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— 1975 - 2025 —



# The State of Ethics and the Public Relations Industry in Africa 2025



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## **METHODOLOGY**

This research study is based on a sample of 313 respondents from across the African region (2024 yielded a total of a total 365 responses), with data gathered between 09 October 2024 and 03 March 2025.

The PR landscape section of the study replicated the 2023 and 2024 editions, allowing for meaningful year-on-year comparisons.

From the data gathered over the past five years, participants have contributed invaluable insights into the evolving ethical landscape of Africa. These insights have informed the continuous improvement of the study. As a result, for this year's edition, we refined and streamlined the ethics section of the survey to better reflect the key issues raised and deepen the relevance of our findings.

The survey, conducted by Reputation Matters, was developed in English and French and shared to both APRA and the PRCA's respective databases via email, WhatsApp, social media platforms and their websites. Frequent reminders were shared to encourage participation.

Both PRCA and APRA's members and partners were encouraged to share the survey link with their respective networks to garner more responses.



# Foreword

**Sarah Waddington CBE CDir FPRCA ChartPR**  
Interim CEO, PRCA

**“AI is reshaping the landscape, with 69% of respondents viewing it as a tool to augment rather than replace PR.**

**While this optimism is encouraging, it must be balanced with a commitment to ethics, accuracy, and responsible AI deployment.”**

Public relations across Africa is advancing, gaining both recognition and influence in boardrooms and beyond. However, despite its growing stature, our industry continues to grapple with persistent misconceptions.

The PRCA Africa and APRA joint study highlights a fundamental challenge: while PR is widely acknowledged, it is often misunderstood.

In Kenya, concerns linger about ‘spin’; in Nigeria, fears of manipulation persist; and in South Africa, political influence remains a contentious issue. These perceptions highlight the need for clarity and education about the true role and value of ethical PR practice.

One of the most striking findings in this year’s report is the continued struggle with measurement. While the industry has made progress, 25% of practitioners still do not evaluate PR impact, and despite being widely discredited, the Advertising Value Equivalent (AVE) remains the most used metric at 19%. This shows the need for more robust, universally accepted measurement frameworks that demonstrate PR’s strategic value.

At the same time, AI is reshaping the landscape, with 69% of respondents viewing it as a tool to augment rather than replace PR. While this optimism is encouraging, it must be balanced with a commitment to ethics, accuracy, and responsible AI deployment.

PR may be making strides in securing a seat at the boardroom table but challenges remain. Budget cuts (67%), technology adaptation (41%), and maintaining ethical integrity (39%) all present significant hurdles. To cement its strategic role, PR must continue demonstrating its impact on business outcomes and societal trust.

Our long-standing partnership with APRA on this annual study reflects our shared commitment to strengthening ethical PR practice across Africa. This report may highlight our industry’s challenges but, crucially, it also showcases the resilience and innovation of PR professionals across the continent.

By addressing perception issues, improving measurement standards, embracing technology responsibly, and reinforcing ethics, we can shape a more transparent and impactful future for PR in Africa.



# Foreword

**Dustin Chick**  
Chair of Ethics and Practices Board, PRCA Africa

**“When examining its key findings, it’s clear that across Kenya, Nigeria, and South Africa, there is a growing emphasis on integrity and transparency, with ethics taking on an increasingly central role within the industry across the continent.”**

I belong to a very active WhatsApp group made up of around 900 + in-house communications leads, agency leaders and editors from around the world. There is one topic that stands out against all others—is the role we all play as responsible communicators in leading and championing better communications.

This, at a time where we continue to witness seemingly bizarre levels of deliberate polarisation in how people, leaders, brands, organisations and governments show up (or don’t as the case may be). Critically, it also highlights why our role as responsible communicators is so significant. We set the pace and the benchmark for how information is shared and, it has now almost incumbent on all of us to step up to guard this duty more firmly than we ever have before.

This year’s PRCA Africa State of Ethics and the Public Relations Industry in Africa 2025 report is far from being released in isolation. When examining its key findings, it’s clear that across Kenya, Nigeria, and South Africa, there is a growing emphasis on integrity and transparency, with ethics taking on an increasingly central role within the industry across the continent.

The report reveals a notable sense of optimism: many respondents describe the future as “promising” and “bright,” driven by the rising recognition of PR’s critical role in shaping narratives, fostering transparency, and managing reputations—particularly in the digital space. As businesses expand their global footprint, reputation management is no longer a luxury but a necessity for building trust and attracting investment.

But what stands out here is not just the statistics or the fact that ethics and trust are gaining prominence—as they should—but the collective will of our community to actively uphold these principles. Across Africa, we are taking ownership of our responsibility to create an environment where ethical communications thrive.

And you earn trust by being trustworthy. So here is my challenge to all of us: in a time of division and uncertainty, let us be the community that nurtures these green shoots of ethical leadership into global best practices. Let us set the benchmark for responsible, principled communication—whether we work in agencies or in-house teams.



# Foreword

**Arik Karani**  
President, African Public Relations Association (APRA)

**“In an era where trust is fragile and misinformation is rampant, the role of ethical public relations has never been more critical.”**

As we celebrate APRA's 50th anniversary, it is a fitting moment to reflect on the values that have shaped our profession—chief among them, ethics. In an era where trust is fragile and misinformation is rampant, the role of ethical public relations has never been more critical.

This report provides an insightful look into the ethical landscape of PR in Africa, highlighting both progress and persistent challenges.

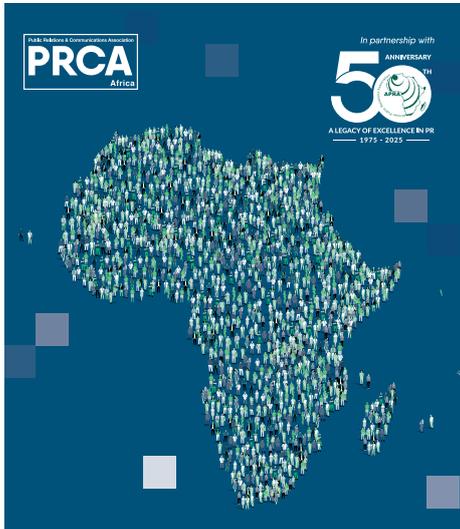
Last year's findings underscored the increasing pressure on professionals to navigate complex ethical dilemmas, from digital disinformation to corporate accountability. Yet, they also reaffirmed the unwavering commitment of many practitioners to integrity and responsible communication.

As PR professionals, we are not just storytellers; we are custodians of truth. Our words shape perceptions, influence decisions, and impact societies.

This responsibility demands that we hold ourselves to the highest standards, ensuring that our work fosters trust, credibility, and long-term value.

The findings of this year's survey serve as both a mirror and a guide—reflecting where we stand and pointing us toward a more ethical future. Let us use this knowledge to reinforce ethical best practices, mentor the next generation of PR leaders, and strengthen the credibility of our profession across Africa.

Together, we can build a communications industry that is not only effective but principled—one that contributes meaningfully to Africa's transformation.



# The Survey

In partnership, the African Public Relations Association (APRA) and the Public Relations and Communications Association (PRCA) developed a combined survey to measure the state of ethics and the Public Relations (PR) industry in Africa.

The 2025 study yielded a total of 313 responses across the African continent, which is a slight decrease compared to 365 responses in 2024. The highest number of responses once again came from South Africa (30%), though this marks a notable decline from 45% in 2024. This year, Kenya (17%) and Nigeria (16%) saw an increase in participation, positioning them as the second and third highest response rates, respectively. Meanwhile, Cameroon (7%) and Mauritius (7%) emerged prominently, reflecting broader regional participation in the survey.

Most respondents (41%) work within the media and marketing sector, reinforcing the industry's strong presence in Africa. This was followed by 17% in education and training and another 17% in 'other' sectors, where respondents mentioned working in PR, communication, research and development, and advertising.

A smaller proportion of respondents indicated employment in engineering, transport and logistics, and insurance.

Encouragingly, the top three sectors represented in the survey remain aligned with media, marketing, advertising, communications, PR, and education, illustrating the survey's continued relevance to the industry.

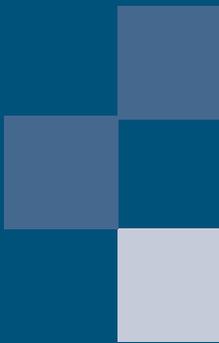
When asked about the size of their organisation, the majority of respondents work in smaller companies, with 14% employed in businesses with 2 to 5 people and another 14% in organisations with 11 to 25 employees. Additionally, 11% of respondents reported working in larger organisations with 51 to 100 employees, highlighting a diverse representation of business sizes in the industry.

The seniority of respondents continues to be a key characteristic of the survey. The largest proportion (21%) are CEOs, Managing Directors, Chairmen, or Founders of their organisations. This was followed by Head of Communication or Corporate Affairs professionals (17%) and Communication Managers (15%). Those who selected 'other' noted roles as consultants, media monitoring officers, and secretaries. Overall, the data indicates that most respondents hold senior positions within their organisations, reflecting the level of influence and decision-making authority of those contributing to the survey.



# 1

## The Present Landscape





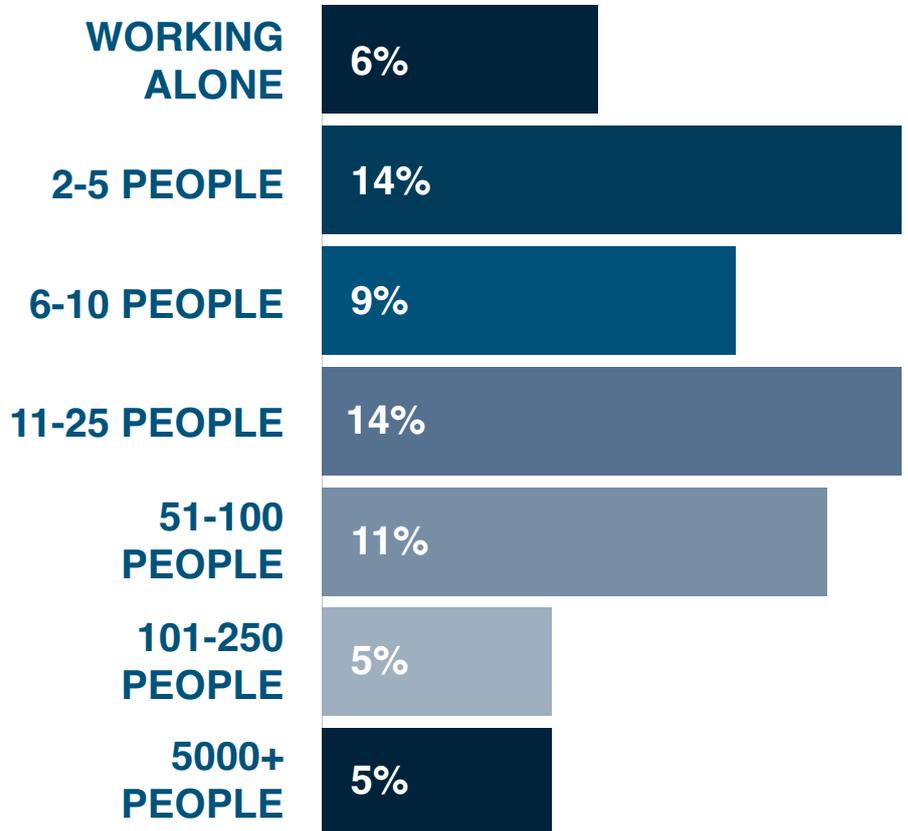
## PR ROLE ALLOCATION IN AFRICAN ORGANISATIONS

The distribution of PR roles across African organisations continues to reflect diverse team structures. The most common team size remains '2-5 people' (14%), consistent with last year, suggesting that smaller PR teams remain the norm in many organisations. Following this, '11-25 people' (14%) and '6-10 people' (9%) were also frequently selected, showing a spread of mid-sized teams.

At the other end of the spectrum, 6% of respondents reported working alone, a slight increase from last year, while 11% indicated teams of '51-100 people', suggesting that a portion of organisations continue to invest in larger PR teams. Sizable PR departments remain relatively rare, with 5% reporting teams of '101-250 people', and a similar proportion working in organisations with over 5000 employees.

Overall, the findings illustrate a broad range of PR team structures, highlighting the varying levels of investment in PR across different organisations and industries in Africa.

## SIZE OF PR TEAMS ACROSS AFRICAN ORGANISATIONS



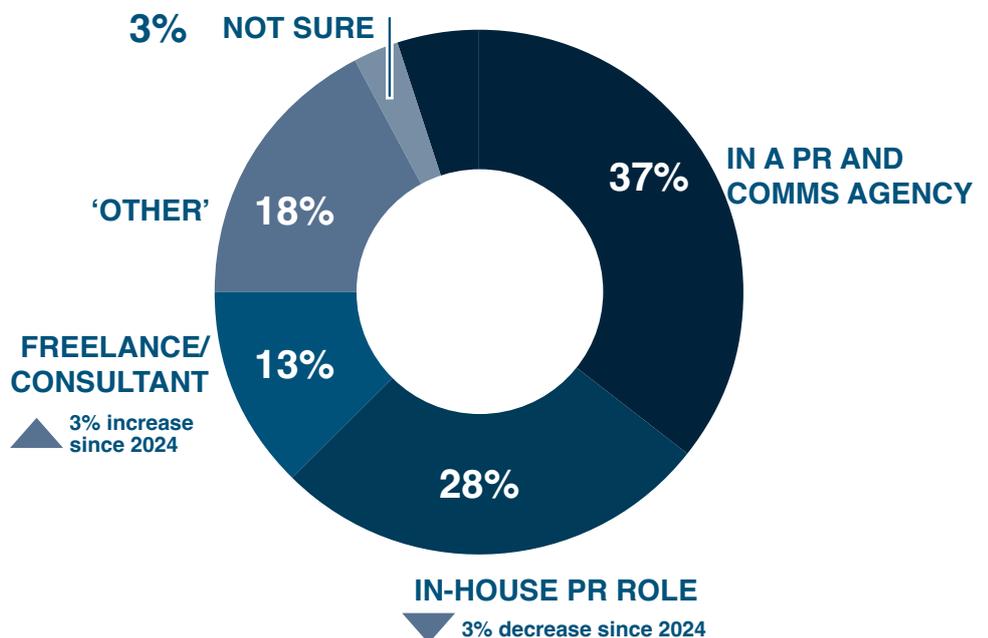
## ORGANISATION TYPE

The majority of respondents (37%) reported working for a PR and communications agency, consistent with last year's figure. In-house PR roles accounted for 28%, showing a slight decline from 31% in 2024. The proportion of freelancers or independent consultants increased to 13% (from 10% last year), reflecting a growing shift towards independent work in the industry.

