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The Impact of Social Media on Public Relations by [Stella Richard](#)

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Social Networking portals have played a crucial role in changing the face of public relations as a discipline and how it managed. In more ways than one, the role of a PR expert has merged with that of a social networking expert where they are both constantly required to ensure that the brands they work for are showcased in a positive light at all times.

The Influence of Social Media on Public Relations:

A major benefit that this unique web based tool offers brands is the direct access to its target audience via platforms such as Twitter and Facebook. This platform allows brands to surpass all the possible channels and engage with individuals by designing targeted communication strategies and also acquiring exact information on customer expectations, likes, dislikes and demands.

Controlling the Conversation:

While this scenario offers unlimited opportunities in various forms, it also brings it with its own set of unique threats. As a Public Relations Manager, it is important for you to carefully consider all the resources at hand and make sure you are able to control the direction in which the engagement initiatives go over a period.

Online Reputation Management:

While it is easy to contact loyal customers and fans of your products, these platforms also open doors to negative comments, feedback and flow of information that may work against the reputation of your brand.

It isn't difficult for anyone to set up an account on Twitter or start blogging to feed the internet with positive information about your company, the brand, its products and services. It is about time PR experts started to treat social platforms as an integral part of their communication project.

Integrated PR Projects:

Now is the time when PR experts need to start designing comprehensive as well as integrated Public Relations strategies which keep in mind the repercussion of a brands offline reputation on the basis of the credibility the company is able to create on the internet.

The Influence of Social Platforms on how Media Agencies Work:

The dawn of social media has most impacted the way media and advertising agencies work on strategies for their clients. Agencies are now in constant search for engaging and interesting content which will help drive internet traffic to their portals. This has also influenced the role public relations plays in this entire gamut, where they are required to constant feed the ever growing need of developing quality content in the form of PR campaigns that encourage audiences to share and talk.

The internet has compelled brands to become a lot more transparent about their business approaches. With the growing sources of information, a brand rather disseminate reliable and positive content than have competition or an unsatisfied customer feed the internet with unwanted and demining pieces of information that will work against your brand.

While the job has gotten a lot more challenging for Public Relations Experts, one cannot deny the unlimited opportunities it is now presenting to brands with respect to direct customer engagement.

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Ivoryshore has invented new ways of making marketing more effective within a [Social Media Vancouver](#) with a team creating finest strategies.

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