



## GOVERNMENT ORGANIZATIONS AND BRANDING: ISSUES FOR THE APPLICATION OF DIGITAL PR STRATEGIES AND INSTRUMENTS

**Aziza Faxriddinovna ASLANOVA**

*Journalism and Mass Communication, University of Uzbekistan, Doctorate (PhD), Tashkent, Uzbekistan*

### ABOUT ARTICLE

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**Abstract:** In the modern era of the Internet and the digital economy, the demand for the effective use of digital PR in everyday life and business is increasing. Digital PR is becoming an integral part of business strategy as companies are forced to use the Internet and social media to advertise, connect with customers, and sell their products. An important aspect of digital PR is changing the content of brand communications with consumers. Despite the fact that the basic principles of information exchange and the formation of a positive image of the brand remain, this process is taking on new forms and tools.

This article analyzes what Digital PR is in branding development, its active strategies worldwide and in Uzbekistan, the role and importance of digital PR in promoting the name of local state organizations, and the instruments used.

As a result, the effectiveness of digital PR not only strengthens the brand's communicative activity but also gives the organization the opportunity to adapt to changing requirements and increase competitiveness quickly.

### INTRODUCTION

In September 2022, the Center for Economic Research and Reforms analyzed the activity of companies in Uzbekistan and the processes of brand registration. According to it, in September 2022, the business activity index for trademark protection was 0.9671 units, and this indicator decreased by 3.3% compared to September 2021. As of September 2023, 206 trademarks and trade names were registered by legal entities [6]. Registration of new trade names indicates the creation

of a new brand. Therefore, it is reasonable to conclude that local companies' activity in creating and promoting a brand has increased.

In the digital age, the concept of personal branding and branding has become popular. In the past, it took a lot of effort, time, and money to publicize a brand, but today PR formats have changed and the process has become a little easier. But this is a relative concept. The reason is that the format change has created a huge competitive field in addition to increasing the number of strategies and instruments. Naturally, this makes it difficult to promote branding.

Digital PR is a new format of communication with a target audience that serves to build the image or raise the reputation of an organization. That is, the basis of this process is traditional PR. It's just that the principle of operation has moved online. In a word, it is the repeated mention of the brand name in social networks, websites, thematic forums, and even in reviews [9, p.22].

**Digital PR** primarily serves to expand the brand's reach. In addition, without digitization, it has become difficult to achieve goals such as gaining the trust of customers and partners, attracting new audiences, and ensuring that the organization's website appears at the top of the search engines.

Although classical and digital PR have the same goal, they are fundamentally different in terms of methods. While traditional PR works through offline publications, digital PR relies on online resources. **PR instruments** are tools used to shape the image of the organization.

**APR strategy** is a set of tactics used to achieve various PR objectives. Which instrument to use in the strategy is chosen based on the organization's value, direction, status in society, and financial situation. So, the instrument is a part of the PR strategy.

## **METHOD**

According to American researcher Matias Rotsevich, the main problem in traditional PR is the complexity of measuring effectiveness. Unlike digital, it is difficult to keep statistics on how many people are reached after posting PR materials on channels. According to him, a lot of time is spent on the formation of results in the classical approach. As a result, it takes a month or two for the goals of the organization or company to be realized. Some publications, especially magazines, can take more than two months from editing to publication. This delay reduces the value of the organization (13).

When talking about the advantages of digital PR, it is worth noting that it is more convenient than the traditional one. According to Russian scientist Olga Kaznina, online branding efforts are important for organizations, especially brands that have just started, and digital technologies such as blogging, viral advertising, and social networks are helping the company to create and develop its "desired" image in the Internet world. [10, p.22].

According to her, in traditional marketing, the brand manager has the following tasks when creating a product and introducing it to the market. In particular:

- creating a brand (developing a logo, slogan, name, etc.);
- adaptation of the brand to existing and potential market requirements;
- ensuring registration and legal protection;
- promotion, brand management;
- increasing the value of the brand portfolio;
- assessment of brand equity.

The tasks of today's brand managers have not changed much. They:

- simplify the choice for the buyer
- determine the product needed by the market
- forecast current and future profits

- strengthen the legal basis of the producer
- create public trust and image of the brand

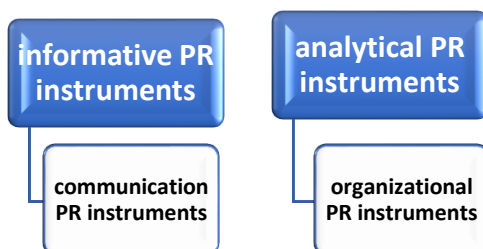
The difference is that today's lifestyle, habits, and thinking of modern consumers have led to a change in advertising tools. This resulted not only in the promotion of the product itself but also in the task of reorganizing and adapting the existing strategies following these advertising tools and forming new ideas about the products [11, p.23].

One can agree with this opinion. The reason is that through the Internet and social networks, it has become easy for every person, every expert, and every business entity to present themselves at the brand level. The most interesting thing is that every entity that aims to create a personal and business brand is who they want their audience to know and recognize. In traditional PR, this is a difficult process. This can be understood in the example of the concepts of virtuality and reality. That is, if digital PR promotes its ideas in virtual life, traditional PR has performed its functions in reality.

