

**Public relations and their role in reputation management
and companies' image**

العلاقات العامة ودورها في إدارة السمعة وصورة الشركات

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Abstract:

Public relations concept are the basic entrance in communication. It's considered as one of the main foundations in defining the good image of the institution. The public relations concept in modern institutions are characterized by basics of a multi-purpose activity. These multi-purposed activities' main purpose is to build strong and distinguished relationships between the institution and its public, and between the institution and the local community in which it located. Its main objective is to highlight the good image of the institution as it works to serve the society and achieve the interests of both parties. Public relations concepts in general in all the institutions seek to provide good channels of communication between the institutions and its public.

Therefore, a lot of institutions believe that their relations with local communities and different audiences are necessary for their success, and good, loyal relationships are the result of public relations programs and plans. That is why it is the responsibility of public relations to take all that would maintain the important position of the institution so that it seems as it's founded only to serve its audiences and local communities.

Key words: Public relations, Company image, Mental, Zain Company

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ملخص:

مفهوم العلاقات العامة هي المدخل الأساسي في التواصل. يعتبر من الأسس الرئيسية في تحديد الصورة الجيدة للمؤسسة. يتميز مفهوم العلاقات العامة في المؤسسات الحديثة بأساسيات نشاط متعدد الأغراض. الغرض الرئيسي من هذه الأنشطة متعددة الأغراض هو بناء علاقات قوية ومميزة بين المؤسسة وعامة الناس، وبين المؤسسة والمجتمع المحلي الذي تقع فيه. هدفها الرئيسي هو إبراز الصورة الجيدة للمؤسسة لأنها تعمل لخدمة المجتمع وتحقيق مصالح الطرفين. تسعى مفاهيم العلاقات العامة بشكل عام في جميع المؤسسات إلى توفير قنوات اتصال جيدة بين المؤسسات والجمهور. لذلك، تعتقد الكثير من المؤسسات أن علاقاتها مع المجتمعات المحلية والجمهور المختلفة ضرورية لنجاحها، وأن العلاقات الجيدة والمخلصة هي نتيجة لبرامج وخطط العلاقات العامة. لهذا السبب تقع على عاتق العلاقات العامة مسؤولية اتخاذ كل ما من شأنه الحفاظ على المركز المهم للمؤسسة بحيث يبدو أنها تأسست فقط لخدمة جماهيرها والمجتمعات المحلية.

الكلمات الدالة: العلاقات العامة، صورة الشركة، الصورة الذهنية، شركة زين

Introduction:

Public relations works in the light of technical and technological progress in order to provide all the best at all levels, as well as supporting the institutions themselves and the complex, pluralistic society in decision making. The public relations function serves a wide variety of companies and institutions in the local society, So, in order to achieve its goals, companies must create their relationships positively with its different recipients and audiences. Public relations include a wide, long range of practical skills and strategies to strengthen the name of any institution or organization and improve its reputation as well as strengthen relations with its internal and external audiences workers or communities and the capability of dealing with emergency crises.

Recently, social media networking apps have played an important and conspicuous role at all sides, as well as sharing of events, comments, point of views to everything that happens in the surrounding environment locally and internationally. Then these sites have become particularly important for the public relations function of organizations and its activities. The use of these sites as an important tools and effective in the marketing and promotion of services, management of reputation and improve the mental image of the audience, especially young people, which became the knowledge and communication through social media networking apps is a must

Corporate reputation management is one of the main goals of the public relations function, by employing social media networking apps to create and manage a reputation that is always credible and respected over the years, with good work, appropriate decisions, good programs and services that meeting the needs of the market and the local communities. Supported by effective and targeted campaigns that in its entirety, support the goals of the firm and build and consolidate its reputation and

position in the market place. This reputation can be achieved only through the credibility of the work and the continuous efforts focused on the quality of programs and services that meet the needs and wants of the communities, achieve their interests and respect their point of views . Based on professional communication and public relations programs that enhance the company's reputation (Bernays,1977:22).

Prevent all crises, and trying to maintain the highest levels of trust among its constituents and audience. The aim of these events firstly is to build a good reputation for the company, and to continue to deal with the public and make a communication bridge with the communities. Public relations functions efforts should be used to enhance the company's reputation as in the highest good level. The company get that goals through its hard work and more efforts to maintain the company's reputation and provide the best services required by the public, taking advantage of the importance and role of social media and other social networks to achieve the desired objectives.

