

## Role of Public Relations in Profit and Non- Profit Organisation in Delta State

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**ABSTRACT:** *This paper examined the role of public relations in both profit and non-profit organizations in Delta State. In executing this paper descriptive survey design was used in this investigation. The study population is eight hundred and sixteen (816) public relations officers from some selected profit organization and two hundred and eight-five (285) public relations officers from some selected non-profit organization, which make it a total of one thousand, one hundred and one (1101) public relation officers from profit and non-profit organizations in Delta State. The technique used for this study is a simple random sampling technique. The sample size for the study was one hundred and eleven (111) public relations officers. The questionnaire was used as the instrument for collecting data. The statistics used for this study were mean ( $\bar{x}$ ). Findings showed that public relations is crucial in profit and non-profit organizations. Findings also show that strategic communication is required for promoting profit and non-profit organizations. Findings show that some challenges facing public relations strategies that drive business outcomes include difficulty building and maintaining relationships with key stakeholders, limited understanding of public relations among stakeholders, difficulty in measuring the effectiveness of PR efforts and limited access to government information and resources. Based on findings, this paper recommended that public relations officers attend workshops, webinars, and conferences to stay informed about the latest public relations and communications developments. Organizations should provide training and resources for public relations professionals to enhance their skills and stay current with industry developments.*

**KEYWORDS:** webinar, public relations, profit organization, non-profit organizations, conferences, reputation, digital PR

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## **INTRODUCTION**

Public relations (PR) plays a vital role in both profit and non-profit organizations, serving as a crucial function that helps build and maintain a positive image, reputation, and relationship with various stakeholders. The Public Relations Society of America (PRSA) defines public relations as the strategic communication process which erects mutually satisfying relationships between organizations and their publics, (PRSA, 2020). In both for profit and non-profit sectors, PR professionals use various communication strategies to achieve organizational goals, manage crises, and enhance stakeholder engagement.

Organizations are communities in which individuals systematically cooperate with others to achieve the goals they cannot achieve alone (Eren, 2003). Organization reflects an open system in which social and physical resources are brought together harmoniously (Budak and Budak, 2004). Organizations that produce goods and services and engage in economic activities to meet the needs of individuals are classified as for-profit organizations and non-profit organizations according to their purposes (Aydın, 1992). The most common type of organization is a for-profit organization established to generate income and achieve commercial goals (Ülgen and Mirze, 2013). Non-profit organizations, on the other hand, are organizations that work for the benefit of society without the intention of making a profit and developing an understanding of participation and solidarity in solving the problems in society (Andrei et al., 2018; Morrison, 2016:).

In profit-driven organizations, public relations is essential for maintaining a strong brand identity, differentiating themselves from competitors, and attracting customers. A study by the Harvard Business Review found that companies with strong reputations are more likely to experience increased customer loyalty, revenue growth, and employee retention (Kotler & Pfoertsch, 2007). In addition, effective PR can help organizations navigate complex regulatory environments, manage crises, and mitigate negative publicity (McDonald & Marks, 2018).

In the non-profit sector, public relations is critical for building support from donors, volunteers, and the broader community. A study by the Nonprofit Leadership Alliance found that effective communication strategies can increase donor retention rates by up to 70% (Nonprofit Leadership Alliance, 2019). Non-profits also rely on PR to raise awareness about their causes, promote their programs and services, and build partnerships with other organizations (Harrison & Shiroma, 2018).

Recent studies have highlighted the importance of digital media in PR strategies for both profit and non-profit organizations. A survey by the International Association of Business Communicators found that 80% of communicators believe that digital media has increased the importance of PR (IABC, 2020). Similarly, a study by the Nonprofit Technology Network found

that 75% of nonprofits use social media to engage with their audience (Nonprofit Technology Network, 2020).

Public relations plays a vital role in both profit and non-profit organizations, serving as a key function for building relationships with stakeholders, managing crises, and achieving organizational goals. As technology continues to evolve and play an increasingly important role in communication strategies, PR professionals must be prepared to adapt and innovate to meet the changing needs of their organizations.

### *Statement of the Problem*

Despite the increasing importance of public relations in today's fast-paced and digitally driven world, many organizations struggle to effectively integrate PR into their overall communication strategies. Specifically, the role of public relations in both profit and non-profit organizations is often misunderstood, underutilized, or overlooked. This is particularly concerning given the critical role that PR plays in building and maintaining a positive image, reputation, and relationship with various stakeholders.