Notably, 18% selected 'other', indicating a diverse range of roles outside traditional agency or in-house structures, while three percent were unsure how to categorise their organisation.

These results suggest a steady dominance of agency-based employment, with a gradual rise in independent PR professionals.

## HOW WOULD YOU DESCRIBE THE ORGANISATION YOU CURRENTLY WORK FOR?



## QUALIFICATIONS AMONG PR PROFESSIONALS

The professional qualifications directly related to PR remain varied among respondents, with a bachelor’s degree continuing to be the most common at 35%, consistent with last year.

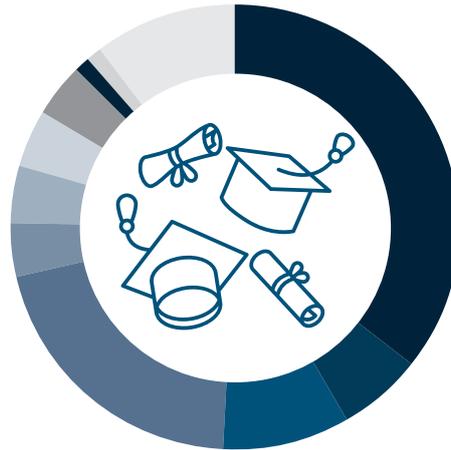
National Diplomas were reported by 6%, slightly lower than 12% in 2024, while MBAs remained at 9%.

A notable 20% of respondents specified other qualifications, reflecting a diverse range of educational backgrounds within the PR industry—an increase from 15% last year. Specialised qualifications such as ANIPR, CIPR, PRISA, PRSK, and IPR certifications were each held by a small proportion of respondents, with none exceeding 4%. PRCA and CIM qualifications remained less common, both below 1%.

Additionally, 10% of respondents reported having no formal qualifications related to PR, unchanged from last year.

These findings indicate that while bachelor’s degrees remain the dominant qualification, there is a broad spectrum of educational pathways leading into PR, with a growing proportion of professionals entering the industry through alternative or non-traditional qualifications.

## WHAT PROFESSIONAL QUALIFICATIONS DO YOU HAVE THAT DIRECTLY RELATE TO YOUR WORK IN PR?



- Bachelor’s Degree - 35%
- National Diploma - 6%  
▼ 6% decrease since 2024
- MBA - 9%
- Other qualifications - 20%  
▲ 5% increase since 2024
- ANIPR qualification - 4%
- CIPR qualification - 4%
- PRISA qualification - 4%
- PRSK qualification - 4%
- PRCA qualification - <1%
- CIM qualification - <1%
- None - 10%



# 20%

SPECIFIED OTHER QUALIFICATIONS NOT LISTED, SHOWCASING THE DIVERSITY OF EDUCATIONAL BACKGROUNDS WITHIN THE PR INDUSTRY

## WHAT PR PROFESSIONALS DO

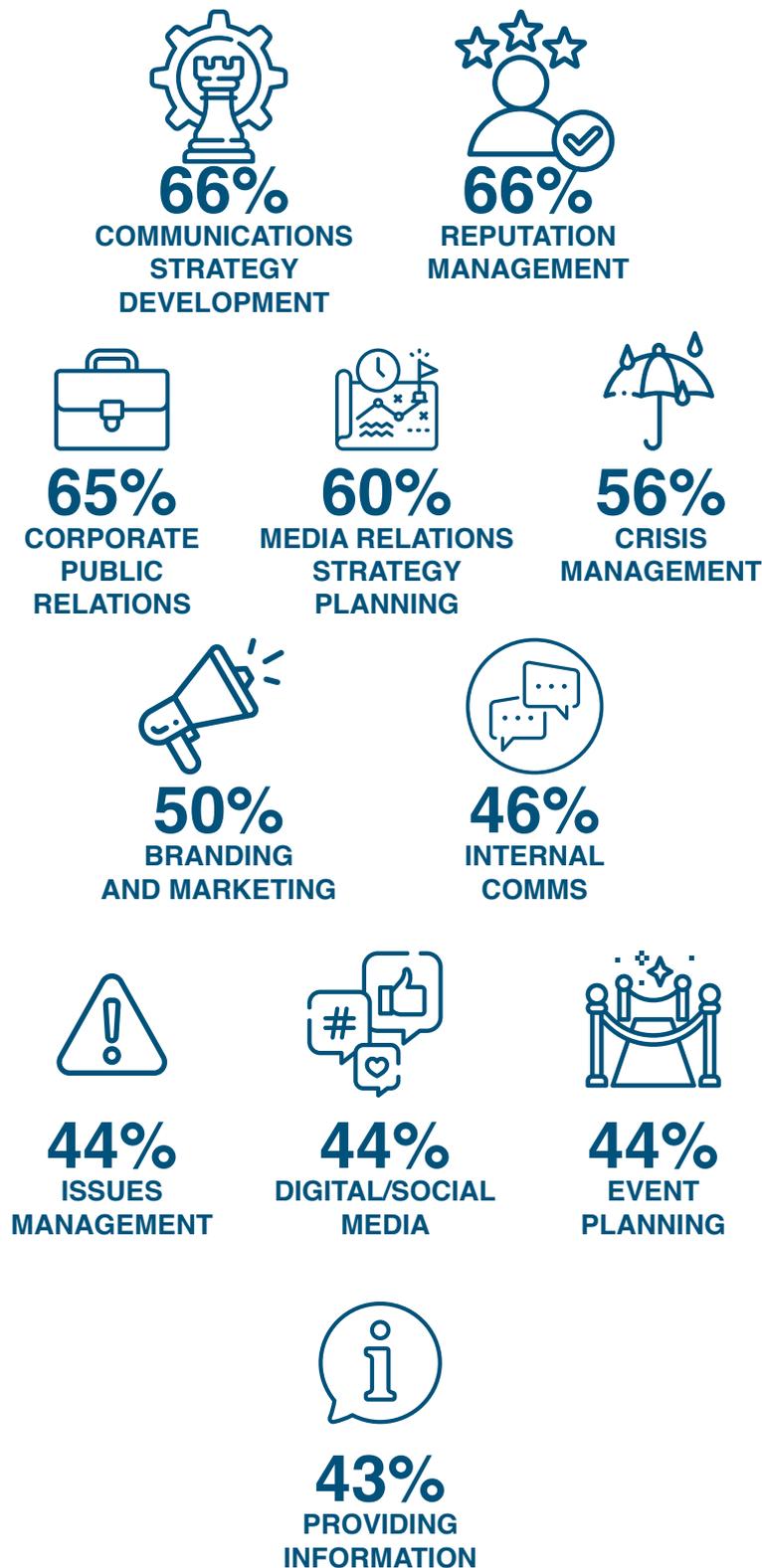
PR and communications professionals continue to take on a broad range of responsibilities within their roles. ‘Communications strategy development’ and ‘reputation management’ were the most selected functions, with more than two thirds, 66% of respondents, identifying them as key aspects of their work, reflecting a slight increase from 61% last year.

More than half of the respondents reported involvement in ‘corporate public relations’ (65%), ‘media relations strategy planning’ (60%), ‘crisis management’ (56%), and ‘branding and marketing’ (50%), all showing a modest increase compared to 2024.

Other significant responsibilities included ‘internal communications’ (46%), ‘issues management’ (44%), and ‘digital/social media’ (44%), which have maintained their relevance in PR roles. Meanwhile, ‘providing information’ (43%) and ‘event planning’ (44%) remained consistent with last year’s figures.

These findings highlight the evolving and multifaceted nature of PR, with a continued emphasis on strategy, reputation, and media relations, while digital and social media remain crucial components of the profession.

## WHICH OF THESE WOULD YOU CLASSIFY AS THE MAIN FUNCTIONS OF YOUR CURRENT ROLE?



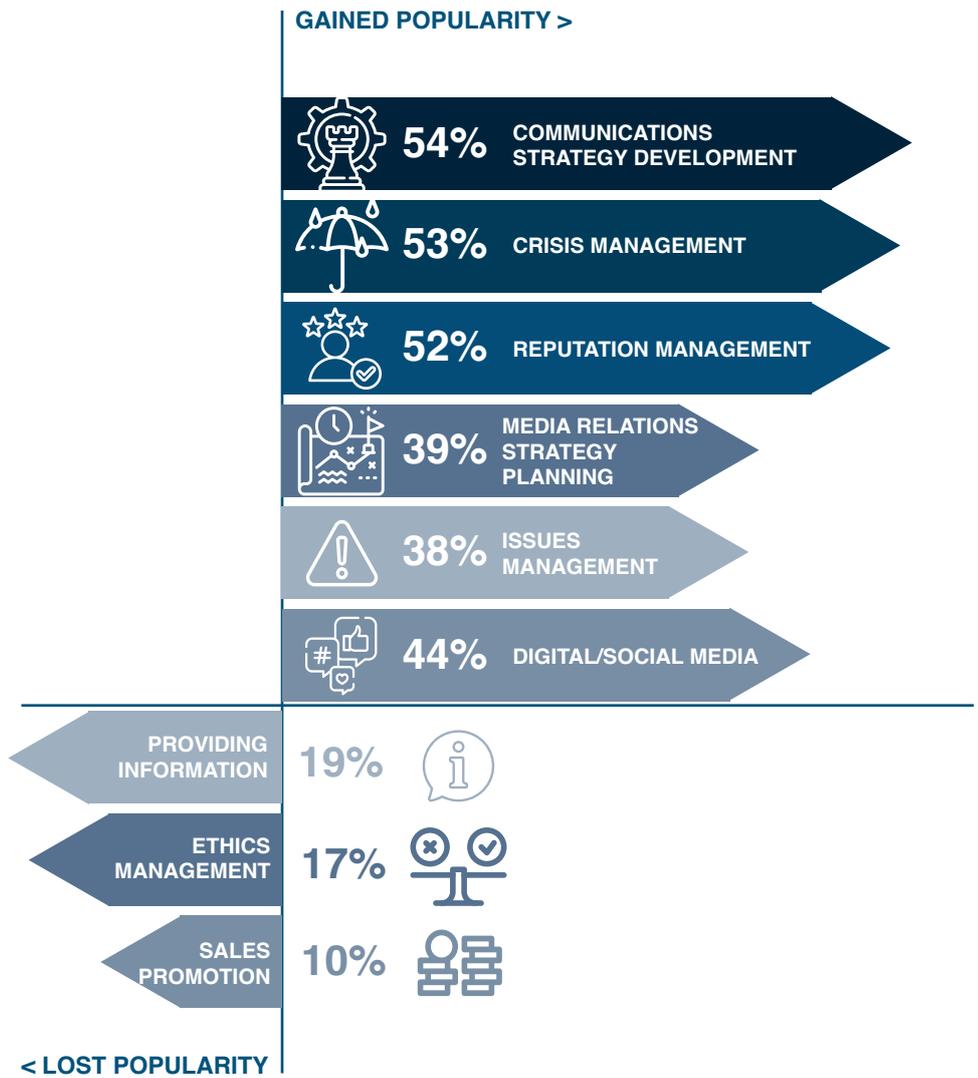
### A CHANGING ROLE

Respondents were asked to identify PR activities that have gained or lost significance in their country over the past two years. ‘Communications strategy development’ (54%) was the most frequently cited PR activity increasing in importance, reaffirming its role as a key strategic function. This was followed closely by ‘crisis management’ (53%), highlighting the continued necessity for effective crisis response. ‘Reputation management’ (52%) remained a priority, reinforcing the growing emphasis on maintaining trust and credibility. Other common areas that respondents identified as gaining importance included ‘media relations strategy planning’ (39%) and ‘issues management’ (38%), reflecting the industry’s sustained focus on media positioning and risk mitigation. ‘Digital/social media’ (44%) was also among the top selections, underscoring the ongoing shift towards online engagement and content-driven strategies.

When looking at activities that have decreased in importance, ‘providing information’ (19%) was the most cited, suggesting that PR is moving away from simply disseminating content towards more interactive and strategic engagement. ‘Ethics management’ (17%) remained the second most frequently reported area of decline, showing little change from last year. ‘Sales promotion’ (10%) was also noted as decreasing in significance, reinforcing a shift away from direct promotional tactics in PR.

These findings suggest that PR professionals are placing greater emphasis on strategy, crisis preparedness, and digital transformation, while traditional promotional and informational functions are becoming less central to the industry’s evolving role.

