

A CITY'S E-IMAGE ON THE BASIS OF SELECTED NEISSE EUROREGION CITIES

Justyna Adamczuk

Wrocław University of Economics, Faculty of Economics, Management and Tourism,
ul. Nowowiejska 3, 58-500 Jelenia Góra, Poland
e-mail: adamczukj@gmail.com

Abstract

In the presented article the author refers to the dynamically developing modern information and communications technologies and their application by local authorities in order to improve and create their proper image. The purpose of the article is to define the term e-image of cities and also to introduce the premises, methods and benefits resulting from the use of the Internet regarding the term's construction. The accomplishment of the above mentioned aim is supported by the analysis of the e-image of selected Neisse Euroregion cities.

Introduction

At the moment, we witness a dynamic development of modern information and communications technologies in the world. The Internet has become the tool of everyday use for most of the Poles, and also one of the basic access tools to information and communication both in private and business life.

Access to the Internet and its use is common among the European Union member countries (EU 28). 79% of households have access to the Internet and 76 % have access to the broadband Internet¹. 62% use the web regularly, every day or almost every day, and 10% declare they use it once a week. Referring to the use of the Internet in order to communicate with the government (*e-government*), 41% of the EU population declared benefiting from the Internet while interacting with public authorities² [26].

Owing to modern technology development, we are capable to benefit not only from the stationary Internet at work and at home, but also when being on the move.

The Internet has huge potential in developing the image of administrative units and subjects, including self-government units like voivodships, districts, municipalities and cities. Among its benefits, there are: omnipresent character, easy access, low costs [29, p. 56 in: 28, 42], and also effectiveness in reaching the target group, 24 hour accessibility, speed, and prestige of exploitation [3, pp. 115-116].

The Internet for the purposes of *public relations* activities is commonly used not only by business entities. Competition between cities and regions forces local authorities to look for the new solutions, which the Internet definitely offers.

In this article the author presents some premises regarding the use of the Internet in order to create the image of cities. Theoretical issues connected with defining the e-image and benefits resulting from it are also discussed. The theoretical analysis of social media is conducted and threats resulting from this media usage are emphasized. An analysis of the e-image of the selected Neisse Euroregion cities supports the accomplishment of the above mentioned aim.

¹ In 2007 55% and 42% respectively.

² Where 44% to fill in tax applications, ID applications (20%), social benefits (16%), recruitment process for higher education (9%).

1 The nature of city image

While defining the e-image concept one has to pay attention to each part of its definition. Therefore, letter “e” refers to electronic media like television, radio, the Internet. Following M. Łebkowski, one can list the following definitions: e-business, e-book, e-learning, e-service which are directly connected to the activities provided by the Internet [16, p. 14]. Analogically, in this article the author refers to e-image as a city's image created by the Internet.

The word image constitutes the second component of the discussed term. In literature one can come across various definitions of the term “image”. This issue is the subject of consideration of different scientific disciplines, among others psychology, sociology, economics, marketing and management. The interdisciplinary character of this term provides not only for the deep analysis of this category, but also broadens the application area of concepts or solutions dedicated to it (in the context of self-governmental units’ functioning) [1, in print].

According to Altkorn, each object, person, phenomenon, if one only pays attention to them, obtains a certain kind of image [2, p. 9]. E. Nawrocka defines image as an element of awareness. In her opinion it is the modification effect of registered information, experiences, opinions about a certain object (e.g. cities) in man’s mind [17, p. 22].

From M. Florek’s point of view, an image of a territorial unit can be defined as the sum of beliefs, definitions, opinions, feelings and impressions assumed by its addresses. The author focuses on the subjective character of this concept. In her opinion, its definition results from the features of the area identified and put together according to the intended proposals, into a in line with the subjective unit’s feelings concerning certain space [7, pp. 94-95].

Depending on the addressees (tourists, inhabitants, investors) of a city image one can list many components exerting impact on it. These are, among others, enterprises and organizations located in the area, the policy of authorities regarding investors, local community, the level of social capital, tourist attractiveness, location, life quality of residents, city’s appearance (cleanliness), authorities’ communication with the residents, city website, etc. A. Raszkowski points out that mass media also have a big influence, including informal information given by others. He defines the city’s image as the sum of subjective pictures concerning the perceived realities [22, p. 336].