Russian scientists include the following among PR instruments:

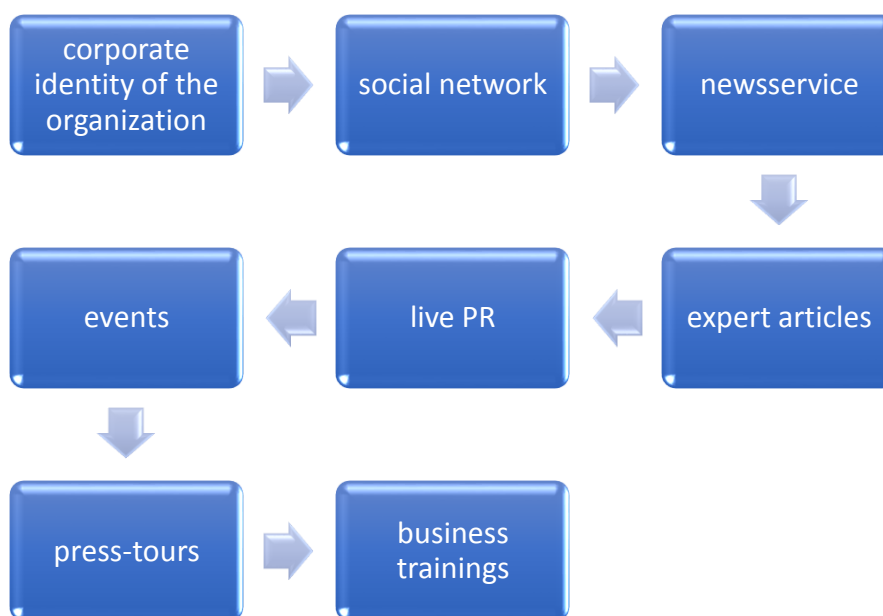
- “Press release (brief information message of the company to the public)
- Media kit or press kit (the second most important PR tool after the press release)
- Backgrounder (main information that is not news or sensational: organization's activities, plans, history; presentation of content of documents, description of goods and services, statistical data)
- Authored article (an article written by an expert and published under the name of the head of the company);
- Commentary (an article devoted to large-scale problems, in the writing of which everyone participates)” [7, p.63].

Another Russian researcher K. Mayorova divides PR instruments into 4 groups [14, P.11]: (Details can be seen in Table 1)



*Table 1*

The researcher divides and classifies PR instruments for state bodies into 7 groups. Specifically [14, p.113]: (Details can be seen in Table 2)



*Table 2*

The Russian researcher N. Bolshakov mentioned 6 strategies for promoting the brand in the online environment. In his opinion, it is advisable to use them in a mixed state to get more results. These are: “Influence marketing. Implementation options: Instagram stories, native advertising, and product reviews by celebrities. Another way is to participate in events on the company's social network page. The important point is that the promotion involves an opinion leader, an authoritative person who can be listened to.

Partnership. Mutually beneficial cooperation with partner brands. The main thing is to choose the right partner, cooperation with him will give better results than independent PR.

Media in the online format. These are mainly publications that previously operated in print form, but now also have an online format.

Event marketing. Mainly used to announce new product releases and events. For example, a blogger posts a short story about an innovative anti-wrinkle product or a robot vacuum cleaner in their stories. Are there any events planned soon? This means that it should be organized specifically to increase the popularity of the brand among subscribers.

Online media appearances. It is not necessary to mention the brand, it is important to arouse interest in it, the rest will be done by the users themselves: they will find information, and ask about the company's products. This strategy encourages the audience to seek more information.

Interaction with journalists and editors. Choosing materials that are of interest to media representatives will be useful for them” [5].

Chelsea Feil, an Israeli scientist and marketing expert, also states that “for a long-term plan, mixing several types of digital marketing and using them in a mixed form will be effective, and decisions should be made based on the direction, values and target audience of each object. She also lists 8 types of digital marketing strategies.

These are:

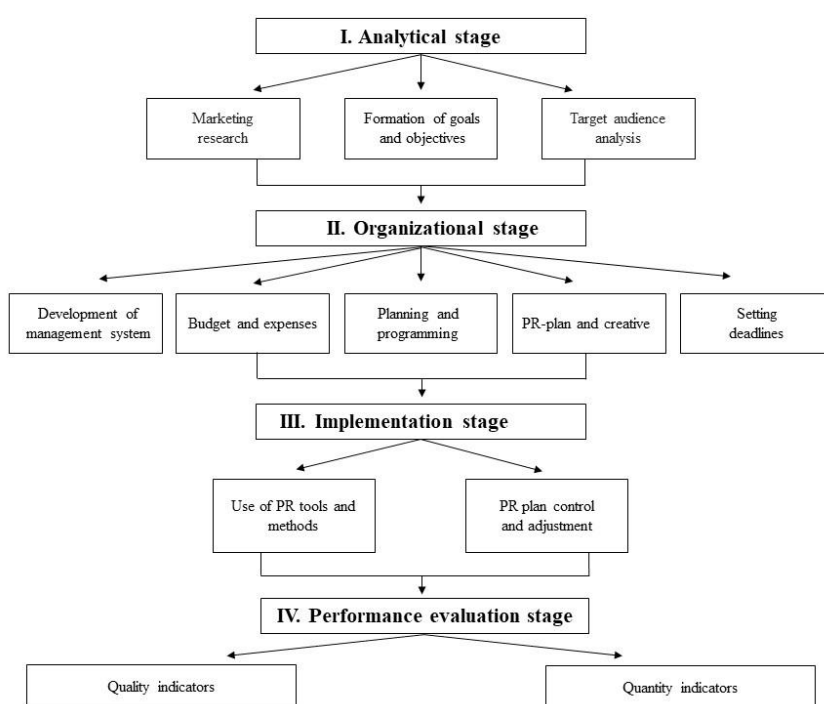
- search engine optimization (SEO)
- content marketing