Public Relations considered as the art of trust, credibility and mutual respect between institutions and customers. It is the art of two-way communication, which includes the transfer of messages between the target audience and customers also the delivery of the required meanings and the expression of the customers views and required desires of the customers and audience to be implemented by institutions in the future. Which supports the activity of institutions and expands the progressive perspectives in the various works carried out by institutions, as well as Public relations also introducing the new products and services to their audience and public even promotions offered by companies and institutions in order to create a positive image towards that institution with customers.

Therefore, the concepts of public relations and reputation is the means to employ good communication relations to form distinct communication messages between the institution and its customers, To correct the misconceptions and create a distinguished reputation of the institution by customers, to strengthen their works towards the institution and its services to be in a process of continuous development of the work system, Gain more customers through the establishment an implementation of institutions policies through the public relations to do satisfaction and create a positive supportive image of those institutions in the minds of the public. Therefore, Public relations are closely related to the concept of distinguished reputation. This special relationship is like a form of mutual benefit between the two parties, the customers and the institutions. The products provided by the institutions fulfill the various requirements of the customers and satisfy their desires (Bulduklu,2015:115).

The opinions and comments provided by the customers through public relations also promote development and the progress of the institutions through the diligence in providing more products and services excellence and the most advanced to suit multiple segments of customers and to enable them to increase market share, raise the level of competitiveness and also meet the requirements of a different customers.

The Concept of Reputation Management:

Public relations are an initial and important part of the organization's activities and its reputation management, and an important break point of its organizational structure. This activity is characterized by an open communication system that depends on developing and managing reputation with proper credibility (Canöz,2016:94). Applying appropriate strategies supported by targeted and effective campaigns and activities to create and maintain the company's reputation among the public.

Reputation:

Reputation in terms of language: to receive or become conscious of a sound using your ears(Noun), to be told information about something , to listen to someone or something with great attention (Verb).

On the other hand, Reputation as a term: It is the result of an effort of a job or activity, whether positive or negative. It is a general assessment of the good or bad reputation of a person or an institution, There is no agreed definition of Reputation, difference in philosophic way from age to another or somewhere else. Developing and managing reputation is a priority of Public relations activity in modern institutions (Gürbüz,2017:94).

The Rules of Developing and Managing Reputation

Public relations are an important element in developing and managing the company's reputation. Public relations work to improve the good reputation of institutions as one of the pillars of the entity of the institution. The researchers James Grunbege and Larisa Grunbege determine that developing and measuring the reputation of the enterprise or company depends on main rules with a number of indicators, these rules are (Derek,2006:14):

1. **Trust:** It is not an objective pursued by the company or an institution through public relations, but a reflection of a reality that takes evident in the activities of the management or institution and its actions, between its employees and the public that deals with.
2. **Commitment:** The creating of a continuously and good relations between the company - institution and its employees and customers. On the other hand, between company or institution and other dealers and customers of its services.
3. **Credibility:** Employees in the institutions should be characterized by a stable and calm personality and work with credibility in all institution`s departments, in order to achieve understanding among individuals and groups to gain their support and create an impression, reputation and good mental image through their public. Discuss subjects objectively and show issues as they are, without exaggeration and intimidation. That means considering issues rationally, without the concept of being one-sided. So Dealing and publishing all that is true, serious and reality is a priority, Because the community has become aware and have the means to reach all the information that they look for. If the company lacks credibility and objectivity it will be difficult for the employee to be objective towards others.

4. **Satisfaction:** It is a statues of joy, pleasure and happiness between the institution and their customers and other institutions in the same level of business and common services, which the institution seeks to get the satisfaction of the public, whether internal or external (Employees - customers) While monitoring their performance through opinion polls conducted continuously, to know the level of performance and services that introduced to their public.

The mutual interests between the two parties: depends on the success of the institution in convincing the public and other institutions, to make joint efforts and provide support and benefit to both parties. Also consolidate the idea of mutual benefit that guarantees the institution to obtain the profit of its goods and services to individuals and other institutions.

