

CRESCENDOS OF PUBLIC RELATIONS AGENCIES IN THE DIGITAL AGE

A Comparative Analysis of Sampled Tanzanian and Turkish Public Relations Agencies

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ABSTRACT: Public Relations profession, as it is for other professions has not been left behind in embracing social media technologies. With the contemporary globalization trends, Public Relations activities are also skewed towards the need of the changes with global diverse customers' – the netizens. Since Public Relations Agencies are considered as bridge to local and global corporations in executing Public Relations Agencies, this study highlighted the Tanzanian and Turkish Public Relations Agencies' activities, key clients and their engagement in social media – a comparative study, guided by Diffusion of Innovation Theory (DOI). Profiles of six purposively sampled Public Relations Agencies - three from both countries were analysed using descriptive method. Content analysis was then used to analyse the firms' activities/strategies and social media engagement. The firms' official social media accounts were scrutinised in grasping their engagement to social media. All available required information was collected and analysed from the three Social Networking Sites (SNSs) which were purposively sampled as the mostly used SNSs in the world, namely; Facebook, Twitter, and Instagram. The findings identified Public Relations Agencies from countries, their activities and clients. Similarities and differences have been shown between the

agencies in the two countries rooted from the countries' profiles. Public Relations Agencies from Tanzania and Turkey exercised professional duties while some include other related tasks - witnessing those in Turkey having more exposure due to the presence of market competition led by one among the Global Public Relations Agencies. In social media engagement (social media innovations) – posts/tweets, followers, following, and likes revealed that Public Relations Agencies in Turkey have more engagement compared to those in Tanzania – chiefly due to economic and science and technological development and hence are in more favourable position in reaping from the digital age. While this study suggests more efforts for awakening Public Relations profession in Tanzania to be taken into consideration, the same has been suggested in Turkey as to suit the global terrain. Lastly, the researcher decided to arrange all tables before the references list to avoid monotony as 13 tables were created during the study. They have been cited where details might be in need.

Keywords: *Public Relations Agencies, Digital Age, Social Networking Sites, Diffusion of Innovation, Tanzania, Turkey.*

1. Introduction

The contemporary advancement of information and communication technology (ICT), sometimes known as the "Digital Age," has changed how people, groups, communities, and businesses communicate, particularly in today's globalized society. In terms of taking use of the potential presented by the usage of new media, or more specifically, social media, the public relations sector has not been left behind in this creative boat. When it comes to adopting new media applications in industrialized nations, public relations firms have taken the lead. WPP Group, Omnicom, Publicis, and Interpublic Group are the four major public relations conglomerates, for instance (Wilcox et al., 2015). They have demonstrated how public relations firms operating under their supervision are utilizing new media to expand their global presence.

Moreover, the nature of activities and engagement in social media by Public Relations agencies, as it is in Corporations differ from region to another, country to country – according to their levels of economic development, technological

advancement as well as cultural and political factors (Kimmel, 2009; Duhe, 2012; Wilcox, et al., 2015; Wright & Hinson, 2017; Ruggie, 2018).

Regardless their similarities as global dwellers in the globalised world, Tanzania and Turkey are two countries from two different continents with different economic, culture, political dimensions and hence the activities and social media engagement/diffusion (Avery, et al., 2010) of Public Relations Agencies may have interesting things to learn from the both countries.

The main objective of this study is to compare the activities/strategies conducted by Public Relations Agencies in Tanzania and Turkey. Together with its main objective, the study examined clients of Public Relations Agencies from both countries, in an attempt to understand their development - both locally and internationally. Moreover, this study investigated the social media engagement by the sampled Public Relations agencies. At the end of this study, the status of Public Relations and Public Relations Agencies in the two countries involved have been shown, in relations to the global Public Relations industry.

2.0 Literature Review

Public Relations is a component of corporate culture of most larger enterprises where the organisations use it to provide their information on their goods and services in a skilful approach through corporate communications such as press statements, press releases, social media postings as well as website contents. Public Relations definitions, concepts and activities/strategies have been established, innovated, invented, re-invented, argued for years (O'Riordan & Fairbrass, 2008; Sachdeva, 2009; Grunig, 2010; Sriramesh, 2009 & 2010; Sriramesh & Verčič, 2009; MacQuail, 2010; Duhe, 2012; Wilcox & et al., 2015; Taşoğlu, 2016; Wright & Hinson, 2017; Wang, & Yang, 2017). Rex F. Harlow has however, provided a complex definition of Public Relations which included about 500 concepts and operations from different Public Relations scholars as he tersely puts:

...a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed

on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools. (Sachdeva, 2009: 4).

