

INSTITUTIONAL COMMUNICATION IN THE DIGITAL AGE

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Abstract

The increasing use of the Internet worldwide has led many institutions to consider an online presence as a necessity. The Internet has become a part of everyday life for many institutions, most of whom use it to interact and communicate with others. Public institutions have resorted to the implementation of integrated digital systems to facilitate their work and to be able to interact with the public much better through the Internet. The pandemic with the new coronavirus brought with it the digital development of public institutions, thus creating new intelligent communication systems with an automatic response. An important advantage of online communication in public institutions is that it allows access to people from various places around the world with just a few clicks of a button. No matter where we are, we can only interact with people from other parts of the globe with a simple internet connection.

Keywords

digitization, communication, public institutions

JEL Classification

G18, H77

Introduction

In this article, we will focus on the evolution of communication, from the classic to the digital. In the introduction of the article, we will present its stages and a brief presentation of the cause that led to the modification/change of the way to communicate. After the introduction, we will move on to a brief presentation of Digital Communication, after which we will address Communication in Public Institutions and what are the current means of communication in the digital age. We will present the most used communication platforms currently used and those that were used before the new coronavirus pandemic and what their role is and how they influence communication within public institutions. We will conclude with conclusions related to

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what was presented and the benefits brought by the digital age to communication within public institutions.

During this type of pandemic (Covid – 19) where a significant part of the population has been affected by a viral disease that has generated an extremely high mortality rate, it is impossible to avoid the impact of communication strategies. The Covid-19 pandemic has irreversibly transformed the universe of current communication and generated fundamental transformations for the present and the future. The new communication space has been overloaded with the need to communicate information and guidance to prevent the spread of this virus, while also conveying messages of reassurance and hope. The new demands generated by the global pandemic have led to a structural change in our communication sphere. Regardless of whether your job involves communication or not, it is essential to adapt both to the particularities of online communication and to retrain yourself in the digital IT field. It is no longer possible to survive without understanding how social media works, how to best use it, and what changes are happening that could affect us. And here we can see how everything has changed with Covid-19, as well as its implications for our jobs. In the context of the Covid-19 crisis, public institutions had to change their communication strategies to deal with the important level of digital communication. In a manner accelerated by the global pandemic, new tools, techniques, and skills have been developed.

Consequently, civil servants had to learn how to communicate online and how best to apply digital tools in their professional environment. Direct communication has become more complex, and the stakes have never been higher (Maxwell, 2017). The global pandemic has changed the way we communicate both within the structures of public institutions and on a wider scale. The ability to deliver results in crisis situations is increasingly important for government organizations. It is interesting to watch and understand, as much as possible, what are the transformations that the digital sphere brings to the fore today and what are the possible effects of going online on the creative and communication industries. Thus, it became necessary to adapt both to the particularities of communication in the online environment, as well as reprofessionalization in the IT-digital area. It is interesting to watch and understand, as much as possible, what are the transformations that the digital sphere brings to the fore today and what are the possible effects of going online on the creative and communication industries. As much as possible, we want to understand what transformations digital communication brings to the fore today and what the effects of online access might be on public institutions and citizens.

Regardless of the method of communication, who should use it and how to do it, the most important thing is to know how to communicate. Communication skills are the key to a fulfilling and productive career (Mckey, Davis and Fanning, 2016). However, a longer period must pass before we can give feedback on digital communication in public institutions. Time is of the essence to properly understand how much this pandemic has impacted public institutions and how it may affect or benefit us in the future.

The history of human development has been marked by the course of our migrations, where we have gone from being geographically distant from each other to become closer and more interconnected by the day via the Internet. This has made it possible to share the experiences, knowledge and cultures that underlie what defines us as human beings. Our essence is communication, a fundamental activity that has always been inherent to our well-being, both as individuals and as communities, because it enables us to communicate with each other as people across nations. The world of communication has become more diverse, fluid, and complex. Digitization has changed the role of external and internal communication professionals, who must know how to master a wide range of new tools available for communication: from social networks to artificial intelligence.