Public Relations Strategies and Their Importance in Developing and Managing Reputation:

The strategic importance of the public relations function arises only when the institution faces a crisis or an event that threatens its position or its interests and the ability to function and continue. In times of crisis, the institution becomes subject to media scrutiny, as well as the company will be in place of criticism by competing institutions in general especiall its customers. Because their interests depend on the institution's success or failure. This shows the role and importance of public relations strategies in developing and maintaining the reputation of the institution, through several strategies such as:

- **Strategy of education:** This strategy focuses on individuals, by enhancing the awareness and interest of the public that deals with the institution, by presenting the neutral, realistic, objective and accurate information in the transfer of knowledge. to justify the adoption of correct and positive behavior and prevent negative behavior based on mental and service interpretation in the institution . The benefit of this strategy lies in educating the services in the institution and developing a positive reputation for a long-term target.
- **Facilitation Strategy:** Improving the collective capacity to adapt, solve problems, and improve the performance of the institution towards its community and the environment it deals with. This strategy aims to informing its community about the facilities that taken by the institution to help them, by providing information that helps the public to benefit from the services provided by the institution or the company to its audience
- **Strategy of Persuasion:** This strategy is targeting directly all individuals and groups, It can changes beliefs, opinions, expectations, attitudes and behaviors, by providing the best services and developing effective communication messages to recipients, about their behavior with the views and proposals put forward that would serve the institution's policy towards its audience.

- **The strategy of encouragement:** this strategy encourage the public to do a specific behavior desired by the institution, by promising their audience the best services, rewards, gifts and competitions...Etc., as well as words and phrases includes that institution is ready to reward the public in any event or interactions with the institution (Ran,Duimering,2007:165).
- **The strategy of cooperation:** this strategy could be effective when there is consensus in the visions and objectives between the institution and their public. When they feel the need to share with each other in defining a topic or developing the services of the institution. by creating a common sense between the institution and its public, by providing true and accurate information to the public confirms the role of the public in the process of solving future problems that will face the institution.
- **Advertising Strategy:** The institution seeks through its officials and leaders to push the institution for the better and improve its image continuously, by presenting the positive achievements achieved by the institution at all work levels, through the use of phrases and sentences that attract the recipients towards the institution, as well as the interest of the public in services provided by the institution to them.

The Utilization of Public Relations For The Means of Social media in Reputation Management:

Communication technology and its applications have submitted to public relations departments in organizations and institutions A new way to increase the knowledge of the public of institutions and promoting the services and products they provide, educate and encourage them to communicate with institutions through this method. Trying to develop a continuous electronic relations with the internal or external public (Bakan,2005:23).

As well as, the modern public relations functions that using the electronic networks with a modern means of communication has gone beyond the traditional framework. The new means and its applications to the public relations function have a lot of benefits such as (Cravens,Elizabeth,2006:304) :

- **Ongoing Communication:** The Internet and its applications allow companies and business institutions to communicate continuously with the recipients on a continuous basis 24 hours a day, all day of the year (24/7).
- **Immediate response:** the ability to respond immediately to the institution, in a case of issues, situations and developments in the work, as well as the attitudes of the public towards the institution concerned.

- **Worldwide rapid spread:** The recipients in the Internet and social networking sites are all over the world, therefore the institution can offer its services widely and reach these people wherever they are in a different places of the world.
- **Feedback:** In general, the means of modern communication and the Internet and other applications of a reciprocal relationship, through which the institution can get an feedback between the recipients and clients with the institution, Which allows public relations to determine what their recipients want, their views and visions on the level of services and positive suggestions that can be relied upon to improve services and address the negative aspects that the recipients notice about the company.
- **Two-ways communication:** One of the main objectives of public relations is to achieve mutual communication between the company and the relevant community. The aim of this relationship is to allow the recipients to interact with the company, and the company interact with its audience on the other hand. This is an important technical method provided by the modern means of communication for the work of institutions that moved away from traditional ways. The development of institutions is determined by their use of modern technology.
- **Low cost:** The process of employing the public relations of the electronic network and its applications is very economical and low cost, especially its works without any use of paper, stationery and with no cost of printing. That means it has a low cost advantage compared to the other services provided by the companies.
- **Presentation of services (Discussion and communication) :** The public relations functions can play an important role in communication with the public of the institution and discuss the most prominent topics and services handled by public relations staff in the institution with its audience. As well as the interaction offered by those ways between the parties in the presentation, explanation, interpretation of services to their public, and what the company can provide in the future to prevent any misconception or transmission of incorrect information about the organization which try to undermine the reputation of the institution .