In profit-driven organizations, PR is often viewed as a luxury or an afterthought, rather than a vital function that drives business outcomes. As a result, many companies fail to develop comprehensive PR strategies that align with their overall business goals, leaving them vulnerable to reputational crises and missed opportunities. In the non-profit sector, PR is often seen as a secondary function to fundraising and programmatic work, despite its critical role in building support from donors, volunteers, and the broader community.

Moreover, the rise of social media has created new challenges for PR professionals, as they must navigate complex digital landscapes and rapidly changing communication channels to effectively reach and engage their target audiences. Despite these challenges, many organizations lack the resources, expertise, and budget to invest in effective PR strategies that drive meaningful results.

### *Objective of the Study*

This study aims to explore the role of public relations in both profit and non-profit organizations, with a focus on identifying best practices, challenges, and opportunities for improvement. Specifically, the main objectives of this study are as follows:

1. To examine the roles of public relations in profit and non-profit organizations in Delta State
2. To examine the communication strategies used for Public relations programmes in profit and non-profit organizations in Delta State
3. To find out the most effective ways to measure the impact of public relations in profit and non-profit organizations

4. To find out challenges facing public relations strategies for driving business outcomes in Delta State

### *Research Questions*

This research will investigate the following research questions:

1. What are the key roles of public relations in profit and non-profit organizations in Delta State?
2. What are the communication strategies used for public relations programmes in profit and non-profit organizations in Delta State?
3. What are the most effective ways to measure the impact of public relations in profit and non-profit organizations?
4. What are the challenges facing public relations strategies that drive business outcomes in Delta State?

## **LITERATURE REVIEW**

### *Roles of Public Relations in Profit and Non-Profit Organizations*

The rapid progress in economy, technology, and world politics in the recent period complicates organizational environments and increases organizations' uncertainty levels. In addition, organizations face various risks, both from within their organizations and the external environment, beyond the traditional risks. As a result, managing and controlling business risk became more challenging (Alshirah et al., 2020). According to Obaro (2010) public relations practices are done in all organization both profit and non-profit. Because it genuinely adds value to an organization, the public relation unit collaborates closely with the organization's management. The link between a public relation unit actively partnering with management, especially in strategy development, and the success of an organization has been known for some time (Davis, 2013).

In a study Harvard Business Review conducted, it was found that companies with strong reputations are more likely to experience increased customer loyalty, revenue growth, and employee retention (Kotler & Pfoertsch, 2007). Similarly, Obaro (2015) opined that public relations practices will help organizations like schools develop their entrepreneurship education. This will also have impact on nation building (Ihediwa, 2001). Corroborating further in a study the Public Relations Society of America (PRSA) carried out, it was established that PR professionals play a critical role in shaping organizational reputation and building stakeholder relationships (PRSA, 2020). However, profit organizations also face challenges in integrating PR

into their overall communication strategies. The International Association of Business Communicators agreed that many communicators are faced with challenges in their efforts to measure the impact of PR practice, and often lack the resources and budget to invest in effective PR strategies (IABC, 2020). Obaro (2013) also affirmed this view when she wrote that public relation strategies when not put in proper place affects resource sharing among practicing organization and even in academic libraries. This also causes security challenges because some organizations who are not practicing public relations well, may have issues in discussing their challenges with other organizations (Obaro, 2013). This also reflects, in academic organization and their libraries (Obaro (2013).

In non-profit organizations, public relations is critical for building support from donors, volunteers, and the broader community (Harrison & Shiroma, 2018). Effective PR can help non-profits raise awareness about their causes, promote their programmes and services, and build partnerships with other organizations (Nonprofit Leadership Alliance, 2019). A study by the Nonprofit Technology Network found that 75% of nonprofits use social media to engage with their audience, highlighting the importance of digital media in non-profit PR strategies (Nonprofit Technology Network, 2020). However, non-profits also face unique challenges in managing limited resources and competing for attention in a crowded marketplace.

Despite the challenges facing profit and non-profit organizations, several best practices can be identified. Effective PR strategies should be based on a deep understanding of stakeholder needs and expectations (Holtzhausen & Voto, 2016). Additionally, PR professionals should prioritize building relationships with key stakeholders, using multiple communication channels to reach diverse audiences (Culbertson & Chen-Ning-Yueh, 2019). In terms of measurement and evaluation, PR professionals should focus on tracking metrics such as website traffic, social media engagement, and media coverage to assess the impact of their efforts (IABC, 2020). Finally, PR professionals should be prepared to adapt to changing communication landscapes and technologies to stay ahead of the curve.

