

MAKE PR GREAT AGAIN

REVIVING THE ART AND SCIENCE
OF PUBLIC RELATIONS AND
PROACTIVELY PRESERVING
REPUTATIONS

Over the past few months, I have been deeply reflecting on a particular thought. This is not something I could delegate to content-generation software to produce a polished narrative. Authenticity is one of my core values, and there are certain matters that I feel must be personally expressed. Writing this piece is one such matter.

The exponential rise in the use of digital platforms is undeniable—understandable, given the growing need for visibility on both individual and corporate levels. However, this growth has brought with it a concerning trend: the diminishing respect for professions such as Public Relations (PR).

- People and organisations are certainly managing their reputations, unfortunately, most of them are unknowingly doing so poorly.
- The turnaround response time is wanting. PR professionals understand that the time between crisis and response should be as short as possible.
- Good, effective and sustainable PR is more proactive than it is reactive.

At its essence, Public Relations is about reputation management. It is both an art and a science, studied and practiced by those with expertise in the field. There is an old adage that a reputation built over 20 years can be destroyed in just five minutes. Yet, many individuals operating as personal brands have fallen into the trap of thinking that, because they have direct access to their social media platforms, they can post or publish without careful consideration. Influencers have lost brand deals.

In 2025 and beyond, I hope to see the Public Relations profession afforded the respect it deserves, effective PR Strategies being employed, and not relegating or simply reducing PR to press statements. Again, Public Relations is more proactive than it is reactive.

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