

Smart tools have enabled the development of PR processes to promote and disseminate content because of the nature of close PR activities

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ABSTRACT

Smart tools have enabled the development of PR processes to promote and disseminate content because of the nature of close PR activities. AI tools are present and effective in producing content, processing and analyzing its data according to administrative and communication purposes with quality, accuracy, speed and challenges of keeping abreast in skills and abundance in structures. The study involves discussing the impact of variables on public relations processes and issues of persuasive, operational and marketing skill activity and improving the mental image. The study's importance stems from clarifying the opportunities of smart tools and sensitizing their threats and activity in editing and falsifying content and their shortcomings such as bias, guesswork and smart publishing issues towards corporate communications that reach their goals quickly and in quality. This topic is due to the choice of future directions of public relations with institutions aimed at taking advantage of the possibilities of intelligent tools to reach their objectives and communicate with their audiences who have become active in driving the identification of tools, their selection of directions, its design of messages and its extrapolation of machines according to tool surveys and analysis for planning and decision-making.