### WHAT PR ACTIVITIES HAVE GAINED OR LOST MOST IMPORTANCE IN THE PAST TWO YEARS?



## PR'S STANDING IN THE BOARDROOM

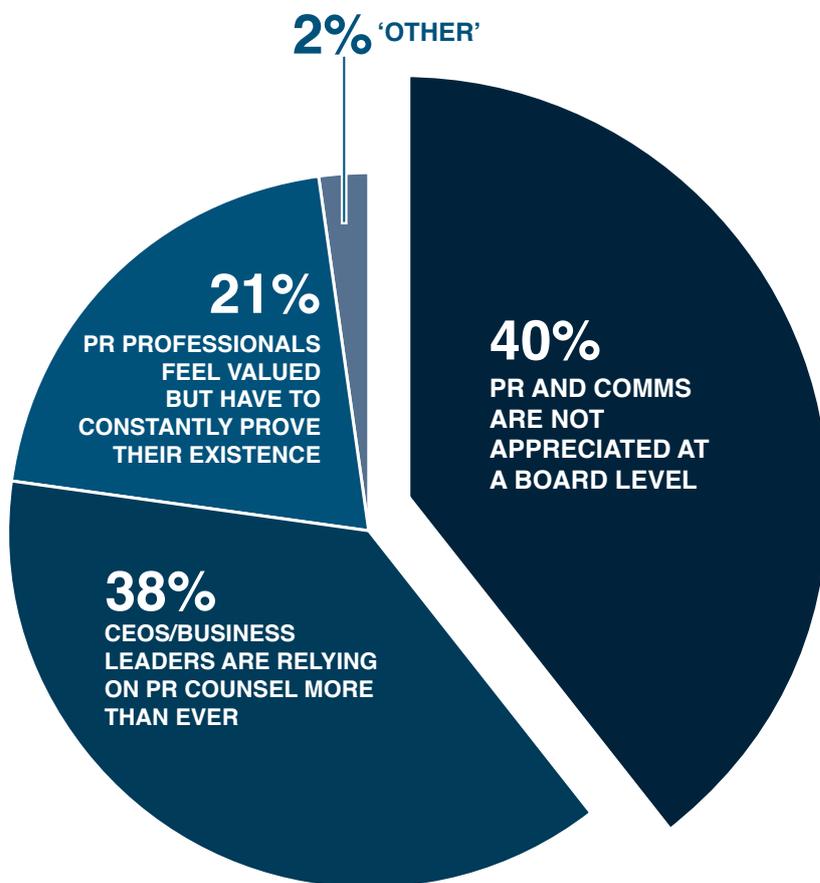
We asked PR practitioners to assess the level of influence the field holds within an organisation's boardroom. 'The role of PR and communications is still not appreciated at board level' remained the most selected response at 40%, showing a slight improvement from 45% in 2024 but still indicating a persistent challenge in securing PR's influence at the executive level.

However, there are signs of progress. 'CEOs/business leaders are relying on PR counsel more than ever' was selected by 38% of respondents, marking an increase from 31% last year. This suggests that PR is being increasingly recognised for its strategic value, albeit gradually.

Meanwhile, 21% of respondents stated that they 'feel valued but are constantly having to prove their existence', reflecting a marginal increase from 20% in 2024. A small proportion (2%) selected 'other'.

Overall, while there are incremental gains in PR's influence at the board level, many practitioners still feel undervalued, indicating that more advocacy is needed to solidify PR's role in high-level decision-making.

## THE PR'S STANDING IN THE BOARDROOM



## TRAINING NEEDS

Given the significance of training and skill development across industries, we asked PR and communications practitioners about their recommendations for regional training initiatives.

The most recommended areas for training were 'communications strategy development' (56%), 'crisis management' (50%), and 'reputation management' (48%). These remain the top priorities, consistent with previous years, indicating a continued demand for upskilling in these strategic areas. Other notable areas of recommended training include 'ethics management' (47%), which has seen an increase in prioritisation, and 'digital/social media' (35%), highlighting the evolving digital landscape in PR.

## PR AND COMMUNICATIONS PRACTITIONERS' RECOMMENDATIONS FOR REGIONAL TRAINING INITIATIVES

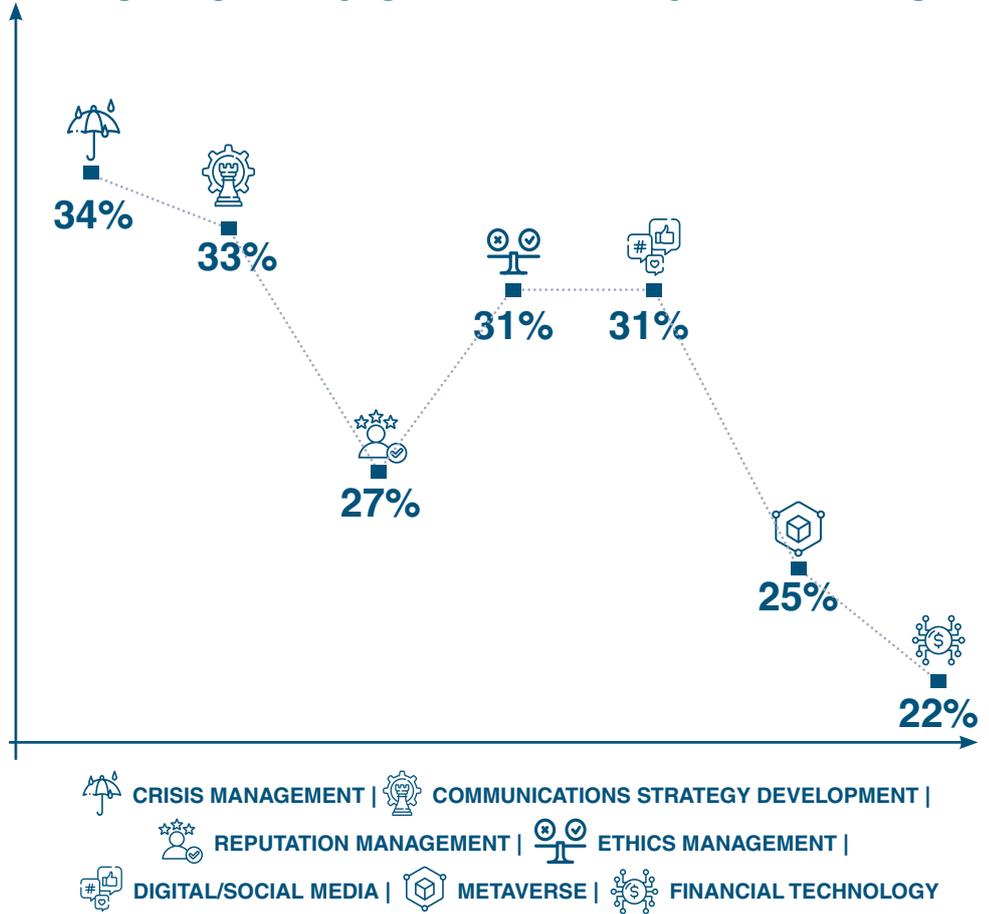


‘Corporate public relations’ (36%) and ‘public affairs/lobbying’ (33%) were also among the frequently selected options.

When asked which areas they would be interested in attending training sessions for, the responses closely mirrored the recommendations. The top three selected were ‘crisis management’ (34%), ‘communications strategy development’ (33%), and ‘reputation management’ (27%). This was followed by ‘ethics management’ (31%) and ‘digital/social media’ (31%), both of which have remained key interests for PR professionals. Interestingly, ‘metaverse’ training, which saw a decline in demand last year, has gained renewed interest, with 25% of respondents selecting it. ‘Financial technology’ training also emerged as a growing area of interest at 22%, reflecting the increasing intersection between PR and financial communications.

These findings suggest that while core strategic PR skills remain a priority, there is a growing recognition of the need for training in digital transformation, ethics, and emerging technologies.

## PR AND COMMUNICATIONS PRACTITIONERS’ WISH FOR REGIONAL TRAINING INITIATIVES



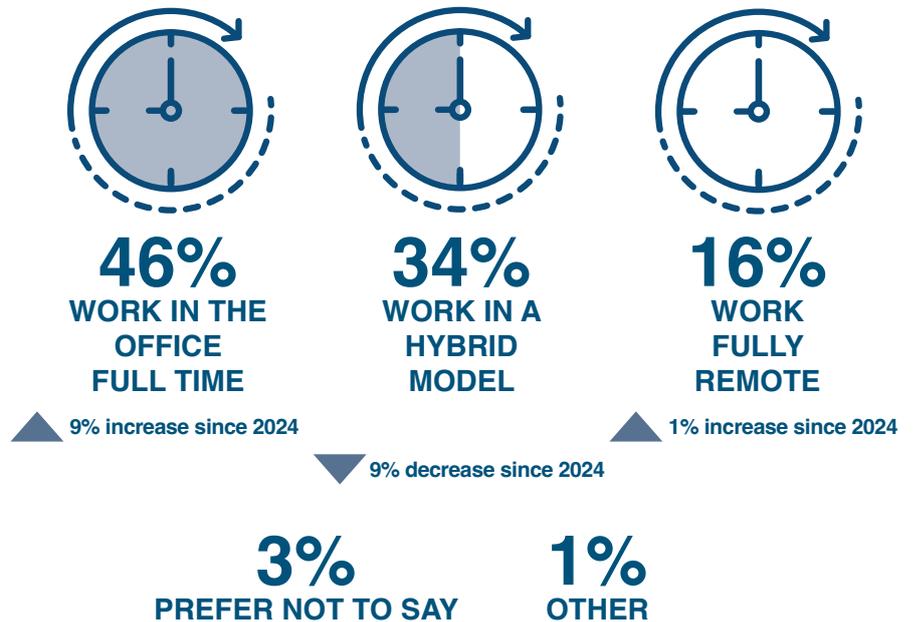
## WORKING MODELS

Regarding working models within the region, the proportion of respondents working ‘in the office full time’ has increased to 46%, up from 37% in 2024. Meanwhile, those working in a ‘hybrid’ model have decreased to 34%, compared to 45% last year. ‘Fully remote’ work remained stable at 16%, showing little change from 15% in the previous year.

A small percentage of respondents (3%) preferred not to disclose their working model, while 1% selected ‘other’.

These findings suggest that while hybrid and remote work remain prevalent, there is a notable shift towards full-time office work. This trend may indicate a response to organisational needs for in-person collaboration or a shift in workplace policies.

## WORKING IN AN OFFICE





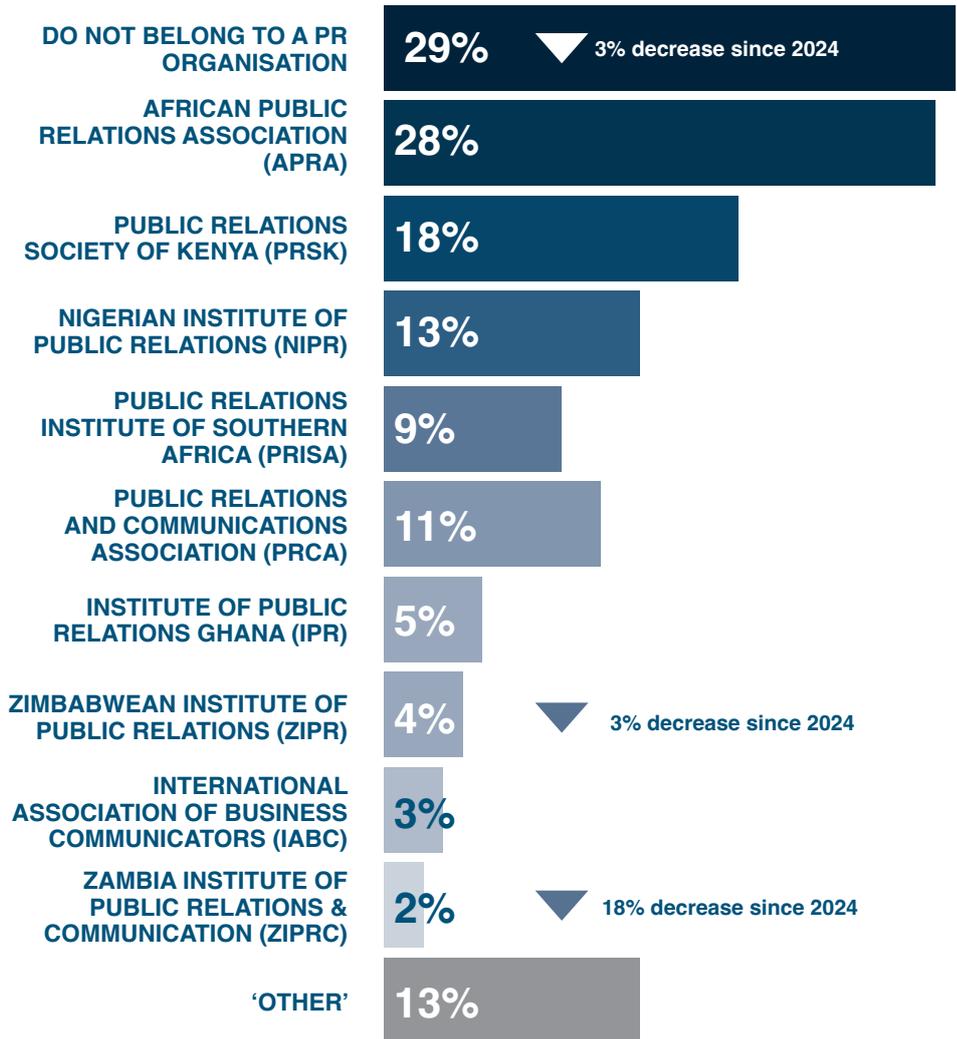
## PR ORGANISATION MEMBERSHIP

We asked respondents if they were members of any PR organisations. The most selected response was 'I don't belong to a PR organisation' (29%), showing a slight decrease from 32% in 2024.