1. Digital communication

Our daily communication has changed dramatically in recent years. Many of us no longer send letters by post and wait for a response, but instead communicate through email, instant messaging, social media, and other digital tools (Carnegie and Brent, 2020). On the other hand, we are surrounded by smart mobile technology that helps us communicate in many ways with anyone who has access to this type of smart technology. Digital communication has become a phenomenon that is seen as an effective way of communication between two people. Through this communication, we build relationships, interact with others, and develop our relationships. From this perspective, institutional digital communication fulfils its purpose if it promotes communion between two parties (Ray, 2018).

Institutional digital communication is a form of communication that is used by organizations to communicate with stakeholders. This type of communication is mostly done through the internet and social networks. This form of communication has been around for a long time, but only recently has it started to be used as an effective way to communicate with stakeholders. This form of digital communication can be seen as an extension of traditional forms of communication. Digital communication is an important part of institutional life. It is time to rethink and reinvent the way we communicate digitally. The ground rules of digital communication have changed, and it is important that institutions change with them, or they risk being left behind. The digital age has created a new type of communication that is changing the way we interact with each other. The Internet has made it possible for people to communicate with each other in a way that did not exist before. Digital communication can be classified as personal or institutional communication.

Digital communication is an ordinary form of interaction for many people. The use of digital communication allows people to interact in diverse ways and combine many forms of media in the process. Digital communication makes it easier to interact with groups through chat interfaces or video conferencing (Emmers-Sommer, 2016). Public institutions use increased software to communicate online to improve their institutional performance and avoid obstacles, such as long-distance communication with citizens or colleagues, or their partners.

The 21st century has witnessed a rapid development of technology and the Internet, which has transformed the way of communication from letter writing to computer, telephone, video conferencing and email, or even through integrated and dedicated software that enhances the transmission of messages, documents and much faster interaction between officials and citizens and collaborators. The latter is considered the most ordinary form of distance communication today.

From the human desire to communicate was born digital communication, which began with the letter that reached the recipient with difficulty and with a certain delay. The use of the Internet makes it possible to formulate a written or voice message very quickly and cheaply. Today, email servers are managed by websites and operate 24/7. There are several tools for sending and receiving emails: webmail (Gmail, Yahoo), instant messaging (Skype) or workstation-specific software such as Outlook.

To communicate with other people, the Internet is the most widely used form of two-way communication with fast efficiency without excessive costs. Electronic communication usually helps to store content or transmit information.

Electronic communication has a broader meaning than the Internet. This involves using all the possibilities of computer media to connect with a group of individuals or an organization. When we talk about electronic communication, the term e-mail (electronic correspondence) is usually used to refer to some form of online communication. Most people use this service at least once a day to communicate with other people through short and simple messages that are sent from a mobile device or computer.

In 1997, the number of Internet users worldwide reached one hundred million. The rapid development of electronic communication technology has helped promote this trend and encouraged more people to use the Internet.

Online communication offers countless advantages, starting with the rapid and secure dissemination of information to a large mass of receivers. For example, in the present case citizens and civil servants, and up to the relief of substantial costs. To better understand the advantages of digital communication, let us take the case of conducting administrative processes through it.

Among the advantages of online communication, we can list, the high speed of distribution, low costs of communication and the possibility of personalizing messages for each individual recipient.

Online communication especially makes things easier when it comes to the necessary information. It can be a fast and secure method for transmitting information to a wide variety of beneficiaries, and in this case, we have civil servants and citizens. Information can be obtained quickly, inexpensively, and efficiently from the Internet (Alvesson, 2015).

In short, online communication can be considered the fastest and most economical way to inform as many citizens as any other form of communication. In addition, it is an indispensable tool for public authorities who need to quickly distribute important messages.

