



# PR Trends

2025



# Forging Ahead: PR Trends That will Shape 2025

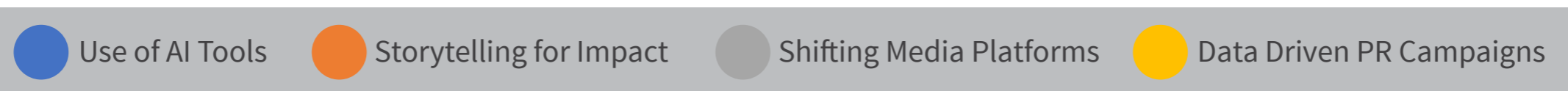
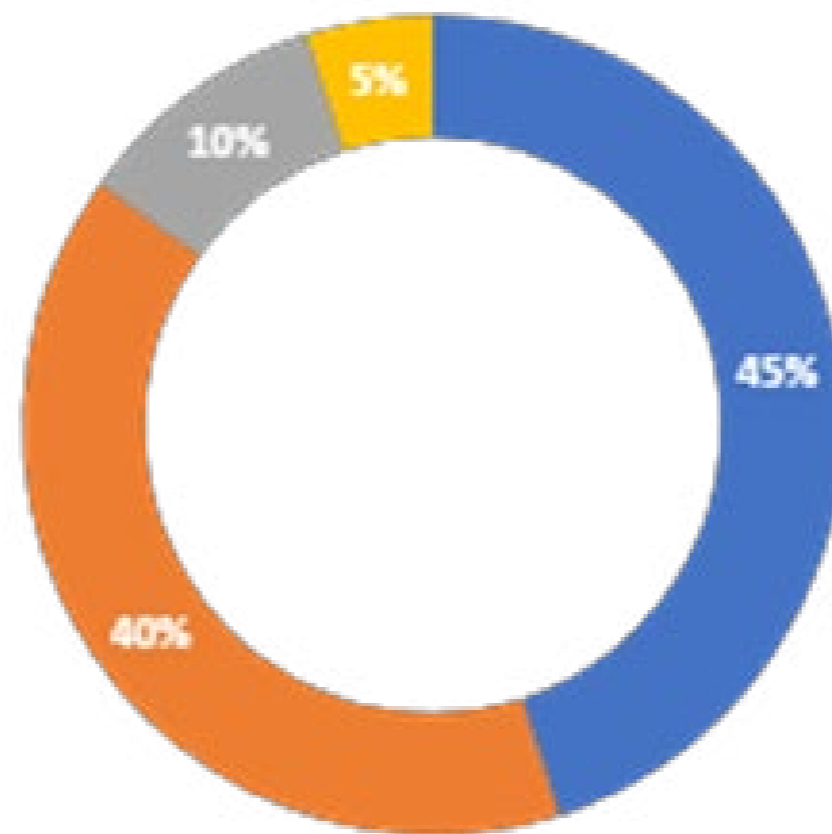
## Introduction

It's February! And what better time to discuss the Public Relations (PR) trends that will affect how we work. Last year, we did a check amongst PR professionals (PR Pros) on the PR trends that stood out for them throughout the year. Most Pros agreed that the Use of Artificial Intelligence (AI) tools stood out most for them in 2024. Among the other trends that stood out were storytelling for impact, shifting media platforms and data driven PR campaigns.

In 2024, the Use of AI tools increased dramatically amongst PR Pros with most of them using the tools to boost their efficiency in conducting research, content development, proof reading developed content, among other uses.

In our **“Voices of PR”** Section, we asked PR Pros yet again what they predicted would be the top three trends that would feature prominently in PR work in 2025 and they had this to say:

## 2024 PR Trends as voted by PR Pros





**Most PR Pros agreed that the Use of Artificial Intelligence (AI) tools stood out most for them in 2024.**



## Voices of PR

**Dr. Caroline Kiarie**  
Assistant Professor,  
Aga Khan University

**AI-driven PR Tools:** PR practitioners will continue to utilize AI tools to do more than the mundane duties. However, the utilization of the tools whether in content generation or press releases, the human-centered approach will need to be integrated more into the final copy. The personal touch and authenticity in the messaging will help in building and nurturing meaningful relationships. This might even mean to PR practitioners working together with AI tools developers.