Global Public Relations corporations have been made possible due to the wind of globalisation (*see* Sriramesh, 2010 & 2017) which is much felt in contemporary world than ever before, chiefly via ducted by the development of Information and Communication Technology (ICT) as Sriramesh (2010: 693) puts that: *“increased commercial interactions among countries around the world, leading to increased communication as well”* adding that the development and spread of new media and technologies have not only offered increased channels for communication but also increased avenues for people to communicate across political and cultural boundaries, and hence increasing demands on Public Relations Corporations to steadily and vehemently embrace global challenges and opportunities in addressing global issues. The level of development and practices of Public Relations vary from country to country since *“as a career it has achieved its highest development in the industrialized nations of the world such as United States, Canada, and the European Union”* (Wilcox, et al., 2015: 545; Tirimba, & Macharia, 2014).

Global and major Public Relations Agencies such as Edelman, Ketchum, Weber Shandwick, Hill & Knowlton, Fleshman Hillard, Cohn & Wolfe, Hope & Glory, Denstu Inc (Japan), Sand Verbinen & Co., AKA Asia, Masuna Mahar Communications, Headland Consultancy, Newgate Communications, G & S Communications, Olson Engage, Mischief, W. Communications etc. have their operations in the global terrain and most of them are owned by global conglomerates such as WPP Group (United Kingdom), Omnicom (United States), Publicis (France), and Interpublic Group (United States) (Uluc, 2008; Wilcox, et al., 2015) which are economically able to cope with the globalised strategies in a diverse environment (Hennessey, 2009; Gruen, 2009; Tirimba, & Macharia, 2014).

Public Relations Agencies which are professional services organizations, commonly hired to envisage, create and manage un-paid messages to the public through the media on behalf of a client, aim at changing the public's actions by persuading their attitudes. Their major activities/approaches involve Business To Business (B2B) and Business to Customers (B2C) intelligence, Corporate Social Responsibility (CSR), Lobbying and Liaison, Training, Research, Leadership Communications, Strategic Communication, Crisis Management, Investor Relations, Media Relations, Event Marketing to mention but a few (Kimmel, 2009; Wilcox, et al., 2015). All of the activities can be analysed using four levels of analysis namely; program level, functional level, organizational level and societal level, as the roles of Public Relations (Botan & Hazleton (2009: 31-32). Their strategies/activities are being catapulted by the uses of the new media (Duhe, 2012; Wilcox, et al., 2015: 561; Wright & Hinson, 2009 & 2017).

Moreover, Global Public Relations Agencies' services have been stretched to cover private corporations, governments, NGOs, international organizations and hence strengthening their economic muscles for their survival (*see for example*, Wilcox, 2015: 555-556). The global corporations served by some of these Public Relations Agencies are also economically strong and are eager to expand their reach to global customers (Cheon, et al., 2012; Sriramesh, et al., 2013). Public Relations practice of global corporations, in a globalised publics can therefore be by including overseas experience, deep self-awareness, sensitivity to cultural diversity, humility, life-long curiosity, global strategic thinking, and patiently edgy while strategizing public relations activities for better ending (Shen, 2006; Rivoli & Waddock, 2011; Cuterela, 2012; Sheffield, et al., 2013; Fong, & Yazdanifard, 2014; Osibanjo, et al., 2014; Ruggie, 2018; Lukosius & Hyman, 2019). This study was therefore, interested to understand how Public Relations Agencies in Tanzania and Turkey are working and embracing the new media – the digital age.

As it has been vehemently, argued, Public Relations professional practice depends on the level of economy, political patterns, and cultural orientations, the two countries are in different geographical locations – Tanzania in East Africa while Turkey is in Europe and Asia, with different economic levels, cultural orientations, development of science and technologies to mention but a few. The comparative analysis of

Public Relations and Public Relations Agencies from these two countries have shown interesting findings on portraying the industry's practical and contemporary challenges and opportunities in the developing and developed democracies.

Starting with Tanzania: as the country adopted liberal economy, the development of media and Public Relations sectors have been witnessed. However, it was not possible until 2000s when Public Relations industry started creeping, witnessing its practice handled by corporations – mostly international corporations. The inception and growth of Public Relations activities had therefore paved a way for corporations' need for a more industrious support on the sector by hiring independent Public Relations Agencies. The scarcity of references on the sector proves the infancy of Public Relations in Tanzania, though it is currently taking itself into its wheels. According to *clutch.com statistics*, (2019), only sixteen Public Relations Agencies established and working in Tanzania were identified (*see table 1*), though some few of them might have been excluded. The earliest Public Relations Agency was established in 1999 in the country.

