

Unit 7

**Challenges in Public Relations:
PR in the Digital Age**

Part 3



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Challenging of public relations in digital marketing



**World-wide consumer class:
An introducing to social network,
the business and digital marketing**



PR in digital age



Learning Outcome

After studying this unit you will be able to...

1

identify how media diversity is currently being addressed.

2

scan and paraphrase texts by using reading strategy.

3

express and share the opinion by using proper expression.



<https://www.freepik.com/photos/technology/>>Technology photo created by rawpixel.com

01

Challenging of Public Relations in Digital Marketing

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Changing Media Changing PR

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Welcome to a Brave New World



The world of digital media is changing at a phenomenal pace. Its constantly evolving technologies, and the way people are using them, are transforming not just how we access our information, but how we interact and communicate with one another on a global scale. It's also changing the way we choose and buy our products and services.



Welcome to a Brave New World



People are embracing digital technology to communicate in ways that would have been inconceivable just a few short years ago. Digital technologies are no longer the preserve of tech-savvy early adopters



Welcome to a Brave New World



Today ordinary people are integrating them seamlessly into their everyday lives. From SMS updates on their favorite sports teams, to a free video call with relatives on the other side of the globe, to collaborative online gaming and much, much more: ordinary people – your customers – are starting to use digital media without giving it a second thought..



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02

World-Wide Consumer Class: An Introducing to Social Network for the Business and Digital Marketing

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Traditional Marketing

1

The changing face of advertising

2

advertising is all about influencing people

3

persuading them to take the actions we want

4

advertising has a power that can achieve amazing things

The technology behind digital marketing

1 New technology emerges

2 The technology gains a firmer foothold in the market and starts to become more popular

3 Innovative marketers jump in to explore ways to connect with their target audience.

4 The technology migrates to the mainstream into standard marketing practice



The plethora of social network sites

Whenever social media are mentioned, it seems that Facebook and Twitter dominate the discussion. After all, it is these well-known social networks that the traditional media consistently reference. The adverts and program we watch entice us to like Fan Pages and use Twitter hashtags, whilst the tabloids flash us headlines on the evils of social networks (while encouraging us to 'share' the very same stories with our own social network!) They are now part of the mainstream.





The plethora of social network sites

A networking site is an online service made up of individuals and is most recognizable by the user profiles. Networkers connect with links to friends, sharing common interests, passions, ideas and content. Ultimately they are designed to enable people to socialize online.





Reading and Listening



How social media have changed the rules of PR

In order to diagnose social media as the solution, PR practitioners have had to develop a deeper understanding of the business problem and not just the PR objective. This has placed a greater focus on audience behaviors, ethical considerations and the etiquette surrounding the use of social media in communications.



Becky McMichael



Reading and Listening



Online technology has the ability to track and trace transactions and build a portfolio of customers, enabling the practitioner to develop communication campaigns that are aimed specifically at the stakeholders of a public relations program.



Reading and Listening



More and more print-based publications have online versions and there are many new specialized industry relevant publications that are exclusively electronic. It is essential therefore, for PR practitioners to have good relations with online publications, as well as the traditional media.



Reading and Listening



Particularly popular among social media technologies are social networking sites (SNS). Most of us are very familiar with social networks - some of the most prominent examples are Twitter, Facebook, YouTube and LinkedIn.



Reading and Listening



A social networking service or site (SNS) can be defined as an online service, platform, or site that focuses on facilitating the building of social networks or social relations among people who wish to share ideas, interests, activities, backgrounds, events and connections with others.



Reading and Listening



For public relations practitioners, the replicability and scalability of communication in SNS means that messages, campaigns, and reputation-building communication can peak at much higher rates than traditional media resources at lower cost.



Reading and Listening



The ability for organizational messages to go 'viral', or spread and grow rapidly, in SNS can generate large amounts of reputational capital for organizations. The opposite is also a major disadvantage.

SNS communication's ability to go viral means negative communication about an organization can also spread widely and quickly, creating challenges for public relations practitioners to manage reputational damage caused in online spaces.

What you can achieve by using social media




Research: By monitoring social media, you can gather valuable information and identify trends about your industry, your customers and competitors.

Increase awareness of your brand, product and service: Social media will help raise your brand awareness and help you to become a recognizable name in your industry.



What you can achieve by using social media



Connect and engage at low cost: Sharing valuable content will help you to connect with your target market and engage with them, which leads to profitable relationships.

Generate leads: Social media is not about the hard sell, it is about creating awareness and building trust, which in turn directs potential customers to your site or that of your stockists



DIGITAL MARKETING

03

PR in Digital Age

<https://www.freepik.com/photos/technology/>>Technology photo created by rawpixel.com



Public Relations in the Digital Age: What You Need to Know



The Internet has transformed PR. Social media has expanded the channels used to engage with new audiences and build reputations. Related changes include the reduction of print media – magazines and newspapers – and the widespread availability of Internet content that anyone can publish and access, including:

<https://reputation-communications.com/article/public-relations-in-the-digital-age-what-you-need-to-know/>



Public Relations in the Digital Age: What You Need to Know



Content creation is the key to building a well-established profile in the mainstream media. If you run an organization, are pursuing philanthropic or fundraising goals or are a specialist in a particular area or industry and you do not have a content publishing strategy, you are missing out on many of the opportunities PR can provide. This strategy can begin as simply as publishing text, videos or images on a social media site like Instagram, Facebook and Twitter.

<https://reputation-communications.com/article/public-relations-in-the-digital-age-what-you-need-to-know/>



Public Relations in the Digital Age: What You Need to Know



Influencer marketing is a way brands can promote their products through endorsements or recommendations from influencers and content creators on the internet. Social media and blogs are home to the majority of influencers, although other creators like podcast hosts can fit the bill, too. Many times, influencer marketing is a part of brand awareness campaigns, but it can also result in plenty of conversions and sales.

