

CSR COMMUNICATION OF PUBLIC INSTITUTIONS IN B&H

ABSTRACT

The two-way communication that sets the sender's responsibility for its success requires a proactive and strategic approach. It is precisely through this approach that communication confirms its multi-layers, the complexity of its goals and resources, but the necessity of compliance with the needs of the public. However, the conducted research indicates that communicators of public institutions in Bosnia and Herzegovina communicate communication to media relations and that they generally act reactively in crisis conditions. For this reason, this paper aims to point out the need for two-dimensional communication, i.e. the need for a proactive approach in the communication of public institutions in Bosnia and Herzegovina. Their communication is analysed, that is, the possibilities that are available to communicators in order to take responsibility for the content of key messages that are communicated to the public. The sample consists of institutions in Bosnia and Herzegovina at the state and entity levels.

Keywords: reactive communication, public institution communication, corporate social responsibility, responsible communication, key messages