Table 1: Public Relations Agencies in Tanzania, 2019

S.N.	PR Agency	City	Year
1.	LAS Consultancy	<i>Dar es Salaam</i>	2015
2.	STUDIORED Communications	<i>Dar es Salaam</i>	2009
3.	Serengeti Bytes	<i>Dar es Salaam</i>	2017
4.	Mainstream Media	<i>Dar es Salaam</i>	2017
5.	Tanz PR	<i>Dar es Salaam</i>	2007
6.	Abstrat PR & Marketing	<i>Dar es Salaam</i>	n/a
7.	361 ⁰ Degree Africa	<i>Dar es Salaam</i>	2010
8.	EXP Tanzania	<i>Dar es Salaam</i>	1999
9.	Blink View	<i>Dar es Salaam</i>	2013
10.	Koncept Integrated Advertising	<i>Dar es Salaam</i>	n/a
11.	Dragonfly Marketing	<i>Arusha</i>	2012
12.	Imperial Marketing	<i>Dar es Salaam</i>	n/a
13.	People Cow Media Limited	<i>Dar es Salaam</i>	2015
14.	Smart Codes	<i>Dar es Salaam</i>	2010
15.	Skytel	<i>Arusha</i>	2007
16.	In Studio Tanzania	<i>Dar es Salaam</i>	2015

Source: *http://www.clutch.com statistics, (March, 2019).*

Of adoption of new media technology in Tanzania, the Tanzania Communication Regulatory Authority (TCRA) has shown a tremendous development of uses of new media necessitated by the availability of digital media devices such as *smart phones*, tablets and computers connected to internet – especially after Tanzania being connected to Fibre Optic Cable. TCRA (2018) reports that as per February, 2018, the internet penetration was healthier, where the number of internet users in the country increased to 23 million, with the majority of those using their handsets to go online increasing internet penetration in the country. *Facebook*, *Instagram*, *Twitter*, *YouTube* and blogs gained popularity in different uses for different purposes – *Facebook* taking a lead in uses (TCRA, 2018). This oils the uses of social media platforms by Public Relations Agencies in the country.

According to *clutch.com*, March, 2019 statistics, unlike Tanzania, Turkey had more than 40 Public Relations Agencies operating in Turkey – most of them located in Istanbul - the business hub of the region. The most powerful among them are; *Hill & Knowlton Strategies*, *L'Appart PR*, *Time PR*, *SGK*, *Digital Design Integrated Paris*, *Buzz Iteration*, *Look New Media*, *Brand Media*, and *Bebek Istanbul* (see table 2).

Table 2: The most powerful Public Relations Agencies in Turkey, 2019

S.N.	PR Agency	City	Year
1.	<i>Hill & Knowlton Strategies</i>	Istanbul/New York	1927
2.	<i>L'Appart PR</i>	Istanbul	1999
3.	<i>Time PR</i>	Atasehir	2007
4.	<i>SGK</i>	Antalya	1953
5.	<i>Digital Design Integrated Paris</i>	Aliye Meric/Paris	2013
6.	<i>Buzz Iteration</i>	Istanbul	2008
7.	<i>Look New Media</i>	Istanbul	2012
8.	<i>Brand Media</i>	Istanbul	2011
9.	<i>Bebek Istanbul</i>	Istanbul	2013

Source: <http://www.clutch.com> statistics, (March, 2019).

As it can be learned from table 2, the list of top PR firms/agencies in Turkey is led by the Global PR Agency – *Hill & Knowlton Strategies*, which according to Holmes

Report on Global 250 PR Agencies (2018) is ranked number seven, with its Headquarters in New York – USA. However, *Hill & Knowlton Strategies* has its office in Istanbul for serving the region and it enjoys earning much revenue compared to its competitors. Moreover, of the eight remainders from the list, four were established before 2010 – the oldest (SGK) was established in 1953, while the rest are novel – from 2010. Characteristics of Public Relations in Turkey seem to have differences with that of Tanzania. It is the interest of this study, therefore, to analyse the trends of the Public Relations Agencies activities and their engagement with social media in the both countries.

3. Methodology

This study has been guided by Diffusion of Innovation Theory (DOI) (MacQuails, 2010; Botan, & Hazleton, 2009). Developed by Everett Rogers (1962), the theory seeks to explain how, why, and at what rate new ideas and technology - digital age for the sake of this study, is incorporated in daily activities (Avery, et al., 2010: 339). The level of new media technologies adoption and spread varies from one democracy to the other due to the level of technology, as well as economic, political, and social dimensions of the democracies. It is in this sight, the study's objectives - the comparative analysis of Public Relations Agencies – illuminating on their activities/strategies, their major clients and their engagement in social media as a contemporary trend is framed on.

