world and the speed of information exchange. This gives the status of strategy to information systems as a tool capable of creating and establishing competitiveness and achieving goals (Essam Mohammed Al-Buhaisi, ?)

Public Relations and Institutional Development: The Department of Public Relations grants the method of developing the institutional work of the employees of these institutions, the mentality of openness to the knowledge of the experiences of others. In addition, institutional institutions can help institutional memory, accumulation of practical (accumulated) experiences,, Everything is written and preserved, and its rights to the institution and to the generations in it, not to one person dies all experiences and experiences of his death, and this is problematic of the problems of public work and institutional work in particular, as it is a concrete phenomenon act known practice and behavior. Institutional work is a state of stability for long-term work and continuous self. Institutional work means a disciplined, structured and disciplined work group, with structured structure that represents the effectiveness of sequential work, which gives the job the best chance of success, the high professionalism in putting the right person in the right place, Therefore, the work of the organization to organize and work based on the study and planning and take the best ways to reach the goal.. In light of this moving the workers from the fog to the clarity of vision and the vocabulary of goals through a map of the work is known its beginning drawn steps clear features know where to start, in the light of available resources and human capacity available (Abdul-Mahi Faleh *et al.*, 2004).

Public Relations and Elements of Institutional Development: Public Relations is one of the most important pillars of the development of institutional work in general and its role in the development of the institutional structure and its basic components. These pillars are strong whenever the institutional structure is strong. Public relations is a department with a communicative and administrative activity that supports the institutional structures (Mohamed Naji Ben Attia, 2006).

- **Organizational Structure:** Each organization has an organizational structure that explains the division of activities, work, duties, departments and departments. The organizational structure process requires defining the objectives of the organization, identifying the different activities in the work required, identifying the required operations in each activity, The duties of each job and the qualifications required by its occupant,

appointing and assigning the required jobs and granting them the necessary authorities so that they may perform the duties assigned to them and determine the relationship between them and provide the facilities and possibilities for the work (Ahmed Abdullah Al-Sabab *et al.*, 2003). The importance of organizational building, as it is a key tool that helps the management to organize and coordinate the efforts of the workers to reach agreed goals, in advance... It provides the framework in which individuals move, and through the unification or interaction between the various efforts and activities in the institution.. As well the organizational structure contributes to the achievement of the objectives of the organization at the lowest cost, through the optimal distribution of material and human resources (Senan Ghaleb Al Marahidi, 1996).

- **Institutional efficiency:** It is defined as the effectiveness of the institution and its efficiency in using its available resources to achieve its objectives in an optimal manner. There is a difference between Effectiveness and Efficiency. Effectiveness is defined as doing right things. Efficiency is defined as doing things well. All these meanings are intended to define institutional competence. Institutional competence includes: effective planning, effective implementation, effective control, and monitoring and communication effectiveness (Muhammad Akram al-Adlouni, ?).

- **Effective leadership:** It is the ability of the leadership to devise far-reaching visions, formulate goals, develop strategies, achieve cooperation, and motivate potentials for action. Effective leadership shapes visions for the future, taking into account the legitimate interests of all concerned. In the direction of those visions, while ensuring that the main centers of strength around them are supported, to create the motivation to move forward towards achieving the goals (Hisham Student, 1994). Leadership in its general concept does not care about the system and the model, as much as it is concerned with movement and change, so it focuses on three main processes: defining direction and vision, mobilizing forces under it, motivating and motivating to achieve that vision (Muhammad Akram al-Adlouni, ?). The leadership team in the institution must have leadership, managerial and good skills in strategy development be sensitive to the variables affecting the organization, with clear priorities and operational plans, and continuous development of the staff working in the institution (Sulaiman Bin Ali Al Ali, 1996).