The top memberships reported were 'African Public Relations Association (APRA)' (28%), 'Public Relations Society of Kenya (PRSK)' (18%), 'Nigerian Institute of Public Relations (NIPR)' (13%), 'Public Relations Institute of Southern Africa (PRISA)' (9%), and 'Public Relations and Communications Association (PRCA)' (11%).

Other selected memberships included 'Institute of Public Relations Ghana (IPR)' (5%), 'Zimbabwean Institute of Public Relations (ZIPR)' (4%), and 'International Association of Business Communicators (IABC)' (3%). 'Zambia Institute of Public Relations & Communication (ZIPRC)' saw a drop to two percent compared to 20% last year.

Additionally, 13% of respondents selected 'other', suggesting affiliations with alternative PR organisations not listed.



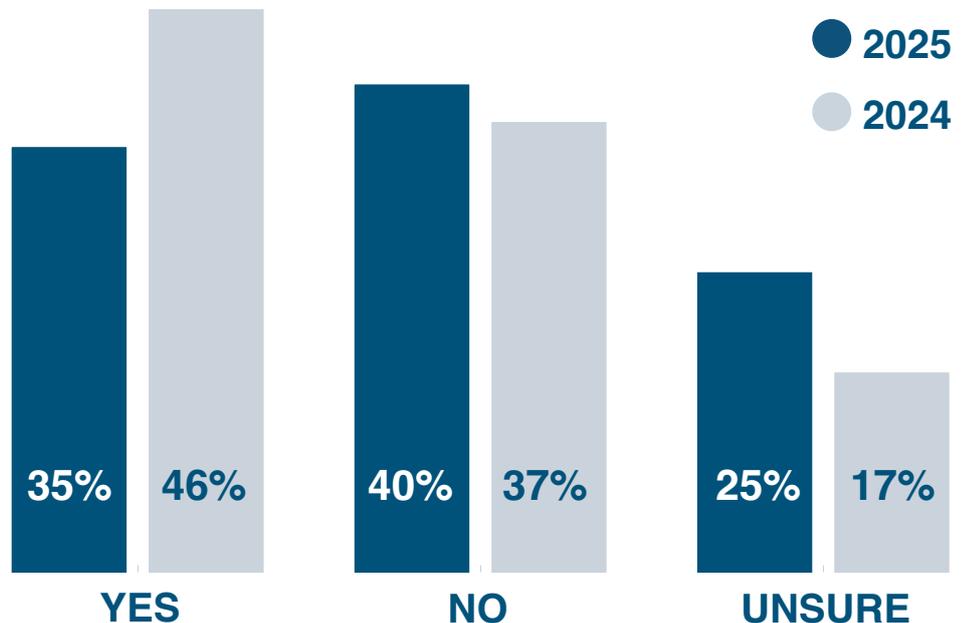
## PR DEGREES

When asked if they were aware of an undergraduate degree in PR being offered in their local city, 35% of respondents selected 'yes', marking a decrease from 46% in 2024.

Meanwhile, 40% responded 'no', an increase from 37% last year.

The remaining 25% indicated that they were unsure.

These findings highlight a decline in awareness of PR degree programmes, which may suggest gaps in educational visibility or availability across different regions. The data also reinforces the ongoing need to promote formal PR education and increase accessibility to undergraduate programmes within the industry.





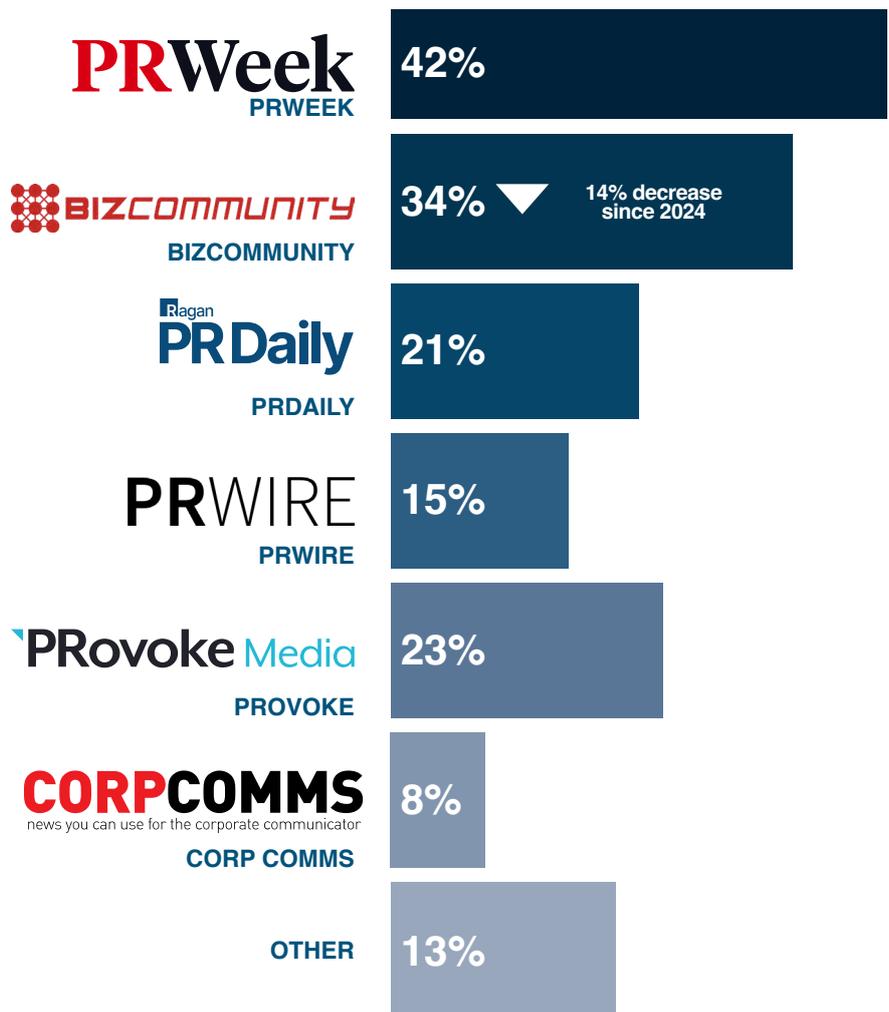
## REGULARLY BROWSED PUBLICATIONS

Data reveals that among the publications regularly browsed by respondents at least once every two weeks, 'PRWeek' remains the most popular choice, with 42% of respondents indicating regular readership, consistent with last year's figures.

'Bizcommunity' continues to attract significant readership, with 34% of respondents reporting regular browsing, though this marks a decrease from 48% in 2024. 'PR Daily' remains a key source, with 21% of respondents accessing it frequently, while 'PRWire' is read by 15%.

Other commonly browsed publications include 'PProvoke' (23%) and 'Corp Comms' (8%), reflecting a continued interest in both industry news and corporate communication insights. Additionally, 19% of respondents selected 'other', indicating a diverse range of additional publications read by PR professionals.

These findings underscore the dominance of industry-specific publications such as 'PRWeek', 'PR Daily', and 'PRWire', alongside broader business and communications-focused platforms like 'Bizcommunity'.



## SUMMARY OF THIS SECTION

The 2025 study reveals a maturing and increasingly diverse PR landscape across Africa. While the total number of responses decreased slightly, there was a more balanced regional representation, particularly from Kenya, Nigeria, Cameroon, and Mauritius—indicating growing continental engagement in the conversation around ethics and public relations.

The majority of respondents continue to come from media, marketing, and communications sectors, with senior-level professionals dominating the

respondent pool, offering credibility to the insights captured. The findings reflect a PR industry that is becoming more strategic, with growing emphasis on communications strategy, crisis management, reputation, and digital media.

There is also a continued challenge in positioning PR as a valued strategic function at board level, though signs of gradual improvement are emerging. Training remains a priority, with demand focusing on core PR skills as well as emerging areas like ethics, the metaverse, and fintech.

Notably, ethics management is viewed as both an area of declining focus in some regions and a rising training priority, indicating potential gaps between practice and awareness.

Finally, shifts in working models suggest a slow return to office-based work, while awareness of formal PR education appears to be declining—highlighting a need for renewed focus on educational outreach and industry alignment.



# 2

## **Ethics and Reputation in African PR and Communications**

## ETHICS

Ethical standards are crucial for PR and communications’ best practices. All APRA and PRCA members must abide by, and are accountable to the **APRA Code of Conduct** and **PRCA Professional Charter and Codes of Conduct** respectively.

The ethics section of the questionnaire has been revised and condensed for the 2025 research study. In previous years, ethics were assessed at three levels: individual, organisational, and country. The decision to update and streamline the questionnaire was based on data and insights gathered over the past six years. The research findings indicate that respondents generally perceive ethics as a unified concept, irrespective of the level. Ethics is viewed as the guiding principle that influences interactions at all levels. Drawing on prior research and extensive desk

research, the 2025 study incorporates the following themes to guide the ethics-related questions: morality, integrity, responsibility, fairness, respect, environmental sustainability, social responsibility, and human rights. Respondents were asked to define what ethics means to them and to assess the role culture plays in shaping their ethical perceptions. Additionally, respondents were asked to evaluate their country and compare it with other African countries based on the various ethics-related themes. The results are presented below.

## DEFINING ETHICS

Respondents were asked what the term “ethics” means to them on an individual level. The responses, segmented by country, reveal notable differences in how ethics is perceived:



### KENYA

Respondents emphasised integrity and professionalism (27%), ethical principles and moral values (23%), honesty and transparency (18%), accountability and responsibility (15%), and fairness and respect (10%).



27%

KENYA RESPONDENTS THINK ETHICS IS DEFINED BY INTEGRITY AND PROFESSIONALISM



### NIGERIA

A broader regulatory perspective emerged, with moral principles and values (28%), rules and regulations (25%), integrity and professional conduct (20%), transparency and accountability (12%), and compliance and standards in specific professions (10%) being the most mentioned themes.



28%

NIGERIA RESPONDENTS THINK ETHICS IS DEFINED BY MORAL PRINCIPLES AND VALUES



### SOUTH AFRICA

Ethics is most commonly associated with doing the right thing (34%), honesty and transparency (19%), moral principles and values (16%), fairness and respect (13%) and accountability and responsibility (eight percent).



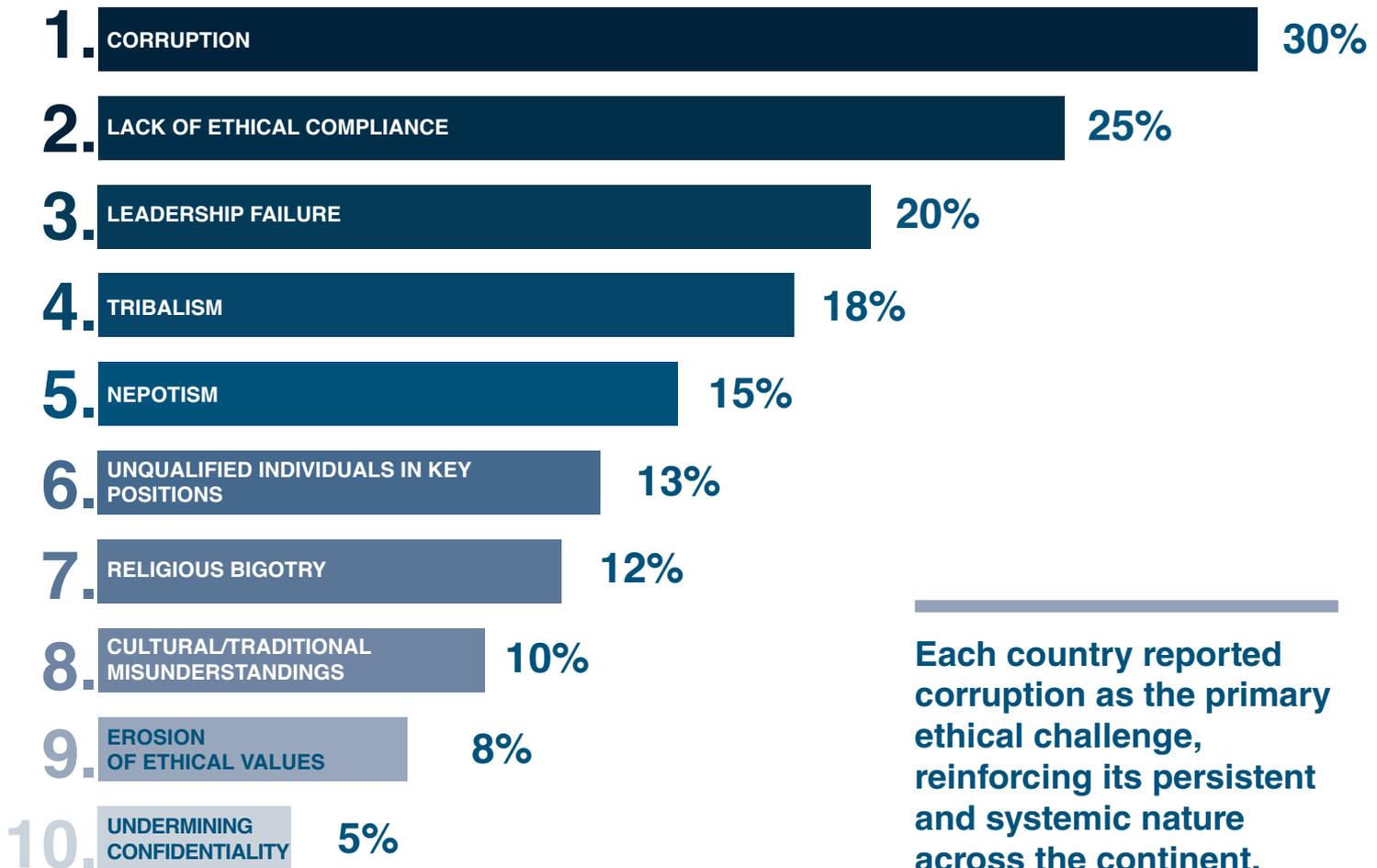
34%

SOUTH AFRICA RESPONDENTS ASSOCIATE ETHICS WITH DOING THE RIGHT THING

Compared to 2024, **integrity** and **transparency** have become more prominent themes across all three countries, reflecting a heightened focus on ethical conduct within the industry.