2. Communication in the public institutions

The importance of the written form for official communication lies in the fact that it is a form of communication mutually accepted both by the administrative institutions of the state and by the citizen. The key to successful regular communication between a public institution and its citizens is effective writing practices and clear communication. The efficiency and effectiveness of organizations depend on the ability of leaders to communicate messages within and outside the organization with maximum effectiveness (Goleman, 2019).

The first step in effective communication is to make sure the message is clear. The receiver should be able to understand the message without any confusion or misinterpretation. The second step in effective communication is to make sure the message is complete. The sender should provide enough information so that the recipient can fully understand what they are trying to say. We need to make sure our message is clear and complete. Effective communication is essential for an organization to continue. Effective communication can sometimes be difficult to execute depending on the situation that arises. According to Malizia and Racicot, organizational structure determines how well communication can be maintained.

The structural framework must designate the flow of information between locations, departments, offices, and individuals for clear instructions for information. Lack of clear instructions leads to chaos and miscommunication within the organization.

The communication strategy will depend on the circumstances that arise; it must adapt as a flexible entity when needed but remain structured at the same time.

A public institution needs a structured approach for communication to work effectively within its structural framework in all aspects of day-to-day operations, seamlessly and consistently.

Digital communication helps public administrations create a better citizen experience. It provides citizens with the same level of information that would otherwise be difficult to achieve (Linch, 2017). Digital communication has evolved in recent years thanks to the Internet and modern technologies. Nowadays, we cannot imagine any public administration without digital media channels that are associated with their institutional websites or social media pages.

3. Means of communication in the digital age

Nowadays, there are many forms of communication due to the evolution of technology, especially if we consider the digital space and all its tools and resources. On the other hand, we are surrounded by smart mobile technology that helps us communicate in many ways with anyone who has access to this type of smart technology. In this context, we can agree that we live in a digital age of communication and information, although some communication specialists believe that the main problem of our societies is the lack of communication.

Computer-mediated communication contributes to the blurring of borders between countries and can bring people together despite distances or geographical barriers. The Internet has allowed us to become a global "village", which is one of the most crucial factors for world peace and development. Although the Internet can be a useful tool to communicate and relate to other people, it is important to be incredibly careful when using it. Many people do not realize that when they are having an online conversation, they are not really talking to the person on the other side of the screen, they are having an exchange with their computer. Online conversations lack non-verbal communication, which can be especially important in getting all sides of a story, understanding someone's body language and emotions in conversation, or identifying tone in writing (OCDE, 2016).

The digital medium consists of both written and oral elements, thus being a new form of hybrid communication. In this virtual environment, a new form of hybrid communication appears, known as "digital orality". This new type of communicative exchange combines both traditional forms of written expression (email, documents, blogs, books) and oral elements such as emoticons or tweets. Communication on the Internet or "Internet relay chat" (IRC) represents a new form of interaction that, for several years, has surpassed traditional forms, both qualitatively and quantitatively. While letters and telephone conversations offered long exchanges, the content of which could be controlled, the Internet offers a multitude of possibilities that are impossible to regulate and pass through as many hands as friends, acquaintances, neighbors, or strangers. The digital era has quickly established itself in public administration with the general aim of simplifying the interaction of civil servants with each other but also with the public and with their partners.

Local administration through digital communication offers civil servants' efficiency in managing contracts and institutional issues. Associated software applications allow direct communication with citizens and other public authorities, online submission of requests or forms.

The use of e-communication in public administration presents the advantages of direct communication, from the point of view of those who hold the information, for citizens who can obtain data about their situation, but also for officials. This modern form of communication offers the advantage of extra time for administrative and general activities that are useful for administration or for processes such as studying certain documents that they could have studied regardless of whether there was a different application (Galloway, 2021).