In understanding the activities/and strategies of the Public Relations Agencies, firstly, profiles of the sampled Public Relations Agencies were carefully analysed and reported. Secondly, Public Relations Agencies' activities/strategies as well as their engagement in social media were keenly monitored using content analysis. High profiled Public Relations Agencies from the two countries were selected. These include: *LAS Consultancy*, *STUDIORED Communications*, and *Serengeti Bytes* – from Tanzania; and *Hill & Knowlton Strategies*, *L'Appart Public Relations*, and *TIME Public Relations* – from Turkey (see *clutch.com*, March, 2019). The selected Public Relations Agencies from both countries occupied the top three in the rank in their respective countries according to *clutch.com*. They were therefore, carefully, surveyed in grasping their activities/strategies, their experiences, key

clients/references, and lastly their engagement in social media. The social networking sites (SNS) for the study were purposively selected due to their popularity and uses (Wright & Hinson, 2017) – *Facebook*, *Twitter*, and *Instagram*. Primarily, the researcher planned to survey the official home pages of the selected Public Relations Agencies' SNS for the period of twelve months only but after a pilot study, it was realized that the data available for every PR agency could be all analysed and hence extend the sampling to all required available information – *posts/tweets*, *following*, *followers*, and *likes* until March, 2019.

4.0 Results and Discussion

4.1 Public Relations Agencies' activities/strategies, and their key clients in Tanzania

As it can be seen from *table 3*, the identified Public Relations Agencies in Tanzania, which are the leading in the rank provided by *clutch.com*, (March, 2019) are *LAS Consultancy*, *STUDIORED Communications*, and *Serengeti Bytes*. Since PR industry is still at its infant stage, the most experienced PR Agency in the three is *STUDIORED Communications* – established in Dar es Salaam about a decade ago, followed by *LAS Consultancy* and *Serengeti Bytes* – all based in Dar es Salaam, business citadel not only in Tanzania, but also in the entire East and Central African region.

Activities/and strategies performed by Public Relations Agencies in Tanzania includes; Corporate Relations, Media Relations, Events Management, Strategic Communications, Audience Research as Public Relations professional duties. Moreover, other activities which are not very much related to Public Relations are also performed, for example, *Serengeti Bytes* – which performs only 60 percent of PR professional duties, is also serving its customers with translations services.

Major clients served by the Tanzanian PR Agencies are both public and private sectors – the government being among the key clients directly and indirectly. International Corporations which are localizing their activities in the country also depends on the Tanzanian PR Agencies to assist them on Media Relations, Events Management, and Strategic Communications.

Table 3: Strategies/activities and key clients/references by Tanzanian PR Agencies

S/N	PR Agency	Established year	City	Services focus in PR (%)	Activities/Strategies	Key Clients
1.	LAS Consultancy	2015	Dar es Salaam	100	Corporate Management, Media Relations, PR Strategy Creation, Artist Media Tour	n/a
2.	STUDIORE D Communications	2009	Dar es Salaam	100	Public relations, Events management, and communication strategies.	n/a
3.	Serengeti Bytes	2017	Dar es Salaam	60	Website Designing, Media Relations, Public Relations, Viral Content, Videography and photography, Influencers Program Management, Translation Services, Audience Research	The government, non-government organizations and the private sector

Source: Researcher, 2019.

4.1.2 Social Media Engagement by the Public Relations Agencies in Tanzania

Most of developing countries are mostly new media users, and not manufactures. Tanzania has joined other developing countries in the swift adoption of New Media technologies, especially in using the Social Networking Sites.

4.1.2.1 Posts/Tweets

Of all the three SNSs analysed, *Twitter* emerged as the most used platform with 972 messages (posts/tweets) (41.3%), followed by *Instagram* with 892 posts (37.8%) and

Facebook with 493 posts (20.9%) (n=2,357). Moreover, the uses vary from one PR Agency to the other as *LAS Consultancy* had the majority – 856 posts (36.3%) followed by *Serengeti Bytes* with 845 posts (35.8%) and 656 posts (27.8%) for *STUDIORED Communications* (n=2,357). Another interesting finding is that, *Serengeti Bytes* had biased its uses to *Instagram* than *Twitter* and *Facebook* contrary to its counterparts – *STUDIORED Communications* and *LAS Consultancy*. It has 750 (88.7%) of all SNSs posts in *Instagram* (n=845) noting that *LAS Communications* had no *Instagram* account at all. (See table 4).