- contextual advertising (PPC)
- collaboration
- native advertising
- marketing in social networks
- video advertising
- E-mail marketing” [8]

Another Russian researcher, Yuriy Rozhnov, states that “6 strategies are enough, and each organization should use one that suits them:

1. Content marketing; 2. SEO optimization; 3. SMM; 4. Email marketing; 5. Advertising; 6. Web Analytics” [16, p.7358].

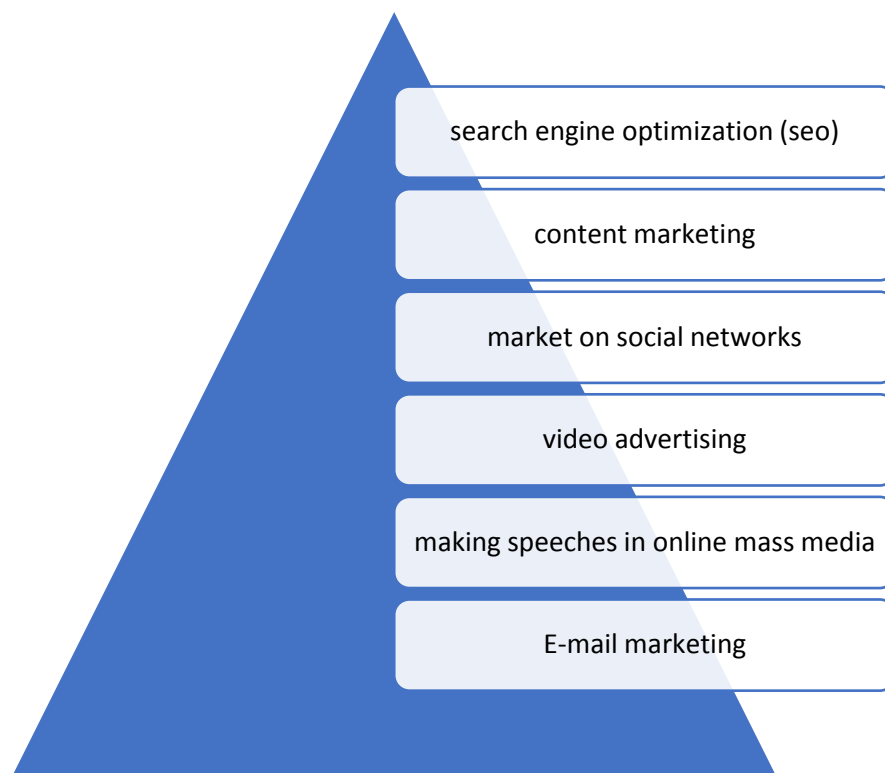
“PR strategy development consists of four stages: analytical, organizational, implementation and performance evaluation”. “See Figure 1” [15].



*Figure 1*

### Research

In the conditions of Uzbekistan, various organizations and PR companies are effectively using the following directions: (Details can be seen in Table 3)



*Table 3*

It should be noted that content marketing, marketing in social networks, and video advertising give good results in the Ministry of Higher Education, Science, and Innovation activities, which is considered the object of the research. This is because the majority of Internet users are young and middle-aged, so they prefer short and all-inclusive routes.

However, the level of use of native advertising, influence marketing, and event marketing strategies is low.

At this point, it is permissible to dwell on one aspect. That is, every organization has a press service, and they produce content and cooperate with the mass media to increase the company's brand level, operating in a positive image before the government and the people. However, the experience and schooling in creating and implementing PR strategies are unsatisfactory. We will analyze this on the example of the international week "InnoWeek", which is traditionally held by the Ministry of Higher Education, Science, and Innovation, and is considered an object of research.

Since this event is held internationally on a large scale, the ministry hires a PR company every year (for the past three years) for its promotion. That is, the PR company + press service create content from the beginning to the end of the event using the PR strategies listed above and distribute it to the maximum extent on national and international media channels.

The work is primarily formed by weekly participants, influential speakers, email addresses of startups, or a customer database. At the same time, the Ministry starts sending weekly announcements, weekly programs, and invitations to everyone's e-mail addresses.

After that, it goes to the video advertising strategy. That is, weekly pre-production content is created by professional video makers. SMM within the PR company is distributed by the group in various advertising channels. It should be said that the hired PR company will actively promote the event not

only in the territory of Uzbekistan but also in the world media arena. This year, articles about the “InnoWeek” were published in the mass media of several countries, such as Korea, China, and Iran.

This year, the strategy of collaboration with official mass media and bloggers was actively implemented. Communication with them was undertaken by the SMM group within the PR company. The most important thing is that the issues raised during the week, topics that are of urgent importance not only in Uzbekistan but also on a global scale, came to the attention of the general public and caused a stir.