Digital communication represents electronic registers, such as the registration of contracts, issued invoices and the date and time of sending documents, for the purpose of accurately evaluating the delivery times of public services for a period. The primary development of reports can be done with fewer human or technological resources than would have been required to obtain information from notebooks or postal records.

The computerization of public institutions has a key role in the communication process. The development of the digital administration IT system will redefine the relationship

between the citizen and the public administration or between the business environment and the public administration, but also within the public administrations. By creating an integrated IT system, it is possible to increase the administrative capacity of public institutions by automating internal processes and outsourcing public service activities to citizens and private sector companies (Carnegie, 2020).

Drawing up a coherent plan for the computerization of the administrative system represents for the public administration one of the necessary conditions to increase the efficiency and quality of services provided to citizens. Citizens must be connected in technology as an object of public services. Government institutions need an infrastructure in which to present useful information and the best solutions for customers, in the long term (Stefanescu, 2021).

Informatics is a technological approach to the communication process, through which the information sought by system users is obtained. Informatics is an interweaving of techniques and procedures applied to the processing and storage of human data and information.

Through information technology, access to public services and information will be facilitated. The Internet was at first a simple computer network, but in the 21st century it has become the most effective means of communication. In our country, the Internet penetrated in the nineties when the first data transmission lines appeared.

The Internet is a global language that allows fast and less expensive communication through the computer. Thus, access to public services and information will be facilitated through information technology. The Internet was in the beginning a simple computer network, but in the 21st century it has become the most effective means of communication. Institutional digital communication is used as a tool to disseminate information and express institutional values. It includes tools like RSS, Facebook, Tweeter, among others. Institutional digital communication offers public institutions an opportunity to communicate with stakeholders in an informal manner, without the formalities of traditional media channels such as press releases or newsletters. There are many ways in which public institutions can use digital technology to improve their services and success rates. They can use websites, social media accounts, blogs, email newsletters, live streaming videos, chat bots and more. These techniques also allow for greater participation by the public as people want to be able to interact with these institutions digitally instead of waiting for them in physical locations or offices. In this sense, I will present you the most used platforms or applications that civil servants in public institutions currently use.

3.1. Mail

Email is a usual form of communication and information dissemination. Email is used for online texts, reports, learning or electronic invoices and everything else a digital device can do. It is often used in conjunction with other electronic communication channels, such as business telephony or text message services (SMS).

By using e-mail, you can save time, you can send written documents, pictures, programs, situations, diagrams, and tables. All public institutions use e-mail. Over time, this platform has continuously developed and has many advantages that make officials continue to use it.

The advantages of using email are as follows:

- √ Sending an email to an unlimited number of people at once;
- √ Attaching written documents or images and distributing them by mail or links;
- √ The integrated chat;
- √ Sorting emails according to preferences or by categories, for example, social, marketing, offers, services, social media, or even by compartments;
- √ Scheduled automatic response;
- √ Scheduling or joining video or written meetings;
- √ Storing documents on the email storage space;
- √ Document sharing with read or write editor features;
- √ Downloading and uploading documents by email in a noticeably brief time;
- √ Email security supported by the provider through SSL (secure socket layer) certificates;
- √ Simple identification by choosing the name and a profile picture;
- √ Sharing contact data by synchronizing emails;
- √ Allows preferential search of emails;
- √ Creating work folders, for example (Gmail offers the Google drive service);
- √ Support the environment by sending/receiving documents online, eliminating the need to send them in physical format.

Disadvantages of email:

- ❖ Requires internet connection.
- ❖ A smart device is required, for example phone, laptop, tablet.
- ❖ The possibility of information theft.
- ❖ Viruses can be transmitted.

Therefore, the use of e-mail is a necessity and, at the same time, an opportunity both individually and for institutions, offering solutions that simplify the work of employees.

3.2. Websites

Public institutions are digitizing, and websites have become the main communication tools. However, many institutions still lack the digital literacy to meet their needs. This is where digital communication techniques come in. They ensure that the public can get all the information they need about a public institution on the Internet.