- **Public Relations Department:** Public Relations Department is a leading management of employees to achieve the objectives of the organization. Leadership means creating the conditions that enable the employees of the institution to perform and then evaluating the performance to determine the training and development needs, reward the outstanding performance, and motivate the employees to excel in performance. Human is one of the wealthiest resources owned by the institution because the strength of any institution derives its institutional strength from the strength of its plans, regulations, regulations or financial resources, especially if trained manpower is available, which can harness this potential to achieve the goals of institutional action (Muhammad Akram Al-Adlouni, 2011). The availability of clear criteria in the selection of their institutional methods by measuring

their effectiveness and efficiency, their participation in decision-making and cooperation with each other in departments and departments with the accuracy in the identification and implementation of training programs, and achieve the highest degree of job satisfaction in the institution.

- **Systems and methods of institutional work:** A set of policies, rules and methods that govern the activity of the institution to achieve its objectives, and consists of:
- **Policies:** These are the decisions and the comprehensive provisions adopted by the senior management of the institution, including the setting of the performance standards and the limits of the conduct of each of the activities of the institution, on which they are based,, Rules, methods and procedures for each activity.
- **Rules and methods:** These are established principles and principles relating to specific activity, which derive from policies and apply to procedures. These are practical and operational criteria that determine how to proceed with the application of procedures. While each procedure mentions the procedural steps responsible for implementing each In addition, the rules and methods add instructions and guidelines specify the means and techniques used to facilitate work in a given circumstance, and the limitations and limits for such use. Rules and methods can evolve with the evolution of the institution without any change in policies, but they are inevitably influenced by the evolution of these policies and inevitably reflected in the procedures.
- **Steps**: include steps that define responsible work in the chain of operations that comprise the procedure. Each step involves clearly identifying the person responsible for the work, leaving no room for misinterpretation or evasion of responsibility, with the work and the tools used to implement it defined. Of models and devices (Ibrahim Imam, 1997).

Public relations methods in the development of institutional work: There are many methods of managing public relations in the development of institutional work with the many foundations on which the administrative organization is based and determines the type. It is clear that there is no ideal type or method suitable for all institutions. The optimal method varies according to the objectives of the organization, the nature of its activity, the quality of its activities and its special circumstances in terms of size, duration of life, location of work, specialization and quality of technology (Shadwan, 2007). These methods are used in the organization of public relations, which is set by the institution in its plan in order to work with them accurately and with a high degree of quality to achieve the desired goals... But we find that the common methods of administrative organization are many and it is rare scientifically to follow the method of one of them, Often, more than one method is followed depending on the circumstances, size and objectives of the institution. Good organizational policy requires a combination of several methods that together achieve the objectives of the institution and implement all its activities (Sami Jamal al-Din, 2004) the most common methods are (Hanna Kaysh *et al.*, 2008).

- **Digital method**: It is a method that collects a number of performances in certain tasks under the leadership of a given head depending on the size of the manpower. An

example is the distribution of bank customers according to their account numbers.

- **Timetable method**: This organization is suitable for the minimum administrative levels of the operation of the institution on a 24-hour basis. Employees are distributed at similar intervals in what is known as regulation. An example is hospitals and recreational Projects.
- **The Working Group's Approach:** The management experts consider the need to divide the work between teams composed of individuals representing different levels of authority in the institution and working as one permanent or temporary unit to solve certain problems or complete a specific project. However, the structure of the work team in the administrative institution varies according to the tasks entrusted to it. Therefore, the organization of this method varies in many ways.
- **Functional approach:** This organization is based on the principle of specialization in the work by dividing the activities and their collection and distribution in the form of functions defined as the function of planning or funding, and then build the organizational structure.
- **Production-based methods:** This method is used in enterprises that produce or supply goods or services. The activities of a single product or service are grouped into one administrative unit. The use of this method of regulation is also disseminated in economic projects that produce different commodities or a single commodity.
- **The method on a geographical basis:** This method in the case of the management of units separated by large geographical areas or scattered and extended or the regions of the state in order to control the local problems that distinguish each geographical region from the other. This means that all activities in a particular geographical area are grouped into a single administrative unit and often the name of the administrative unit is derived from the geographical area **(**Ali Ajwa, 2001**)**
- **Methods based on the type of beneficiaries of the services of the institution and deal with them:** This method is used if there are special considerations that require different type and nature and conditions of dealing with the beneficiary community services of the institution or categories of customers.
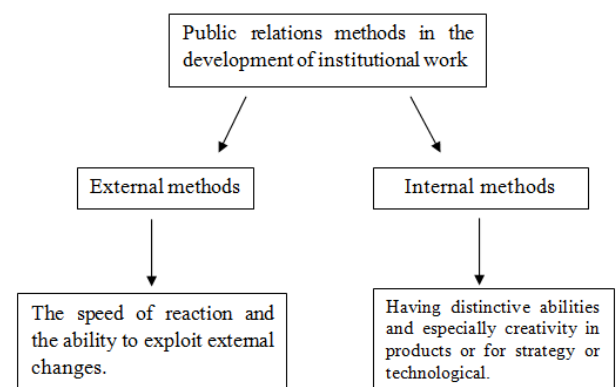

