

In partnership with



The State of Ethics and the Public Relations Industry in Africa 2024



Reputation Matters®

Quantifying your value!

OUR VISION

Africa's go-to reputation specialists building resilient businesses that you want to do business with.

OUR VALUES

- Growth • Respect • Excellence
- Authenticity • Trust

WHAT WE DO

Quantifying your value.

SERVICES

- Reputation Measurement using our proprietary Repudometer® methodology.
 - Employee Climate • Brand Identity
- Customer Satisfaction • Competitor Analysis
- Stakeholder Mapping • Policy Development
- Reputation Mentorship • Consulting

WINNING TEAM

We were awarded SABRE Africa awards in 2018, 2019 and 2020 for measurement and evaluation for these clients.

INVESTING IN THE COMMUNITY

We support the **Re.Bag.Re.Use** initiative. Empowering community members to crochet shopping bags from empty bread bags.

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Foreword



Dustin Chick
Partner & Managing Director: Razor, M&C Saatchi Group
South Africa, PRCA Africa Ethics and Practices Network
Chair

“To act in an ethical way is about consistently choosing the path of integrity, even when it’s not the easiest route — or as I often say, behave your way into the reputation that you want.”

Every year the world becomes more digitally connected and driven. This brings with it innovation and efficiency, but also risk. And so, it’s never been more critical to anchor ethics and governance at the heart of what we do. Whether it’s the work we do for our clients or how our people show up as professionals, the bedrock of our industry rests on the principles of integrity and responsibility.

As echoed by respondents to this survey, the pervasive influence of social media has amplified the challenges of upholding reputation and governance standards. In this era, where every action is scrutinised under a digital microscope, the task of managing reputation has become an intricate dance requiring constant vigilance and adaptability.

Amid these great challenges, a prevailing sentiment emerged from our findings: a call for proactive engagement, ethical leadership, and strategic communication. To me, this response speaks to our collective responsibility to ensure we as communicators continue to uphold a narrative of trust and credibility for African institutions and brands.

How do we do that? It’s quite simple: by doing the right thing. It’s not as hard as

you might think. To act in an ethical way is about consistently choosing the path of integrity, even when it’s not the easiest route — or as I often say, behave your way into the reputation that you want.

Africa has the chance to truly champion this, and help shape global standards and benchmarks in ethical practice. Initiatives like this survey exemplify our dedication to this cause, providing a lens to gauge the state of ethics and the PR industry on the continent.

As proud stewards of our profession, we stand tall, ready to be counted, and committed to advancing ethical standards in partnership with APRA. Together, let us forge a future where ethics isn’t just a buzzword, but a lived reality shaping our industry’s narrative.

This year’s State of Ethics Report is testament to our journey and the progress we continue to make. As we continue to make progress, remember your own part in this and ensure you continue to champion this in your own spaces.

Thank you



Foreword

Yomi Badejo-Okusanya
 President, APRA (The African Public Relations Association)

“As we navigate the complexities of a rapidly changing world, let us remember that ethics is the very foundation of our profession, the glue that holds us together, and the key to building trust with our clients, our stakeholders, and the public.”

On behalf of the African Public Relations Association (APRA), it is my pleasure to introduce the State of Ethics and Public Relations Industry in Africa 2024 report. This year’s report comes at a pivotal moment as we prepare to gather for the APRA 2024 conference under the theme “One Africa, One Voice: Bridging Africa’s Communication Divide.”

As we strive to bridge the communication divide across our continent, we must first confront the ethical challenges that threaten to undermine our profession. This report provides a vital examination of the state of ethics in the PR industry across Africa, highlighting both the progress we’ve made and the obstacles we must overcome.

The findings of this report serve as a clarion call to action, urging us to recommit to the highest standards of ethical practice and to work together to build a more trustworthy and respected profession. As we navigate the complexities of a rapidly changing world, let us remember that ethics is the very foundation of our profession, the glue that holds us together, and the key to building trust with our clients, our stakeholders, and the public.

As we work towards “One Africa, One Voice,” let us use this report as a catalyst for change, a reminder that our words and actions have consequences, and that we have a responsibility to use our skills and expertise for the greater good.

Thank you to the team at APRA, PRCA and Reputation Matters for their tireless work in producing this report. Let us heed its findings and work together to build a brighter future for our profession and for the continent we serve.

Thank you.



The 2024 study yielded the highest number of responses to date with a total of 365 responses across the African continent.

The Survey

In partnership, the African Public Relations Association (APRA) and the Public Relations and Communications Association (PRCA) developed a combined survey to measure the state of ethics and the public relations (PR) industry in Africa.

The 2024 study yielded the highest number of responses to date with a total of 365 responses across the African continent. The majority of responses came from South Africa (45%), Zambia (19%), Nigeria (15%), and Ghana (5%). Consistent with previous years, most responses came from South Africa. There was an increase in responses from Zambia with 19% in 2024 versus 2% in 2023.

The majority of respondents worked within the Media and Marketing industry (35%). This was followed by ‘other’ industries (18%), which included communication, law, events, PR, and the energy sector. The third highest scoring industry was national government (17%) followed by education and training (15%), and finance and business Services (12%).

The respondents were representative of both large and smaller organisations. Respondents indicated they were employed in companies with 26 to 50 people (14%), followed by 12% who worked within large organisations with 501 to 2500 employees. This was followed by organisations with 2 to 5 employees and 6 to 10 employees (both 11%).

The majority of respondents were employed as Communication Managers (22%) and Chairman/CEO/MD/Founder (22%). These positions were followed by Chief Communication Officers or Head of Communication (12%) and Communication Directors and Account Directors (10%). Respondents who selected ‘Other’ (10%)

indicated that they work in PR, as General Managers, and lecturers.

When asked about their gender, almost two thirds (58%) of the respondents identified as female, whereas 41% identified as male. A small proportion, 1%, selected “other,” while an even smaller percentage, 0.45%, preferred not to disclose their gender.

The survey data regarding age demographics illustrates that the largest group of respondents falls within the ‘35-44’ age bracket, comprising 30% of the total participants. Following closely behind, the ‘45-54’ age group represents 26% of the respondents, while those aged ‘25-34’ make up 21% of the survey population. In contrast, respondents aged ‘65 and above’ form the smallest cohort, accounting for 5% of the total. Additionally, a small percentage, 1%, falls within the ‘18-24’ age range. There were no respondents under the age of 18, and only a minor proportion preferred not to disclose their age.

Compared to the findings of the previous year, there has been a slight decrease in the self-identification of disabilities, moving from 4% in 2023 to 1% this year. This decline underscores the persistent challenge of underrepresentation of individuals with disabilities in the survey pool. Despite efforts to promote inclusivity, it remains essential to address barriers that may prevent individuals with disabilities from entering and thriving in the broader workforce. UN estimations suggest that 15% of the world’s population live with disabilities and the findings in this report further the notion that those with disabilities are significantly underrepresented in the workforce.

1

The Present Landscape

METHODOLOGY

This research study is based on a sample of 365 respondents from across the African region (2023 yielded a total of 274 responses), with data gathered between 29 January 2024 and 08 March 2024. The study was a replication of 2023 in order to draw comparisons and once again included two components; the perception of ethics on the African continent as well as the perception of the state of public relations.

The survey was conducted by Reputation Matters. An online survey was developed and shared to both APRA and the PRCA's respective

databases via email, WhatsApp, social media platforms and their websites. Frequent reminders were shared to encourage participation.

Both PRCA and APRA's members and partners were encouraged to share the survey link with their respective networks to garner more responses.