Websites are a fast and efficient means of communication that brings together several web pages containing text, still images and animations. A website can only be accessed through the web browser.

Web sites can be created by an organization, a public person or by public institutions, town halls, public departments, local councils. Users access a website to find

information to use, with the help of search engines or to use a wide range of services available online.

Public administrations should have their own website to provide a centralized platform for communication with citizens and partners. Public websites can be used to provide information about the services provided by the administration, as well as to allow citizens to contact departments and public officials directly. Public websites can also provide an environment where citizens can sign up to receive updates on government activities and even participate in online surveys. Public websites are available to all citizens. They contain information about the numerous services offered by the administration, as well as data about the activities conducted.

Public administrations can use the website as a tool for online promotion of their activity and services. Since the development of the Internet, all major institutions, regardless of their field of activity, have used websites to promote their business and services online. A website provides a 24/7 online presence, with customers and employees having 24/7 access to the information posted on the site.

The website is an excellent tool for public administrations in communicating with citizens and customers. It allows a presence of the institution 24 hours a day, 7 days a week, a fast and efficient way of obtaining information, a channel of interaction with citizens and customers, who can comment on the content of the site or write to the representatives of the administration, such as and can provide feedback on the services offered.

3.3. Chat

Chat is a fast and efficient communication tool. It is a real-time chat on the Internet where you can talk to other users in real-time using a pseudonym. With the help of chat, several people can talk at the same time, each having the possibility to see in real time what the others have written. Once you enter the channel, you can see that other users are also present.

Next to each of these users you can see an ID number and a description of them, as well as their status. When you receive a message, a pop-up window informs you that you are receiving a message, and by selecting the text, you can read what it is about.

Chat is a fantastic way to communicate with people around the world. Online chat allows users to communicate in a brief time, as in the case of popular forums, but the data is not archived. They can access it at any time and share it with someone else.

You can even create your own private network chat with coworkers. or join a public chat group where several people can chat. Worldwide there are several chat services, the best known being Meta Messenger (e.g., Facebook), one of the most popular chat and social interaction software on the Internet. Today, increased chat programs have been developed, which can be accessed both from a computer and from a smart phone or tablet, these programs being Google Talk, Skype, Google classroom, Cisco Webex, etc.

However, there is an app on the market that offers the ability to hold meetings with up to one thousand viewers at the same time, and it is called Zoom.

3.4. Zoom

Zoom is the best way to get together when we do not have time or space to meet. Zoom replaces travel time, allows us to participate in meetings from anywhere, offers useful access controls and an easy-to-use interface. We can connect to the server from anywhere with a laptop or mobile device, launch on-demand Zoom calls or schedule regular meetings using the calendar.

Meetings are extremely simple to organize when using this application, because all we must do is create an online room and share it with other users. In this way, it is possible to work in real-time with colleagues, no matter where they are, which facilitates virtual meetings and collaboration.

The Zoom platform is one of the best video conferencing apps on the market. It offers several payments options and works with other tools through the cloud, making it especially useful for business use. It allows connecting to five hundred people for a chat session or video call, as well as up to one thousand viewers for viewing. It also works as a screen sharing tool, allowing you to share your screen during meetings or presentations.

The Zoom platform allows customers to record meetings, schedule conferences, offers functions such as virtual whiteboard and screen sharing for all participants, user chat, calendar, virtual background, live broadcasts, plans, user management, etc.

Zoom has a lot of advantages for both users and administrators. It is easy to use, enables video conferencing to promote collaboration between boardroom and remote participants, can be used with mobile devices, has detailed analytics as well as consultations that can help managers.

The three major disadvantages of Zoom are low resolution, inability to afford raw footage, and paying high subscription fees to the company.