A question may arise here. Why can't the press service take over this task completely? What is the issue? First, the ministry is a big organization. Usually, a staff unit for a maximum of 5 specialists is allocated to the press service of each ministry. One of them is a press secretary, and the rest are creative and technical staff. The saddest thing is that only one photo and camera master can be included in their list. In addition, in the press service, the position of PR specialist is not given. So, the problem is that the scope of work does not correspond to the number of employees and the lack of necessary personnel. The press service, which does not have the power to fully cover the daily work routine of the Ministry, cannot manage to publicize the prestigious event in the international sphere, increase its prestige in the international arena, naturally, from the point of view of lack of personnel and capacity.

It should be said that the first step in establishing public relations of state organizations started with the organization of information services. As its legal basis, it is appropriate to cite the decision of the Cabinet of Ministers No. 203, adopted on September 22, 2006, “On measures to develop public relations of state and economic management bodies”.

In this regulatory document, it is stated that “Information services should be organized within the total number of employees within ministries, state committees, agencies, the Council of Ministers of the Republic of Karakalpakstan, regional and Tashkent city municipalities, economic management bodies (hereinafter referred to as agencies)” and “one of the main tasks of information services as one, in the formation and implementation of the information policy determined by the management of the office, to cover the current aspects of the office's activities in the national and foreign mass media, the issues of implementing the unified state policy in the relevant field, as well as the state of public opinion and the position of the national and foreign mass media about the office's activities it was emphasized to analyze and inform the management of the office about them” [1].

Although the decision was adopted 18 years ago, it contains the clause “establishing the office's website on the Internet and keeping it up-to-date.” However, it should be recognized that almost all of the remaining items reflect traditional PR strategies. This can be attributed to the period. The reason is that at the time of the adoption of the normative document, the Internet system was not well developed, social networks had not actively entered life, and digital marketing features had not been implemented. However, over the years, along with the classic form of public relations of public organizations, the development of PR in a digital format is the order of the times. Not only the development of the PR service of the local organization but also the formation of the image of Uzbekistan in front of other countries and special emphasis on PR has become one of the important tasks facing the government.

The analysis shows that the press services of state organizations did not work as actively as in the same period before 2017. More precisely, this department could not adequately demonstrate its activities. It can be said that the decision of the Cabinet of Ministers No. 125 of February 17, 2018 “On measures to further improve the activities of information services of the state and economic management bodies of the Republic of Uzbekistan” brought this activity to a new stage. The reason is that the information services of the state and economic management bodies are supposed to be organized within the total

number of employees of the state and economic management body, and it was turned into a separate independent unit directly subordinated to the head of this body [2].

It is appropriate to say that the elements of digital PR, which are considered the demand of the time, have been reflected in this normative document. In particular,

- Quick placement of information on the official website of the organization, regular updating, and development of social and mobile networks;
- conducting monitoring and analysis of the information field, preparing proposals together with experts on the types, methods, and level of response to them, organizing complex work on distributing materials in mass media, including the global network;
- preparation of news, informative materials, comments, and information-analytical materials for distribution in national and foreign mass media together with other units of the state and economic management body;
- quality coverage of the activities of the state and economic management bodies in foreign mass media was determined [3].

### **Analysis**

When it comes to promoting your brand using digital PR, it's obvious that you need to use strong PR strategies that work. As part of the research, the content of digital marketing of two state organizations was comparatively analyzed. "Details can be seen in Table 4".

It is important to note that in recent years, significant changes have been observed in the field of branding of the bank "Xalq Bank". The fact that the word brand is added to the sentence "press service" means that an expert is involved. After the appointment of Gulnoza Alimova as the press secretary of the organization, first of all, the historical documents of the bank were studied and it was determined that the bank existed since 1875. As a result, the organization was rebranded as "People's Bank Since 1875". The slogan "People's Bank - the first bank of Uzbekistan" began to sound on the Internet and social networks.

It should be said that the press secretary of the organization actively promotes the activities of the press secretary on social networks, and actively covers daily work processes, news, findings, footage from the photo shoot, etc. in its stories. Before, during, and after an initiative, content is placed based on the "Preproduction-production-post-production" approach.

Bank Influence marketing and collaboration are actively used. In particular, special, exclusive gifts of the organization are sent to bloggers, experts, and community leaders with a large number of subscribers on social networks and a unique position at every holiday and official event. Those who receive the gift take a picture or video of it and "tag" it on their blog.

The press secretary will re-share this designation in their blog stories. As a result, the social network, in particular, the Facebook pages, will be filled with posts about the holiday gift to "Xalq Bank" and its loyal customers and partners.

In addition, the organization has invited the famous artist Erkin Bozorov as the face of the brand and works based on collaboration. This creator creates video content in his style in the form of native advertising about the bank's initiatives such as education loans and benefits for women. This content is presented on the artist's blog, as well as on the bank's social media pages. But one aspect is worth noting. That is, the number of views of video ads performed by an artist with his audience in the media, as well as small talk shows with the participation of a press secretary, and videos from banking activities on the YouTube platform are not up to the demand. More precisely, although the bank has about 10,000



subscribers on the YouTube platform, the number of content views does not even reach 2,000. This indicates that the press service of the organization does not use SEO optimization or targeting services. Elements of classic PR technologies are also noticeable in the work of the bank's press service. Social roles, social assistance, and sponsorships are among them. In particular, the bank published several books in cooperation with "Asaxiy books" (based on sponsorship). That is, the organization gave its financial support to the publication of the book and contributed to the growth of reading, spirituality, and knowledge of the next generation. This view was widely promoted on social networks. Here you can see the use of classic PR technology + wide dissemination techniques through digital PR.