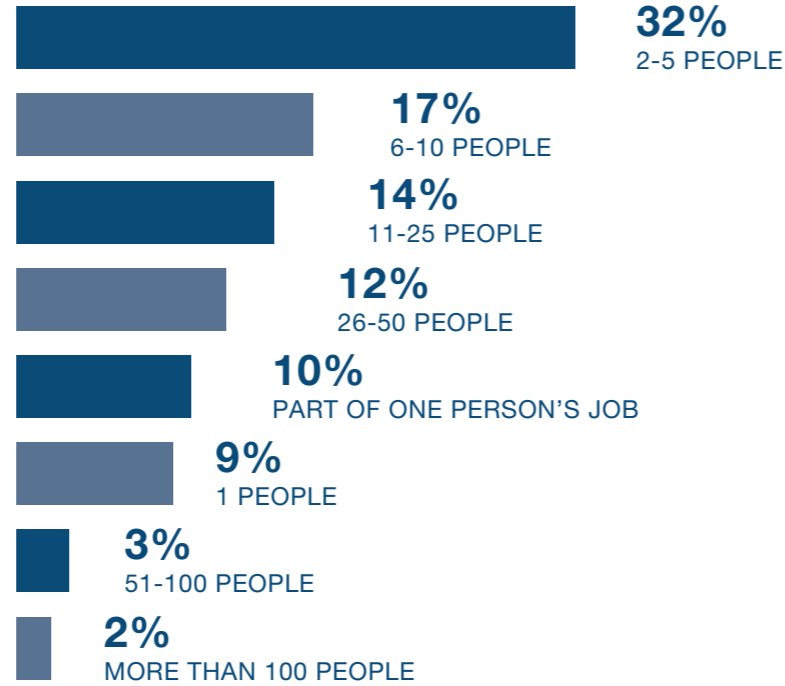
The survey was made available in both English and French.

PR ROLE ALLOCATION IN AFRICAN ORGANISATIONS

Data paints a nuanced picture of the PR role allocation within organisations across Africa. While a significant proportion (32%) operates with smaller teams of '2-5 individuals' dedicated to PR, a 9% relies on a 'single person' for PR responsibilities, suggesting potential resource constraints or smaller-scale operations.

Of the larger organisations that participated in the survey, 14% have between '11 -25 people' PR people employed. With a minimal amount of these larger organisations, employing a larger team with 12% having '26-50 people', 3% employ between '51-100 people' people, and only 2% percent employing 'more than 100 individuals' for PR roles.

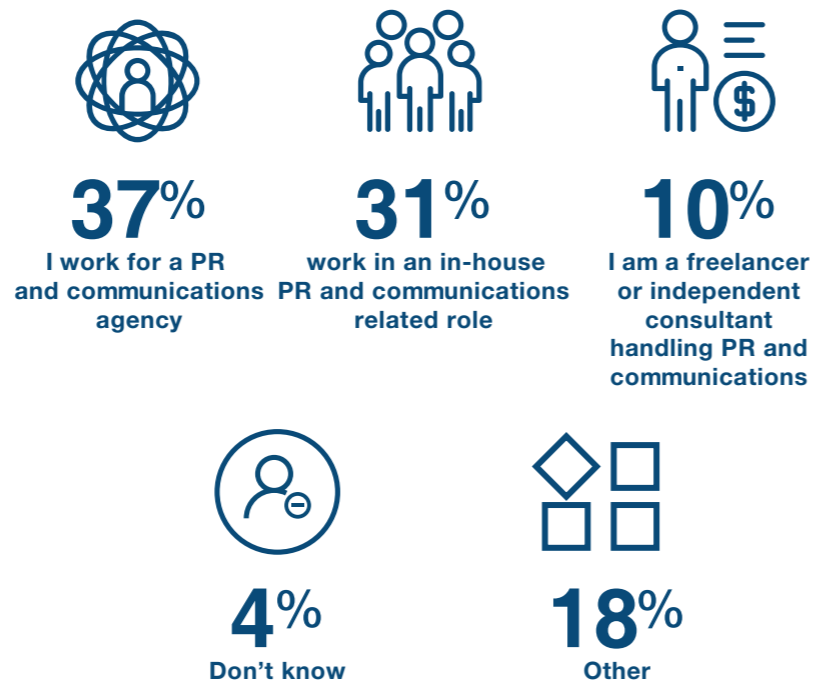
[This paragraph has been rewritten above] This distribution highlights the diversity in PR practices and capacities across the continent, necessitating tailored strategies to meet the unique needs of organisations of varying sizes and scopes. Understanding these dynamics is pivotal for effective PR management and strategy formulation in Africa.



ORGANISATION TYPE

When asked to describe the type of organisation that they work for, most respondents said that they 'work for a PR and communications agency' (37%).

This was followed by 'an in-house PR and communications related role' (31%) and those that said they are 'a freelancer or independent consultant handling PR and communications' (10%). It is worth noting that 18% selected 'other' and 4% said they did not know.

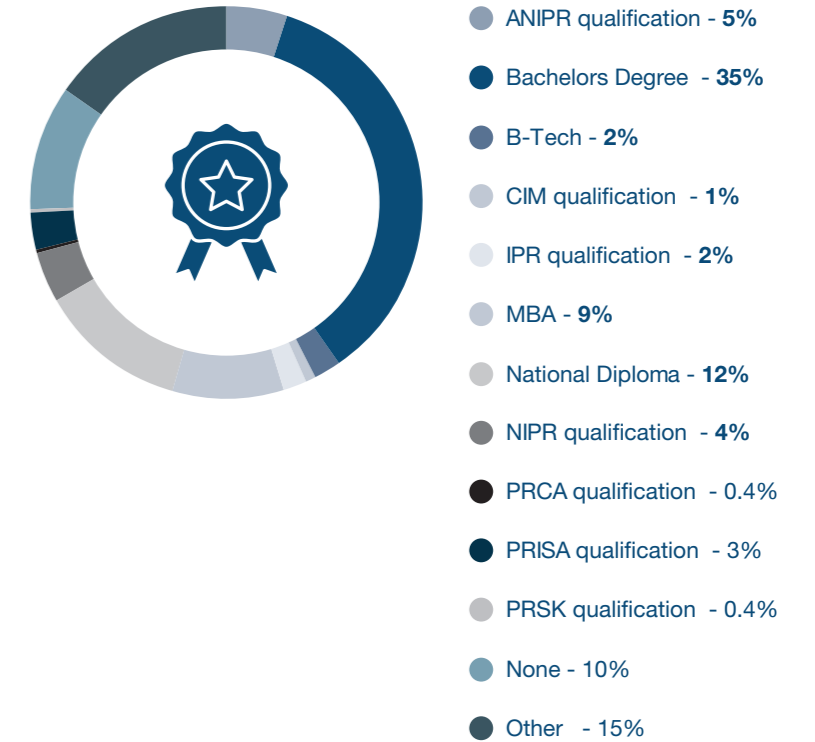


QUALIFICATIONS AMONG PR PROFESSIONALS

The professional qualifications directly related to PR work are varied among respondents, with Bachelor's Degrees being prevalent (35%). Following this, National Diplomas (12%) and MBAs (9%) represent significant portions of respondents' qualifications. Other qualifications include ANIPR (5%) and NIPR (4%).

Additionally, a notable percentage of respondents (15%) specified other qualifications not listed, showcasing the diversity of educational backgrounds within the PR industry. Some respondents reported holding specialised qualifications such as B-Tech (2%).

A smaller proportion of respondents held certifications from PR-related associations such as PRISA (3%), IPR (2%), CIM (1%), PRCA (0.40%), and PRSK (0.40%). Furthermore, 10% of respondents indicated that they have no specific professional qualifications directly related to their PR work.