A city image construction should be a long-term process, preferably preceded by the analysis and the plan of a city's strategic development, which aim at distinguishing a city among other competitors. It is really significant because a positive image can result in measurable benefits for the city’s authorities in the form of: investments, tourists, housing attractiveness; increased number of social initiatives; effective public relations, support in negotiations with the central level authorities; as a promotion tool [12, p. 9], attractive location for young people to live, learn or work on a certain area, etc. It proves the dependence between a city's image creation and accomplishment of the future strategic aims.

Public relations represent a crucial concept applied in order to build a positive city image, defined as any activity aimed at promoting and/or protecting the image [14, p. 546], maintaining an agreement between an organization and a community [25, p.153], creating a positive opinion, building trust, providing true information, educating community, as well as establishing a dialog with different groups functioning in the environment [4, p. 280; 5, p. 61].

Through adequate activities in terms of public relations cities benefit from a number of instruments, i.g. the Internet, publications and printed materials, audiovisual aids, contacts with the press, the so-called media relations: press conferences, interviews on TV and radio,

press information, participation in tourism fairs, the organization of events (also charity ones), sponsoring or lobbying [1, in print].

As M. Tabernacka has observed, they do not have any extensive influence on content, and she also claims that they should benefit from opportunities created by cyberspace [27, p. 299], in order to create an e-image – a proper and desired one by the addresses of the picture created by the Internet. The quoted author calls the Internet “the medium of significant possibilities which makes it possible to create an image with various groups benefiting from it, and also to save money” [16, p. 5].

The Internet can also cause many image threats for cities. Its strengths are massive, fast and they act globally. Due to the features of Internet sites, a citizen can comment on the content and also make it available to everybody owing to e.g. social networks. Therefore, the authorities responsible for a city image should be aware that in times of technological development there are no difficulties to make a recording during the session of a city council and make it available instantaneously to an open audience of one of the social portals.

Summing up the above presented discussion of a city image, and also bearing in mind the rising number of the Internet users worldwide, one should emphasize the need to use modern promotion tools by cities in order to create a positive image in the Internet, defined in this article as e-image. Simultaneously it seems crucial to get strongly engaged in the identification and elimination of the threats resulting from a city's e-image.

2 Website as the tool of creating a city image

A website is often the first form of contact with a city. Therefore, in order to build positive associations, it is important for this website to be professionally created. Not only the content itself, but also artwork, logotype, easiness to use and access to social media should encourage users to visit it and keep in touch with a city.

In this article the analysis of selected city e-images in the Neisse Euroregion will be provided in its final part. At this point the author would like to focus on legal issues connected with the access to public information. The Neisse Euroregion functions at the point of contact of three countries – Germany, the Czech Republic and Poland. Each of these countries has an obligation to provide their citizens with public information³ [9]. As a result cities create websites (in Poland also the Bulletin of Public Information) as a certain kind of auto-promotion and based on the obligation to offer information to the public.

Currently, one can come across the statement that, “if it is impossible to google you, you do not exist”, it refers in particular to business entities. The Internet promotion tools, i.e. banners, pop-ups, sponsored articles, press information, sponsored boxes, presence in other websites, newsletters, mailing lists – lead Internet users to the prepared service.

In the process of preparing a city's website one should answer the following questions: what is its purpose and how can it be measured? The aims of Internet services offered by cities and the methods of their measurement and accomplishment are presented in Table 1.

³ In Poland this legal article is regulated by article 61 of the RP Constitution and the Act on Access to Public Information, in Germany this legal article is regulated by the Code of Administrative Procedure and the Act on Access to Public Information, in The Czech Republic the Charter of Fundamental Rights and Freedoms constitutes the basis for public information.

Tab. 1: *The aims of cities' WWW services*

The aim of services	Measures of their accomplishment
Image creation	Opinions about service, research on self-government's image
Informing	Number of users on self-government's website, an average visit time
Tasks accomplishment	Number of filled in applications concerning certain matters
Relations building	Number of the users registered to e-bulletins, quantity of downloaded RSS channels and the number of returning visitors
The Internet users integration (building a society)	Number of people active on discussion forums, placed on a city website, number of active portal users.

