



The Trend of public relations 2.0 in managing the reputation of institutions **Practical case University of Bejaia**

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Abstract:

This article aims to shed light on the most important and modern public Relations 2.0 tools used by university of Abderrahmane mira in general and the Vice-Rectorate of External Relations services in particular to manage its Reputation. Through communication, as a strategic element to build a positive image of the Institution under study.

In addition, we used a qualitative approach, relying on observation and scientific interviews with sample members. The study reached the following results: Public relations represent the key of success in managing a reputation of university, to deal with all Stakeholders who interact with university, using modern interactive tools such as official website of university, and the official page on social media.

Keywords:

public relation 2.0; reputation management; web 2.0; interactive.

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1. INTRODUCTION

The world has become a small global village, today, public relations have become essential for maintaining a positive and transparent image, crisis management and monitoring trends and developments in global institutions, so if you Have a good positioning on the electronic market and work on the e-reputation of institutions to build a good image in the digital world.

In this era of sharing and exchange, institutions no longer have the choice but to open up to their environment and collaborate with the public on internal and external matters. Public relations represents an essential communication tool for developing and finding effective strategies to maintain a positive, consistent image on digital platforms.

With the use of public relations 2.0 tools thanks to web 2.0 such as mailing, social media platforms, intranet and extranet, among others, there is increased interactivity between the two and companies choose to adapt to the use of these tools because they provide increased access to a wide audience and facilitate communication and understanding of the needs of the public while maintaining the interest of the company.

Reputation management, as one of the key PR offerings, will emerge as another crucial opportunity. By helping businesses in achieving and effectively communicating their goals, the PR business is bound to increase its strategic value in the future.

Regarding Public Relations 2.0 at the Vice-Rectorate of External Relations of Abderrahmane MIRA University Bejaia, this institute considers and values the involvement of Public Relations 2.0 in their daily activities and for them; it is an essential communication tool. Thus, the Vice-Rectorate of External Relations of Abderrahmane MIRA University Bejaia, has successfully integrated the use of Web 2.0 as an active link between the institute and its various audiences. This also strengthens their ability to communicate their objectives, missions, values and to provide the intended service to their audience, which allows the management and creation of a good online reputation, from this standpoint; we try to answer the following problematic:

- **What is the role of public relations 2.0 in managing the reputation of the vice-rectorate of external relations of Abderrahmane MIRA University?**

From this main question, we can ask other secondary questions:

- How to use PR 2.0 activities strategically to effectively manage the reputation of the Vice Rectorate of External Relations of Abderrahmane MIRA University - Bejaia?
- What are the public relations 2.0 tools used by the Vice Rectorate for External Relations at Abderrahmane MIRA University in Bejaia to manage its reputation?



2. Research Objectives

- understand the trend of Public Relations 2.0 in reputation management at Abderrahmane-MIRA University of Bejaia.
- analyze the effectiveness activities of Public Relations 2.0 to build a good reputation and visibility .
- identify the challenges and opportunities associated with using social media for reputation management at the Rectorate of Abderrahmane-Mira University of Bejaia.
- examine the best practices of the Rectorate of Abderrahmane-Mira University regarding reputation management on social media platforms.

3. Definitions of concepts

3.1 Public relations 2.0

PR 2.0 highlighted how PR professionals were beginning to incorporate PR 2.0 into their strategy and planning as an effective way to communicate directly. PR 2.0 became a part of our PR practices to raise awareness, build relationships, create and maintain a positive image, and increase brand exposure. (Deirdre Breakenridge, 2024)

And according to the canadien society : « public relation is a process that essentially aims to influence the opinions, attitudes and behaviours of an audience within a framework of managing public relations between organization and it environment. Public relations make it possible to create and maintain a bond of trust with internal and external audience, help the organization achieves it mission and its objectives ». (Sauvé Mathieu, 2010, p24)

The technological means of public relations are :

- **The intranet:** is a private network in the company which contains the same techniques and the interfaces of the Internet, used by the employees inside the company, this means of communication provides instant information from the organization (new contracts, recruitment information, product launches, etc
- **Electronic mail or e-mail :** This means of communication is for sending documents, graphics, personnel information, and also to participate in electronic groups between members of the company.
- **videoconferencing:** allows a meeting to be grouped between several geographically distant people, taking over from each other with a telecommunications system (a camera and a



loudspeaker), and the different meeting members see each other and dialogue if as if they are in the same meeting room this tool makes it possible to delimit the movement of executive

We can say that public relations 2.0 represents all modern communication activities and skills that use the modern tools of communication in order to improve its mental image and stay in constant and continuous contact to deal with their audience directly like bloggers- influencers- consumer.(BERKOUN, 2023, p180)

Let us now broadly classify the PR tools used to communicate to the public :

- * Oral communication
- * Printed and graphic communication
- * Print media
- * Outdoor media (electronic displays, hoardings, posters)
- * Broadcast media (radio, television, films)
- * Other media (websites, endorsements, exhibitions)

Characteristics of Public Relations 2.0 :

➤ User-generated content :

In PR 2.0, users play an active role in the creation and dissemination of content thanks to their collaborative status. Institutions encourage their audiences to share experiences, opinions, and content generated by collaborators, which helps strengthen their credibility and is reflected in their online reputation.