WHAT PR PROFESSIONALS DO

PR and communications professionals encompass a broad spectrum of responsibilities within their roles. Respondents were asked to select the primary function or functions of their position from a provided list – respondents had the opportunity to select more than one option from the list provided.

The variety of options chosen by respondents highlights the multifaceted nature of PR practitioners' duties. Communications strategy development (61%) continues to be the most common response, as this was also the case in 2023, when the percentage stood at the same figure.

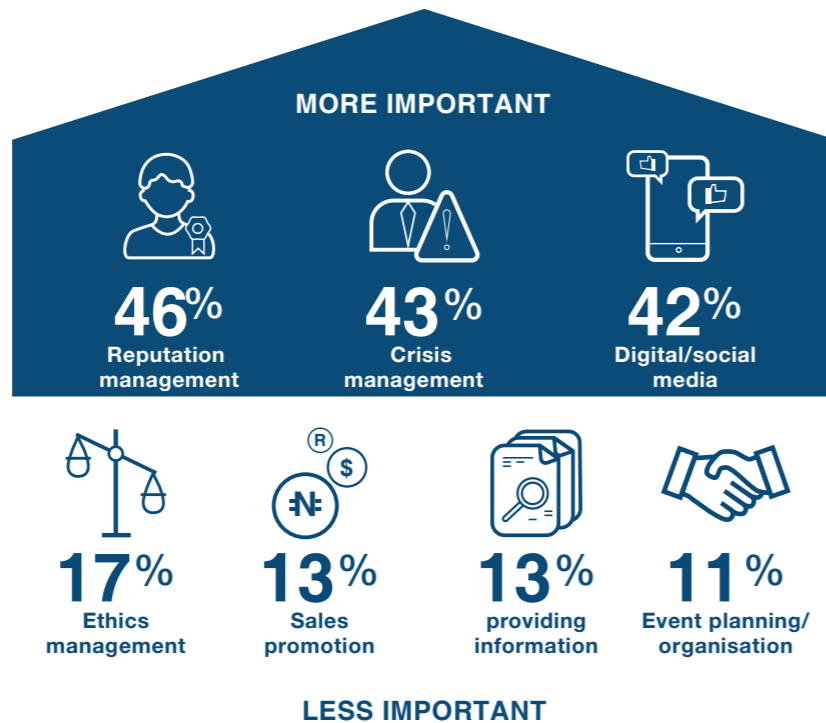
More than half of the respondents selected the following options: 'media relations strategy planning' (58%), 'corporate public relations' (55%) and 'reputation management' (52%). Following this, some of the other mostselected options were 'general media relations' (44%) and 'branding and marketing' (43%).



A CHANGING ROLE

Respondents were queried about the PR activities they perceived as gaining or losing significance within their country over the past two years. Respondents were presented with a list where they could choose more than one option. Interestingly, 'reputation management' (46%) has taken over from 'crisis management' (43%) as the PR activity which has grown the most in terms of importance. This is followed by 'digital/ social media' (42%).

When asked which PR activities had decreased in importance, the most common response was again 'ethics management', which has seen a 1% point increase, going from 16% in 2023 to 17% this year. Following this is 'sales promotion' (13%), which has decreased by 1% point and 'providing information' (13%), which takes the place of 'events planning' (11%).



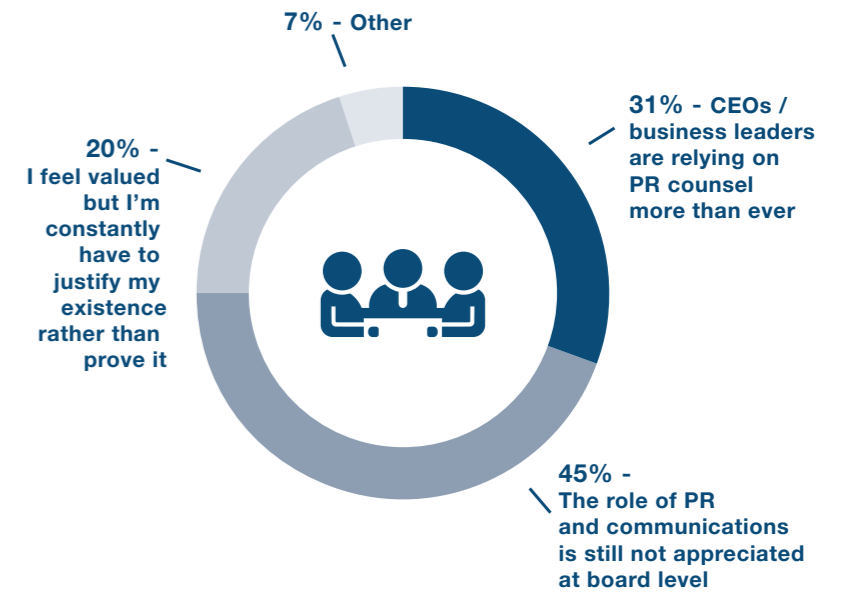
PR'S STANDING IN THE BOARDROOM

We asked PR practitioners to rank their experiences and articulate the level of influence the field holds within an organisation's boardroom. Concerningly, the majority of respondents continue to feel as though 'the role of PR and Communications is not appreciated at board level' (45%). Although this figure has regressed by 2% since 2023, it is clear to see that there is much work to do to ensure that PR practitioners have more of a say in high-level decision making within their organisations.

On the other hand, a third (31%) stated that 'CEOs/ business leaders are relying on PR counsel more than ever' and this figure has increased by 3% when compared to last year. Finally, 20% stated that they 'feel valued but are constantly having to prove their existence', which presents a 1% regression to last year.

In general, it appears that PR practitioners are gaining ground in the boardroom. Nonetheless, it is crucial to note that these advancements are modest, and while incremental progress is encouraging, there remains substantial effort needed to safeguard the integrity and significance of PR and communications at the top end of an organisation.

IN YOUR EXPERIENCE, HOW WOULD YOU DESCRIBE PR'S STANDING IN THE BOARDROOM?



TRAINING NEEDS

Given the significance of training and skill development across industries, we inquired with PR and communications practitioners about their recommendations for regional training initiatives. The top responses were 'communications strategy development' (53%), 'crisis management' (43%) and 'reputation management' (40%). An important observation is that the top three most selected options remain the same as in 2023, which possibly means that there has not been enough investment put into training for these PR functions.

Following this, we asked respondents which areas they would be interested in taking training sessions on, and the data presents a similar picture. The top three most selected options were the same as the most recommended options and were made up of 'communications strategy development' (36%), 'crisis management' (36%) and 'reputation management' (28%).

This was closely followed by 'ethics management' and 'digital/ social media', both of which were selected by 27% of respondents. Interestingly, the desire for training in the 'metaverse' has cooled significantly; in 2023, this was the most selected option at 30%. However, this year, it was only selected by 17% of respondents.