Figure 1. Illustrates the possibility of public relations methods in the development of institutional work

The activity of public relations agencies successfully affects and is influenced by other activities.

Therefore, the Public Relations Department must be in close and close contact with the senior management of the institution. Therefore, any organization that wishes to make the most of the public relations activity must make its position very close to the senior management in its organizational structure. In order to allow the Director of Public Relations to participate effectively in the important decisions in the institution and in the formulation of public policies, which reflect the philosophy of this institution and its social responsibilities towards its various institutional works in order to achieve the service of the institution in this area in the best way? (Daphne Pan, 2000).

Public relations and its role in the development of institutional work: Public Relations is one of the most important departments in the various institutions. It is an integral part of the activity of these institutions and is a fundamental component of the policy of these institutions. Public relations contribute to enhancing the positive image of the institutions among the target audiences and clarifying the good idea between these institutions and customers. Correcting misconceptions and responding to rumors about the institution and its services. Public relations is currently working on a new concept, namely the concept of excellence in the practice of institutional public relations, in order to support the building of continuous efforts to build Establishing effective communication links between institutions and their clients and enhancing communication channels to support the continuous exchange of information between the organization and its customers. This results in enriching the public relations programs in the various institutions and continuous development of public relations programs and systems. The first is that internal customers, employees of the organization itself, are part of the target audience, and must receive and support the communication expertise that comes from them, and must work to meet their requirements and achieve levels of satisfaction and have access to the file And integrated public relations that support the process of development in different institutions and provide the feedback required by these institutions through the use of tools to measure the views of diverse audiences and work on continuous improvement in all aspects of work in those institutions and enhance the positive image provided by the media as well Which contributes to attract more customers and achieve the expected advancement of different institutions.

In recent years there have been revolutionary changes in communication methods and techniques and techniques. The digital connectivity available to public relations practitioners has expanded, because the information revolution that has emerged in the past years has given public relations practitioner's new tools to deliver their tools as quickly and accurately as possible. Digital transitions have supported public relations activities and have given them great value. Flexibility, trust, attractiveness and convenience for users and public relations workers. This reveals a number of methods available to enterprises when using digital communication in the field of public relations to achieve a variety of objectives, including media objectives. These methods include sending newsletters to business sites and sending information materials directly to newsletters, magazines and other media outlets. The nature of the public relations methods within the institutions in their general framework and directing these institutions to serve the individual or the human groups as the essential element in the performance of activities.

The political, economic and cultural events are linked to the development of the stages of public relations, especially the rapid and continuous development of the social transformations represented by the intellectual development of the individual and the strength of the public opinion and the general public opinion. Therefore, in light of these social and digital transformations required from public relations, the role of public relations in institutions should be developed and upgraded to keep up with developments and achievements in the work and activities of the institutional work programs and to highlight them in the framework of preparing the future infrastructure of institutions which requires the policy of developing the methods of public relations practices By establishing responsible public relations officials who are competent and capable of digital communication work. To deal with them and gain experience and develop their performance and the practice of digital communication work in a professional and modern technology. Thus, it is almost common in the field of public relations that digital communication has greatly influenced public relations practices, especially with regard to the Internet, which is the most important tool used by public relations in the development of the most important institutional work, In the way that institutions interact internally with their employees and externally with their audience.