We note from what discussed above that there is no institution or company can ignore the modern technical means and its applications. Especially the social media, which its importance are growing while the mass increasing of the number of users and beneficiaries of its services worldwide rapidly, especially in Arab countries. Social media have the potential and the ability to assemble individuals and guide them to a

subject, either on a demonstration or a celebration or mobilization, which constitute a significant importance and speed in the treatment and influence on recipients in drawing a positive image and reputation of the institution in the middle of the competition of institutions.

Take Zain Telecom As An Example of The Role of Public Relations in Improving The Image of The Institution:

"Zain Company" is the leader in mobile communications in the Middle East. It began its career in 1983 in Kuwait as the first mobile operator in the region. Today, it is a leader in the field of mobile telecommunications services with its presence in 8 Middle Eastern and North African countries. With a workforce of over 6,000. It offers a comprehensive range of voice and mobile data services to more than 50 million active customers Until 2019.

One of the most important messages of the Executive Director Bader Nasser Al-Kharafi: " Zain Group has made unprecedented achievements in the telecommunications industry, and thanks to this pioneering march to the culture of our work at this institution, with a deep understanding of the fact that in order to improve the lives of our customers, we should reflect our internal culture in all our business, By creating our beautiful world. The teams in the group clearly understand that how we work is equally important with our achievements and that we can achieve our goals through the spirit of teamwork and a strong sense of vision. We have witnessed tremendous technological transformations and changes. These transformations have led to the collapse of entire industries as business evolves, so flexibility and operational smoothness are critical for us to keep up with the pace of change and to identify business trends. Working together in hand, we will continue our journey to take the lead in our rapidly changing business environment and as we pave the way to creating more value for all our stakeholders, we will continue to work towards our vision of creating a "beautiful world" "He said.

Zain's experience, as described at the 2nd Kuwait Public Relations Conference organized by the International Public Relations Association (GRC), in collaboration with the Media Forum Group and a number of international and Arab professionals, highlights their successful experiences in the field of public relations and the world of communication.

Zain Mobile Communications, through its Senior Relationship and Communications Manager, Kholoud Al-Faili, also presented an applied study on the influential role played by the company's public relations department during the launch of the company's new identity. Its name has been changed from mobile operator to current name "Zain".

Support Positive Image:

Among the speakers at the conference is Faten Abdul-Badi'a Al-Yafi, Savola's Chief Executive Officer of Social Responsibility, Relations and Public Affairs, which includes all public relations, media, communication and social responsibility programs in the group. During the conference sessions, Al-Yafei addresses important topics

related to the mental image of the institution to the target audience, where public relations programs effectively promote the positive image of the company or institution and also change that image if it is negative in order to consolidate the institution's position in society to achieve its desired goals.

Facing Crises:

Also participating in the conference are General Manager of Hill & Knowlton Office Kevin Hasler in Kuwait, who has more than 20 years of experience in media in the UK before moving to public relations and consulting where he has held senior positions in more than one agency for relations in the United Kingdom and beyond. Hassler presents to the conference how to deal with crises and best practices to overcome the most difficult obstacles that may face any institution or company by establishing a third line of defense using multiple channels of access to administrative support for the continuity of access with the audience and maintain confidence in the institution despite the crises may face .

Zain's Public Relations Role in Improving The Company's Image:

Zain`s Public Relations Department is a social, recreational and sports management company. The efforts of the public relations department of the company depend on communication with the internal and external audience. Zain employs a large group of employees from various levels of management who work to achieve the company's goals and objectives. At the same time to achieve their own goals Transferring the company's message continuously to the media channels and the external community. It also oversees the overall media work and follows up what is published in the various media about the company and its presentation to management and preparing responses.

Also to establish long-term relationships with the external parties that the company deals with. It issues brochures and periodicals, holds seminars and conferences, prepares and executes local and regional exhibitions, analyzes information published about the company, and presents it to management. The Department also organizes and receives visits to and visits to delegations and visitors.

Functions and Tasks of Zain Public Relations Department:

The Department of Public Relations has a number of functions and tasks as follows:

1. Conduct social and recreational activities at the company.
2. Investigate the complaints of the employees and the clients with the company and try to remove the causes.
3. Preparing national and religious celebrations programs with the efforts of other organizations in this field.
4. Provide financial support to employees after conducting social research.
5. To convey a complete picture of the public's attitudes towards the company's policy and present it to the top management
6. Arrange internal visits and contact other departments to complete the company's tasks.