➤ Transparency and Authenticity :

PR 2.0 encourages a transparent and authentic approach to online communication. Institutions are encouraged to share honest and transparent information about their own accounts, knowledge their mistakes, and engage in open and transparent dialogue with their audiences when necessary to avert a crisis.

➤ Data Measure and Analysis :

PR 2.0 involves the constant analysis of data and online performance, Institutions use social media Analytics tools to track audience engagement, analyze who is most interested in their information regarding the institution's offerings to its collaborators, and evaluate the overall impact of their online communication strategies.

PR 2.0 often includes collaboration with influencers and opinion leaders on social media. Institutions identify and collaborate with highly influential individuals with a scientifically high standing that defines their credibility with their target audience to amplify their message and strengthen their online presence.



3.2 reputation and E reputation in PR

Is managing the opinion that your target audience has about your organization, it involved communication, actions, performance and most important identity and value. (ZUZANA, 2024)

E-reputation “refers to all the information that can be found about a person or a company on the Internet, whether via search engines, sites, blogs, social networks, forums, instant messaging or by simple e- mail. This digital reputation is built individually and voluntarily, via information that we decide to publish online, but also indirectly, by what can be published by others on us” (Gerber, 2023,p 04)

Reputation means perception and knowledge of people about this institution positively or negatively, from their activities objectives and how to deal with audience directly.

3.3 web 2.0

Web 2.0 are websites and applications that make use of user-generated content for end users. Web 2.0 is characterized by greater user interactivity and collaboration, more pervasive network connectivity and enhanced communication channels. (YESSAR, 2024).

Web 2.0 reflects the new age of the internet; represent a higher level of information sharing among People who can publish articles and comments on different platforms.

4. Methodology

Research method is a technique to follow, which allows the collection of information. Every research has a method and technique to follow to provide an answer to the objectives of the study.

We have opted for the qualitative method, which allows us to gain an in-depth understanding of individuals' opinions, motivations and behaviors as well as to explore in depth the perspectives of participants, which will be very important in our data collection and analysis.

According to Maurice Angers, the qualitative method is "the processing of qualitative data produces results such as groupings by dimensions, by case, by theme or by type. The analysis consists of carefully examining these results in order to discover the observations which provide more precise information on the hypothesis or the research objective.(Maurice Angres, 2014, p 167)

4.1 Research Techniques

A research technique allows us to reference the methods and approaches used in our study. It helps us collect, analyze, and interpret data. In our study, we will use interviewing and observation techniques, which are qualitative data collection methods. Our topic highlights aspects in which the rectorate office is taking action to manage its reputation.



4.1.1 Observation Technique

This research technique was useful to us during our first contact with the field, which is the pre-survey at the Vice Rectorate of External Relations department to see their working method, which will facilitate the collection of information. We also consulted the website of the department in question as well as the Facebook page to find out if the university has integrated PR 2.0 to manage its reputation. To carry out our research, we used non-participant observation because it allows us to observe without influencing the behavior of the participants and to observe objectively and collect data in a natural way without disturbing the environment studied. We observed it on the Facebook and YouTube platforms and the website of VRRELEX and Abderrahmane MIRA Bejaia University.

The observation grid allowed us to monitor and evaluate the effectiveness of the public relations 2.0 efforts of the Vice-Rectorate of External Relations of Abderrahmane MIRA University Bejaia, focusing on certain key aspects such as online presence, engagement and interactivity, while ensuring transparency and authenticity of communication to properly manage its reputation. Above is the representation of the observation grid of the Vice-Rectorate of External Relations of Abderrahmane MIRA University Bejaia.

Table 1. Represents the observation grid of our study

Criteria	Indicators	Evaluation	The Comments
Online presence	Number of the most used social platforms.	Face book web site Youtube	The university uses these social platforms more because it allows it to reach its target audience (students) who use these platforms daily so the university of Bejaia will always remain connected and visible to their audience.
Interactivity	Reply to comments and private messages.	The University's platform sites are managed by several people who provide answers to questions in the comments and also respond to private messages	The interaction on social platforms between the University and their public shows that, the University always values and is interested in having communication with



			their public, which automatically creates a good image and which facilitates reputation management.
Transparency and Authenticity	Frequency of publications and exchange with the target audience	Facebook: 108 thousand members. A minimum seen of 1000 and 100 likes per week. YouTube: 45.5 thousand subscribers. An average of 1 thousand views and 100 likes per month.	The numbers of views and likes on all social platforms show how their audience is interested in either the Information or the activities of the Institute. That is to say, thanks to social platforms, the University is very visible, known and there is an opportunity to create a good image and increase their notoriety.