#### A comparative Analysis of the Use of Digital PR by Government Organizations

Number	Strategies	Organization name	Organization name	Organization name
		Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan	Minister of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan	Xalq Banki
1.	Influence marketing	-	+	+
2.	Partnership ( collaboration )	+	+	+
3.	Target	+	+	+
4.	Media in online format	+	+	+
5.	Event marketing	+	+	+
6.	Media appearances	+	+	+
7.	Content marketing	-	-	+
8.	Native advertising	-	+	+
9.	search engine optimization (SEO)	+	+	+
10.	Video advertising	+	+	+
11.	SMM	+	+	+
12.	E-mail marketing	+	+	+
13.	Company website	+	+	+

*Table 4*

The absence of PR or brand sentences in the press service of the Ministry of Higher Education, Science, and Innovation indicates that an employee is not involved in this area. But, despite this, press service personnel tend to use digital PR strategies. Nargiza Abdukunduzova, the press secretary of the Ministry, is an expert with several years of experience. She, like all news service managers, is active in social

networks and strives to widely promote his work. However, it should be noted that she is not active in stories and does not use the “Preproduction-production-postproduction” approach.

As can be seen in the table, the Ministry of Higher Education, Science and Innovation, and the Ministry of Ecology, Environmental Protection and Climate Change do not use content marketing strategy at all. This can also be explained by the lack of a PR specialist in the information service.

Native advertisements were registered on the social media pages of the Ministry of Ecology, Environmental Protection and Climate Change, and “Xalq Bank”. However, this element is not visible in the content of the Ministry of Higher Education, Science and Innovation. The reason is that the press service of the ministry focuses on informative content.

For several years now, the “Openness Index” has been evaluated and presented to the public by the Anti-Corruption Agency of the Republic of Uzbekistan. It includes evaluation of the effectiveness of employees responsible for ensuring openness in state bodies and organizations, assessment of the status of posting information on the official websites of state bodies and organizations, and the provision of electronic state services, as well as publishing socially important information in information resources established by law and establishing a system of accountability to the public. The activities of state organizations are evaluated and given points according to a total of 8 criteria [18], such as the evaluation of one aspect of this list stands out. The objects that we are doing a comparative analysis, in particular, the Ministry of Science, Education and Innovation, take high places in the “Openness Index” every year. “Xalq Bank”, which is effectively using digital marketing and digital PR strategies and instruments, scored relatively low. (Details can be seen in Table 4)

From this, it can be concluded that the assessment of information services of state organizations is based on criteria such as quick and impartial delivery of information, quick response to negative comments and organization of open communication between the office and the public. Correspondingly, the press secretaries in their workplace more emphasis on providing information in a short period and announcing a rebuttal in a short time. Quick and impartial delivery of information indeed takes a leading place in their activity. Achieving a high score in the “Openness Index” rating is based on digitization, not the use of PR technologies or instruments. That is, the Ministry of Science, Education, and Innovation presents every process online directly to the public. If any incident (negative) occurs during the activity, the press secretary of the ministry will immediately respond. It is necessary to emphasize that in the report of the press secretaries, the number of hours they respond to the incident is given to the hour and minute. As with all events, even a press conference is organized if a briefing or a topic is of urgent importance. In addition, the ministry is open to the media, and the minister has never refused a reporter when he came for an interview.

It is necessary to touch on one more aspect. That is when evaluating the activity of the information service, more emphasis is placed on how many presentations were made in electronic or traditional mass media, how many were video content, how many were text, and how many events were rejected first. True, the numbers speak for themselves in the report. But it is not appropriate to evaluate the activity of the press service only by numbers, in my opinion. Details can be seen in Table 5. “Look at Table 5”

**EFFICIENCY OF WORK ACTIVITIES OF THE HEAD OF THE INFORMATION SERVICE**

<b>EFFICIENCY OF WORK ACTIVITIES OF THE HEAD OF THE INFORMATION SERVICE</b>
<b>Scope of information</b>

5.	publication on radio/television, newspaper, social media, messengers and website	10	
	publication only on social networks, messengers and on the website	8	
	only radio/TV and newspapers	6	
	publication on radio, TV, newspaper, social networks, messengers or on the website	4	
	when information is not published	0	
<b>Help in solving problems in the field</b>			
6.	Covering as the primary source	10	
	Responding to published critical material	5	
	Is not a primary source and does not respond to published critical material	0	
<b>Prompt response to critical material</b>			
7.	Within 5 hours from the time of publication of critical material	10	
	Within 12 hours from the time of publication of critical material	8	
	Within 24 hours from the time of publication of critical material	4	
	After 24 hours from the time of publication of critical material	0	
<b>The speed of publishing information about events on the official website, messengers, and social networks</b>			
8.	within 1 hour after the end of the event	10	
	within 5 hour after the end of the event	8	
	within 12 hours after the end of the event	4	
	12 hours after the end of the event	0	
<b>An official statement from the head or the head of the information service regarding a specific information reality</b>			
9.	In video format	10	
	in text form	5	
	if the statement is not given	0	
<b>Publication of materials in foreign mass media</b>			
10.	when materials about the activities of the organization are published in foreign media	10	
	if materials about the organization's activities are not published in foreign mass media	0	
<b>Number of criteria approached</b>		<b>10</b>	
<b>Total score(D1+D2+D3+D4+D5+D6+D7+D8+D9+D10)</b>		<b>100 [4]</b>	

Table 5

Of course, the quality of the materials published by the information service should be important, not the quantity. In this case, there should be a weight of materials aimed at increasing the organizational authority of the press service and forming a positive opinion in the minds of the population. As you can see in the table, in the list of evaluation criteria, there is not a single item regarding branding, or maintaining the reputation of the organization.