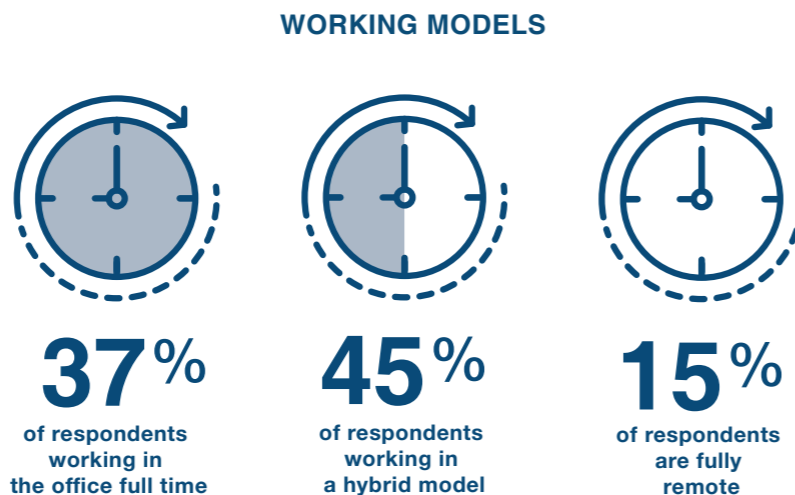
WORKING MODELS

Regarding working models within the region, 45% of respondents reported working in a hybrid model, 37% are in the office full time, while 15% are fully remote. Interestingly, when asked which factors they would value most when considering a new role, flexible working was selected by only 13% of the time, whilst remote working was selected only 10% of the time.

Factors such as organisational values and purpose (30%), development opportunities (23%) and financial compensation (20%) all ranked higher. It is important to note that there is a greater need for people to be aligned to a company's values.

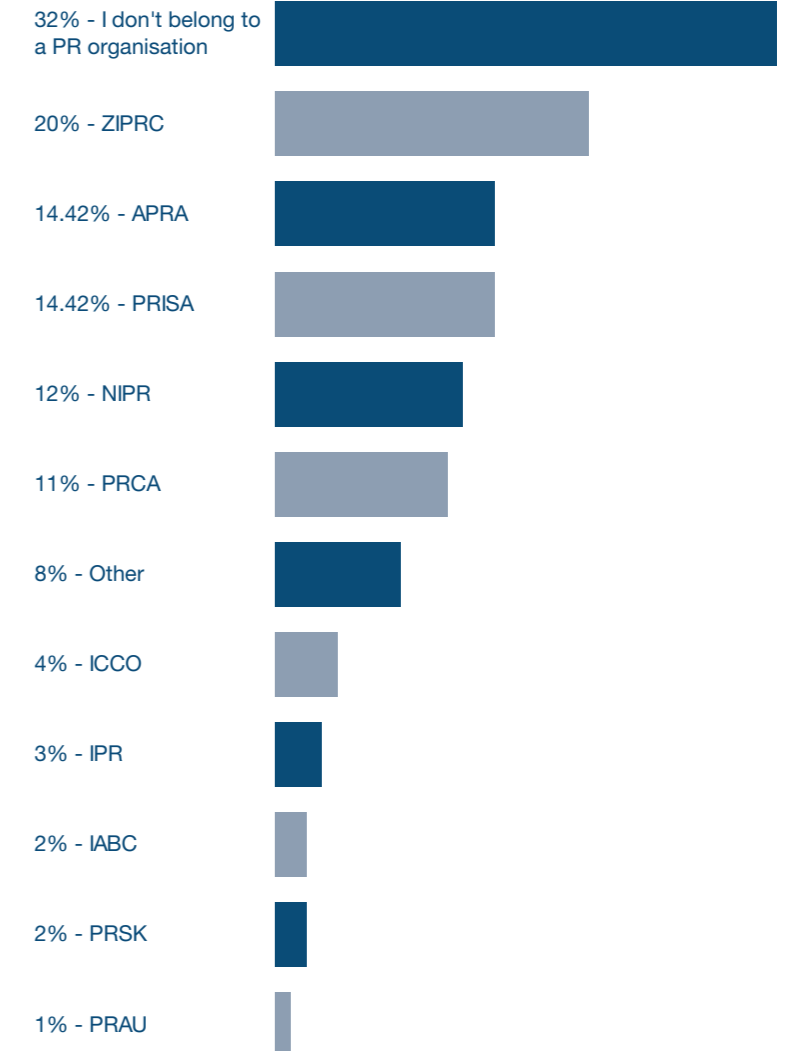


WHAT TRAINING WOULD YOU BE INTERESTED IN



PR ORGANISATION MEMBERSHIP

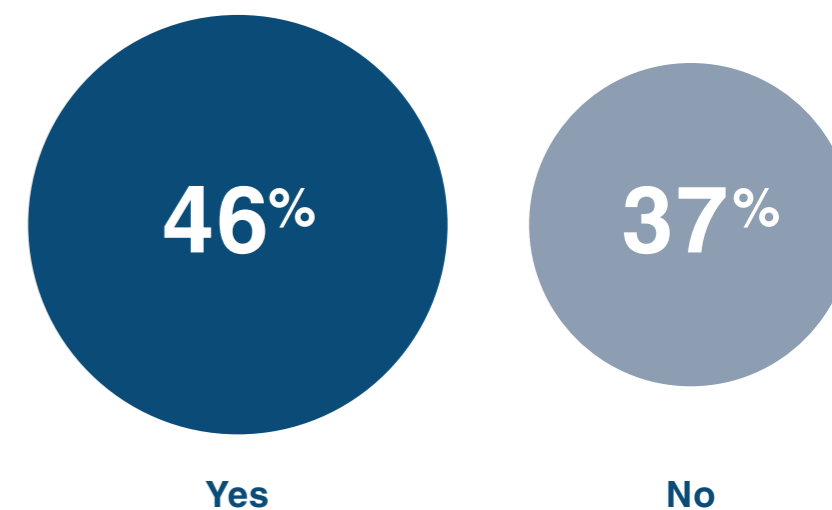
We asked respondents if they were members of any PR organisations. The most selected options in response to this question were: 'I don't belong to any PR organisations' (32%), 'Zambia Institute of Public Relations & Communication (ZIPRC)' (20%), 'African Public Relations Association (APRA)' (14%), 'Public Relations Institute of Southern Africa (PRISA)' (14%), 'Nigerian Institute of Public Relations (NIPR)' (12%), and 'Public Relations and Communications Association (PRCA)' (11%).



PR DEGREES

When asked if they were aware of an undergraduate degree in PR being offered in their local city, 46% selected 'yes' and 37% selected 'no', whilst the remaining did not know.

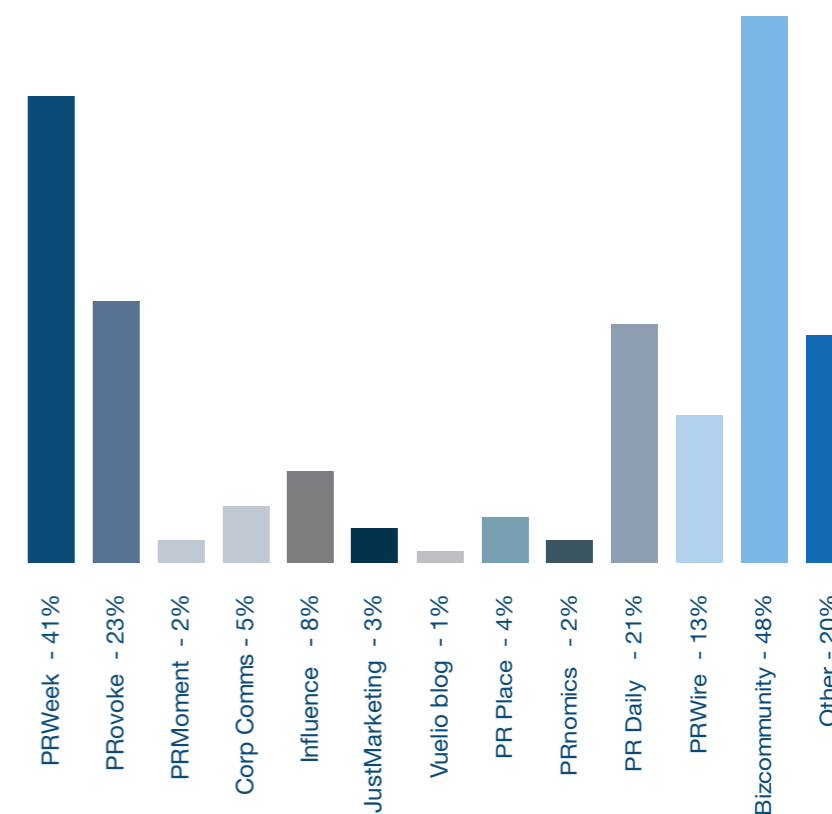
These findings underscore the varying levels of awareness among respondents regarding the availability of undergraduate PR degrees in their localities, suggesting potential disparities in educational opportunities within the field as well as the opportunity to highlight courses that are available in the regions.