Digital Communication: Strategies and methods of managing public relations in the development of institutional work: One of the most important signs of the development of institutional work is the existence of a strategic vision for the work of the institution to ensure the continuity of the institution on a regular and continuous basis in the long term... What was previously known as the mentality of individual work and continuous follow-up of employees and loss of sources of production and hesitation in decision-making with the slow growth of the institution is the basis of choice The new executive leadership of the strategic work is the pioneer.. Formulating and determining the trends of the methods of managing public relations for the work of the institution one of the most important features of the strategic work sought by modern professional institutions and that the existence of a clear work vision within the institutions will be very important for different levels of business, and it emphasizes the continuation of the long-term; in accordance with the principles, values and goals established for it, away from the per capita management. Studies have shown that PR methods in developing institutional work are related to the extent to which the community is committed to providing all forms of support to the institution. The participation of the local community in any strategy for the deployment of reforms in the institution is good and therefore the lack of community involvement in the programs or activities of the institution and its policies is an obstacle to transformation The Foundation aims to develop public relations methods for institutional work (Moore William *et al*., 2012). Therefore, the public relations system is affected by the development of its policies and existing labor systems. It either hinders or supports the work. In the institution, in many cases, the policies and labor regulations are imposed. For example, Of the programs independently of the extent of their performance - determine the number of training courses for employees of the institution ... etc), and the internal policies of the institution, which focuses on achieving high outputs institutional work will hamper the transformation and success of performance and work in the institution. In addition, there is a multiplicity of

supervisors on the institution and the use of these systems for traditional work systems that do not conform to the institution's aspirations for development, as it is a hindrance to the transformation of the institution to development. These entities are considered from the perspective of the public relations system for their method of developing the institutional work "suppliers" meaning that they contribute to their services Supervisory in the system of the institution and therefore they are part of the system are influential, the problem of the institution that it does not have the freedom to choose its suppliers, especially the supervisory bodies. The role of public relations at the leadership level and senior management will work in the way of vision as a link to the direction of executive management to work in the right direction in the long term... In the sense that it will reduce dependence on the role of continuous follow-up by senior management, thus opening the door to focus on the main role of To find the most appropriate opportunities and identify the strategies of work .. The message of public relations is the principles of work necessary in the development of institutional work, through the importance of the message and formulation to see it towards the direction of strategic objectives in the future .. As a result, (10-20 years) and short term goals (5 years - one year). These strategies are formulated by funding strategies for developing key institutional work, such as vision and mission, as well as the values that are borne by the Public Relations Department. And its advantages will be through the mutual responsibility of the employees of the institution, which in turn will achieve the concept of loyalty and belonging to the institution. It is worth mentioning that institutional work is a strategic work of great importance to public relations methods, as one of the recent results produced by the institutional strategic work. The extraction of efficient and high quality corporate strategies and action plans will make business specialization and non-dispersion very important.

As for public relations and digital communication as a tool for institutional development, successive developments in digital communications have changed what can be called the public domain in which people live, where they have the power to express their views on public policy issues. These developments have been reflected in the practice of public relations as an administrative and communication function in the development of the institutional approach. Public relations practitioners have had to rethink their communication strategies in the light of the evolution of digital communications, the most important of which is the Internet. This rapid development of digital communication has led to the need to rethink the digital communication strategies of public relations and their method of developing institutional work, whether governmental or private, productive or service; and that the function of public relations has been one of the most administrative functions affected by digital communication as a means of communication. The impact of digital communication on the field of academic studies of public relations has not ceased as an administrative and communication function, but has extended to the exercise of this function in the context of other managerial and marketing functions. Which have changed their managerial and institutional methods? This has made its methods and practice as a profession or study influenced by communication developments both theoretical and conceptual level of digital communication, forcing them as institutions to modify their plans in the development of its institutional work to keep pace