Source: [15]

A city website should be useful – functional and ergonomic. As L. Konieczka writes, web usability is continuously researched, which results in conclusions determining the ways for building websites. According to this research, city Internet services should be built in accordance with a few principles [13, pp. 306-307]. Such sites should:

- build a city's identity (include a logo in the top left corner, a slogan),
- include "the main menu" (localized in the horizontal form on the top of the page) and a navigation menu (localized in the vertical form on the left side), the fewer menu elements on the main site the better; a menu should be intuitive and its thematic division should not disorient the user,
- inform about the most important events in tab "news", which should be systematically updated.

The professionally prepared service is fundamental for success. As a result one can "sell" the city's values to potential tourists. It also helps to get to important information and documentation of future investors, and also to carry out the city information policy.

A city's www sites should include elements which would improve its services' functionality, such as service browser, site map, highlighting links, highlighting headlines, appropriate font, adequate length and width, and also a postulate, to help the visitor find the searched information after maximum three clicks [13, p. 307].

A correctly built city website plays an important role in the communication with the recipients. WWW site is the city's own medium. The officials decide about its content. On the one hand, it gives them full control, but on the other it also brings the risk of failure [10, p. 22].

The absence of any plan or strategy in terms of public relations, results in an unskilled construction of the city Internet services, which can lead to information chaos and, at the same time, image crisis. The content and the appearance of such type of sites, in the author's opinion, constitutes the result of authorities and officials' vision, who – while preparing the template of the city's services – do not do what their addressees expect, but act in accordance with their own interests or competences and sometimes even personal business. According to the above mentioned facts, one has to remember that building a city's Internet service, one should act in accordance with the principle that, in creating e-image one should assess all taken activities from the perspective of its e-client [20].

While creating a city's website one should take care not only of the content itself, but also of its colour scheme, (in accordance with the Visual Identification System), navigation and proper technology [24, p. 123].

The aim of the city websites is widely understood as communication and building relationships with these users who benefit from it. The global character of the Internet results in the fact that website visitors can get online at any time, from almost any place in the world and the task of www services is to provide such contact.

3 Social media as the tool for creating a city's image

Technological progress caused that currently websites are not the only medium making the contact with a city possible. The Internet provides cities with new solutions and communication tools. One of them are social media which have entered and remain the permanent component of public relations in many European cities. Their usage can contribute to the positive perception of cities and regions.

In order to define the concept of social media one should, as in the case of e-image, take into account each of these elements separately. According to the Bible of Social Media, *social* refers to the needs which people have to communicate with others. *Media* refers to technology applied for the purposes of this communication (e.g. video recordings, text messages, graphics etc.) [23, p. 4].

Social media constitute an inseparable element of modern media. Social media are defined as the media of social interactions [18, p. 339]. It is also worth mentioning that media development would not be possible without the changes leading towards creating the Internet of the new generation, described as "Web 2.0"⁴ [11, pp. 72-73].

Social portals constitute a certain kind of special, specific variants of websites, which aim at concentrating people interested in a particular issue within a certain site (e.g. a product, a service, a company, a city) and creating for them an uncomplicated information exchange. Intensified communication is the main feature of social media [21, p.7], which should establish and sustain a dialog among these surrounding groups which benefit from social media [19, p. 13].

The primary aim of social media is to provide its addressees with access to content and knowledge and secondly to offer its users entertainment which guarantees time spent in an enjoyable way. The attribute of social media is that they are exposed to polemic, dialog, discussion and also exchange of opinions [1, in print].

Taking advantage of social portals by self-governments resulted in effective communication between cities and their target groups (inhabitants, tourists, investors) who can be easily reached with the message addressed directly to them. Observing city Internet sites the author claims that many of them were successful in accomplishing their information policy as a result of such solutions. Unfortunately, there are still self-governments which are not capable of benefiting from such potential and even if they are, their contribution is perceived as an imposed one.