Table 4: Posts/Tweets by the Public Relations Agencies in Tanzania

S/N	PR Agency	Social Networking Site (SNS)			
		<i>Facebook</i>	<i>Twitter</i>	<i>Instagram</i>	<i>Total (100%)</i>
1.	<i>STUDIORED Comm.</i>	134 (20.4%)	380 (57.9%)	142 (21.6%)	656
2.	<i>LAS Consultancy</i>	342 (39.9%)	514 (60.1%)	- (0%)	856
3.	<i>Serengeti Bytes</i>	17 (2.0%)	78 (9.2%)	750 (88.7%)	845
4.	Total	493 (20.9%)	972 (41.3%)	892 (37.8%)	2,357

Source: Researcher, 2019.

4.1.2.2 Likes

On ‘likes’, *Serengeti Bytes* had scooped a total of 1,674 likes (43.1%) followed by *STUDIORED Communications* and *LAS Consultancy* with 1,642 likes (42.3%) and 565 likes (14.6%), respectively (n=3,881). Generally, *Facebook* taking the lions-share of all likes – 3,624 (93.3%) against *Twitter* with 257 likes (0.7%) only, (n=3881). (See table 5).

Table 5: Likes in Public Relations Agencies’ SNS homepages

S/N	PR Agency	Social Networking Site (SNS)			
		<i>Facebook</i>	<i>Twitter</i>	<i>Instagram</i>	<i>Total (100%)</i>
1.	<i>STUDIORED Comm.</i>	1,595 (97.1%)	47 (2.9%)	n/a	1,642
2.	<i>LAS Consultancy</i>	394 (69.7%)	171 (30.3%)	n/a	565
3.	<i>Serengeti Bytes</i>	1,635 (97.6%)	39 (2.4%)	n/a	1,674
4.	Total	3,624 (93.3%)	257 (0.7%)	n/a	3,881

Source: Researcher, 2019.

4.1.2.3 Followers

On ‘followers’ category, *Serengeti Bytes* registered 72.1 percent of all *followers*, followed by *STUDIORED Communications* (11.7%) and *LAS Consultancy* (3.6%) (n=13,992). Again, *Serengeti Bytes* had most *followers* using *Instagram* (8,159) followed by *STUDIORED Communications* (281) followers while *LAS communications* had no *Instagram* account at all. This marks the significant changes in the total number of all followers as *Instagram* scooped 8,440 (60%), *Facebook* 3,626 (25.9%) and *Twitter* 1,926 (13.7%), n=13,992. (See table 6).

Table 6: Followers of the Public Relations Agencies in their SNS homepages

S/N	PR Agency	Social Networking Site (SNS)			
		<i>Facebook</i>	<i>Twitter</i>	<i>Instagram</i>	<i>Total (100%)</i>
1.	<i>STUDIORED Comm.</i>	1,595 (46.9%)	1,520 (44.7%)	281 (8.2%)	1,642
2.	<i>LAS Consultancy</i>	394 (77.8%)	112 (22.2%)	n/a	506
3.	<i>Serengeti Bytes</i>	1,637 (16.2%)	294 (2.9%)	8,159 (80.8%)	10,090
4.	Total	3,626 (25.9%)	1,926 (13.7%)	8,440 (60.3%)	13,992

Source: Researcher, 2019.

4.1.2.4 Following

Here *STUDIORED PR Agency* emerged with a total of 1,796 (75.8%) *following*, followed by *Serengeti Bytes* with 489 *following* (20.6%), and *LAS Consultancy* with only 88 (3.7%) *following*. On SNSs, *Twitter* registered most of ‘following’ 1,913 (80.6%) and only 460 (19.6%) *following* for *Instagram* (n=2,373). *Facebook* has no *following* status. (See table 7).

Table 7: Following of the Public Relations Agencies in their SNS homepages

S/N	PR Agency	Social Networking Site (SNS)			
		<i>Facebook</i>	<i>Twitter</i>	<i>Instagram</i>	<i>Total (100%)</i>
1.	<i>STUDIORED Comm.</i>	n/a	1,613 (89.8%)	183 (10.2%)	1,796
2.	<i>LAS Consultancy</i>	n/a	88 (100%)	0 (0%)	88
3.	<i>Serengeti Bytes</i>	n/a	212 (43.3%)	277 (56.7%)	489
4.	Total	n/a	1,913 (80.6%)	460 (19.6%)	2,373

Source: Researcher, 2019.