REGULARLY BROWSED PUBLICATIONS

Data reveals that among the publications regularly browsed by respondents at least once every two weeks, 'PRWeek' emerges as the most popular choice, with 41% of respondents indicating regular readership. Following this, 'Bizcommunity' also garners significant attention, with 48% of respondents reporting regular browsing. Additionally, 'PR Daily' and 'PRWire' stand out as popularly browsed publications, with 21% and 13% of respondents respectively regularly accessing them.

These findings underscore the prominence of industry-specific publications such as PRWeek, PR Daily, and PRWire, as well as broader business-focused platforms like Bizcommunity, within the professional reading habits of PR practitioners aligned to a company's values.



2

Ethics and Reputation in African PR and Communications

ETHICS

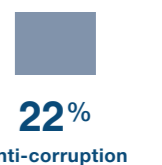
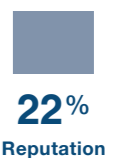
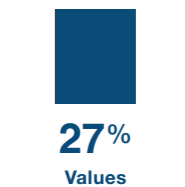
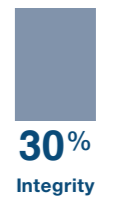
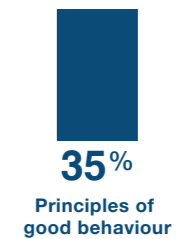
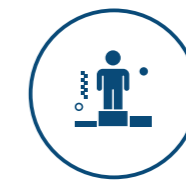
Ethical standards are crucial for PR and communications' best practices. All APRA and PRCA members must abide by, and are accountable to the APRA Code of Conduct and [PRCA Professional Charter and Codes of Conduct](#) respectively.

Respondents were asked to indicate what ethics mean to them on an individual level, within their organisations and within their respective countries. The biggest drivers of ethics on an individual level were principles of good behaviour (35%) and integrity (30%). Within organisations, respondents indicated that values (27%) and reputation (22%) were the most important drivers of ethics. On a country level, respondents indicated that ethical conduct refers to rules and regulations (24%) and anti-corruption (22%).

Most respondents (80%) indicated that their personal ethics have not been compromised over the last 12 months, with 11% saying it was compromised, they took action and reported it. The remainder respondents' ethics were compromised (9%), however, they did not take action or report the incident.

The majority of respondents (75%) indicated that their organisation's ethics have not been compromised over the last 12 months, with 14% saying it was compromised, they took action and reported it. The remainder of respondents' ethics were compromised (12%), however they did not take action or report the incident.

Most respondents (64%) indicated that their country's ethics have been compromised over the last 12 months, however they did not take action or report the incident. The remaining 19% of respondents indicated that their country's ethics have not been compromised and 17% said that it was compromised, and they took action.



BEING ASKED IF THEIR ORGANISATIONS, COUNTRY'S AND PERSONAL ETHICS HAVE BEEN COMPROMISED OVER THE LAST 12 MONTHS?



- Yes, took action - 11%
- Yes, did not take action - 10%
- No - 80%



- Yes, took action - 14%
- Yes, did not take action - 12%
- No - 75%



- Yes, took action - 17%
- Yes, did not take action - 64%
- No - 19%

Within the last 12 months, the majority of respondents (85%) were not asked by someone or made the decision to act in an unethical way to gain media coverage, clients, projects, or leverage. Those who were approached or acted unethically amounted to 12%, followed by those who were unsure if their actions were unethical (3%), and did not want to answer (1%).

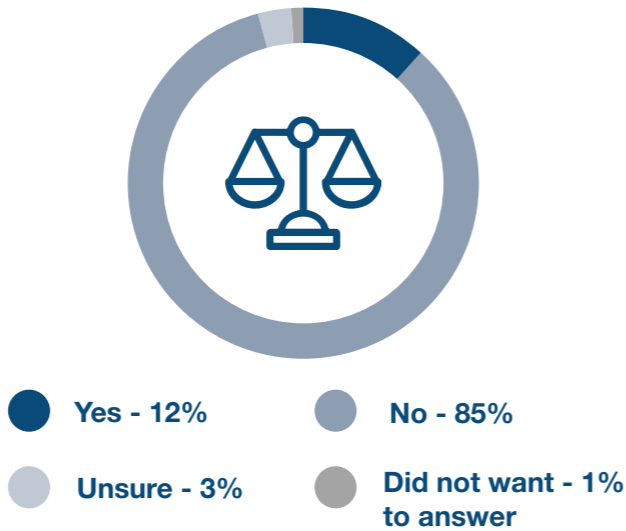
Similar to the previous years' studies, we asked respondents to measure their organisations' ethical practices. The perception remains that ethics were a driving force to achieve businesses' visions (88%). In the previous study (2023), 82% agreed with this statement, showing a 6%-point increase.

Respondents indicated that ethics played a key role in leadership decision-making (85%) and that it enabled management to do their job in the right way (83%). These two questions scored fairly similar in the last study. In the previous ethics study in 2023, 78% agreed that ethics played a big role when it comes to choosing business partners. This year, this perception increased to 83% (similar to the 2019 study).

Although 13% of respondents were unsure whether ethics were the driving force behind volunteer work, those who agreed amounted to 76%. This question yielded a 7%-point increase from last year's study (69%).

Ethics were also an important driver behind clear and transparent management of all financial matters (80%); a 2%-point increase from 2023 (78%). Respondents also believed ethics were important in delivering quality products and services (88%). Ethics should, however, be prioritised in internal communication efforts: 16% indicated that ethics were not communicated clearly on all levels.