with digital communication technologies and interactive media. The strategies on which institutions depend on developing their institutional knowledge through the methods of their public relations departments are a strategy that has certain administrative processes that are initiated through technological development or digital communication through reliance on studies, research and advance analysis of social and digital transformations around these institutions. Researcher that we can review some of the vision as methods that can be within the strategic levels and methods that can take the management of public relations in the development of institutional work in light of digital communication, including:

- **Public relations strategy and strategy according to company-wide strategies**: It focuses on describing the overall direction of the organization in terms of trends towards growth and methods of managing multiple activities and lines of products and services. The strategy of the institution reflects the decision models regarding the quality of activities and programs that the institution must engage in The relationship between the institution and the interest groups, and the approaches that the institution can use to increase continuous development. The strategy of the organization may take one of the forms of stability strategy: The strategy of growth is limited, as it works in the industry of internal stability relatively and in a non-volatile external environment. In accordance with this strategy, the Foundation seeks to continue its current approach and methods through focusing on its progress in order to enhance and improve its competitive environment.

- **Public relations strategy and its method of restructuring and implementation of strategy:** It is a strategic choice through which the strategy that best achieves the objectives of the institution is chosen from among a number of alternatives that may be at the general level or at the business or job level.

- **The strategy of descriptive public relations method:** a group of descriptive elements that contain information related to monitoring the variables that take place on information and communication and how to manage them in order to ensure coherence and consistency that helps to evaluate plans and development programs to reach the desired goals.

- **PR strategy in digital communication:** This strategy is that the development of public relations interests of the institution through its functions, methods and tasks in relation to the service of its audience in the way of harnessing information technologies and digital communication; to increase the use of digital communication technologies to increase and efficiency of institutional work ; Which supports institutional procedural systems and facilitates rapid response and institutional decentralization, thus enhancing the economic efficiency of the institution as well as continuing education and knowledge-building due to the mechanism of electronic work subject to developments and developments Of.

- **Public relations strategy in the method of defining roles and advantages:** we mean the aggregation of all activities, programs and services of digital communication, interactive and reciprocal in the position of the institutional framework; to achieve the state of permanent digital communication to the public

to provide all the service needs; in addition to achieving the speed and effectiveness of connectivity and coordination and performance between All departments and departments separately.

Conclusion

We conclude that the methods of public relations in the development of institutional work in the light of digital communication and strategic vision in the era of social and digital transformations, which is one of the most prominent manifestations in the last quarter of the last century and the beginning of this century; which led to the investment of technology and development to adapt to all activities; To provide the necessary infrastructure and strategies to develop the institutional work. The development of the institutional work requires an interactive medium on the digital communication networks, thus activating the communication between the public relations department and the departments of the institution and its audience so that the provision of information And died from any development work within the institution in order to facilitate communication between the institution and its employees. The senior management of the institution should attach great importance to the methods used by public relations, such as the administrative aspect, in order to strengthen the strategic performance in professional practice and the development of institutional work. And to work on developing a vision for a digital communication strategy based on the methods of public relations in the development of the institutional work, especially regarding the process of communication within the organization, from activating the role of the managing director in public relations and gradually transforming it into a strategic leader by providing him with a comprehensive set of intellectual, analytical and humanitarian skills On the training and development of public relations employees by intensifying the training courses required to be qualified to do their part effectively to employ digital communication in the delivery of public relations programs related to the strategy of the Communication, marketing, marketing and the growing concept of knowledge in the strategy of public relations methods in the development of institutional work represented by exploiting the role of websites in supporting the performance of the development of institutional work, using the means of digital communication efficiently and effectively, through electronic, To keep in touch with the working group and to inform them of the progress of public relations in the development of institutional work.

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