Among the most popular social portals taken advantage of by self-governments are the following ones: Facebook, Twitter, YouTube, LinkedIn etc. At present, the most popular and the most often used medium is Facebook, which at the end of March 2014 had 1.276 billion

⁴ The most important idea of „Web 2.0”concept is to perceive the Internet as the platform combining not just the Internet sites or servers (technical approach), but also people (social approach). The main aim of Web 2.0 is maximizing the number of people connected through the Internet tools). [11, pp. 72-73].

users worldwide. Holland is the EU leader regarding this media usage (65% users). Among the discussed countries Poland with its 42% users holds the first place to be followed by Germany 34% and the Czech Republic 25% social media users [30].

Statistics confirm that it is worth investing time and effort in creating a city's image in the media. This fact is taken advantage of by enterprises in the EU. According to Eurostat data, around 30 % enterprises use social media and 73% declare their usefulness in company image construction and their product launching on the market [8].

Communication by means of social media became one of the most significant elements of public relations strategy applied by many cities. These self-governments which apply such services in a reasonable way along with city PR strategy create an image of administration involved in the cooperation with local community. However, the ones doing it only to "be present because the competition uses it", build the image of self-government neither systematically nor are they interested in cooperation with the community.

Therefore, the cities willing to create their positive image should not treat social media only for the purposes of opening their own account and making some trainee, who does not have appropriate knowledge or experience [6, p. 55] responsible for it. No ongoing presence, content monitoring, current events update and encouraging dialog will not contribute towards an appropriate image construction.

Building a city's image open for communication with the community requires a lot of work, which the author would like to emphasize. Work to be done, i.e. creating, maintaining and updating the city's image requires a lot of effort and time. People responsible for communication should know the character of social media and present such interpersonal skills as: the ability to maintain contact with people, rich vocabulary or the easiness of functioning within the world of the Internet [1, in print].

Moreover, one should remember that anybody using a website should be provided with an easy access by placing the list of available media on the main site of a city's Internet service⁵.

On the basis of the above mentioned e-image definitions and also the Internet tools used for its construction, the author presents the analysis of selected e-image of Neisse Euroregion cities later in the article.

4 The analysis of e-images of Neisse Euroregion cities.

In order to evaluate the e-image of selected cities the author carried out an assessment of these Neisse Euroregion cities' websites in terms of their usefulness and accessibility for social media. The cities were randomly selected (the details are presented in Table 2).

The conducted analysis illustrated that out of 6 official Internet services of cities only 2 qualified as clear ones. Lower assessment of the remaining ones resulted from overdeveloped graphics, colour, uneven graphical buttons or too dark background, the lack of connection between the main navigation menu and the side ones, which gives the effect of information chaos overwhelming a visitor.

⁵ A good solution is to use social media icons on the main site of the Town office and all its sub-sites.

Tab. 2: The assessment of websites usefulness and social media accessibility in selected Neisse Euroregion cities (in 2014)

The analyses tools for e-image creation			Selected Neisse Euroregion cities					
			Germany		The Czech Republic		Poland	
			Bautzen	Görlitz	Liberec	Jablonec	Jelenia Góra	Bolesławiec
www site	Main site transparency	Good	√	√				
		Medium			√	√	√	√
		Poor						
	Graphics		minimalistic	developed (but not overwhelming)	developed, (seemingly overwhelming at first sight)	developed, (but not overwhelming)	developed, (seemingly overwhelming at first sight)	developed, (too dark background colour, graphic blocks of different size make an impression of chaos)
	Visual Identification System		applied	applied	no logotype	applied	applied	applied
	Loading easiness		good	good	good	good	good	good
	Website mobile version		absent	√	absent	absent	absent	absent
	Service application Mobile		√	absent	absent	absent	absent	absent
	Information for press		√	√	√	absent	absent	absent
	Website's legend		√	absent	√	√	absent	absent
	RSS		absent	absent	√	√	absent	√
	Facilities for the disabled		absent	absent	absent	absent	absent	yes
	Newsletter		√	√	absent	absent	absent	absent
	Language versions	English	√	√	√	√	√	√
German				German	√	√	√	
Other ones		Polish Serbian and Czech	Polish	Polish	Polish	Czech	many others	
Social media on the main site	Facebook		√	√	absent	absent	√	absent
	Twitter		√	√	absent	absent	√	absent
	You Tube		√		absent	absent	√	absent
	Other ones							
Remarks			<p>1 Information for press in a visible place (left top corner)</p> <p>2 Clear site division for particular addressees – investors, tourists and residents</p> <p>3 Thematically gradated news “social affairs”, “spare time”, “economics”, “culture”, “education”.</p>	<p>4 Information for press hidden in the navigation bar</p> <p>5 Clear site division for particular addressees -, investors, tourists and residents</p> <p>6 Clear division of subpages</p> <p>7 No links of social media on the main site. Shifting possible only after entering subpages.</p>	<p>8 Foreign-language sites in construction</p> <p>9 In the tab for work there is a “video gallery” but there is no channel on You Tube</p> <p>10 On an official city profile there is information about the city tourist portal, which is unavailable. In actualities there is information about a profile on Facebook.</p>	<p>11 Thematic discussion forums</p> <p>12 Overdeveloped main menu, no navigation menu, making the impression of information chaos</p>	<ul style="list-style-type: none"> The site introduced a facility for the disabled in the form of a larger font, which enlarges the font only of the letters on the menu bar In language versions the main menu is not translated 	<ul style="list-style-type: none"> The site offers the content for the disabled The main navigation bar and the side one are not connected thematically The statistics of the number of visits is available Facebook is available on subpages of the service.