## DISCUSSION

Digital PR is necessary for every organization, be it government or non-government, like water and air. Digital PR strengthens the relations between the state organization and mass media, the organization and the public, quickly and efficiently increase the authority of the office, and helps to promote it as a brand. If these goals were achieved slowly through classical PR, today they can be achieved quickly, easily, and effectively through digital technologies, tools, and marketing strategies. In addition, there is an opportunity to form any opinion about each state organization.

Although the main task of information services is to provide information, information services have been performing the promotion of the brand of the state organization and the dissemination of changes in its activities to the general public. The analysis showed that in information services, rather than promoting the organization at the brand level, it is more important to prevent its name from being defamed. Rather than building a brand strategy and using digital PR, it's important to respond to negatives quickly. What matters is the number of articles and shows about what is done instead of creating targeted content that increases the organization's reputation. The reason for this is simple: this is exactly what is required in the performance measurement of press secretaries. There are no measurement criteria for brand strategy and its promotion.

However, providing information is not enough for today's audience. There are many state organizations in the country today. And the flow of information is even bigger and more intense. Information such as "it took place, it was held, it was organized" did not attract the attention of the audience. In today's era, when concepts such as personal brand, corporate brand, and country image are actualized, press secretaries should also have the task of raising the authority of their organization. They should reshape or supplement their activities not in terms of "not reducing the authority of the organization", but in terms of "increasing the authority".

In addition, it is necessary to emphasize that criteria such as branding strategy, brand management, and working with the target audience should be added to the list of criteria for measuring the effectiveness of press secretaries by the Agency of Information and Mass Communication.

It should be said that a one-time special PR team is mobilized for the "InnoWeek" week, which is organized annually by the Innovative Development Agency under the Ministry of Higher Education, Science and Innovation. Special emphasis is placed on PR instruments. In particular, the invitation of well-known experts from foreign countries creates the basis for the name of the organization to be known and mentioned in the international arena.

When it comes to the corporate identity of a brand, many believe that it is enough to create an organization's slogan and logo. But this is not enough. The selected color, the unique approach in the advertisements, the music used, and even the fonts must provide information about this brand. For example, big brands such as Ucell and Beeline, although their names are not used, their colors can be recognized from them. However, it is difficult to find serious actions on the brand identity in the information services of state organizations. Slogans such as "Xalq Bank" and "Since 1875" are often repeated in the activities of the "Xalq Bank", and the green colour is emphasized in every presentation about the brand. One of the attempts in this regard is that the head of the bank's information service runs his daily stories on his social network page in the same font and on the same green background.

A press release is a powerful PR instrument in global practice. But in the national experience, it is just a two-page paper about the event. When going to the events of the state bodies, the press release written in the template is held by the information service staff. For a larger event, a pen or notepad will be

added. If the prestige of the organization and the event is higher, the guests will be treated with small gifts, and the coffee break will not be overlooked.

Unfortunately, in most events, there is a lot of discussion about the notepad, pen or some expensive gift and coffee break to be given to the journalists, but there is no deep consideration about the content and usefulness of the press release. On the other hand, if a press release is copied outright or copied directly behind the frame, the press service officials will not even think about claiming copyright, or at least objecting. They are happy that an article about the organization has been published and the video has been broadcast. In our opinion, the head of the information service of the organization has the right to compromise with journalists and make demands that the press release be used to obtain information and not copied verbatim. But before that, this document must be prepared as required and registered with the seal of the organization.

This instrument is somewhat outdated in world practice. In the digital age, it has been replaced by the online press release. In the national media, the classic press release, that is, the paper version, has not yet lost its relevance.

Another popular and powerful instrument is sponsorship. They make good use of it in advertising on television. For example, a major brand may sponsor a show or series without directly promoting its name or product. Every time this program or series is aired, it is constantly mentioned that it was produced under the auspices of this brand during a certain period. Since this practice requires a lot of money, it is used more by organizations and companies with large turnover. There were no cases of using this instrument through TV in the activities of state organization bodies.

In recent years, in the activities of the "Xalq Bank" press service, it is possible to witness that this instrument is widely used in other directions than on TV. In particular, the organization has established cooperation relations with the "Asaxiy Books" project. It is planned to publish 20 books within the framework of this agreement. That is, the "Xalq Bank" is sponsoring the costs of 20 books from translation to publication. May Musk's book "A Woman Makes Plan: advice for a Lifetime of Adventure" published based on this agreement has the following line written at the beginning: "Dear reader! As a people's bank, we have been serving the people for almost a century to ease the problems of our customers and contribute to the development of our country. Progress will not be complete without science, and the ancient source of science is books... We are happy to contribute as much as possible to increasing the interest of our people, especially young people, to their familiarity with books." (12, p.216) Here, special emphasis is placed on the fact that "Xalq Bank" is a people-oriented organization, that it is not indifferent to the level, spirituality, and culture of the society, and that it even cares.