Source : Results of observation techniques

4.1.2 Interview Technique

This research technique is effective for the collection and analysis of several elements such as the opinion, attitude, feelings, representations of the person interviewed. “the interview survey is the preferred instrument for the exploitation of facts of which speech is a main vector, these facts concern systems of representation and social practices, the interview constructs the discourse while the questionnaire constitutes a fact of speech” (Blanchet et Gotman, 2010, p 04)

In our research, we opted for the semi-structured interview, because it allows us to obtain in-depth and detailed information on the research subject.

Our interview guide contains open-ended questions that allow participants to express themselves freely, in order to gather information and diversity of responses.

Our interview covers 3 axis:

AXIS 1: Personal data: age, gender, position held and socio-professional category

AXIS 2: The Public relations 2.0 activities in the vice-rectorate of external relations services

AXIS 3: The public relations 2.0 tools to reputation management in university of Abdurrahman Mira – Bejaia University



4.1.3 The study population and the sample

Our study population is all executives of the vice-rectorate of external relations service of the communications and scientific events department. The number of employees in this service was ten people.

The sampling phase is very important for our research, and it will be carried out by the staff of the institution of the Vice Rectorate of External Relations department of the Communications and Scientific Events service. We have a number of five employees who are related to our work. Our sampling is non-probability or by reasoned choice, specifically volunteer sampling because it allows us to deliberately invite individuals who respond to our invitation according to and who meet our research criteria.

5. Data analysis and interpretation

In relation to the survey of our study, by carrying out interviews and observations within the vice-rectorate of external relations service, we collected valuable data for our analysis.

Axis 1: The distribution of the study population.

Table2. The study population according to gender

Gender	Nombre	Total Results
Male	03	60%
Female	02	40%
Total	05	100%

Source: results of interview research

From the table shown above, it is clear to us that most of the sample members are males 60%, in contrast to females, as we find approximately 40%.

Table3: The study population according to fonction age and professional experience

Interviewers	Fonction	Age	professional experience
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The trends of public relation 2.0 in managing the reputation of institution



01	Head of Events and Communications	40 year	10
02	Responsible for international scientific events	52 year	11
03	Animator	34 year	08
04	Administrator, Responsible for national scientific events	38 year	05
05	head of the communications unit	32 year	01

Source: interview with responsible of events and communication

5.1 PR 2.0 activities strategically to effectively manage the reputation of the Vice Rectorate of External Relations of Abderrahmane MIRA University - Bejaia

All institutions attach great importance to public relations. In the digital age, the University of Abderrahmane Mira in general and the vice-rectorate of external relations service in particular navigates in this space of public relations 2.0 more particularly. The service tries to promote events, scientific activities, collaborations with other institutions, which can be beneficial for these different stakeholders. Public relations 2.0 requires the institution to be in contact or collaborate in order to strengthen the reputation of the academic institution. The main objective of the rectorate external relations service is to expand the community and create two-way communication with other stakeholders.

Service agents are responsible for organizing events to offer activities to the public. They find public relations essential in the organization of any institution.

This statement is noted in almost all of the interviewees such as the head of the events and communications department who informs, "Since the creation of the university, public relations have been presented from the inside as well as from the outside.

Through the response of the respondents, we see the presence of public relations in this service for a very long time and the evolution that it has undergone to arrive at public relations 2.0.

The communication plan put in place is a fully necessary strategic tool for managing the reputation of this institution. It enables in advance and responding to crises, it ensures consistency of messages engages and maintains transparency with stakeholders. He encourages success, collaborates with the media effectively, analyzes performance and provides continuity while ensuring mutual reinforcement of trust and credibility. If the plan is successfully implemented each time, as for the 2024/2025 academic year with the



Day of Excellence, this strengthens the reputation of the service and directly the university institution in a proactive and resilient manner.

A public relations 2.0 event allows the service to integrate digital technologies and social media to maximize engagement, visibility and above all interaction with the target audience.

5.2 The public relations 2.0 tools used by the Vice Rectorate for External Relations at Abderrahmane MIRA University in Bejaia to manage its reputation

Public Relations 2.0 methods consist of a range of tools and strategies to monitor manage and improve the reputation of the institution in a proactive interactive approach. This creates an honest two-way communications channel and faster response time to crises while ensuring information is effectively disseminated, among other benefits associated with direct engagement with stakeholders.