Source: Author's compilation

One should pay attention to the Internet site of Bautzen, which, as the only one covered by the analysis, has a mobile site application which can be downloaded on a mobile phone.

All the analysed sites help foreigners to access information, including the possibility of being redirected to a particular language version of the service. Taking into account the location of analysed cities (Neisse Euroregion) the Internet sites were translated into Polish, German, Czech and also English.

The Internet service of Bolesławiec, as the only one, offered active functions for the disabled, giving the possibility of text enlargement and audio. A similar function was also attempted on the Jelenia Góra site, but unfortunately the function of text enlargement was only possible in the form of enlarging the font of side navigation menu names.

The presented analysis illustrates that cities are increasingly aware of the existence and significance of the modern Internet communications tools, such as social media or newsletters, and they enable users to access their services with the help of the social media icons on the main site (50% of the analysed cities).

The positive element of this analysis is the conclusion saying that the researched cities are more aware of their needs and have higher skills in creating their city's identity owing to the application of visual identification system. The fact that the graphics of 5 out of 6 analysed services included city logotypes should also be appreciated.

Summing up the discussion on city's e-image and referring to the research results of selected Euroregion cities, one can assume that the Internet, as an image medium, is noticed and used. However, it is still not used to its full potential and not always properly. The author finds the biggest mistakes in its applications in the absence of connections between building the Internet services and the needs of an e-client, as well as the lack of verification in what way the www site and the social portal will be perceived from the perspective of the target group.

Conclusion

The dynamic development of modern information and communications technologies and also the increasing number of the Internet users worldwide constitute a chance for cities which owing to their application have an opportunity to undertake a number of activities, resulting in their position, strengthening and attracting attention to them. In order to achieve this purpose, cities should be open to new e-image creating using new tools which are definitely offered by cyberspace. The application of Internet public relations tools aiming at e-image construction should be a permanent part of cities' development and promotion strategy.

A website, just like other elements creating a positive city image e.g. professional customer service, participation in tourist fairs, the organization of events, information materials printing, cooperation with the media etc., should be assigned an equally important role, because it often remains the first contact with a city.

Professionally prepared www service is an excellent way for a city's self-promotion. One can approach all groups of addressees important for a city, e.g. tourists, investors and residents. If it is properly connected with the social media, it can contribute to a positive perception of a city, where information is provided on-line, using clear language, where an e-client and a dialog with him/her, as well as his/her involvement in the discussion are important.

Literature

- [1] ADAMCZUK, J.: *Social media as tools creating image of self-government units on the basis of local self-governments of Jelenia Góra powiat*. In print.