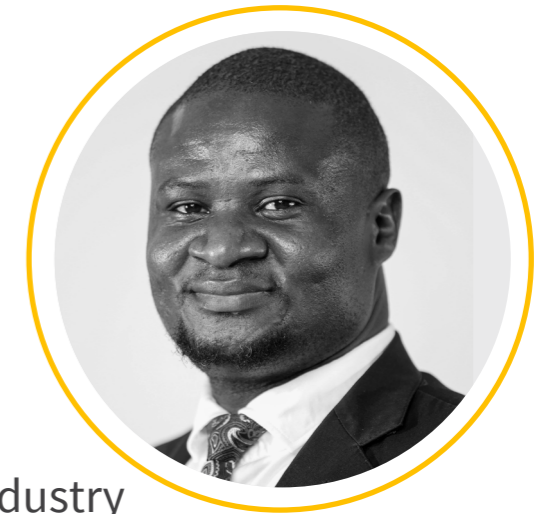


**Story telling in PR:** For there to be meaningful relationships, PR practitioners will need to delve deeper into storytelling. As a powerful tool, the narratives will continue to use the emotional approach to resonate with the targeted audience but also the utilization of both audio-visual elements and a variety of channels such as podcasting and visual / video podcasting.

**Strategic Shift to Data Driven Communication:** PR will need to stay relevant therefore adapt to the ever-evolving world. This calls for data-driven strategic communication that is relevant and engaging. Data will inform messaging and storytelling tailored to a specific audience to meet specific needs and preferences. The communication must shift from tactical to strategic data driven function.

**Chiimbiru Gimode**  
Ag. Senior Media,  
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Communications Officer,  
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It is a fact that the Public Relations industry is undergoing radical shifts in terms of practice and other ecosystemic realities, largely fueled by technological changes and dynamic audience needs. From where I sit, as 2025 unfolds, here are my top three (3) trends that I feel will greatly influence the PR profession.



**Authentic, transparent and purposeful communication:** Reset button to authentic, transparent and purposeful communication. Reflecting on the 2024 GenZ phenomenon, there is an increasing gravitation towards authentic, transparent and purposeful communication in today's world. In an era where information is democratized and where everyone has an opinion, and misinformation is the order of the day, audiences are demanding greater transparency from brands.

PR practitioners must refocus on authentic and purposeful messages that resonate well with the expectations of the audiences. For trust to exist in the present precarious communications environment, PR professionals are increasingly

being called upon to communicate shared values and motivations behind their brands and actions. Organizations will be under immense pressure to showcase their tangible impact, and as such, Environmental, Social and Governance (ESG) considerations will become apparently necessary. Brands will increasingly be held accountable for their corporate social responsibility initiatives, pushing PR strategies to prioritize genuine engagement over superficial communication.

**Shift Towards Niche PR and Strategic Influencer Partnerships:**

With fragmented audience needs, public relations are rapidly shifting from generalized communication to homogeneous audiences to more niche-focused, micro-communities and influencers. Our dynamic and youthful audiences are demanding that we meet them at their point of ‘information need’ in the digital spaces. There’s significant interest on platforms like Instagram and TikTok where micro-influencers hold a huge sway, are trusted more and have authentic connections with their followers. PR practitioners have no choice but to think ‘without the box’ and leverage the power of these micro-influencers to build trust and authenticity within these communities.

It is important to add that this urgency for more strategic partnerships with micro-influencers must be anchored on long-term relationships rather than one-off campaigns, and regular assessment of the impact of these engagements.

**Enhanced Use of AI and Data Analytics** in PR practice. The greatest question I keep seeing in public discourses within the PR space is what artificial intelligence (AI) truly and really portends to the practice. The pace of adoption of AI in PR practice is progressive, I must say. We must therefore leverage versatile AI tools and data analytics to better track and understand the audience behaviour, tailor messaging, predict trends, and generate effective PR strategies. As a powerful tool for media monitoring and sentiment analysis, AI gives PR professionals power to respond promptly and strategically to public perception and crisis management. I must however hasten to add that as we integrate AI into our daily operations, we must retain the human touch in our story telling, and ethically use AI to amplify our brands.

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**Dr. Daniel Robert Aswani**  
Senior Lecturer,  
Daystar University



Many trends have stood out in the Public Relations industry in previous years. In 2025, I predict the **Digitalization of PR** work. Most professionals will embrace digitalization following technological advancements that will change the PR landscape immensely. More and more professionals will embrace the use of Artificial Intelligence (AI) as part of their daily work. The benefits of AI cannot be overmentioned. These tools will continue being useful in crisis management, content development, event management among others. Digitalization of PR work perhaps remains the greatest trend that will be seen in 2025.