The Role of Public Relations in Communicating The Company's Message Through Community Projects:

The Public Relations Department uses many means to communicate with its internal audience (employees), the external public (the authorities, other institutions, and clients) and the Telephone is from these means of communication. The Telephone has increased the number of developments it has had, such as the video calls, which enables public relations experts to see the person talking to him Which enhances the dialogue between the parties and reflects a good mental image of the institution. The Department also uses computer communications, e-mail and faks. The Department of Public Relations relies heavily on social media in transmitting its messages to the public. It has a great impact at the moment, and thousands of messages can be delivered at the same time. Zain has a facebook page named (Zain Facebook) where the company communicates with its subscribers and clients through this page. Full of a number of competitions to enhance subscribers' connection and listen to their opinions and suggestions. And present their problems to the experts to be solved immediately, and this creating a good mental image and a communication relationship with the company and its subscribers.

Based on a questionnaire by the researcher Shatha Abdul Razzaq Mohammed Khair about building the mental image of the company Zain and the results were as follows:

1. The study showed that 55% of the sample see that the public relations of the company depends on what is published in the press and television about the company Zain, is a way to identify the image of the company.
2. Lack of use of public opinion research to identify the mental image.
3. The study found that 84% of Zain employees did not receive specialized training courses in the field of public relations prior to joining the company. It is imperative that the public relations department implement more efforts to train its employees to make them more qualified.
4. The study revealed that the Department of Public Relations depends on planning in a significant manner in the conduct of its work.
5. Public relations has contributed significantly to the formation of a good mental image of Zain (<https://www.zain.com/ar/>).

Recommendations

1. To give more priority to research and field studies and benefit from the scientific research centers to implement public relations activities and programs.
2. The need to give the important positions in the management of public relations to the experts in the field.
3. The public relations department of the company has to explain and conceptualize the public relations functions to the audience.

4. Overcome obstacles and barriers to the implementation of public relations activities and programs.
5. The public relations department should consider the negative aspects of its services without forgetting the negative aspects, as this helps to enhance trust between the company and its public (<https://www.zain.com/ar/about-us/>).

Public Relations is a communication function that allows an organization (company or a person), public or private, To establish, strengthen and maintain trust relations with various audiences, both internal and external. In other words, Public Relations is about forming and maintain a positive image of an institution or a person. We focus here mainly on the aspect of business. For communication in public relations, it is important to establish trust relationships with different targeted audiences for the benefit of the organization that represents, as well as in the interests of their goals and the public. Public Relations employee is a kind of transmission belt between the organization and its environment. Public relations are available to different audiences according to three main points:

- Create and maintain the image of the institution.
- Create a reputation and maintain the bad one.
- Create and maintain trust.

The Importance of The Company's Public Relations:

The importance of good public relations for any business cannot be overrated. In fact, no company can deny itself to communicate with its audience; it must enhance its products, services and expertise in a particular area. However, the communications of the company will be more effective that the context of communication will be favorable. This context is created and maintained by Public relations. Reputation is a reflection of customer confidence in the product and company performance. Thus, investment in reputation gives preference and leadership in the market to some companies than others. In addition, the company has a strong brand that gives it other advantages, including attracting the best human resources and working with the most special customers (NIERODA,2012:9).

In this curious issue, the public relations expert Neil Doherty, the general manager of Blue Rubicon company in Qatar said: "Public relations are one of the aspects that make up the reputation of an institution. Good Public relations means studying the audience, listening to their needs, consulting, convincing and influencing it through the use of several channels Such as traditional media, social media applications and other channels, which affects the reputation of the institution. Therefore, the issue of strategic communication should be at the top of the corporate governance agenda as a generator of value. Poor public relations are ineffective. For example, an organization may publish a press release that is heavily covered in the media but lacks the necessary influence and fails to change common perceptions or

behaviors. If we look at public relations professionals in most developing countries, they are executives who do what their clients ask them to do, and the first is to play an advisory role by providing advice and guidance to those who work with them, and giving them real value”.

Investment in reputation and whether investing in reputation is a gain or a loss on companies. "In my point of view, companies have no choice but to invest in reputations. If they not so will affect their position," says Doherty. If you compare the reputation with other company assets such as refineries or oil refineries, factories or infrastructure, you will find that the latter are assets that can be restarted if stopped or damaged. But Reputation is very sensitive and difficult to reconstruct in a short time if it is damaged. Reputation developing needs effort, and it can go in the blink of an eye. In times of crisis, companies are forced to reconsider their spending policy and income resources. But if companies cut their spending sharply on the investment in reputations, they will face the risk of losing against their competitors as the economy rebounds again, and their long-term expenditures will increase in order to re-engage with their customers and re-attract the best employees and talents.