4.2 Public Relations Agencies' activities/strategies, key clients in Turkey

4.2.1 *Strategies/activities and key clients/references by Turkish PR Agencies*

Table 8 shows the identified Public Relations Agencies in Turkey, which are the leading in the rank provided by *clutch.com*, (March, 2019). As it was seen in the literature earlier (Wilcox, et al., 2015), Turkey is in strategic area for communications and Public Relations activities due to its geographical location as well as its advancement in technology. The identified PR Agencies - *Hill & Knowlton Strategies*, *L'Appart PR*, and *TIME PR* are the leading PR Agencies in the country, *Hill & Knowlton Strategies* localizing its services in the region (among the global PR Agencies giants) while *L'APPART* has stretched its services to Paris (France). *TIME PR* has only domestic office. Despite *TIME PR* which was established after 2000 (2007), the previous PR Agencies were established before year 2000 – 1999 and 1989 for *L'APPART* and *Hill & Knowlton Strategies*, respectively. These shows the two PR Agencies have more experiences not only in domestic and in the international (global) arena compared to *TIME PR*. Engagement of Public Relations professional activities also varies - *Hill & Knowlton Strategies* (100%), *L'APPART* (75%) and *TIME PR* (30%).

Activities/and strategies performed by Public Relations Agencies in Turkey are not different from with their counterparts in Tanzania. They include; Corporate Relations, Media Relations, Events Management, Strategic Communications, Audience Research as Public Relations professional duties, with other activities not associated in PR profession as performed by *TIME PR* like copyrighting.

Major clients include both domestic and international (global) corporations, especially as practiced by *Hill & Knowlton Strategies* and *L'APPART* (*see table 8*). However, *TIME PR* represents other local PR Agencies in Turkey with limited opportunities to explore the global market as earlier cited by Wilcox, et al., (2015) (*see table 8*).

Table 8: Strategies/activities and key clients/references by Turkish PR Agencies

S/N	PR Agency	Established year	City	PR (%)	Activities/Strategies	Key Clients/References
1.	<i>Hill & Knowlton Strategies</i>	1989	Istanbul/New York	100	Consulting, Creating, and Connecting. (locally and around the globe)	Domestic and multinational/global companies
2.	<i>L'Appart PR</i>	1999	Istanbul	75	Promote international upcoming fashion designers and brands; Create and organize events; Create celebrity relations; (Paris, Istanbul, Moscow & Beijing)	Fashion sector and celebrities Christian Louboutin, Miu Miu, Cos, Bvlgari, and Eres.
3.	<i>TIME PR</i>	2007	Atasehir, Istanbul	30	Media relations, copywriting, digital pr, event management, strategic communications management, crisis communication, leader communication, and employee communications.	Tezcan galvaniz, BNI, FIBER Commercial Frontiers, Hertz

Source: Researcher, 2019.

4.2.2 Social Media Engagement by the Public Relations Agencies in Turkey

As explained in the country profile, Turkey is in the advantageous environment when communications and Public Relations engagement in new media is concerned since it is in the strategic area and it has well established communications systems.

4.2.2.1 Posts/Tweets

Twitter emerged with the large number of messages (tweets) registering 10,848 tweets (77.3%), followed by *Instagram* 2,875 posts (20.5%) and *Facebook* 300 posts (2.1%). Of the three PR Agencies, Hill & Knowlton Strategies had more posts - 6,936 (49.5%), followed by L'APPART PR with 4,438 (31.6%) total posts, and TIME PR with

2,649 (18.9%) (n=14,023). All the three PR Agencies had shown the same similar trend – most messages (posts) with *Twitter*, followed with *Instagram* and *Facebook*. (See table 9).

Table 9: Posts/Tweets by the Public Relations Agencies in Turkey

S/N	PR Agency	Social Networking Site (SNS)			
		<i>Facebook</i>	<i>Twitter</i>	<i>Instagram</i>	<i>Total (100%)</i>
1.	<i>Hill & Knowlton Strategies</i>	117 (1.6%)	6,710 (96.7%)	109 (1.5%)	6,936
2.	<i>L'Appart PR</i>	97 (2.1%)	2,516 (56.6%)	1,825 (41.1%)	4,438
3.	<i>TIME PR</i>	86 (3.2%)	1,622 (61.2%)	941 (35.5%)	2,649
4.	Total	300 (2.1%)	10,848 (77.3%)	2,875 (20.5%)	14,023

Source: Researcher, 2019.

4.2.2.2 Likes

Hill & Knowlton Strategies had 3,848 likes (52.2%), followed closely by *L'APPART PR* with a total of 3,043 likes (41.3%) and by far, *TIME PR* with only 479 likes (6.5%) (n= 7,368). *Facebook* had enjoyed the leading with 4,769 (64.7%) likes compared to *Twitter* with 2,599 (33.3%). While the two PR Agencies – *Hill & Knowlton Strategies* and *TIME PR* has fair number of likes in *Twitter*, *L'APPART* seemed to have a different direction as it received only 2 likes (0.1%) compared to *Facebook* with 3,041 (99.9%) likes. (See table 10 below).

