

## **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**

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