Of all the instruments under consideration, it is a fact that the social network is getting stronger year by year. It is necessary to admit that the official sites of many government organizations are not up to the standard. Most of them open an official channel for reporting in the Telegram messenger and limit themselves to posting boring content about where the head/chief went, who he met, and what he did. It increases the number of subscribers in various illegal ways or does not bother at all to collect a quality audience. But it is not correct to say this about the content of the Ministry of Justice on the Telegram messenger. The reason is that the information service of this organization not only provides information about the events but also provides the audience with quality and necessary content. Information on the field of law is prepared simply and understandably in the form of text + audio + video + infographics, that is, multimedia content. Convergent content prepared by their Media Center can often be found on other social networks.

Mentioning social networks, most press officers understand the Telegram messenger. But this is wrong. Social networks include Facebook, Instagram, and Twitter, and most of the population is adapting to receive information through these networks. So, a large part of the audience is on social networks. This means that the online space should be focused on by the PR specialist who aims to promote the organization's brand. It became clear from the analysis that the information services of most state organizations do not go beyond posting on social network pages. Communicativeness and interactivity were not observed in them. A brand is built on trust and values. And in the online space where the flow of information is strong, communication creates trust. Therefore, activity in social networks should be based on interactivity and dialogue. Today's audience doesn't like one-way communication. He wants to participate in the processes together, to interact, if necessary, to become the creator of this content, and he tries to do this. This fact should not be ignored, from our point of view.

We continue the analysis with a comparative study of the Facebook pages of two organizations. 4500 subscribers on the Facebook page followed the Innovative Development Agency (as of 04/19/2024) Details can be seen in Figure 2. "Look at Figure 2".

*Facebook page of the Agency of Innovative Development under the Ministry of higher education, science and innovation*



*Figure 2.*

The page is constantly updated with two or three posts every day. Important news and details of events in the organization's activities will be posted there. The content consists mainly of photo + text, video + text materials. Posts are mainly posted in news and reporting genres.

The structure of the Facebook page of the Ministry of Justice is the same. Although they differ in the number of subscribers (9500 thousand subscribers as of 04/19/2024), the placement of posts, tactics, and strategies, and direction are the same. The approach is similar. "Look at Figure 3".

*Facebook page of the Ministry of Justice*



*Figure 3*

Both organizations' pages showed the same flaw. This is the lack of communication with the audience. In the previous period, information exchange was one-way, in the form of a monologue. Today's generation prefers interactivity. You need an approach that increases the activity of subscribers, posts written on this basis, contests, and content that sharpens the mind and shares knowledge with them. If you pay attention to the text of the posts, you can see that they lack emotion and do not ask the opinion of the audience. Moreover, there is no individuality in the approach. That is the preparation of the same content for the organization's website, social networks, and messenger. However, the content intended for Facebook does not correspond to the algorithm and standards of Instagram. In both of these analyzed pages, it was clear that posts are not processed according to the platform.

Of course, instruments such as press release, sponsorship, organizing events are traditional PR tools. They have their place. But due to the development of the Internet, some of them were transformed, and some new instruments appeared.

Some researchers include the following in modern (in some places innovative, in some places digital) instruments:

- a business account on social networks;
- the brand's official channel on Messenger;
- posts;
- company website;
- webinars and online conferences;
- electronic press release [17].

So, it can be seen that there was a transformation of offline events, seminar training, and meetings into webinars online conferences, and press releases into online press releases. During the COVID-19 Pandemic in the conditions of Uzbekistan, both of these instruments have been actively developed.

Many government organizations have started holding their events through the ZOOM platform. Although more traditional public relations instruments are now widely used, transformed instruments are still in use.

One of the more widespread instruments is the news hook. This tool, which is translated as news opportunity or news turn, differs from other instruments in that it is cheap and gives quick results. News hook - focusing the attention of the public and the media on a process related to a person or thing, thereby achieving free advertising circulation about the brand. This tool is a part of event marketing.

That is, although it suddenly seems as if a “mistake” in the eyes of the viewer, it is not known that it is the result of strategic actions.

News hooks can be divided into direct or indirect types. Direct is an event that happens unexpectedly and makes the brand known. But even in this type, the target audience does not always come, or the result may be skewed in a negative direction, simply not profitable. For example, when the Twitter page of former American President Donald Trump gained popularity by itself, without any PR company or PR purpose, information events related to this person had a great role.

Indirect information is the result of well-thought-out steps taken by PR campaigns. From the outside, it is difficult to distinguish whether information sources are indirect or direct. This information can decide the fate of government officials in their career steps.

Let's take a comparative look at this instrument on the example of the activities of two former ministers of the Ministry of Higher Education, Science and Innovation. For this, the website www.kun.uz which is considered one of the largest sites in the country, was visited and articles under the hashtags of Ibrahim Abdurahmanov and Abduqodir Tashkulov were reviewed. “Look at figures 4, 5”.