The amount of space is reduced on Zoom, especially in high-definition video. There will always be a loss of quality due to compression rates, so less space means less quality. There are also a limited number of zoom quality preferences, so adjusting them only controls a small fraction of the detail that is lost, but this option cannot be adjusted while browsing or editing videos. Inability to claim only footage as an asset when you have gained subscription access. Money is at stake because individuals have no say in what their favorite video service offers and must provide their own payment from external resources, if they want any updates from them, they must subscribe again for the needs specific.

Its performance combined with an unmatched user experience make this collaboration platform a real contender in the industry.

Another application that facilitates remote meetings is Cisco Webex, an application created and offered by the Cisco company.

3.5. Cisco Webex

Cisco Webex is more than just a video chat tool. It is an all-in-one collaboration platform. With Cisco Webex, we can hold conference calls and video meetings in any time zone with up to two hundred participants or join a colleague or client for a free Webex meeting from our mobile device or desktop browser. The service offers several tiers of service, from free to premium offerings that include up to two hundred participants. Cisco Webex offers well-rounded security backed by Cisco's history in IT and security.

3.6. Social networks (Facebook, Instagram, Twitter, LinkedIn)

Social media is a tool that facilitates major changes in the speed of communication. It can be used to spread news, photos, messages and so on.

Social media has many advantages, such as facilitating new friendships and acquaintances, supporting the spread of information, and the sharing of emotions and feelings. This tool is easy to use. Social media is an opportunity to interact with other people who share similar interests, needs and desires. They also allow us to share information more effectively than through other means such as telephone and email. Other benefits include expanding our circle of friends, exchanging quality articles and videos, acquiring information and documents of interest. However, social networks also have disadvantages such as misinformation, online frauds, lack of source of information transmission, etc.

Since social networks are also widely used by civil servants in our country, the guidelines on the use of social networks in the public sector have been developed to ensure that civil servants will be guided on how to use the networks effectively social. Why is this guide addressed to civil servants and communicators in public institutions? Because they have a direct impact on how citizens perceive their activity. The guidelines are intended to provide detailed information on techniques for training public officials and communicators in using social media to communicate with citizens and other stakeholders in their institutions. The Public Sector Guide is an internal document that aims to support public institutions in creating formal procedures for managing the use of social media. Given the dynamic nature of social media, this guide will be reviewed and modified, as necessary. It also considers communication channels on social media platforms as official communication channels within public institutions.

Employees of public institutions using social media must consider that statements will be made on behalf of the institution. Therefore, they should make balanced posts or comments to avoid harming the state.

Given that we are in the digital age, many platforms have emerged overnight, but few are used by many users and have a more secure and stable connection than the desktop and mobile app, WhatsApp.

3.7. WhatsApp

The phone and desktop app, WhatsApp is currently one of the most used apps when it comes to text, images, and video and audio messages. The application offers users quite a few advantages such as:

- Creating groups with an unlimited number of people through which text, voice and/or video messages can be sent;
- Information sharing;
- Person to person video meetings

But also disadvantages such as:

- File size limitation to 35 Mbps;
- Limiting video conversations for more than two people at a time;
- Selecting a maximum of five people to send a message simultaneously.

Thanks to this application, communication is private and secure. But the parent company that owns the WhatsApp application, Meta, has announced that they will introduce Artificial Intelligence to moderate and filter all services in the application. In this context, what is the meaning of the words private and secure if they said they must scan and validate users' messages before they are encrypted?

Drawing lines on the ones presented, we can find that by using social networks correctly, we can create an important advantage in the activities we conduct in public institutions. We can reach out to the public with real-time information because, as you well know, being transparent these days denotes trust and seriousness. The transmission of correct information, coming from the source, helps citizens by providing correct information. As with every good thing there are downsides, we find that social networks can also have a negative impact on public institutions through misinformation from other sources, the transmission of false information or even frauds (Jennings, 2020).

