

IMPORTANCE OF PUBLIC RELATIONS IN GOOD GOVERNANCE

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Good Governance and Public Relations are both important for building trust and fostering positive relationships between governments and the Public. Good Governance involves a set of practices and principles that ensure that decision-making is transparent, accountable, and responsive to the needs of citizens. Public relations, on the other hand, are about managing the relationship between an organization or government and its stakeholders, including the public, media, and other interested parties. The role of a Public Relations professional is crucial for maintaining good governance within an institution. Effective Public Relations strategies can help governments communicate their policies and actions to the public in a clear and engaging way. This can help build trust and understanding, which is essential for good governance. Overall, Good Governance and strong Public Relations go hand in hand, and leaders who prioritize both are more likely to succeed in meeting the needs and expectations of their constituents.