## BIGGEST ETHICAL CHALLENGES IN AFRICA

The top ten ethical concerns reported by respondents included:

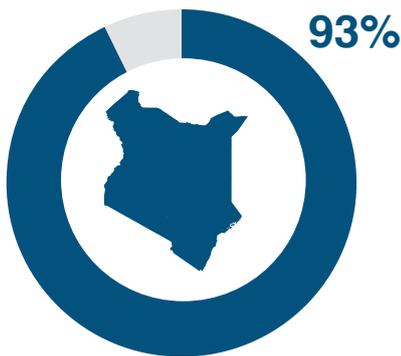


Each country reported corruption as the primary ethical challenge, reinforcing its persistent and systemic nature across the continent.

## CULTURAL INFLUENCE ON ETHICS

When asked if their culture influences their perception of ethics, most respondents across South Africa (78%), Kenya (93%), and Nigeria (100%) said 'yes' reinforcing the role of societal norms in shaping ethical viewpoints.

## DOES YOUR CULTURE INFLUENCE YOUR PERCEPTION OF ETHICS?



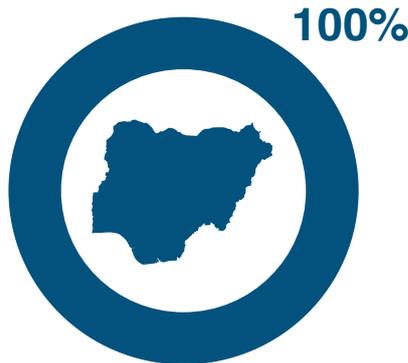
### KENYA

40 people felt that culture does play a role in how ethics are perceived, and only 3 indicated that it does not.

The three main reasons why people feel culture plays a role in how they perceive ethics are:

- **Cultural upbringing and values shape ethics (35%)**
- **Social norms and moral behaviour shape their perceptions of ethics (30%)**
- **Cultural concepts of fairness, justice, and responsibility help form how they view ethics (25%)**

These factors collectively influence how individuals perceive ethical dilemmas and make ethical decisions, providing a foundation for understanding what is considered "right" and "wrong" in different cultures.



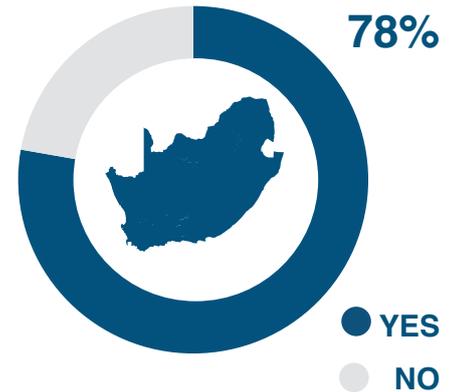
### NIGERIA

All the Nigerian respondents (42) indicated that culture does play a role in how ethics are perceived. None of the Nigerian respondents indicated 'no' when asked if their culture influences their perception of ethics.

The top three reasons why people feel culture plays a role in how they perceive ethics are:

- **Cultural upbringing and moral education (35%)**
- **Cultural norms and guiding principles (30%)**
- **Cultural identity and principles (25%)**

These reasons highlight that culture shapes ethical perceptions through early moral education, established norms, and an individual's sense of cultural identity.



### SOUTH AFRICA

57 people indicated that 'yes' culture does play a role, and 16 said 'no'.

The top three reasons respondents believe culture influences their perception of ethics are closely linked to:

- **Upbringing and family influence (22%)**
- **Cultural norms and social expectations (20%)**
- **Religious or spiritual teachings (15%).**

These foundational elements shape an individual's early understanding of ethics, which is then further developed and reinforced by the cultural environment in which they are raised.

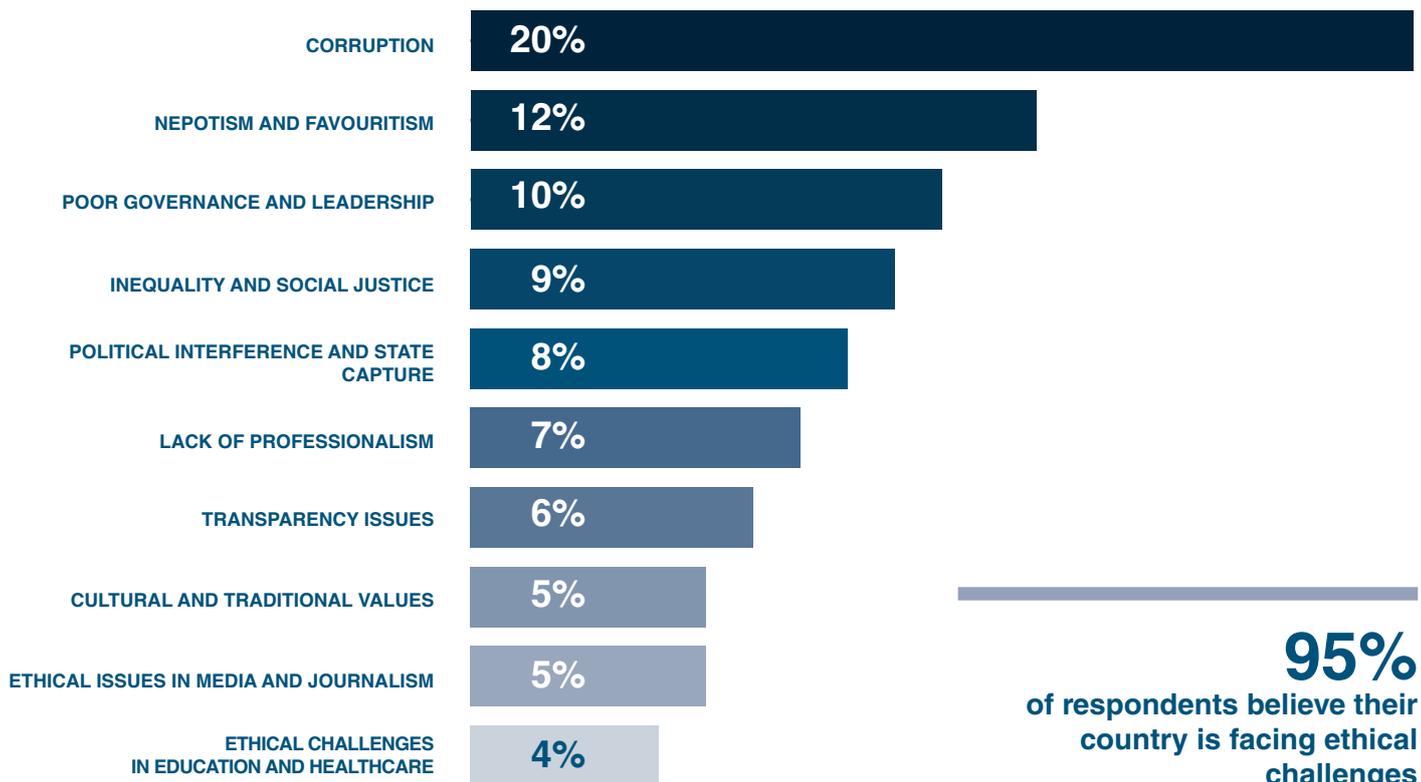
## ETHICAL CHALLENGES IN AFRICAN COUNTRIES

Respondents were asked whether their country faces ethical challenges, and the vast majority (95%) said 'yes.' The most frequently cited challenges included corruption (20%), nepotism and favouritism (12%), poor governance and leadership (10%), inequality and social justice (9%), political interference and state capture (8%), lack of professionalism (7%), transparency issues (6%), cultural and traditional values (5%), ethical issues in media and journalism (5%), and ethical challenges in education and healthcare (4%).

The following reasons were given when respondents were asked to motivate why they feel their country faces ethical challenges. These themes are derived from the repeated references to key issues and patterns in the provided statements.

The following reasons were given when respondents were asked to motivate why they feel their country faces ethical challenges.

These themes are derived from the repeated references to key issues and patterns in the provided statements.



**95%**  
of respondents believe their country is facing ethical challenges



### KENYA

For respondents in Kenya, the dominant ethical concerns were corruption, governance and leadership issues, and tribalism/social inequality. These factors affect the functioning of government, business, and society, leading to widespread mistrust, inefficiency, and social unrest.



### NIGERIA

In Nigeria, the main ethical challenges identified were corruption, nepotism and tribalism, lack of ethical compliance and leadership, and religious and cultural divides. These are central to the ethical challenges Nigeria faces, undermining social cohesion, trust in institutions, and the effective functioning of society.



### SOUTH AFRICA

In South Africa, the most pressing ethical concerns were corruption, inequality and discrimination, and political influence/state capture. These three issues are intertwined and collectively contribute to the ethical challenges faced by the country, leading to a cycle of mistrust, unethical behaviour, and social and economic instability.

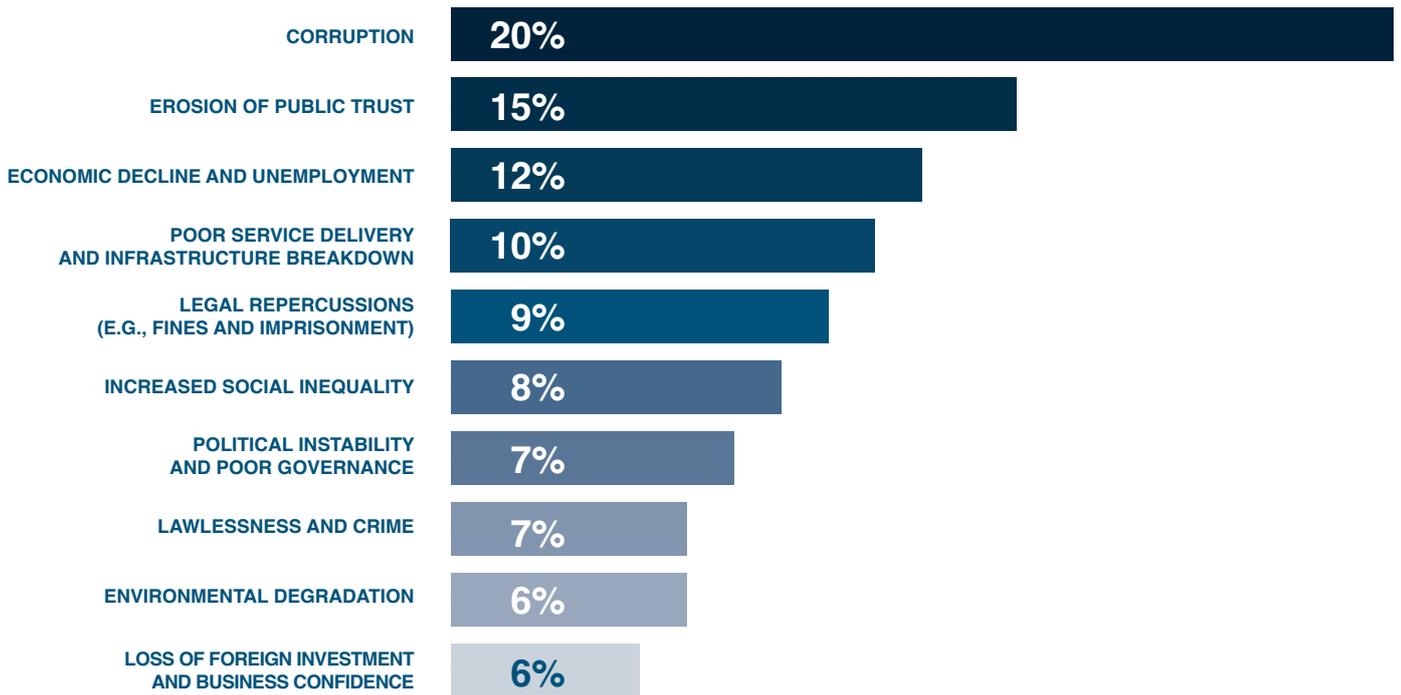
## CONSEQUENCES OF UNETHICAL BEHAVIOUR

Respondents were asked about the consequences of unethical behaviour in their country. The data highlights a range of significant impacts, with corruption (20%) emerging as the most cited consequence. This is followed

by the erosion of public trust (15%), economic decline and unemployment (12%), and poor service delivery and infrastructure breakdown (10%). Other reported consequences include legal repercussions such as fines and imprisonment (9%), increased social inequality (8%), political instability and poor governance (7%), lawlessness and

crime (7%), environmental degradation (6%), and loss of foreign investment and business confidence (6%).