#### *Communication Strategies Public Relations Uses in Profit and Non-Profit Organizations* *Profit Organizations:*

1. *Crisis Communication:* Li and Ye (2019) in a study found out that effective crisis communication is crucial for maintaining public trust and reputation in profit organizations. They analyzed 12 cases of crisis communication in China and identified key strategies, including transparency, accountability, and empathy.

2. *Digital PR:* Moreno et al., (2020) explored the use of digital PR tactics by companies to engage with their audience and build brand awareness. They agreed that social media and content marketing were the most effective digital PR strategies. Similarly, Obaro (2015) noted that in this era of communication technology, digital PR cannot be over emphasized.

**3. Stakeholder Engagement:** A study Cornelissen et al., (2018) conducted on the role of stakeholder engagement in building trust and reputation in profit organizations, it revealed that dialogue and collaboration were essential for a successful stakeholder engagement. This also became eminent because Obaro (2013), emphasized that the stakeholder engagement PR can be very helpful in resource sharing, especially in academic organization and their libraries.

#### *Non-Profit Organizations:*

**1. Communication Strategies:** A study by Branschoten et al., (2019) analyzed the communication strategies used by non-profit organizations to achieve their goals. They identified key strategies, including storytelling, social media engagement, and community outreach.

**2. Fundraising Campaigns:** A study by Kim et al., (2020) examined the effectiveness of fundraising campaigns in non-profit organizations using social media platforms. They found that personalized messaging and storytelling were effective tactics for increasing donations.

**3. Reputation Management:** A study by Choi et al., (2018) investigated the impact of online reputation management on non-profit organizations' reputation and fundraising success. They found that online reviews and ratings had a significant impact on public perception of non-profits' reputation.

#### *Ways to Measure the Impact of Public Relations in Profit and Non-Profit Organizations*

Measuring the impact of public relations (PR) is a crucial aspect of evaluating the effectiveness of PR campaigns and strategies. This implies the calculation of the return on investment by comparing the costs of a PR campaign to its financial returns (Sewell, 2020). A study the Holmes Report conducted established that for every dollar spent on PR, companies can expect a return of \$8-10" (The Holmes Report, 2020). This calls for monitoring the social media metrics such as engagement rates, reach, and conversions to assess the impact of PR efforts. A study by Sprout Social found that 71% of consumers are more likely to recommend a brand if it has a strong social media presence (Sprout Social, 2020)

Track media mentions article placement, and tone to evaluate the effectiveness of PR efforts (Welch, 2019). Cision found that media coverage can increase brand awareness by up to 20% (Li & Ye, 2019). He argued that conducting surveys or gathering feedback from stakeholders would assist in assessing the impact of PR efforts on reputation and brand perception (Grunig, 2019). The Edelman Trust Barometer in a study found that 64% of people trust content created by NGOs and non-profits more than any other type of content (Edelman, 2019)

The use of financial metrics such as revenue growth, sales increases, or stock price changes offers another approach to measuring the impact of PR on business outcomes (Sewell, 2020). A study by

Harvard Business Review found that companies with strong PR efforts have higher stock prices and revenue growth, (Harvard Business Review, 2018). Also supportive is the use of reputation scores or sentiment analysis to evaluate the impact of PR efforts on brand reputation (Sarnoff, 2019). A study the Reputation Institute carried out found that companies with strong reputations have a competitive advantage in terms of customer loyalty and retention (Reputation Institute, 2019). Tracking engagement metrics such as attendance at events, participation in surveys, or feedback from stakeholders supports the process of assessing the impact of PR efforts on stakeholder relationships (Welch, 2019). A study Hill+Knowlton Strategies conducted agreed that stakeholder engagement can increase brand loyalty and advocacy (Hill+Knowlton Strategies, 2019).

#### *Challenges Facing Public Relations Strategies that Drive Business Outcomes*

Public relations (PR) strategies are crucial for shaping and maintaining a positive image of organizations in the eyes of the public and stakeholders. However, several challenges can impact the effectiveness of these strategies in driving meaningful business outcomes.

*Digital Transformation and Social Media Dynamics:* The rapid evolution of digital platforms and social media has significantly altered the PR landscape. Organizations must navigate the complexities of instant communication, viral content, and real-time feedback. According to Botan and Hazleton (2020), digital transformation has necessitated PR practitioners to adapt quickly to new communication channels and strategies.