Two Simple Steps to Develop a Public Relations Strategy:

Public relations workers like to talk a lot about planning strategies, and that's good for the importance of public relations strategy for companies. To develop a strong public relations strategy with a tangible and measurable results, it is necessary to be based on a combination of research, data and intuition based on long experience. The goal of a strong Public relations strategy is the same all over the world: delivering the right message to the right audience at the right time. The way to develop a successful Public relations strategy can be summarized in two steps:

Step 1: Prepare carefully:

When developing a public relations strategy, it is more competitive for the team not to repeat used ideas and create a distinctive message reaching an audience that has never been reached before. When preparing for a successful public relations campaign, monitoring tools should be used to understand the partial and overall media of the public relations offering it want to present. At the macro level, monitoring tools help to understand competitors, industry, customers, and brand perception. At the micro level, monitoring tools enable you to monitor the press and social media about products or services similar to those you want to display.

You need to know everything you can know about the media environment you want to offer before you pick up the phone or send an email.

We often make public relations presentations without a specific goal or clear strategic plan. This may be because the company's managers demand a press release every week or it is a matter of accustom. The following questions will help you determine the goal or goals that you want to reach by launching a public relations campaign:

- Who is the client you want to reach?
- What message do you want to deliver to this client?
- What do you hope to achieve?

Through the answers to these questions you can define a clear and concise goal in one sentence, to be a roadmap to the message strategy and coverage you want. . Which will result in your messaging and outreach strategy. If you know what you are pushing and what you are trying to achieve, the next steps to complete your public relations strategy will be much easier (Ran,Duimering,2007:165).

Step 2: Identify and understand media objectives:

Here you start the process of selecting the media and identifying the journalists through whom you can deliver your message to your targeted audience. Determining how distribution depends primarily on the type of presentation you want to offer, for example distribution by issuing a press release or individual targeting of the journalist or media channel official personally. Does your message carry a comprehensive appeal or is it a chance to be picked up by journalists if the offer is presented in limited scope? For example, if you represent a technology company and would like to advertise a merger with another company, your message is of a large public nature. In this case, a press release may be the best way. If the same company wants to announce a new update to one of its products, your message is narrower and in this case you should focus on the selection of journalists and influential people.

It is essential to build a list of your media based on the journalists who are writing in your field. Using the right tools, it's very simple to identify journalists covering your business or your competitors. The definition of "strategy" is very important in the field of public relations. The ultimate public relations strategy is the foundation for a successful campaign. Following the previous two steps and using the software tools available to public relations workers will facilitate and accelerate the process of developing a strong and successful strategy.

Result :

Public relations must be viewed and practiced as a fully integrated brand and reputation management function. Companies must anticipate, plan and rehearse every imaginable scenario that could cause damage or undue attention. It has often been said that it's not if a communications crisis will occur, it's when.

When your reputation is on the line, it's the manner in which you respond to the crisis, the incorporation of all facets of marketing and communication, and the overall strength of your Public Relations that determine whether your brand's image will recover. The Public relations communication function focus mainly on institution's reputation management; Since reputation management has become the philosophy of public relations in most institutions, because the activities of these companies in the management of their reputation are varied, which makes it difficult to specify a common definition. But developing and managing the company's relationships with its communities is the fundamental strategic objective, identified by a few scientific researches linking the organization's reputation to the basic behavior of its community. Some organizations consider its reputation as a main part of its mission and culture, which has given by the Director of Public relations that has the main role in strategic planning of Institution's Reputation (Erkmen,Çerik,2007:107).

Reputation management and its programs can effectively contribute in supporting and promotion campaigns of brand and services provided by companies to the public, identify appropriate time, opportunities and develop strategies to enhance and maintain Institution's confidence among the public during the economic challenges and unexpected crises. It can also establish an integrated communication strategy by delivering messages to Influential people and stakeholders which easily provide a feedback and response directly. From what discussed above, it is clear that the developing and management of reputation is characterized by the functions of public relations through communication activities, that seek to maintain the reputation of the institution and its sustainability of mental image in front of its community and maintain its balance with competitors. Reputations take years to build but only a moment to destroy.

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