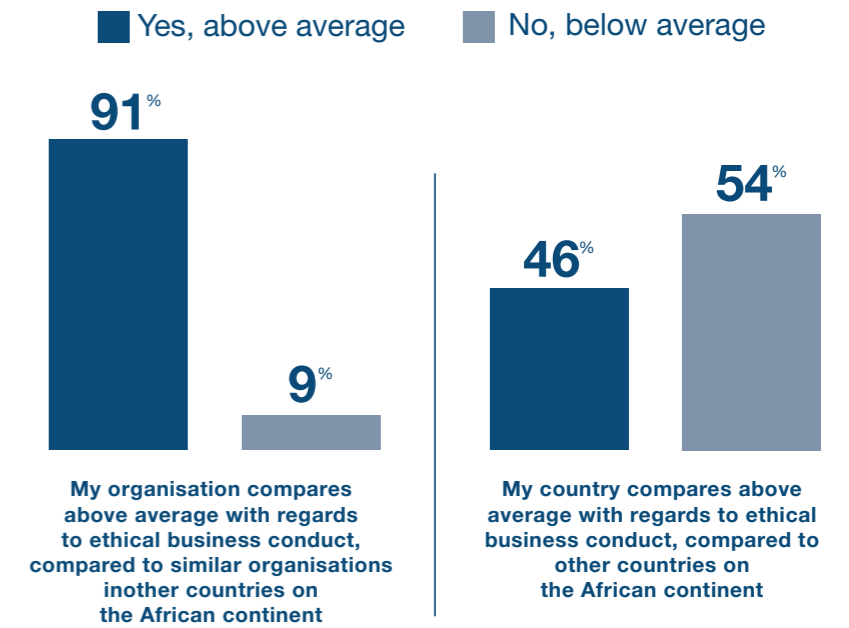
ACTING OR BEING ASKED TO ACT IN AN UNETHICAL WAY IN THE LAST 12 MONTHS



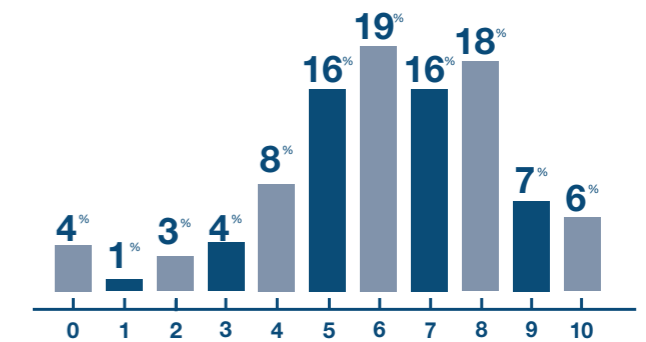
The majority of respondents (91%) believed their organisation's ethical business conduct was above average compared to similar organisations in African countries.

Last year's study (2023) had a 90% agreement score. Participants' perception on their country's ethical conduct leaned towards below average (54%). Last year's study (2023) had a 66% disagreement score.

PERCEPTION ON ORGANISATION'S ETHICAL BUSINESS PRACTICES

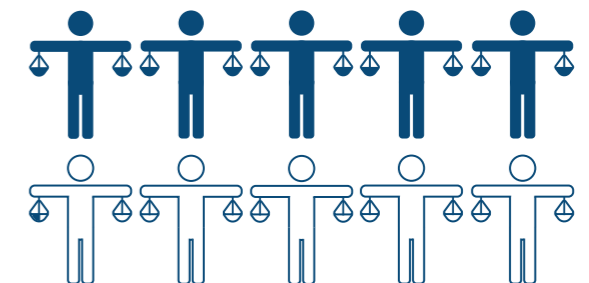


PR PRACTITIONERS VIEW ETHICS ON AN ORGANISATIONAL LEVEL



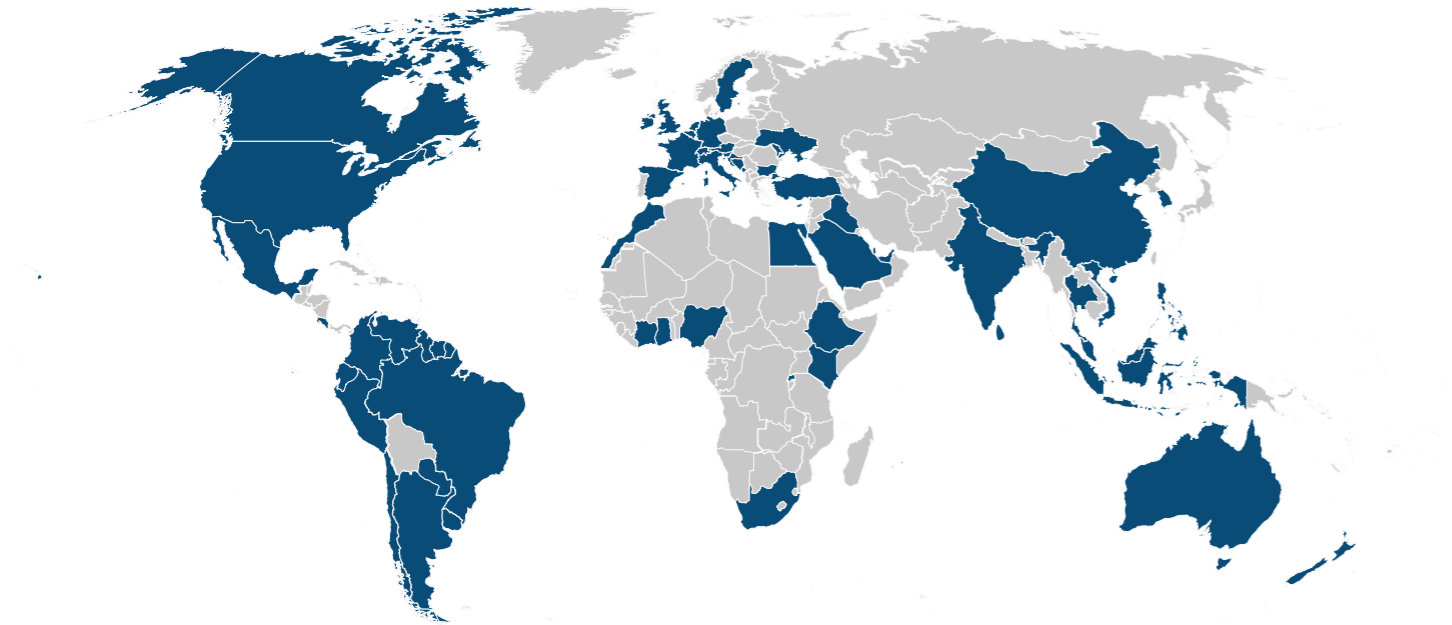
0 = not ethical at all, 10 = very ethical

Average: 5.3 out of 10





IS THE WORLD'S LARGEST PROFESSIONAL PR ASSOCIATION



35,000+
PR professionals

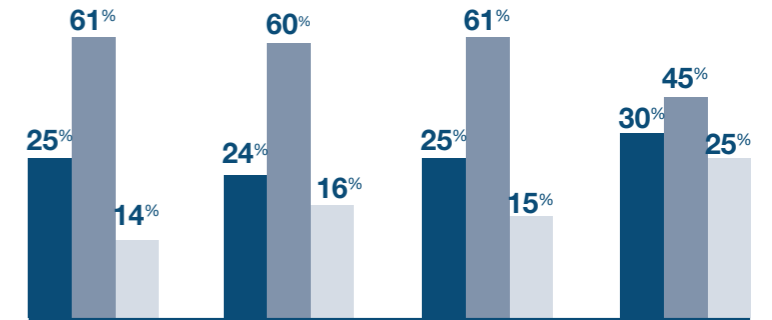
82
Countries Worldwide

As highlighted in the table, the overarching sentiment towards governments' ethical behaviour was negative. Governments should prioritise ethics more when it comes to leading the country, decision-making, choosing partners, investing, and providing products and services. However, compared to the previous study, perception has improved over the past year. All statements had a better agreement score than the past study.

We asked respondents how ethical PR is regarded in their country. The numbers selected the most were from 5 to 8.