*Crisis Management in the Digital Age:* Managing crises has become more challenging with the speed at which information spreads online. Misinformation and negative publicity can quickly escalate if not handled promptly and effectively. Huang and Lin (2021) in a study highlighted the importance of proactive crisis communication strategies that leverage digital platforms to manage crises effectively.

*Measuring PR ROI and Effectiveness:* Demonstrating the impact of PR efforts on business outcomes remains a significant challenge. Quantifying return on investment (ROI) and linking PR activities directly to financial metrics can be complex. Recent studies emphasize the need for PR professionals to adopt data-driven approaches and metrics that align with business objectives (Lee & Yoon, 2023).

*Building and Sustaining Trust:* Trust in institutions and organizations is increasingly fragile. PR strategies must focus on transparency, authenticity, and ethical communication to build and maintain trust. According to Castello and Morsing (2022), trust-building efforts through consistent and transparent communication can enhance organizational reputation and stakeholder relationships.

*Globalization and Cultural Sensitivity:* PR strategies need to be culturally sensitive and adaptable across diverse global markets. Understanding cultural nuances and local perceptions is crucial for effective communication. Sriramesh and Vercic (2019) observed that the challenges of cultural diversity in PR practice and the importance of cultural intelligence in global communication is increasingly becoming of great concern.

*Ethical Challenges and Social Responsibility:* PR practitioners face ethical dilemmas when balancing the interests of stakeholders and maintaining ethical standards in their communication strategies. Kim and Grunig (2020) delve into the ethical challenges PR professionals encounter and propose ethical frameworks for guiding decision-making in PR practice.

Public relations strategies play a pivotal role in driving business outcomes, they must navigate numerous challenges in the modern landscape. Addressing these challenges requires a multidimensional approach that integrates technological advancements, ethical considerations, cultural sensitivity, and strategic alignment with business goals (Kim and Grunig, 2020).

## RESEARCH METHODOLOGY

The descriptive survey design was used in this investigation. The study population is eight hundred and sixteen (816) public relations officers from some selected profit organization and two hundred and eight-five (285) public relations officers from some selected non-profit organization, which make it a total of one thousand, one hundred and one (1101) public relations officers from profit and non-profit organizations in Delta State. The sampling technique used for this study was a simple random sampling technique. The sample size for the study was one hundred and eleven (111) public relations officers. The questionnaire was used as the instrument for collecting data. The instrument used for this study was tagged “*role of public relations in both profit and non-profit organizations (RPLPNPO)*”. In analyzing the data collected from the field, descriptive statistics specifically tables and mean were used.

This section is on the analysis of data to answer the research questions raised in the study.

Table 1: Mean Score on the key Roles of Public Relations in Profit and Non-Profit Organizations in Delta State

S/N	Items	$\bar{x}$	Decision
1.	Public relations plays a crucial role in promoting the brand and reputation of profit organizations	3.10	Agreed
2.	Public relations helps to build and maintain relationships with stakeholders	2.59	Agreed
3.	Effective public relations is essential for crisis communication and crisis management in profit organizations	4.90	Agreed

4.	Public relations helps to increase employee engagement and morale by promoting the organization's mission and values in profit organizations	2.77	Agreed
5.	Public relations plays a key role in identifying and capitalizing on opportunities for growth and expansion in profit organizations	2.95	Agreed
6.	Public relations helps to improve the overall reputation of profit organizations	3.06	Agreed
<b>Grand Mean</b>		<b>3.22</b>	<b>Agreed</b>

From the above table 1, the study showed that item 1 was agreed with a mean value of ( $3.10 \geq 2.50$ ) that public relations plays a crucial role in promoting the brand and reputation of profit organizations. Item 2 was agreed with a mean value of ( $2.59 \geq 2.50$ ) which suggests that public relations helps to build and maintain relationships with stakeholders. Item 3 was agreed with a mean value of ( $4.90 \geq 2.50$ ) showed that effective public relations is essential for crisis communication and crisis management in profit organizations. Item 4 was agreed with a mean value ( $2.77 \geq 2.50$ ) that lack of confidence can discourage citizens from consulting libraries from time to time. Item 5 was agreed with a mean value ( $2.95 \geq 2.50$ ) that public relations plays a key role in identifying and capitalizing on opportunities for growth and expansion in profit organizations. Item 5 was agreed with a mean value ( $3.06 \geq 2.50$ ) that public relations helps to improve the overall reputation of profit organizations. The grand mean is above the acceptable mean (i.e.  $3.22 \geq 2.50$ ), the study, therefore, shows that public relations plays a crucial role in promoting the brand and reputation of profit organizations. helps to build and maintain relationships with stakeholders, effective public relations is essential for crisis communication and crisis management in profit organizations, helps to increase employee engagement and morale by promoting the organization's mission and values in profit organizations, plays a key role in identifying and capitalizing on opportunities for growth and expansion in profit organizations and helps to improve the overall reputation of profit organizations.