Despite the existence of legal frameworks designed to address these issues, enforcement remains weak, allowing corruption and other unethical practices to persist and become normalised across many societies.



The results were further segmented according to the countries with the most responses: Kenya, Nigeria, and South Africa. Although the sample size was not large enough to draw statistically significant conclusions, some interesting trends emerged:



### KENYA

- Economic decline and poor service delivery (36%)
- Legal and political consequences (32%)
- Social inequality and moral decay (32%)



### NIGERIA

- Legal consequences (35%)
- Poor governance and institutional failure (33%)
- Social and economic decline (32%)



### SOUTH AFRICA

- Economic decline and poor service delivery (38%)
- Weak law enforcement and lack of accountability (34%)
- Erosion of trust and social division (28%)

These findings underscore the far-reaching impact of unethical behaviour, particularly in governance and economic stability. Corruption, weak accountability mechanisms, and declining public trust continue to pose major threats to development across the region.

## ARE CONSEQUENCES BEING ENFORCED?

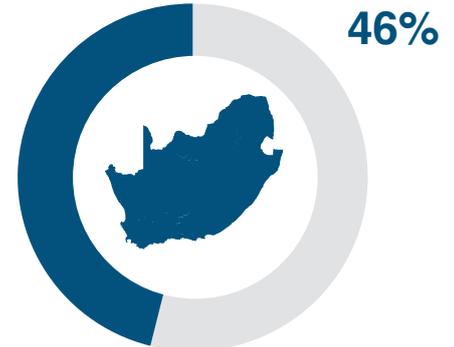
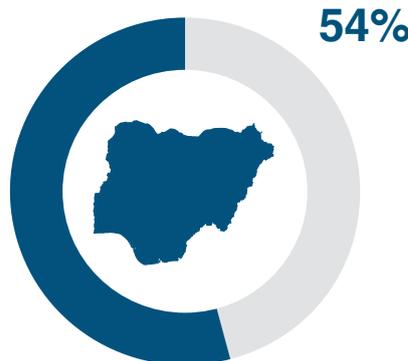
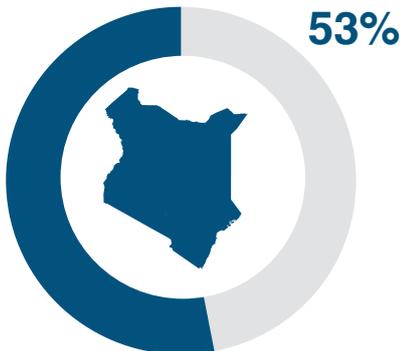
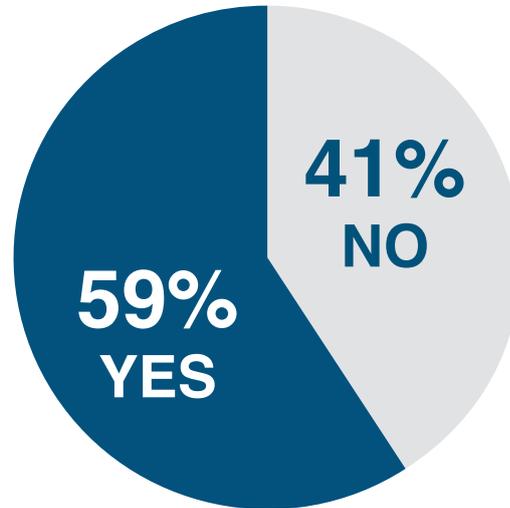
Most respondents indicate that the consequences for unethical behaviour (mentioned in the previous question) are indeed being implemented (59%).

Respondents from Kenya (53%) and Nigeria (54%) mostly indicated 'yes', suggesting that ethical breaches in these countries are met with some form of action.

However, in South Africa, the majority of respondents (54%) stated that the consequences are not being implemented, highlighting concerns over accountability and enforcement.

This represents a slight improvement from 2024, though enforcement remains a key challenge.

## ARE CONSEQUENCES BEING ENFORCED?



## ETHICS RATINGS BY COUNTRY

Respondents were asked to rate their countries from 1 to 10 on various ethical elements and how important they are deemed within their country.

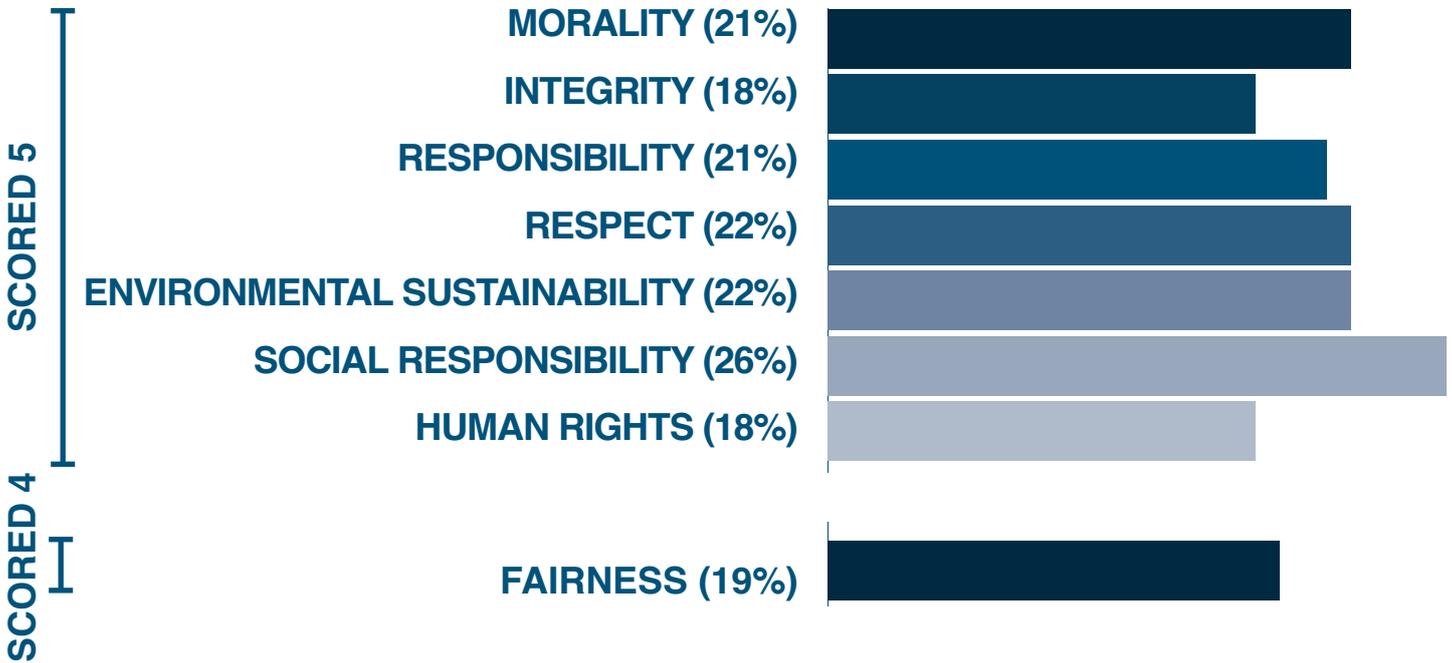
Lower numbers indicate that the element is not good at all, while higher ratings suggest it is considered very important.

All the elements, except 'fairness', scored an average of 5.

	1	2	3	4	5	6	7	8	9	10
<b>Morality</b> <i>Right vs. Wrong, Good vs. Bad</i>	7%	7%	8%	12%	21%	18%	11%	8%	4%	3%
<b>Integrity</b> <i>Honesty, Transparency, Accountability</i>	10%	10%	12%	17%	18%	14%	9%	5%	2%	3%
<b>Responsibility</b> <i>Duty, Obligation</i>	6%	9%	12%	12%	21%	14%	12%	8%	3%	3%
<b>Fairness</b> <i>Justice, Equal Treatment, Impartiality</i>	11%	10%	10%	19%	16%	10%	11%	8%	3%	3%
<b>Respect</b> <i>For Autonomy, Dignity, Rights of Others</i>	7%	5%	11%	13%	22%	13%	11%	9%	5%	4%
<b>Environmental Sustainability</b>	6%	7%	8%	16%	22%	17%	8%	12%	2%	3%
<b>Social Responsibility</b> <i>Social Justice and Equality</i>	5%	8%	11%	13%	26%	11%	10%	11%	3%	2%
<b>Human Rights</b> <i>Good Governance and Leadership</i>	10%	7%	11%	16%	18%	14%	9%	8%	5%	3%



These elements include:



### SEGMENTED RESULTS: KENYA, NIGERIA, AND SOUTH AFRICA

The segmented tables can be found in the corresponding table.

The country-specific findings are fairly similar to the overall results.

In essence **ethics refer to the ‘greater good’/well-being of all parties involved.**

Rate your country on a level from 1 to 10 on the following elements of ethics and how important it is deemed in your country.

1 = Not good at all, 10 = Deemed very high in my country.

#### MORALITY (RIGHT VS. WRONG, GOOD VS. BAD)

	1	2	3	4	5	6	7	8	9	10
<b>KENYA</b>	9%	12%	12%	6%	24%	18%	3%	9%	0%	9%
<b>NIGERIA</b>	3%	6%	6%	6%	23%	23%	17%	11%	6%	0%
<b>SOUTH AFRICA</b>	12%	8%	10%	17%	10%	24%	12%	7%	0%	0%

#### INTEGRITY (HONESTY, TRANSPARENCY, AND ACCOUNTABILITY)

	1	2	3	4	5	6	7	8	9	10
<b>KENYA</b>	6%	24%	6%	18%	18%	12%	6%	6%	3%	3%
<b>NIGERIA</b>	6%	6%	3%	17%	20%	20%	17%	6%	6%	0%
<b>SOUTH AFRICA</b>	15%	15%	12%	18%	10%	20%	7%	3%	0%	0%

### RESPONSIBILITY (DUTY, OBLIGATION)

	1	2	3	4	5	6	7	8	9	10
<b>KENYA</b>	3%	9%	18%	12%	<b>18%</b>	12%	9%	15%	3%	3%
<b>NIGERIA</b>	0%	9%	9%	11%	17%	14%	<b>23%</b>	14%	0%	3%
<b>SOUTH AFRICA</b>	12%	17%	<b>16%</b>	<b>16%</b>	16%	12%	9%	3%	0%	0%

### FAIRNESS (JUSTICE, EQUAL TREATMENT, AND IMPARTIALITY)

	1	2	3	4	5	6	7	8	9	10
<b>KENYA</b>	12%	12%	15%	12%	<b>21%</b>	12%	9%	3%	3%	3%
<b>NIGERIA</b>	9%	9%	6%	24%	9%	9%	<b>24%</b>	9%	3%	0%
<b>SOUTH AFRICA</b>	13%	7%	15%	<b>17%</b>	10%	12%	10%	12%	3%	2%

### RESPECT (FOR AUTONOMY, DIGNITY, AND RIGHTS OF OTHERS)

	1	2	3	4	5	6	7	8	9	10
<b>KENYA</b>	9%	9%	12%	<b>21%</b>	15%	9%	12%	6%	3%	6%
<b>NIGERIA</b>	6%	3%	9%	6%	<b>29%</b>	14%	14%	9%	6%	6%
<b>SOUTH AFRICA</b>	10%	3%	13%	8%	<b>18%</b>	<b>18%</b>	10%	8%	8%	2%

### ENVIRONMENTAL SUSTAINABILITY

	1	2	3	4	5	6	7	8	9	10
<b>KENYA</b>	3%	12%	3%	<b>18%</b>	15%	15%	3%	24%	6%	3%
<b>NIGERIA</b>	6%	0%	9%	9%	<b>43%</b>	14%	6%	11%	0%	3%
<b>SOUTH AFRICA</b>	9%	7%	7%	16%	16%	<b>28%</b>	16%	3%	0%	0%

### SOCIAL RESPONSIBILITY (SOCIAL JUSTICE AND EQUALITY)

	1	2	3	4	5	6	7	8	9	10
<b>KENYA</b>	3%	12%	21%	12%	<b>26%</b>	6%	9%	6%	3%	3%
<b>NIGERIA</b>	0%	6%	9%	11%	<b>37%</b>	6%	6%	17%	0%	9%
<b>SOUTH AFRICA</b>	7%	8%	14%	17%	14%	<b>19%</b>	10%	10%	2%	0%

### HUMAN RIGHTS (GOOD GOVERNANCE AND LEADERSHIP)

	1	2	3	4	5	6	7	8	9	10
<b>KENYA</b>	15%	15%	15%	<b>18%</b>	12%	12%	12%	3%	0%	0%
<b>NIGERIA</b>	9%	11%	3%	14%	17%	<b>20%</b>	9%	6%	9%	3%
<b>SOUTH AFRICA</b>	8%	5%	12%	15%	13%	<b>17%</b>	12%	8%	8%	2%



## COMPARING ETHICAL STANDARDS ACROSS AFRICA

Respondents were asked to compare their country’s ethical standing with other African nations across key elements such as morality, integrity, fairness, and human rights.

Most respondents indicated that their countries’ rates are similar compared to other African countries on all elements.

### SEGMENTED RESULTS: KENYA, NIGERIA, AND SOUTH AFRICA

The country segmentations (Kenya, Nigeria, South Africa) can be found on the corresponding table.