PR PRACTITIONERS VIEW THEIR RESPECTIVE COUNTRIES' ETHICS

■ Yes ■ No ■ Don't know

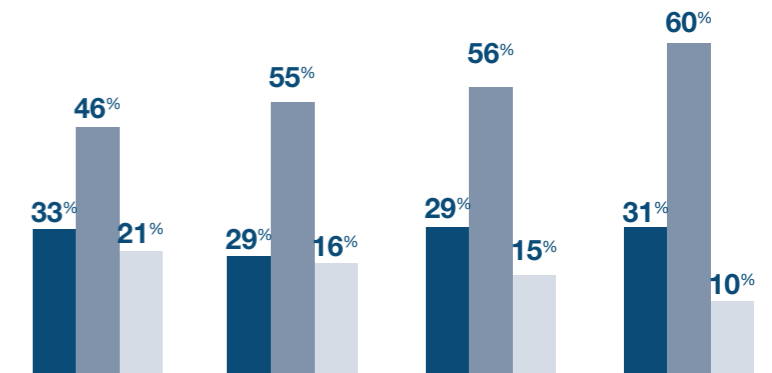


Ethics is the driving force behind the vision of how Government is leading my country

Ethics play a practical role in the Government's decision making, it is not just something they talk about

Ethics is the driving force that enables my Government to do their job in the right way

Ethics play a big role when it comes to choosing other countries to work with



Ethics is the driving force behind investing in local communities

Ethics is the driver behind clear and transparent management of financial matters by Government

Ethics is one of the most important contributors in quality product and service delivery by Government

Ethics and ethical standards of the country, is clearly communicated by Government

BENEFITS OF BECOMING A PRCA MEMBER



GLOBAL RECOGNITION AND CREDIBILITY



INSIGHTS AND RESOURCES TO GROW YOUR BUSINESS

130+

DISCOUNTED LEARNING AND DEVELOPMENT COURSES EVERY YEAR



EVENTS AROUND THE WORLD



INTERNATIONAL COMMUNICATIONS MANAGEMENT STANDARD (CMS)



YOUR CHANCE TO JUDGE AND CONTRIBUTE TO THOUGHT LEADERSHIP GLOBALLY



BE PART OF A GLOBAL NETWORK



LOCAL, REGIONAL, AND GLOBAL PROGRAMMES

CONTACT US

MELISSA.CANNON@PRCA.GLOBAL



@PRCA_HQ



PRCA Africa

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PR & Comms in Africa *Navigating Opportunities and Challenges*

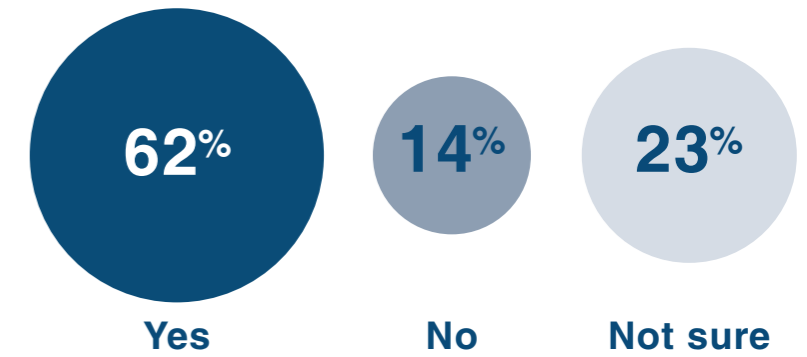


IS THE INDUSTRY RECESSION PROOF?

In this survey, respondents were prompted to evaluate the significance of PR and communications, assess whether they perceived any improvement in the perception of PR, and consider whether the industry would witness increased utilisation in the event of a recession. Most practitioners (62%) responded with 'yes', whilst 14% responded with 'no' and 23% stated that they were 'not sure'.

Ultimately, PR practitioners are more confident in their industry's standing in a potential recession than they were last year. This is highlighted by the fact that there has been a 6% increase in the number of respondents selecting 'yes' and a 7% regression in the number of respondents selecting 'no'.

IS THE INDUSTRY RECESSION PROOF?



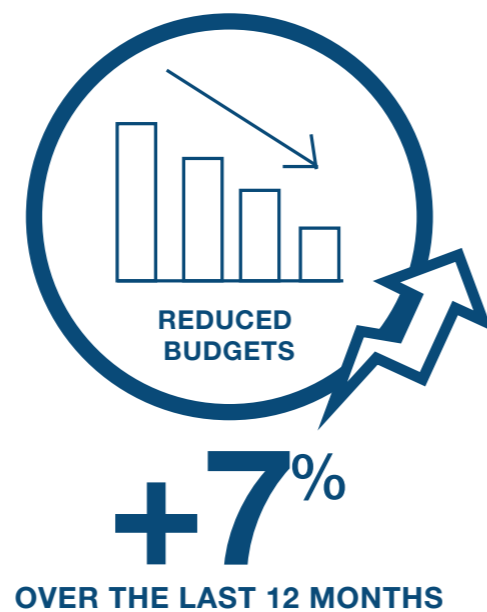
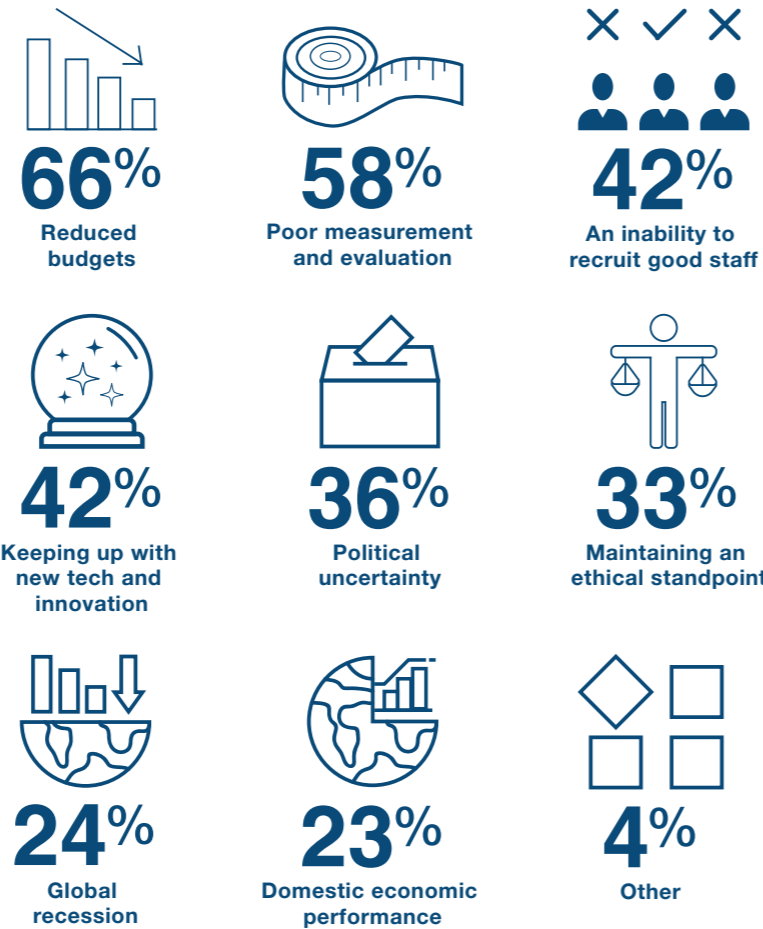
+6%
INCREASE FROM LAST YEAR



FUTURE CHALLENGES

We asked respondents about the biggest threats facing the PR industry in the immediate future. The results show that 'reduced budgets' (66%) continue to be the biggest concern amongst respondents, as this was also the case in 2023. Similarly, 'poor measurement and evaluation' (58%) continues to be the second biggest threat.

A concerning fact is that these options have gone up by 7% and 5% respectively, ultimately underpinning the lack of progress made in addressing these matters. Other major threats include 'keeping up with new technologies and innovation' (42%), 'an inability to recruit good staff with the right expertise' (42%) – which has gone up by 2% – 'political uncertainty' (36%) – which has experienced a 3% increase – and 'maintaining an ethical standpoint' (33%), which has gone down by five percent.