Table 2: Mean Score on Communication Strategies That Public Relations Uses in Profit and Non-Profit Organizations in Delta State

S/N	Items	$\bar{x}$	Decision
1.	Our organization uses social media platforms	2.78	Agreed
2.	Our organization uses press releases to announce important events and news	2.88	Agreed
3.	Our organization engages in crisis communication to address negative publicity	2.95	Agreed

4.	Our organization uses email newsletters to communicate with stakeholders	3.56	Agreed
5.	Our organization has a dedicated website or blog to share information with the public	3.12	Agreed
6.	Our organization uses event planning and hosting to build relationships with stakeholders	2.54	Agreed
7.	Our organization has a formal policy on crisis communication	2.60	Agreed
Grand Mean		2.92	Agreed

From the above table 2, the study showed that item 1 was agreed with a mean value of ( $2.78 \geq 2.50$ ) that their organization uses social media platforms. Item 2 was agreed with a mean value of ( $2.88 \geq 2.50$ ) that their organization uses press releases to announce important events and news. Item 3 was agreed with a mean value of ( $2.95 \geq 2.50$ ) that their organization engages in crisis communication to address negative publicity. Item 4 was agreed with a mean value of ( $3.56 \geq 2.50$ ) that their organization uses email newsletters to communicate with stakeholders. Item 5 was agreed with a mean value of ( $3.12 \geq 2.50$ ) that their organization has a dedicated website or blog to share information with the public. Item 6 was agreed with a mean value of ( $2.54 \geq 2.50$ ) that their organization uses event planning and hosting to build relationships with stakeholders. Item 7 was agreed with a mean value of ( $2.60 \geq 2.50$ ) that their organization has a formal policy on crisis communication. The grand mean is above the acceptable mean of ( $2.92 \geq 2.50$ ), the study, therefore, shows that communication strategies include the use of social media platforms, the use of press releases to announce important events and news, engaging in crisis communication to address negative publicity, use of email newsletters to communicate with stakeholders, and a dedicated website or blog to share information with the public, use of event planning and hosting to build relationships with stakeholders and use of formal policy on crisis communication.

Table 3: Mean Score on Most Effective Ways to Measure the Impact of Public Relations in Profit and Non-Profit Organizations

S/N	Items	$\bar{x}$	Decision
1.	Our organization's public relations efforts have increased awareness about our products/services among our target audience	3.59	Agreed
2.	Our public relations efforts have improved the perception of our organization's reputation among stakeholders	4.28	Agreed
3.	Our public relations activities have increased the visibility of our brand among potential customers	2.92	Agreed

4.	Our public relations messages are well-received by our target audience	3.09	Agreed
5.	Our public relations efforts have effectively conveyed our organization's mission and values to the public	2.91	Agreed
6.	Our public relations efforts have contributed to an increase in sales or revenue	2.71	Agreed
Grand Mean		3.25	Agreed

From the above table 3, the study showed that item 1 was agreed with a mean value ( $3.59 \geq 2.50$ ) that their organization's public relations efforts have increased awareness about our products/services among our target audience. Item 2 was agreed with a mean value ( $4.28 \geq 2.50$ ) that their public relations efforts have improved the perception of our organization's reputation among stakeholders. Item 3 was agreed with a mean value ( $2.92 \geq 2.50$ ) that their public relations activities have increased the visibility of our brand among potential customers. Item 4 was agreed with a mean value ( $3.09 \geq 2.50$ ) that their public relations messages are well-received by our target audience. Item 5 was agreed with a mean value ( $2.91 \geq 2.50$ ) that their public relations efforts have effectively conveyed our organization's mission and values to the public. Item 6 was agreed with a mean value ( $2.71 \geq 2.50$ ) that their public relations efforts have contributed to an increase in sales or revenue. The grand mean is above the acceptable mean (i.e.  $3.25 \geq 2.50$ ), the study, therefore, shows that the organization's public relations efforts have increased awareness about our products/services among our target audience, improved the perception of our organization's reputation among stakeholders, increased the visibility of our brand among potential customers, public relations messages are well-received by our target audience, effectively conveyed our organization's mission and values to the public and contributed to an increase in sales or revenue.