These results are consistent with the overall findings, except:

- Respect: Nigeria (similar and above average; 39%)
- Human rights: South Africa (above average; 49%)

#### MORALITY (RIGHT VS. WRONG, GOOD VS. BAD)

	BELOW AVERAGE COMPARED TO OTHER COUNTRIES	SIMILAR COMPARED TO OTHER COUNTRIES	ABOVE AVERAGE COMPARED TO OTHER COUNTRIES
<b>KENYA</b>	21%	52%	27%
<b>NIGERIA</b>	27%	52%	21%
<b>SOUTH AFRICA</b>	19%	61%	19%

#### INTEGRITY (HONESTY, TRANSPARENCY, AND ACCOUNTABILITY)

	BELOW AVERAGE COMPARED TO OTHER COUNTRIES	SIMILAR COMPARED TO OTHER COUNTRIES	ABOVE AVERAGE COMPARED TO OTHER COUNTRIES
<b>KENYA</b>	18%	58%	24%
<b>NIGERIA</b>	22%	59%	19%
<b>SOUTH AFRICA</b>	18%	61%	21%

#### RESPONSIBILITY (DUTY, OBLIGATION)

	BELOW AVERAGE COMPARED TO OTHER COUNTRIES	SIMILAR COMPARED TO OTHER COUNTRIES	ABOVE AVERAGE COMPARED TO OTHER COUNTRIES
<b>KENYA</b>	18%	42%	39%
<b>NIGERIA</b>	24%	45%	30%
<b>SOUTH AFRICA</b>	16%	54%	30%

#### FAIRNESS (JUSTICE, EQUAL TREATMENT, AND IMPARTIALITY)

	BELOW AVERAGE COMPARED TO OTHER COUNTRIES	SIMILAR COMPARED TO OTHER COUNTRIES	ABOVE AVERAGE COMPARED TO OTHER COUNTRIES
<b>KENYA</b>	21%	45%	33%
<b>NIGERIA</b>	28%	47%	25%
<b>SOUTH AFRICA</b>	14%	42%	44%





**RESPECT (FOR AUTONOMY, DIGNITY, AND RIGHTS OF OTHERS)**

	<b>BELOW AVERAGE COMPARED TO OTHER COUNTRIES</b>	<b>SIMILAR COMPARED TO OTHER COUNTRIES</b>	<b>ABOVE AVERAGE COMPARED TO OTHER COUNTRIES</b>
<b>KENYA</b>	21%	39%	39%
<b>NIGERIA</b>	25%	41%	34%
<b>SOUTH AFRICA</b>	18%	44%	39%

**ENVIRONMENTAL SUSTAINABILITY**

	<b>BELOW AVERAGE COMPARED TO OTHER COUNTRIES</b>	<b>SIMILAR COMPARED TO OTHER COUNTRIES</b>	<b>ABOVE AVERAGE COMPARED TO OTHER COUNTRIES</b>
<b>KENYA</b>	12%	45%	42%
<b>NIGERIA</b>	29%	48%	23%
<b>SOUTH AFRICA</b>	9%	55%	36%

**SOCIAL RESPONSIBILITY (SOCIAL JUSTICE AND EQUALITY)**

	<b>BELOW AVERAGE COMPARED TO OTHER COUNTRIES</b>	<b>SIMILAR COMPARED TO OTHER COUNTRIES</b>	<b>ABOVE AVERAGE COMPARED TO OTHER COUNTRIES</b>
<b>KENYA</b>	21%	48%	30%
<b>NIGERIA</b>	27%	42%	30%
<b>SOUTH AFRICA</b>	11%	47%	42%

**HUMAN RIGHTS (GOOD GOVERNANCE AND LEADERSHIP)**

	<b>BELOW AVERAGE COMPARED TO OTHER COUNTRIES</b>	<b>SIMILAR COMPARED TO OTHER COUNTRIES</b>	<b>ABOVE AVERAGE COMPARED TO OTHER COUNTRIES</b>
<b>KENYA</b>	27%	39%	33%
<b>NIGERIA</b>	30%	48%	21%
<b>SOUTH AFRICA</b>	14%	37%	49%

## PERCEPTIONS OF PR IN AFRICAN COUNTRIES

PR is widely recognised as essential for reputation management and strategic communication, yet it remains misunderstood and often confused with marketing, advertising, and journalism.

While its role is growing and increasingly valued, perceptions range from a credible business function to a tool for spin, propaganda, and crisis control, with ethical concerns and political influences shaping its reputation.



### KENYA

- PR as “spin” or whitewashing (40%)
- PR as a misunderstood profession (30%)
- PR as a growing but undervalued profession (20%)

The remaining 10% of responses acknowledge PR’s positive aspects, such as reputation management, relationship building, and ethical communication, but these views are less dominant.



### NIGERIA

- Reputation management and image building (30%)
- PR as a tool for media relations (25%)
- PR as a tool for manipulation, corruption, and misuse (20%)



### SOUTH AFRICA

- PR is misunderstood or not taken seriously (40%)
- PR is politically driven and often misused (30%)
- PR is gaining recognition as strategic but faces challenges (30%)

## ETHICAL PR CHALLENGES IN THE PAST YEAR

The top ethical PR challenges over the past 12 months include misinformation and fake news (16%), corruption and bribery (12%), and transparency issues (11%), highlighting the industry's struggle with truthfulness and integrity.

Additionally, 11% of respondents reported facing no ethical challenges, suggesting that some organisations maintain strong ethical standards.



### KENYA

- Corruption and bribery in media relations (36%)
- Transparency, misinformation and ethical dilemmas (28%)
- Government and public communication failures (22%)
- No ethical challenges reported (14%)



### NIGERIA

- Misinformation and fake news (26%)
- Compromises and corruption (19%)
- Lack of professionalism and ethical violations (15%)
- None (19%)



### SOUTH AFRICA

- Respondents who reported no ethical PR challenges (46%)
- Lack of transparency and accountability (20%)
- Manipulation, misinformation and greenwashing (18%)
- Ethical conflicts in client work (16%)

**While these challenges highlight ongoing ethical concerns within the industry, recognising and understanding them is a crucial step toward strengthening ethical practices, building collective accountability, and fostering a more transparent and trusted PR environment across the continent.**



## SUMMARY OF THIS SECTION

The 2025 ethics study paints a clear picture: ethics is both a foundational concern and an evolving challenge for the PR industry across Africa.

Across Kenya, Nigeria, and South Africa, respondents strongly affirmed that culture plays a pivotal role in shaping ethical perceptions, largely driven by upbringing, social norms, and religious or traditional values. This insight underscores the need for culturally sensitive ethics training and policies that resonate across diverse African contexts.

While there is growing alignment on ethical definitions—emphasising honesty, integrity, transparency, and responsibility—corruption remains the dominant ethical concern continent-wide.

It is consistently cited as the top challenge and consequence, alongside poor governance, inequality, and weak accountability structures. These systemic issues deeply affect public trust and socio-economic stability.

Interestingly, despite legal frameworks existing to combat unethical practices, enforcement remains a key weakness, particularly in South Africa, where most respondents indicated consequences are not consistently applied. In contrast, Kenya and Nigeria show slightly more optimism around enforcement.

Encouragingly, the majority of respondents—particularly in leadership roles—acknowledge the importance of ethics and are

engaging with the topic more thoughtfully than in previous years. The inclusion of ethics as a growing training need and the refinement of the ethics component in this year's survey reflect a collective desire to move the industry forward.

Although unethical practices—ranging from misinformation and manipulation to political misuse of PR—persist, the findings signal a critical turning point. By recognising these challenges openly, the African PR industry can begin to build stronger ethical standards, reinforce accountability, and restore credibility and professionalism across the continent.



# 3

## PR and Comms in Africa: Navigating Opportunities and Challenges

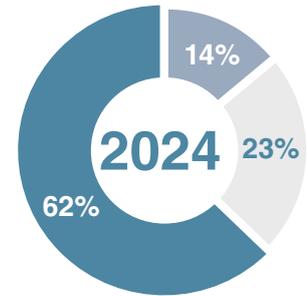
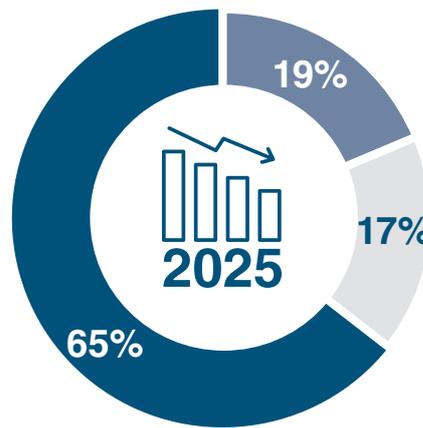


## IS THE INDUSTRY RECESSION PROOF?

We asked PR practitioners whether they believe the industry's significance has improved and if it would be utilised more in the event of a recession. The majority (65%) responded 'yes', reflecting an increase from 62% in 2024. Meanwhile, 19% selected 'no', marking a rise from 14%, and 17% stated that they were 'NOT SURE', showing a slight decrease from 23% last year.

These findings indicate that while confidence in PR's resilience remains strong, there is a slight increase in scepticism regarding its ability to withstand economic downturns. However, the overall trend suggests that **PR professionals continue to see the industry as vital during times of crisis and uncertainty.**

## DO YOU FEEL THE PERCEPTION OF PR HAS IMPROVED AND WILL BE UTILISED MORE IF A RECESSION WERE TO HAPPEN IN THE FUTURE?



● YES | ● NO  
● NOT SURE

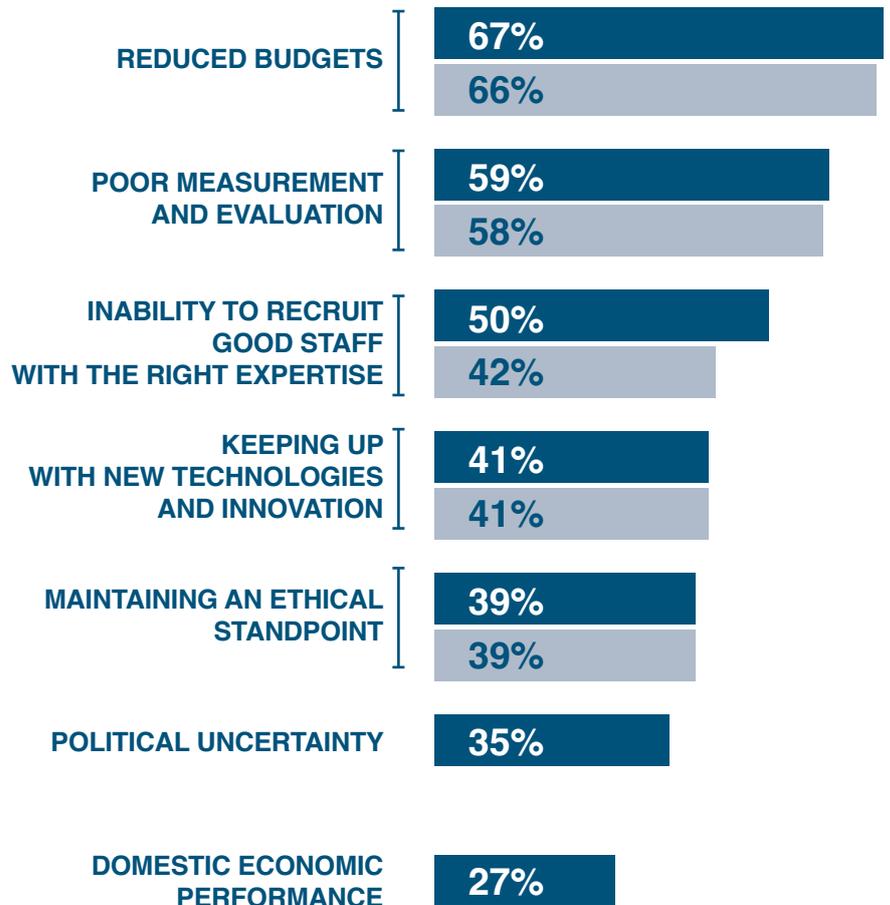
## FUTURE CHALLENGES

Financial constraints continue to dominate concerns within the PR industry, with 'reduced budgets' (67%) emerging once again as the most significant challenge, a slight increase from 66% in 2024. 'Poor measurement and evaluation' (59%) follows closely, showing a marginal rise from 58% last year, reinforcing the ongoing difficulty in proving PR's value.

Talent shortages have also become a growing issue, with 'an inability to recruit good staff with the right expertise' rising to 50%, compared to 42% in 2024. Meanwhile, 'keeping up with new technologies and innovation' (41%) and 'maintaining an ethical standpoint' (39%) remain key industry concerns.

Political and economic factors are also weighing on PR professionals, with 'political uncertainty' at 35% and concerns over a 'global recession' (30%). 'Domestic economic performance' (27%) further underscores the impact of financial instability on the industry's future.