Media can do for an organization's PR activities and overall communication strategy. You will find that more companies are moving out of the conventional PR trends and embracing and reinventing the use of social media and digital platforms

**Use of AI is still a new style in Public relations** and I foresee more companies willing to move out of their comfort zones and embrace its strategic use in Public relations, noting that most working tools used by PR practitioners such as phones, laptops, camera's among others, are being released into the consumer market with AI Technology.

Lastly, I believe this is the year for companies to go all out with the **use of strategic partnerships** as never before. Strategic partnerships allow organizations to share costs, resources and expertise to achieve their PR goals. It also allows companies to seek willing donors to fund their strategic PR activities during these cash-strapped times.

**Michelle Wanga**  
Assistant Director, Corporate  
Communication, Kenya  
Maritime Authority



From my experience in the practice of PR in Public Service, I believe the top trends for PR this year, especially for public sector practitioners are:

**The use of Social Media & digital platforms:** With very minimal budgets, it's the best period to explore and reinvent what Social

**Chris Wangalwa,**  
Director at Africa Strategic  
Communication Hub  
(ASCH) & Lead at Center for  
Public Relations (CPR)



With the U.S. government halting new projects, suspending contract extensions, and stopping work on most existing programs, budgets across departments will shrink while pressure on public relations increases.

Trump's executive order imposing a 90-day freeze on new foreign aid programs is expected to reshape global aid. If this model proves effective for the U.S., other donor nations may follow suit, significantly influencing government policy in the Global South.

**Increased focus on Public Affairs:** As U.S. foreign policy evolves, governments are expected to reallocate funds to cover gaps left by reduced foreign aid. As part of public relations, organizations will need to engage policymakers and demonstrate how their work aligns with national priorities. Public affairs efforts will be crucial in ensuring a favorable environment for organizations to continue operating.

**Impact storytelling:** Trump's decision perfectly captures the intention of the triple bottom line; profit, people, planet. Trump argues that an organization ought to first achieve financial stability before claiming to benefit society and the environment. His stance suggests that sustainability is only viable if an organization is profitable, philanthropic or government-funded. Striking this sustainability balance will be a major task and major score for the communication sector in 2025.

**Cut back on paid media:** With tighter budgets, organizations will inevitably cut back on paid media unless paid media directly contributes to revenue growth. This shift is expected to create opportunities for communication professionals to apply more cost-effective options:

For those in mass communication there will be an increase in use of community radio programs, which are largely supported by nonprofit organizations. For those in niche spaces, there will be more webinars and owned-media livestreaming.

## Hezron Ochiel Deputy Corporate Communications Manager, Kenya Medical Training College



In 2025 we are likely to see the following trends that will shape PR work:

**Crisis Management:** With bloggers and social media users quick to launch hashtag-driven attacks, brands are facing constant challenges online. In 2025, managing these crises will be more important than ever for businesses that want to stay strong and keep their reputation intact.

Brands will not have the luxury of waiting for negative publicity to fade away on their own, they will need to act fast. For example, if a customer posts about a bad experience and it starts gaining traction, responding within hours (or even minutes) can make a huge difference.

A good crisis response is all about being proactive but not reactive. PR teams will need to anticipate potential issues and have a clear plan in place to address them. The key thing here is transparency and accountability. When brands own up to mistakes and explain how they are addressing them, they are more likely to turn critics into supporters.

**Authentic Storytelling:** PR is all about storytelling, but how we tell stories is evolving. AI can churn out content in seconds, but it lacks the human touch that makes a story truly connect.

In 2025, brands will need to double down on authentic storytelling—sharing real, relatable stories that audiences can feel. Look at it this way: Would you rather connect with a polished, AI-generated message or a genuine story that speaks to your heart? Authenticity will be the game-changer.

**Generative AI:** In 2024, everyone was talking about AI; it was the big thing. And in 2025, it is set to become the backbone of PR strategies.

AI has already proven its value in creating content, but now it is stepping up to play an even bigger role in PR campaigns. For example, instead of just writing a press release, AI can help tailor that message to specific audiences, making it more personal and impactful. As brands look to simplify their routine roles, AI will be key in delivering customized content quickly and efficiently. In the year ahead, expect to see companies pouring more resources into AI tools that can do even more and offer better personalization.