Table 4: Mean Score on the Challenges Facing Public Relations Strategies that Drive Business Outcomes in Delta State

S/N	Items	$\bar{x}$	Decision
1.	Public relations strategies play a significant role in driving business outcomes	2.61	Agreed
2.	Difficulty in building and maintaining relationships with key stakeholders	2.77	Agreed
3.	Limited understanding of public relations among stakeholders	3.01	Agreed
4.	Difficulty in measuring the effectiveness of PR efforts	2.92	Agreed
5.	Limited access to government information and resources	2.53	Agreed
Grand Mean		2.77	

From the above table 4, the study showed that item 1 was agreed with a mean value of (2.61  $\geq$  2.50) that public relations strategies play a significant role in driving business outcomes. Item 2 was agreed with a mean value of (2.77  $\geq$  2.50) that difficulty in building and maintaining relationships with key stakeholders is a challenge facing public relations strategies that drive business outcomes. Item 3 was agreed with a mean value of (3.01  $\geq$  2.50) that limited understanding of public relations among stakeholders. Item 4 was agreed with a mean value of (2.92  $\geq$  2.50) that difficulty in measuring the effectiveness of PR efforts is a challenge facing public relations strategies that drive business outcomes. Item 5 was agreed with a mean value of (2.53  $\geq$  2.50) that limited access to government information and resources is a challenge facing public relations strategies that drive business outcomes. The grand mean is above the acceptable mean of (3.25  $\geq$  2.50), the study therefore shows that the challenges facing public relations strategies that drive business outcomes include difficulty in building and maintaining relationships with key stakeholders, limited understanding of public relations among stakeholders, difficulty in measuring the effectiveness of PR efforts and limited access to government information and resources.

## **DISCUSSION OF FINDINGS**

The findings of the study show that public relations plays a crucial role in promoting the brand and reputation of profit organizations. helps to build and maintain relationships with stakeholders, effective public relations is essential for crisis communication and crisis management in profit organizations, helps to increase employee engagement and morale by promoting the organization's mission and values in profit organizations, plays a key role in identifying and capitalizing on opportunities for growth and expansion in profit organizations and helps to improve the overall reputation of profit organizations. Consequently, Xu & Chen, (2020) found out that public relations helps to increase employee engagement and morale by promoting the organization's mission and values. This leads to increased productivity, reduced turnover, and improved overall performance.

The findings of the study show that communication strategies include use of social media platforms, use of press releases to announce important events and news, engaging in crisis communication to address negative publicity, use of email newsletters to communicate with stakeholders, dedicated website or blog to share information with the public, use of event planning and hosting to build relationships with stakeholders and use of formal policy on crisis communication. According to Bitner & Sparks, (2015), communication strategies have their own set of benefits and challenges. Organizations must carefully consider their goals, target audiences, and resources when selecting the most effective communication strategies for their needs.

The findings of the study show that the organization's public relations efforts have increased awareness about our products/services among our target audience, improved the perception of our organization's reputation among stakeholders, increased the visibility of our brand among potential customers, public relations messages are well-received by our target audience, effectively conveyed our organization's mission and values to the public and contributed to an increase in sales or revenue. According to Hutton & Scott-Ladd, (2018) measure stakeholder engagement through face-to-face interactions, phone calls, or emails to assess the level of interest and participation in public relations efforts.

The finding of the study shows that the challenges facing public relations strategies that drive business outcomes include difficulty in building and maintaining relationships with key stakeholders, limited understanding of public relations among stakeholders, difficulty in measuring the effectiveness of PR efforts and limited access to government information and resources. Edelman (2020) found that building trust and credibility with stakeholders is a major challenge for PR professionals, with only 44% of respondents saying they trust CEOs to do what is right.

## **CONCLUSION/RECOMMENDATIONS**

Conclusively, public relations plays a crucial role in profit and non-profit organizations. However, communication strategies is required for the effectiveness of public relations in promoting profit and non-profit organizations. Some challenges facing public relations strategies that drive business outcomes include difficulty building and maintaining relationships with key stakeholders, limited understanding of public relations among stakeholders, difficulty in measuring the effectiveness of PR efforts and limited access to government information and resources.

Based on the findings, the following recommendations were made.

1. Public relations officers should attend workshops, webinars, and conferences to stay informed about the latest developments in public relations and communications.
2. The organization should provide training and resources for public relations professionals to enhance their skills and stay current with industry developments.
3. The organization should ensure that all public relations efforts are transparent, accountable, and aligned with organizational goals and values.

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