The most important change caused by the advent of the Internet is that it will have a deeper impact, both in social and economic terms, on people's lives, on the people they choose to communicate with, on how they use their time, have access to entertainment, education, or information. It is also true that, at the same time, it reduces the communication costs borne by citizens and organizations and supports them in finding solutions to problems in their daily lives (Hasson, 2012).

With the volume of changes in our world due to the novel coronavirus pandemic, it is essential that public institutions can communicate their messages effectively. For example, in an increasingly globalized economy, communication has become increasingly important for public administration. Communication methods such as emails and phone calls allow an institution to communicate with people around the world at any time. Communication also alleviates some of the language barriers we see today in different countries. For example, some institutions use translation software or employees who speak different languages so that they can communicate properly with partners from diverse cultures who do not share the same language (Kahneman, 2021).

These new types of communication are a wonderful way to improve institutional communication, making it more natural and personalized. It can help civil servants work more productively and collaboratively, which can lead to higher productivity, improved work quality and greater team effectiveness.

Conclusions

Public administration is a specific form of communication, which takes the form of written communication and its inalienable principles. The right to good governance, the principle of transparency of administrative acts and respect for fundamental rights are the basic principles that make public administration an explicit form of communication. Effective communication is the foundation of the administrative management of public institutions. The language used by the public administration is essential in the relationship with the citizens, who do not understand it and perceive it as something distant, incomprehensible, technocratic, and formalistic. It is imperative that the public administration understands exactly what the essential and necessary elements for the most effective communication in the public administration-citizen relationship are, to improve and streamline the way it understands to administer. The principle of transparency in the adoption of administrative acts is to help citizens understand the needs and opportunities of issuing an act. Through digital communication, public administration does nothing but provide greater access to information, improving knowledge of administrative procedures and regulations. Communication of information to interested persons, such as citizens or partners, can be done first many programs or platforms, such as Facebook, WhatsApp, Cisco Webex, or Zoom, these having a good enough quality to clearly understand the messages transmitted either written or video.

In this world of digitized information, it is more important than ever to be able to talk to others, listen and understand. It is necessary to learn how to adapt our behavior and personality according to each situation, so as not to disappoint or offend others. Honest dialogue between people helps create healthy relationships and provides trust and stability in the workplace. The new ways of communication are intended to transmit information more clearly and quickly, thus facilitating the work of civil servants.

The digital age allows us to communicate in many ways with anyone who has access to this kind of smart technology. But we still need to learn how to communicate effectively, because nowadays we have many ways to communicate.

Digital communication has changed all layers of human life, including public institutions. This also led to a new type of organization and communication, different from that of traditional means of communication.

Public institutions must adapt to the particularities of communication in the online environment, as well as to re-develop in the IT-digital field. Without these programs and without the Internet we can no longer communicate at a distance. History has shown us that programs or platforms can change and improve, offering various services to users to simplify their work.

However, these online programs and platforms require users with minimal training. This is where HR intervenes, which is responsible for the continuous induction of employees by sending them to specialization courses (Lethielleux, 2007).

Means of communication have always been essential in modern society. Today, they are more important than ever because they have changed considerably. The Internet has radically transformed our relationship with the media landscape.

Digital communication can be a true form of relationship and communion, contributing to a certain extent to the strengthening of these bonds. Communication is a key part of institutional digital transformation. It is the only way to make sure everything goes well. The more open and transparent the institution is, the more trust it can build with stakeholders.[†] Communication with employees, stakeholders and customers must be aligned across all communication channels to ensure they are cohesive, consistent, and responsive.

Digital communication techniques in public institutions are constantly adapting to society's needs. This has a major impact on institutions and how they function in society. The new means of communication within public institutions also come with benefits, such as space and time gained. One can communicate at the same time, online, with people in any country, at any time, at any time.

Even if the digitization of communication was sudden and forced due to the pandemic with the new coronavirus, public administration institutions have adapted to these modern means of communication to facilitate the needs of citizens. Well-trained people are needed to work effectively with the new means of communication.

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