- [2] ALTKORN, J.: *Shaping the market company's image*. AE, Kraków:2002, ISBN 83-7252-119-0.
- [3] BUDZYŃSKI, W.: *Public relations – strategy and new technics of creating image*. Poltex, Warszawa 2008, ISBN 978-83-7561-021-5.
- [4] BIELEWSKA, B.: Public relations role in creating enterprise's image. *Working papers of Szczecin University 2005*. No. 414, Szczecin 2005, ISSN 1640-6818.
- [5] CIARZYŃSKA, A.: Public relations in self-governments' service. In: *Creating cities' image*. ed. A. Grzegorzczak, A. Kochaniec, Wyższa Szkoła Promocji, Warszawa 2011, ISSN 1734-4468.
- [6] FALLS, J.; DECKERS, E.: *Social media without windup*, Gliwice 2013, ISBN: 978-83-246-4788-0.
- [7] FLOREK, M.: *Bases of territorial marketing*. Publishing House of Academy of Economics in Poznań, Poznań 2007, ISBN 978-83-7417-253-0.
- [8] GIANNAKOURIS, K.; SMIHILY, M.: *Social media – statistics on the use by enterprises*. [online] [accessed 2014-05-09] Available from WWW: <http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Social_media_-_statistics_on_the_use_by_enterprises>.
- [9] KASPRZYK, M.; MICHALCZAK, R.; PURGAŁ, M.; SACHANBIŃSKA, O.; SIWIOR, P.; WIERZBICKI, M.: *Access to public information in Europe*. [online] [accessed 2014-05-09] Available from WWW: <<http://www.allerhand.pl/images/allerhand/pdf/Dost%C4%99p-do-informacji-publicznej-w-Europie-raport.pdf>>.
- [10] KAZNOWSKI, D.: *New marketing in the Internet, Centre of Consultancy and Information*. Difin. Warszawa 2007, ISBN 978-83-7251-816-3.
- [11] KAZNOWSKI, D.: Social media – social dimension of Internet. In: *E-marketing. Modern trends*. Starter package, (ed. scientific) Królewski, J.; Sala, P. Państwowe Wydawnictwo Naukowe, Warszawa 2013, ISBN 978-83-01-17449-1.
- [12] KNECHT, Z.: *Public relations in public administration – theory, practice, research*. C.H. Beck, Warszawa 2006, ISBN: 83-7483-234-7.
- [13] KONIECZKA, L.: Tools serving to run public relations activities on public administration's websites. In: *Public Relations in public sphere. Image and communication*. (ed. scientific) Tabernacka, M.; Szadok-Bratuń, A. Wolters Kluwer Polska, Warszawa 2012, ISBN: 978-83-264-1447-3.
- [14] KOTLER, P.: *Marketing*. Publishing House Gebethner & Ska, Warszawa 1994, ISBN 83-85205-42-X.
- [15] LIPIEC, M.: *Promotion strategy of local governments on the Internet*. [online] [accessed 2014-05-09] Available from WWW: <<http://www.ideo.pl/firma/nasze-publicacje/art18,strategia-promocji-samorzadow-w-internecie.html>>.
- [16] ŁEBKOWSKI, M.: *E-image. Internet as a tool of creating image in the Internet*. Helion, Gliwice 2009, 2012, ISBN 978-83-246-4429-2.
- [17] NAWROCKA, E.: Image of tourist reception area: bases of conceptualization and factors of its creation. Publishing House of Wrocław University of Economics in Wrocław, Wrocław 2013, ISBN 978-83-7695-380-9.