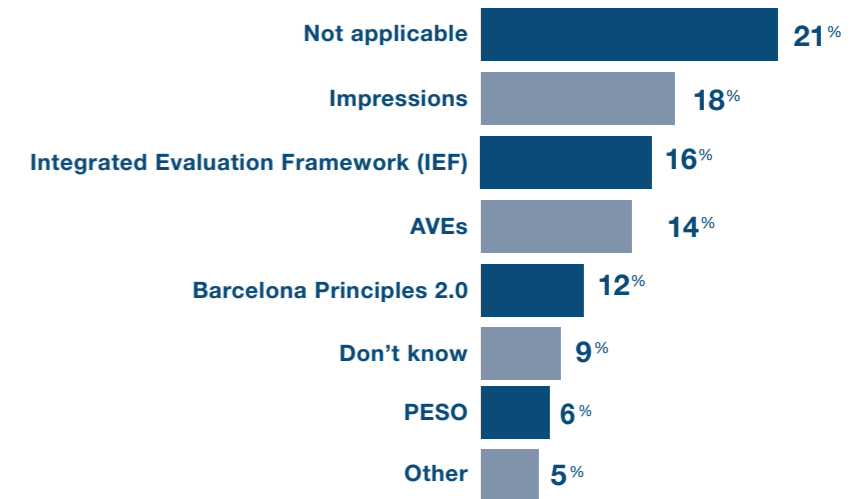
EVALUATING MEASUREMENT

The lack of progress in embracing established evaluation techniques remains a significant concern, highlighting persistent challenges in effective measurement and evaluation within the PR and Communications industry in Africa.

Indeed, 'I do not utilize PR evaluation methods' (21%) remains the predominant response among surveyed PR practitioners when asked about their evaluation methods. While this option has declined by 5% compared to 2023, its continued prevalence underscores an ongoing challenge and suggests a potential hesitancy within the industry to embrace standardised evaluation approaches.

Interestingly, the most common form of measurement in 2024 is 'Impressions' (18%), which has seen its prominence double since last year, when it was selected by 9% of respondents. Following this is Integrated Evaluation Framework (IEF) (16%), Advertising Value Equivalents (AVEs) (14%) and Barcelona Principles 2.0 (12%).

WHAT IS YOUR PREFERRED METHOD OF EVALUATION OF YOUR WORK?

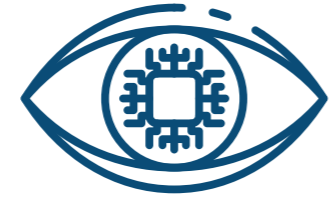


INSIGHTS INTO PR PROFESSIONALS' CONCERNS ABOUT AI RISKS

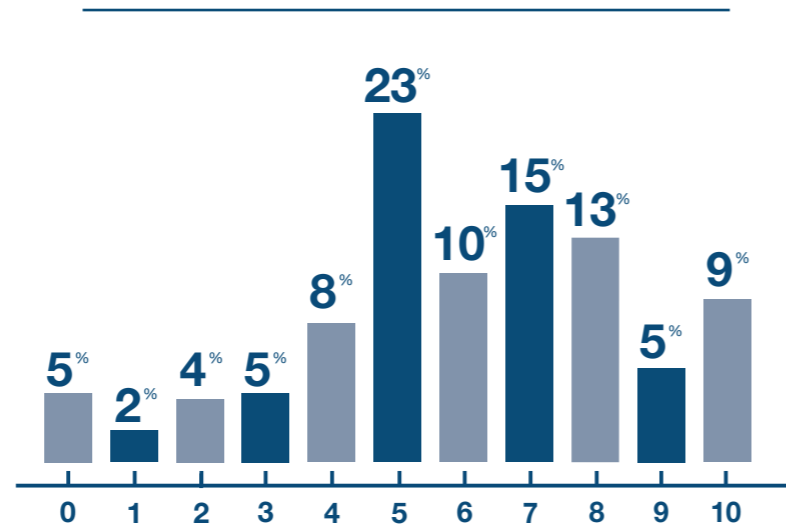
We asked PR practitioners in Africa about their level of concern regarding the potential risks or limitations of heavily relying on Artificial Intelligence (AI) technologies in PR and communications. The responses reveal diverse perspectives, with the majority (23%) expressing a moderate level of concern, rating their concern level at 5 on the scale of 0 to 10.

Moreover, notable percentages of respondents indicate higher levels of concern, with 16% rating their concern at 7 and 13% at 8. Conversely, a smaller proportion of respondents report minimal concern, with 5% each rating their concern level at 0, 1, and 2.

These findings suggest a considerable level of awareness and apprehension within the industry regarding the potential risks and limitations associated with AI technologies in PR and communications, emphasising the need for careful consideration and proactive management of these concerns.



23%
THE MAJORITY EXPRESSING
A MODERATE LEVEL OF CONCERN



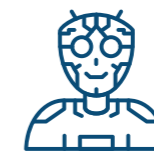
0 = not concerned at all, 10 = very concerned

EMBRACING AI EVOLUTION IN PR AND COMMUNICATIONS

As AI technologies become increasingly integrated into PR and communications, PR professionals hold varied perspectives on its future implications. The majority (57%) envision AI as augmenting existing practices but not completely replacing human involvement, suggesting a belief in the complementary role of AI alongside human expertise.

Conversely, a notable portion (28%) sees AI as potentially revolutionising the industry and transforming traditional practices, indicating optimism about the transformative potential of AI in reshaping PR and communications approaches.

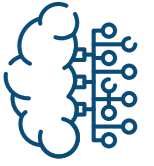
However, a smaller percentage (9%) expresses concern that AI could diminish the role of PR professionals and pose a threat to the industry by taking away significant work. These diverse perspectives highlight the complexity of navigating the integration of AI in PR and communications, emphasising the need for careful consideration and proactive adaptation to leverage its benefits while addressing potential challenges.



57%
AI could augment existing practises but not completely replace human involvement



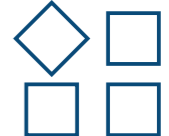
28%
AI could revolutionise the industry and transform traditional practises



9%
AI could take a lot of work away from PR professionals and is a threat to the industry



4%
AI will have minimal impact in PR and communications



3%
Other

THE FUTURE OF REPUTATION MANAGEMENT IN AFRICA

Inquiring about the future of reputation management in Africa, we engaged respondents with an open-ended question, soliciting a spectrum of opinions.

Amidst this diversity, the data reflects a wide array of perspectives on the trajectory of reputation management across the continent. One respondent highlighted the urgent need for ethical considerations, stating, “due to rife corruption and mismanagement... there is great potential and possibly high demand for reputation management in Africa.” Another voiced a more optimistic view, asserting, “the future is bright and promising.”

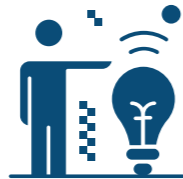
However, challenges such as corruption and governance issues loom large, as noted by another respondent who stated that, “with so much social media influence on our day-to-day lives, the future of reputation management will be a lot of work to handle.” Despite these hurdles, a prevailing sentiment emerges, advocating for proactive engagement, ethical leadership, and strategic communication to navigate the complexities of a rapidly evolving digital landscape and shape a more trusting narrative for African institutions and brands.



“ **Due to rife corruption and mismanagement in both public and private sector, there is great potential and possible high demand for reputation management in Africa** ”



“ **The future is bright and promising** ”



“ **With so much that social media influence on our day to day lives, the future of reputation management will be a lot of work to handle.** ”



“ **I believe there is a long way to go to reputation management across the continent but progress is being made into PR senior execs being seen as Trusted Advisors and working at the C-Suite level** ”

PRCA Africa Ethics and Practices Network

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