Table 10: Likes in Public Relations Agencies' SNS homepages

S/N	PR Agency	Social Networking Site (SNS)			
		<i>Facebook</i>	<i>Twitter</i>	<i>Instagram</i>	<i>Total (100%)</i>
1.	<i>Hill & Knowlton Strategies</i>	1,340 (34.8%)	2,506 (65.2%)	n/a	3,846
2.	<i>L'Appart PR</i>	3,041 (99.9%)	2 (0.1%)	n/a	3,043
3.	<i>TIME PR</i>	388 (81.0%)	91 (11.0%)	n/a	479
4.	Total	4,769 (64.7%)	2,599 (33.3%)	n/a	7,368

Source: Researcher, 2019.

4.2.2.3 Followers

The total number of *followers* for raised significantly (n=54,711), witnessing *L'APPART* having the majority of followers – 35,366 (64.6%), followed by *Hill & Knowlton Strategies* with 15,860 (29.0%) followers and *TIME PR* with 3,485 (6.4%) followers. Of the three SNSs, *Instagram* had emerged with a total of 33,906 (62.0%), followed by *Twitter* and *Facebook* with 15,714 (28.7%) and 5,091 (9.3%) followers respectively. While the number of followers in SNSs by the two PR Agencies seem to be balanced – with little margin, *L'APPART PR* had 31,300 (88.5%) followers in *Instagram*, (n=35,366). (See table 11).

Table 11: Followers of the Public Relations Agencies in their SNS homepages

S/N	PR Agency	Social Networking Site (SNS)			
		<i>Facebook</i>	<i>Twitter</i>	<i>Instagram</i>	<i>Total (100%)</i>
1.	<i>Hill & Knowlton Strategies</i>	1,415 (8.9%)	14,200 (89.5%)	245 (1.5%)	15,860
2.	<i>L'Appart PR</i>	3,287 (9.2%)	779 (2.2%)	31,300 (88.5%)	35,366
3.	<i>TIME PR</i>	389 (11.2%)	735 (21.1%)	2,361 (67.7%)	3,485
4.	Total	5,091 (9.3%)	15,714 (28.7%)	33,906 (62.0%)	54,711

Source: Researcher, 2019.

4.2.2.4 Following

As it was in followers, *L'APPART PR* has again emerged with a large number of following 3,517 (62.9%), followed closely by *TIME PR* with 1,071 (19.1%) and *Hill & Knowlton Strategies* with 995 (17.2%). (n=5,583). Moreover, *TIME PR* had only 15 (0.01%) of all its following with *Twitter* while the rest, 1,056 (99.9%) were registered in *Instagram* (n=1,071). (See table 12).

Table 12: Following the Public Relations Agencies in their SNS homepages

S/N	PR Agency	Social Networking Site (SNS)			
		<i>Facebook</i>	<i>Twitter</i>	<i>Instagram</i>	<i>Total (100%)</i>
1.	<i>Hill & Knowlton Strategies</i>	n/a	756 (75.9%)	239 (24.1%)	995
2.	<i>L'Appart PR</i>	n/a	945 (26.8%)	2,572 (73.2)	3,517
3.	<i>TIME PR</i>	n/a	15 (0.01%)	1,056 (99.9%)	1,071
4.	Total	n/a	1,716 (30.7%)	3,867 (69.3%)	5,583

Source: Researcher, 2019.

4.3 Comparing Public Relations Agencies of Tanzania and Turkey

Tanzania and Turkey have different historical background especially when comparing the political, economic and cultural dimensions and the dynamics of Public Relations and Public Relations in particular. While Public Relations was practiced since Ottoman Empire and become an academic discipline in 1960s in Turkey (Şanlı, 2015; Göncü, 2018; Şeyfi, et al., 2018), its counterpart – Tanzania had no crystal-clear references on the development of Public Relations. It should also be noted here that *Hill & Knowlton Strategies* (among the strong Global PR Agencies) which is enjoying Public Relations market in Turkey was established way back in 1927. The presence of Public Relations Agencies in Tanzania from 1999 (EXP Tanzania) can be traced as a dawn of active Public Relations in the country – in relations to PR Agencies while its counterpart -Turkey, had its first Public Relations Agency established in 1953 (SGK). As both countries embraced liberal democracy (economy) in 1990s as they transformed from socialism, Public Relations Agencies started grounding their roots in the two countries. Moreover, when the number of Public Relations Agencies is of concern, Turkey has thrice bigger than that found in Tanzania. Thus, Turkey is far-ahead of Tanzania as far as development of Public Relations and Public Relations Agencies in particular is concerned.