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# Our top 5 predictions and how they will affect how we work!



1

Use of AI



2

Human Touch



3

Impact Storytelling



4

Data, data, data



5

Digital platforms  
and influencers

## 1. Use of Artificial Intelligence tools in PR work:

AI has impacted almost, if not all, professions. AI tools are now being used to generate copy, painting ideas, drawing sketches, giving diagnostics, fraud detection, personalized learning, autonomous vehicles among others. In Public Relations, PR Pros will use AI tools to undertake media monitoring, develop content as well as crisis management, among others. The use of AI tools has greatly improved productivity across all professions and has generally increased the quality of output that professionals are giving. Tools like ChatGPT, Otter.ai, Canva, and DeepL have assisted Pros to develop content, take notes, create powerful visuals and make translations effectively while running multilingual campaigns. The issue of ethical use of these AI tools will however arise in 2025. As much as AI has brought efficiency and productivity amongst PR Pros, intelligent, well thought out pieces will decline due to overreliance on these tools. The issue on when, why and how to use these tools will arise.

This will probably pave way to the creation of policies governing the use of AI in the profession amongst others.

## 2. The Human Touch in content development:

As much as AI has revolutionized the world, human beings may tend to misuse the tools to a point of giving similar content that lack the human touch. Content written by AI tools can be uncoordinated or lack a particular flow that a human being would otherwise add. If a professional picked the text word for word, chances are they may end up not making sense. With the increasing demand for articles that human beings can relate to, the pressure will be on PR Pros to develop relatable content. The audiences will want to read or listen to or watch pieces that are real and touches on being human. The over generation of AI characters in visual content will bore the audience as at times these characters are uncoordinated and unreal. The audiences will demand for authenticity in content development now more than ever.

### 3. Storytelling for Impact:

As the world changes, the word ‘Sustainability’ continues to sound cliché as it has been used over and over again in company reports the world over. Social and environmental sustainability continue being key issues in all discourse around the world. PR Pros will find themselves in spaces where they have to develop impact stories and whip out their best storytelling skills to breakdown technical topics into easily understandable blocks of information for the consumption of their audiences. The use of creative visual content and written pieces will be on the increase. The number of visual artists will also increase with the demand of more visually appealing content like nicely done infographics, storytelling through drawings and animated videos among others.

### 4. Data, data data:

Data is and will continue being king. The capturing and use of data can never be outdated. The world is in the run for data. That is why virtually all apps in our phones are collecting data. Data is informing and shaping decision-making with every second. It is shaping marketing trends, our purchases, name it! In 2025, PR Pros will need to employ data collecting tools to their work if they haven’t already done so. Audiences are now very aware of what they want to consume in terms of information and they have a choice right on their palms. To make matters worse, everything is competing for their attention with every waking day. The need to understand the focus of one’s audience will now be more important than before. PR Pros will literally have to have their ears on the ground to decipher what really matters to their audiences. There will be greater need to keenly go through social media / website analytics for example, to understand how and where their audiences consume information and how they

use this information. This will help them pre-empt important questions on who their audiences really are and what they want to read or watch or listen to. PR Pros will have to be creative about collecting data or creating a captive audience lest they become redundant or remain talking to themselves

### 5. More strategic use of digital platforms and influencers:

Between 2009 and 2018 thereabout, there was a rush by brands to set up social media pages and have an online presence. Many brands fell into creating these pages without proper understanding of why they were rushing to do so. Some followed the trend blindly while others did because their competitors had done so. In 2025, the use of digital platforms and influencer will be more strategic than before. PR Pros will insist more than before, for their brands to have a presence where it matters. It will no longer be useful to have a presence in every digital platform, depending on the service or product that the brand is dealing with. Influencers will also be more carefully sought after as brands will tend to look at more than just the popularity of the influencer. With strained budgets, there will be greater demand to prove the Return On Investment (ROI) for the digital platform or influencer used. PR Pros will have to justify the platform as well as the influencers they propose to use in the campaigns that they run. The platform or influencer would have to be strategic to leverage the consumption of the information and increase conversion in the long run

**All in all, 2025 will be a very interesting year to practice public relations. Pros will have interesting tools in their possession to undertake their daily duties. Depending on their prowess in using these, they will be more productive in their work in the long run.**



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