The findings suggest that while some challenges remain consistent, **issues such as recruitment and financial pressures are becoming increasingly urgent for PR practitioners across the region.**



● 2025 | ● 2024

## EVALUATING MEASUREMENT

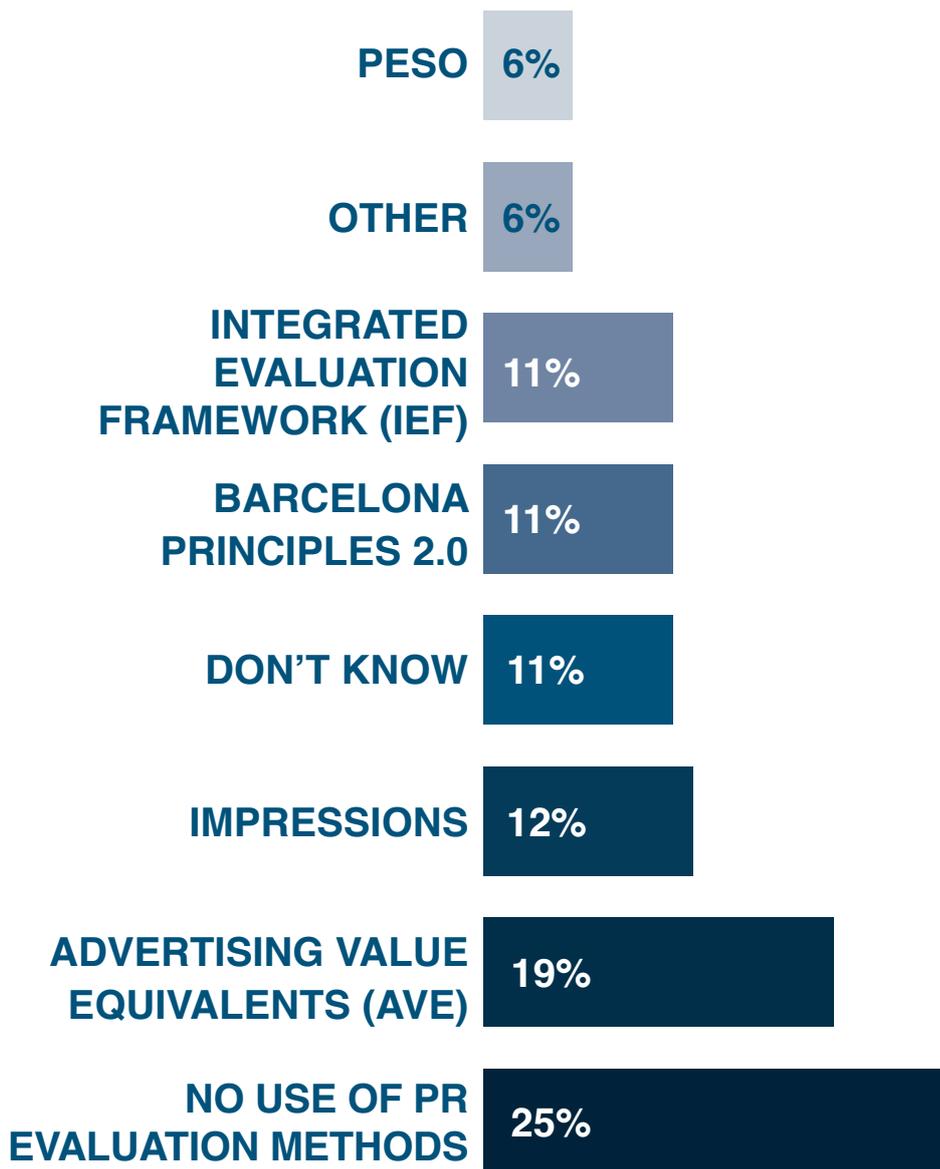
Measurement and evaluation remain ongoing challenges within the PR and communications industry. 'I do not use PR evaluation methods' was once again the most selected response at 25%, increasing from 21% last year. This suggests that while some progress has been made, a significant portion of practitioners still do not actively engage with formal evaluation techniques.

Among those who do utilise measurement methods, 'Advertising Value Equivalents (AVE)' (19%) has overtaken 'Impressions' (12%) as the most used metric, reflecting a shift in preferred evaluation methods. 'Integrated Evaluation Framework (IEF)' (11%) and 'Barcelona Principles 2.0' (11%) continue to be widely recognised, though their adoption remains relatively low.

Other selected options included 'PESO' (6%) and 'Don't know' (11%), indicating that a portion of respondents may still lack awareness or understanding of measurement frameworks.

These findings highlight **the persistent need for stronger industry-wide adoption of effective PR measurement standards**, ensuring that practitioners can better demonstrate the value and impact of their work.

## DO YOU USE ANY OF THE FOLLOWING EVALUATION METRICS OR PROCESSES TO MEASURE THE IMPACT OF YOUR WORK? IF SO, WHICH IS YOUR PREFERRED?





## INSIGHTS INTO PR PROFESSIONALS' CONCERNS ABOUT AI RISKS

We asked PR practitioners in Africa about their level of concern regarding the risks and limitations of relying heavily on Artificial Intelligence (AI) technologies in PR and communications. The responses indicate a continued mix of opinions, with the most common response once again being a moderate concern level at 5 out of 10 (25%), remaining consistent with 2024.

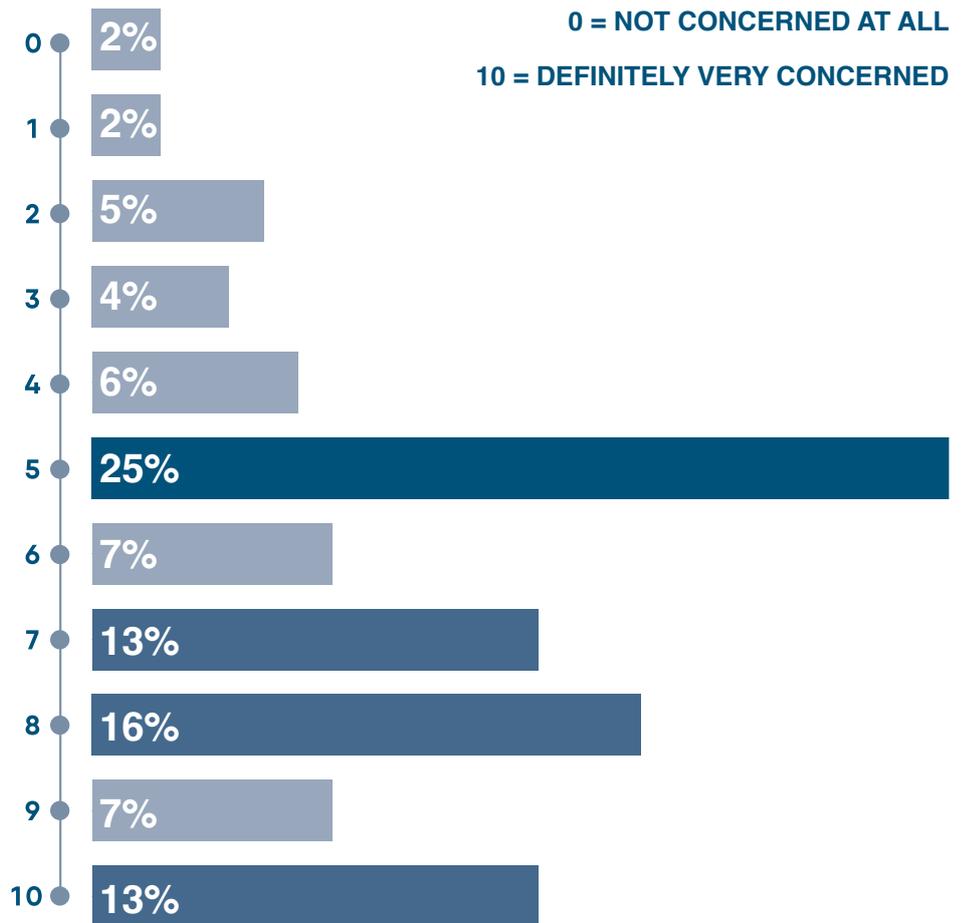
However, there has been a slight increase in higher levels of concern.

In 2025, 16% of respondents rated their concern at 8, compared to 13% last year, while 13% rated their concern at 10, showing a marginal rise from 12% in 2024. This suggests that apprehension about AI's risks is growing among PR professionals.

At the lower end of the scale, 2% of respondents rated their concern at 0, similar to last year, while 5% selected either 1 or 2, showing little change.

These findings highlight a continued awareness of AI's potential risks, with concern levels slightly increasing overall. While many PR professionals remain open to AI's possibilities, the data suggests that **industry apprehensions around ethical implications, job security, and accuracy persist**, reinforcing the need for careful integration and ongoing discussion.

## HOW CONCERNED ARE YOU ABOUT THE POTENTIAL RISKS OR LIMITATIONS OF RELYING HEAVILY ON ARTIFICIAL INTELLIGENCE (AI) TECHNOLOGIES IN PR AND COMMUNICATIONS?



## EMBRACING AI EVOLUTION IN PR AND COMMUNICATIONS

As AI technologies continue to integrate into PR and communications, industry professionals largely view them as a complementary tool rather than a replacement for human expertise. The majority (69%) believe that 'AI could augment existing practices but not completely replace human involvement', showing an increase from 57% in 2024. This suggests a growing confidence in AI's potential to enhance, rather than disrupt, the industry.

Meanwhile, 19% of respondents see AI as a transformative force, selecting 'AI could revolutionise the industry and transform traditional practices', a slight decrease from 28% last year. This shift indicates that while many still acknowledge AI's impact, fewer expect a full-scale transformation.

Concerns about AI's potential threats remain present but have slightly diminished. Of the respondents, 8% believe that 'AI could take a lot of work away from PR professionals and is a threat to the industry', compared to 9% last year. Additionally, a small percentage (4%) think 'AI will have minimal impact in PR and communications'.

These findings highlight a growing consensus that **AI will serve as a powerful aid rather than a disruptive force**, reinforcing the need for PR professionals to adapt by leveraging AI's efficiencies while maintaining human-driven strategy and creativity.

## HOW DO YOU ENVISION THE FUTURE OF PR AND COMMUNICATIONS WITH THE INCREASING INTEGRATION OF AI TECHNOLOGIES?



**69%**  
AI COULD  
AUGMENT EXISTING  
PRACTICES BUT  
NOT COMPLETELY  
REPLACE HUMAN  
INVOLVEMENT'



**19%**  
AI IS A  
TRANSFORMATIVE  
FORCE



**8%**  
AI IS A THREAT TO  
THE INDUSTRY,  
TAKING WORK  
AWAY FROM PR  
PROFESSIONALS



**4%**  
AI WILL HAVE  
MINIMAL IMPACT  
IN PR AND  
COMMUNICATIONS'.



## THE FUTURE OF REPUTATION MANAGEMENT IN AFRICA

PR practitioners shared mixed perspectives on the future of reputation management in Africa, with many expressing optimism while acknowledging significant challenges.

A large portion of respondents described the future as “promising” and “bright,” citing growing recognition of PR’s role in shaping narratives, fostering transparency, and managing online reputations. With businesses expanding globally, reputation management is seen as increasingly essential for attracting investment and building trust.

However, concerns remain. Respondents highlighted governance issues, misinformation, and corruption as barriers, with one stating, “With the rise of social media, reputation management will be a lot of work to handle.” Many stressed the need for active monitoring and strategic crisis management.

AI and digital transformation were identified as both opportunities and risks. While AI is expected to enhance PR strategies, some worry about reputation manipulation and unethical practices.

Compared to 2024, there is a greater sense of urgency around digital reputation management and ethics. Last year’s responses focused more on PR’s institutional recognition, whereas this year, practitioners are more concerned about misinformation and AI’s impact.

Ultimately, reputation management in Africa is gaining importance, and PR professionals must remain proactive, ethical, and digitally savvy to navigate this evolving landscape.

## SUMMARY OF THIS SECTION

The African PR landscape continues to evolve in complexity and strategic importance. While confidence in the industry’s resilience remains high—particularly in times of crisis—there’s a growing recognition of the pressures threatening its progress, including financial constraints, recruitment challenges, measurement gaps, and political uncertainty.

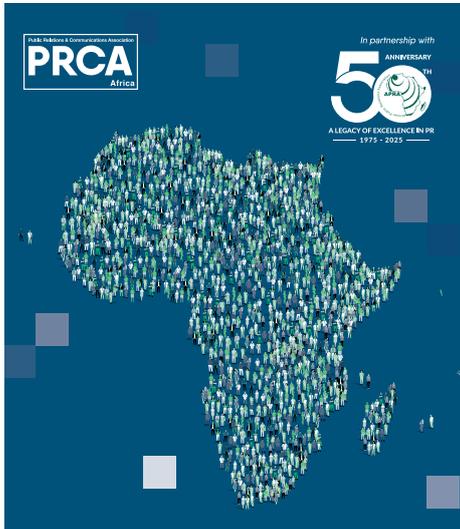
A persistent issue remains the inability to consistently evaluate PR impact, with many practitioners still not using formal methods. This undercuts the profession’s ability to prove its strategic value—particularly as budget scrutiny increases.

Artificial Intelligence (AI) emerges as both a source of optimism and anxiety. While most PR professionals see AI as an enhancement—not a replacement—for human creativity, growing concerns about its ethical implications, misinformation risks, and job security are shaping how the industry prepares for a tech-driven future.

Reputation management is increasingly viewed as critical to business success, especially in the digital age. While optimism about the future remains strong, PR professionals highlight the urgent need for ethics, strategic crisis planning, and digital reputation safeguards to protect trust and credibility.

Ultimately, the findings reflect a profession in transition—one that is gaining traction and strategic relevance, but also grappling with resource limitations, talent shortages, and emerging technologies. The way forward will require a balance of innovation, ethics, adaptability, and continuous upskilling to secure PR’s role in Africa’s growth story.





# Conclusion

**While challenges remain, particularly around measurement and resource constraints, they present opportunities for innovation, collaboration, and upskilling.**

The 2025 study highlights a promising future for public relations in Africa, with growing recognition of its strategic value, especially in crisis response and reputation management. As ethics take centre stage, there's a clear shift towards integrity, transparency, and culturally grounded professionalism.

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around measurement and resource constraints, they present opportunities for innovation, collaboration, and upskilling.

With AI emerging as a powerful enabler, the industry is poised to evolve—enhancing impact, deepening trust, and positioning PR as a key driver of progress across the continent.



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