

## Chapter 4

# Online Engagement: From Public Relations Perspectives

Sevilay Ulaş  
Çankaya University, Turkey

### ABSTRACT

*The aviation industry can be said to be one of the industries whose star has been shining more and more recently. In its simplest form, can be defined as a process that includes all activities, details and industries related to aviation. Aviation industry institutions aim to carry out effective and sustainable communication activities with their target audience/customers and followers. Social media tools and environments are also the preferred media in this communication process. Social media influencers, which can be specified as an increasingly remarkable communication element, are also in the aviation field and their effective use is seen. Its applications are seen in many different areas such as aircraft-aviation, travel, food and beverage, destination. In the effectiveness of the communication process, online engagement is also a factor that is mentioned. Therefore, the two-way communication process that takes place in this study, which focuses on influencers in the aviation field and online engagement, is also mentioned in the specified communication process.*

### 1. INTRODUCTION

The place of change and transformation in information communication technologies in communication tools and usage practices draws attention. It is possible to talk about the existence of these digital-evolving communication processes in professional life practices as well as in daily life. Therefore, the existence of digital transformation is seen in

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the ways of doing business, management practices and strategies in their institutions. Within the scope of this digital transformation, the concept of digital innovation takes its place. Digital innovation can also be described as a concept that has a key carrier role in this process that has turned into a kind of digital. With digital innovation, institutions can implement innovations that meet digital in many areas such as management practices and strategies, customer and employee relations, corporate communication processes and strategies. Reflections of digital transformations can be seen in almost every field of activity. One of these areas is the aviation industry. In this field of activity, the reflections of digital transformation and innovation practices are seen in both managerial and communication-related practices. Aviation management, by its nature, includes many elements and includes the processes of managing them. At this point, both the way the institutions do business, their internal communication activities, their innovative approaches and practices, and the communication activities they carry out with their stakeholders and target groups outside the institution are also important in their strategies. Especially in the institutional dimension, how the concept of innovation is implemented and how it is communicated is also an important dimension as well as its existence. The communication activities carried out inside and outside the corporations, the communication tools and elements used, and how they can keep up with innovation are among the points that should be focused on. The importance and effective role of communication in almost every field of activity cannot be denied, as well as in the aviation management process. The impact of digital innovation in the focus of institutions or aviation management is remarkable. The reflection and role of these digital innovations in the communication processes with the target audience and stakeholders is also an important detail. These digital innovations take their place as an important component at the point of sharing and communicating with the target audience and establishing a connection with the target audience, which is important for institutions.

As mentioned before, the digital transformation process emerges as an inclusive concept that includes many different elements. In this process, applications within the scope of the quality of communication activities and innovative approaches in communication tools draw attention. Sharing the innovative applications with the target group(s) and stakeholders in these digital-based management and implementation processes makes their presence known in terms of bonding and corporate sustainability.

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