- [18] MAYERS, B.: Using social media to public relations' activities on local authorities' websites – future communication with a citizen? In: *Public Relations in a public sphere. Image and communication*. (ed. scientific) Tabernacka, M.; Szadok-Bratuń, A. Wolters Kluwer Polska, Warszawa 2012, ISBN 978-83-264-1447-3.
- [19] MIOTK, A.: *Effective social media. Run activities, achieve intended effects*. Helion, Gliwice 2013, ISBN: 978-83-246-4932-7.
- [20] OKONEK, P.: *Company's image in the Net – how to build and manage a brand in the Internet?* [online] [accessed 2014-05-09] Available from WWW: <<http://www.structum.pl/czytelnia/Wizerunek-firmy-w-Internecie.pdf>>.
- [21] PODLASKI, A.: *Social Marketing. Secrets of effective promotion in social media*. Helion, Gliwice 2011, ISBN: 978-83-246-2840-7.
- [22] RASZKOWSKI, A.: The Importance of City Image in Socio-Economic Development. In: *Social Inequality and Economic Growth*. No. 29, Wydawnictwo Uniwersytetu Rzeszowskiego, Rzeszów 2012, ISSN 1898-5084, ISBN 978-83-7338-833-8.
- [23] SAFKO, L.: *The Social Media Bible: tactics, tools and strategies for business success*. John Wiley & Sons Inc, New Jearsey 2010, ISBN 978-0-470-91268-3.
- [24] SCOTT, D.: *New principles of marketing and PR*. Wolters Kluwer Polska, Warszawa 2009, ISBN 978-83-7601-566-8.
- [25] SZTUCKI, T.: *Promotion as an art. Of gaining acquirers*. Placet, Warszawa 1995, ISBN 83-85428-08-9.
- [26] SEYBERT, H.; REINECKE, P.: *Internet use statistics – individuals*. [online] [accessed 2014-05-09] Available from WWW: <http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Internet_use_statistics_-_individuals>.
- [27] TABERNACKA, M.: Internet as an image medium. In: *Public Relations in public sphere. Image and communication*. (ed. Scientific) Tabernacka, M.; Szadok-Bratuń, A. Wolters Kluwer Polska, Warszawa 2012, ISBN 978-83-264-1447-3.
- [28] UNLÓD, A.: *Information systems in marketing*. Publishing House of Wrocław University of Economics, Wrocław 2009, ISBN 978-83-7695-004-4.
- [29] WIELKI, J.: *Electronic marketing through the Internet: reengineering of marketing process*. Państwowe Wydawnictwo Naukowe, Wrocław 2000, ISBN 83-01-12699-X.
- [30] *Social networking: The UK as a Leader in Europe*. [online] [accessed 2014-05-09] Available from WWW: <<http://www.ons.gov.uk/ons/rel/rdit2/internet-access---households-and-individuals/social-networking--the-uk-as-a-leader-in-europe/sty-social-networking-2012.html>>.

E-IMAGE MĚSTA NA PŘÍKLADU VYBRANÝCH MĚST EUROREGIONU NISA

Tento článek pojednává o dynamicky se rozvíjejících moderních informačních a komunikačních technologiích a jejich využití místními samosprávami ke zlepšování účinnosti opatření v oblasti komunikace se zainteresovanými subjekty (stakeholders) a k vytváření příslušného image. Cílem tohoto příspěvku je snaha definovat pojem e-image města a také uvést předpoklady, způsoby a přínosy využívání internetu k jeho budování. Pro dosažení tohoto cíle je použita analýza e-image vybraných měst Euroregionu Nisa.

E-IMAGE DER STADT AM BEISPIEL DER AUSGEWÄHLTEN STÄDTE DER EUROREGION NEISSE

In dem vorliegenden Artikel befasst sich die Autorin mit den sich dynamisch entwickelnden modernen IT-Kommunikationstechnologien und der Art und Weise, wie sie durch lokale Selbstverwaltungen benutzt werden. Sie befasst sich auch mit der Verwendung dieser Technologien zur Verbesserung der Kommunikation mit den Interessenten und zur Imageschöpfung. Das Ziel dieses Artikels ist ein Versuch den Begriff "E-Image der Stadt" zu definieren und die Voraussetzungen, Möglichkeiten und Vorteile der Internetanwendung zur Imageschöpfung der Stadt darzustellen. Die Analyse vom E-Image betrifft ausgewählte Städte der Euroregion Neisse.

E-WIZERUNEK MIASTA NA PRZYKŁADZIE WYBRANYCH MIAST EUROREGIONU NYSA

W niniejszym artykule autorka nawiązuje do dynamicznie rozwijających się nowoczesnych technologii informacyjno-komunikacyjnych i ich wykorzystania przez samorządy lokalne do poprawy skuteczności działań w zakresie komunikowania się z interesariuszami i kreowania odpowiedniego wizerunku. Celem artykułu jest zatem próba zdefiniowania pojęcia e-wizerunku miasta, a także przedstawienia przesłanek, sposobów i korzyści wykorzystania Internetu do jego budowania. Realizację wyżej wymienionego celu wspomaga analiza e-wizerunku wybranych miast Euroregionu Nysa.