On the activities/strategies performed by Public Relations Agencies, the two countries have much similarities as the PR Agencies perform similar functions such as; Strategic marketing, Corporate Relations, Events Management, Media Relations, Crisis Communications, Communications Consultancy, and Research to mention but a few (Karadeniz, 2010; Wilcox et al., 2015; Mengü, 2016). The difference comes on the level of services conducted as aptly explained by Botan & Hazleton (2009) that Public Relations Organisations have four levels of organizational effectiveness analysis: program level – media relations, community relations, customer relations become successful when they affect cognitions, attitudes and behaviours of their internal and external stakeholders; functional level – theoretical or practical benchmarking; organizational level – effect of communication should be seen; and societal level – the impact to the society (Botan & Hazleton, 2009: 31-32; Ramón, et al., 2019; Taylor, et al., 2019). Public Relations Agencies market in Turkey is challenged by the presence of global giant – *Hill & Knowlton Strategies* and

L'APPART giving muscles to local agencies. The situation is different in Tanzania – occupied by local PR Agencies and hence very limited professional conducts. This can be seen through the key clients of Public Relations Agencies from both countries. Even from their financial statuses and staffing, the PR Agencies in the two countries are different. For example, while financial stats are available in the PR Agencies' profile in Turkey, their counterparts in Tanzania had their information disclosed. The number of staff as well shows there is a lot to be done in Tanzanian part. (See table 13).

Table 13: Financial status and Staffing of Public Relations in Tanzania and Turkey

S/N	PR Agency	Mini Project size (US\$)	Number of staff
1.	<i>Hill & Knowlton Strategies</i>	10,000+	1,000 - 9,999
2.	<i>L'Appart PR</i>	10,000+	10 - 49
3.	<i>TIME PR</i>	5,000+	10 – 49
4.	<i>LAS Consultancy</i>	Undisclosed	2 - 9
5.	<i>STUDIORED</i>	Undisclosed	2 - 9
6.	<i>Serengeti Bytes</i>	Undisclosed	2 - 9

Source: Researcher, 2019.

Of the Social Media Engagement by Public Relations Agencies, fair uses in both countries have been seen. All the six surveyed PR Agencies from both countries have shown similar tendency in the sampled SNSs – *Facebook*, *Twitter* and *Instagram* (posts/tweets, likes, followers, and following statuses) which according to Cheong, et al., (2012) are the means to support existing human/social networks as well as offering ample opportunities to participate in the new trends in the society. *Twitter* and *Instagram* are the most used SNSs in *posts* and *following* in Tanzania while the same situation is evidenced in Turkey with slight changes where *Twitter* leads in *posts* (tweets) only, *Instagram* taking a lead in *followers* and *following*. *Likes* had different phenomena altogether since the most likes in Tanzania PR Agencies' SNSs were noted in *Facebook*, followed by *Twitter*, contrary to their Turkish counterparts *Facebook* dominated followed with *Twitter*. Moreover, the magnitude of SNSs engagement by Tanzanian PR Agencies compared to their counterparts in Turkey is minimal (see tables 4-7 and 9-12). This justifies the argument the social media engagement level is concomitant to the level of technological advancement, political and social orientation of the democracies according to the five-stage decision making

for innovations namely; knowledge, persuasion, decision, implementation and confirmation (Rogers, 1995; Avery, et al., 2010; Vero, 2012).

5. Conclusion

Digital age has been an opportunity to Public Relations activities especially performed by Public Relations Agencies in the world. When coined to global trends (globalization), the international/global and local Public Relations Agencies are struggling to have fair use of new media – Social Networking Sites in particular, in their daily activities (*see also* Curtin & Gaither, 2007; Hennessey, 2009; Gruen, 2009; Swann, 2014; Springer, 2016; Hardy, et al., 2016; Ramón, 2019) though those from developing countries like Tanzania the influence of the two factors for new media uses are highly felt: attitudes towards social grooming and concerns and privacy (Cheong, et al., 2012: 48). The experienced global PR Agencies are however surpassing local/domestic one in expanding their reach using new media. As it has been seen to Tanzania and Turkey, there are some similarities majorly due to global trend on the development of Information and Communication Technology (ICT) but the presence of masculine Global PR Agency – *Hill & Knowlton Strategies* in the market has wakened more competition contrary to Tanzania. Since the Public Relations industry in Tanzania is still at its infancy, a lot is expected to come. However, despite having good stance as compared to Tanzania, the Turkish Public Relations industry and Public Relations Agencies in particular have to exploit effectively, the available strategic and geographical location of the country as well as the notable development in communication sector to advance their activities/strategies in domestic and global market as to dance to the tune of globalization and professionalism.

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