*Collection of content about Ibrahim Abdurahmanov*

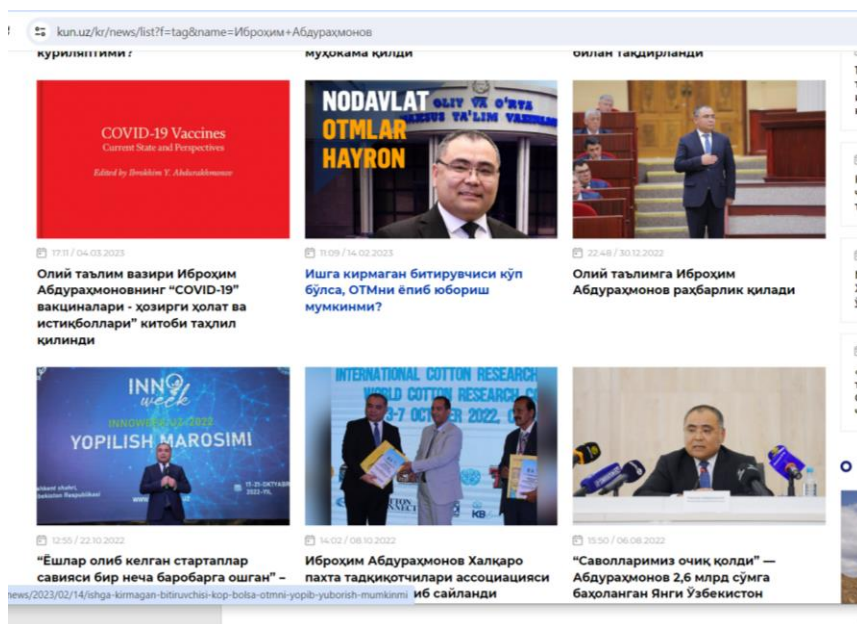
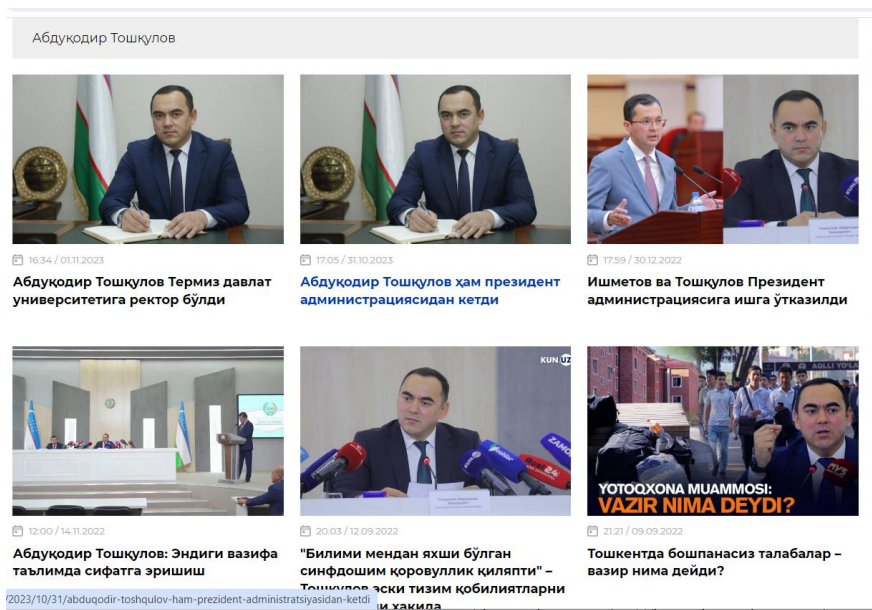


Figure 4.

The analysis showed that the articles about I. Abdurakhmanov are more informative, and informative materials are rare. A. Tashkulov has relatively more. Headlines and sentences such as “My classmate with better knowledge than me is guarding”, “Abduqadir Tashkulov: “The task now is to achieve quality in education”, “He claimed that the credit-module system can eliminate corruption in education” remind the elements of news hook aimed at forming the image of the minister Figure 5.

*Collection of content about Abduqadir Tashkulov*





*Figure 5*

Sherzodkhon Qudratkhoja, rector of the University of Journalism and Mass Communications of Uzbekistan, can be cited as an example of an effective information push. Information often circulates to that person. Sometimes he gets out of context, sometimes he comes to the center of public attention by speaking in his stories. From this, the number of his followers and popularity on social networks will increase, not decrease. So, it is reasonable to say that the news is working in his favor. An Uzbekization of his surname and his quarrel about the need to speak Uzbek with a Russian woman made him known to the general public. At the beginning of 2024, as the chairman of the National Media Association of Uzbekistan, his comments on the state language and Uzbekistan-Russia relations in an interview with the Alter Ego project resonated not only in Uzbekistan but also in neighbouring countries and Russia. In conclusion, it should be said that in this article, branding, PR strategy, and public relations instruments, which are part of it, were analysed on the example of the activities of state organizations, divided into classic and digital or modern types. In the conditions of Uzbekistan, it became known that some classic PR instruments are developing in a transformed form due to digital technology and the Internet. At the same time, it is worth noting that news hook is not used effectively in the information services of state organizations, on the contrary, events and press tours have become popular. In the comparative analysis of the Facebook page of the Ministry of Higher Education, Science and Innovation and the Ministry of Justice (Details can be seen in figures 4, 5), it was found that the social network tool of the ministries is not effectively used, and their activities lack interactivity and communication. Admittedly, the sponsorship tool is slowly developing, and the press release needs improvement. This means that there is a need for PR specialists and community managers in the information service of state bodies.

There are many state organizations in the country. And the flow of information is even bigger and more intense. The audience does not need information like "it took place, it was held, it was organized". In today's era, when concepts such as personal brand, corporate brand, and country image are actualized, press secretaries should also have the task of raising the authority of their organization. It is expedient for them to reshape or supplement their activities not in terms of "reducing the authority of the

organization”, but in terms of “increasing the authority”. These criteria should also be included in the measurement of their performance.

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