Public relations 2.0 tools allow the department to monitor what is said about the institution and facilitate rapid response to manage reputation. They enable the distribution of press releases, updates, and important announcements such as scholarship offers to university students and staff instantly and at scale. Social media contributes to two-way communication, where institutions are able to interact directly with their audiences, answer their questions, and manage comments in real time.

Social networks are a very effective means for managing public relations 2.0 for the university institution. With the revolution in the Arab world, which initiated this link between Facebook and this North African population, Algeria is a country present on this network. The use of Facebook first responsible of this service is a confirmation of the tradition explained above “the most used social network is Facebook after which there is the website”

5.3 The constraints and opportunities in reputation management of the Vice-Rectorate of External Relations of Abderrahmane MIRA University Bejaia

The digital transformation yields both new challenges and opportunities regarding reputation risk management at any institution in general and in university in particular. On one hand, boundary-free and consistently available means of communication among stakeholders facilitates a dynamic and potentially global dissemination of news and opinions. Online firestorms, once unleashed, are hard to tame. On the other hand, current technological means allow the dynamic tracking of reputation aspects and predictive analyses of how they will unfold. Given these developments, the possibilities to manage reputation risks are ever-increasing, while the necessity to do so is equally on the rise. (Peter Maas and all, 2020, p05)



Study results

- ❖ Public relations has evolved with the advent of digital technology, and the vice-rectorate of external relations service could only follow this evolution imposed by the digital world. Public relations 2.0 strengthens two-way communication, resulting in direct, real-time interaction with all stakeholders. Service agents recognize that this increases awareness and improves the image of the university, while ensuring relationships of trust and cooperation with partners.
- ❖ The service uses different tools for communication. The public relations 2.0 tools discussed include social networks, emails, newsletters, press releases, and live broadcast events. These tools facilitate information dissemination and public engagement. For example, the live transmission of certain events such as open days and seminars allowing broad participation even remotely from the connected public.
- ❖ Social media is a key component of PR 2.0, allowing the service to track online mentions and discussions, not to mention identifying trends as well as spotting potential reputation issues. This makes it possible to respond more quickly and effectively to avoid crises or reduce their evolution, while ensuring proactive reputation management.
- ❖ A good communications plan is crucial to managing the university's reputation. The standards of a good plan include defining clear objectives, SWOT or other analyses, identifying target audiences, and appropriate strategies. According to the main facilitator, this plan allowed the service to maintain consistency of messages and ensure transparency with stakeholders.
- ❖ The events organized by the service, seminars, congresses, and training days, have played a fundamental role in public relations 2.0. In addition to being opportunities to meet and exchange with partners, these events organized by the service also created engaging content for digital platforms.

6. CONCLUSION

Finally, we can say that public relations plays a pivotal and major role in managing the reputation of institutions in general and universities in particular, as it allows them to be open to the external environment through real-time interaction and keeping pace with developments occurring in Algerian society.

Relying on the modern tools of public relations that fall within the strategic activities adopted by the University of Bejaia and the Department of External Relations in organizing forums and open doors with the aim of building a relationship of trust between its internal and external audiences and forming a good reputation among those dealing with it at the local and global

Regarding Public Relations 2.0, the Vice-Rectorate of External Relations at Abderrahmane MIRA University in Bejaia considers and values the involvement of Public Relations 2.0 in their



daily activities and for them, it is an essential communication tool. The university has successfully integrated the use of Web 2.0 as an active link between the institute and its various audiences. This also strengthens their ability to communicate their objectives, missions, values and provide the intended service to their audience, which allows the management and creation of a good online reputation.

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8. Appendices

The questions of Interview Guide

Axis 01: Personal data:

Q1: Gender:

Q2: Age:

Q3: Position held:

Q4: Professional experience

AXIS2: The Public relations 2.0 activities in the vice-rectorate of external relations services

Q1: How long have you been using PR 2.0?

Q2: What is the importance of public relations 2.0 in your vice-rectorate services in university?

Q3: What public relations 2.0 tools do you use to manage reputation of university ?

Q4: What are the public relations 2.0 activities more practices?



Q5: Do you have a public relations 2.0 communications plan?

Q6: Does your department plan events during the academic year that make public relations 2.0 viable? What are these events?

Axes3: The public relations 2.0 tools to reputation management in university of Abdurrahman Mira – Bejaia University

Q1: What are the most used means of public relations 2.0 which allowed you to improve the reputation of the vice service of Abdurrahman MIRA -Bejaia University?

Q2: Which social networks does your institution use for reputation management?

Q3: Do you use web 2.0, digital social networks (RSN), intranet, extranet for reputation management? Please tell us which RSN you use the most?

Q4: What are the means you use to evaluate your reputation management?

Q5: How do you manage to maintain a good reputation for your vice-rectorate of external relations service at Abdurrahman MIRA -Bejaia University?

Q6: What success factors have you noted in managing a good reputation within your department?

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