<https://reputation-communications.com/article/public-relations-in-the-digital-age-what-you-need-to-know/>

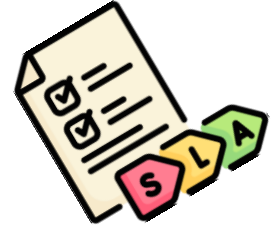
What you can achieve by using social media



Blog

podcast

vlog



What you can achieve by using social media



Blog

Public Relations and blogging: A match made in heaven?

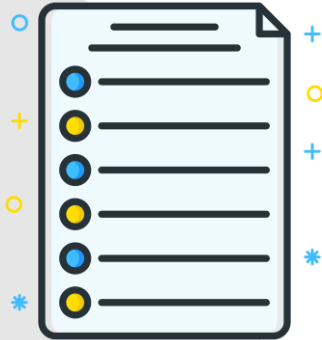
Blogging is a powerful tool for communicating your business' stories. And in essence, that's what Public Relations



Read more

at: <https://publicrelationssydney.com.au/blogging-and-pr/>

Using blogging as part of your overall PR strategy



- Announcing important company news to stakeholders, staff and customers.
- Advising customers and clients of changes to products and services.
- Establishing thought leadership through publishing original and cutting-edge content on a regular basis.
- Turning readers into viewers by publishing images and videos.
- Writing about the culture surrounding your products and services..
- Publishing deep, long-form content to showcase your expertise in your field

Read more at: <https://publicrelationssydney.com.au/blogging-and-pr/>

What you can achieve by using social media



Vlog

Short for “video blogging,” this term refers to video content embedded in a blog. The text part of the blog adds context to each video and aids with search engine marketing

What you can achieve by using social media



Vlog

Video blogs can be integrated into existing digital platforms, and shared through social media. They're vital for reaching customers who prefer visual content, and perfect for giving your company that "human" essence that modern consumers crave.

<https://fabrikbrands.com/how-to-vlog-how-to-start-a-video-blog/>

What you can achieve by using social media



podcast

How PR agencies can tap into the power of podcasts?

Podcasts now rival traditional media such as TV and radio in terms of PR power. In the not-to-distant past, if a story wasn't on TV or printed in a newspaper, it was virtually worthless. Traditional media gatekeepers decided what was newsworthy and what wasn't. So it was up to PR agencies to try and win them over. But things have changed. **The internet and new media have shifted the balance of power. So as a PR agency, how can you tap into the power of podcasts to get your clients more exposure?**

What you can achieve by using social media



podcast

How PR agencies can tap into the power of podcasts?

Podcasting's PR Power

As a medium, podcasting can offer your clients some unique advantages.

- ease of consumption
- intimacy
- promoting client interviews

What you can achieve by using social media



podcast

How PR agencies can tap into the power of podcasts?

- Build a strong relationship with clients and other stakeholders
- Easy to create and cost-effective
- Connect with experts in your industry
- Grow audience
- Interactive Platform

Expressions

Requesting information e-mail





Requesting Information or Favors

Emails in which information is requested or given are among the most common topics in inboxes. When requesting information, it is well-advised to explain things clearly. Start for instance by explaining how you obtained the addressee's contact data and then write what particular information you would like to have or are interested in.



Formal: request for information

- I wonder if you could ... ?
- Do you think I could have ... ?
- I'd be grateful if you could ...
- I would like to know ...
- We're interested in finding out ...
- We would like to receive ...
- I wonder if you could ...
- Could you perhaps attach your current catalogue and price list as a MS Word or PDF file?
- Please send us information about your product range and prices.
- Please send full details of your prices, discounts, terms of payment and delivery times.



Informal, direct	Formal, indirect
I'm writing about ...	I am writing with regard to...
Re your e-mail, ...	Further to your last e-mail, ...
Just a quick note to arrange a day to meet. When would it suit you?	I'm writing to arrange a date for our meeting. What day would be convenient for you?
Don't forget ...	I would like to remind you that ...
So see you in Chemnitz, and do give me a call if anything changes.	I look forward to meeting you in Chemnitz. Please let me know if you need to change the arrangements.
Please send me	I'm interested in receiving
But ...; Also ...; So ...	However ...; In addition ...; Therefore ...
Shall I ... ?	Would you like me to ... ?
What about ... (+ ~ ing)?	Have you thought of ... (+ ~ ing)?
Just give me a call if you have any questions. My number is +49-12345.	Please feel free to contact me if you have any questions. My direct line is +49-12345.



Informal

Dear Sara Lou,
Could we meet in the next few days? I'm open this Thursday and Friday for lunch or in the afternoons.

Cheers,
Sander

Refusing

Sorry Sander, I'm not available then. I've got an offsite client meeting. How about next week? Bisoux, Sara Lou

More formal

Dear team managers
I'm setting up a meeting at 10 a.m. on Nov. 27, 2009, together with the Marketing Department from head office. It's to review and evaluate the performance of the brand against competitors. Please let me know if you will be able to attend as soon as possible, so I can circulate the agenda.

Best regards
Martin Saunders

Refusing

Dear Martin
Thank you for your kind invitation. Unfortunately, I have another appointment on that day. But please let me know how it went.
Best regards
Sara

Unit Summary



Future Challenge for PR

Does PR own reputation?

What do practitioners do?

Redress the balance

Question of trust



INDUSTRY
4.0

Exercise





Q&A



- Is it important to improve the reputation of PR? Who are the target audiences whose opinions need to be changed?
- How can the value of public relations be demonstrated to board level management?
- What skills are lacking in the curricula of public relations qualifications in higher education?
- What forms of evaluation of public relations programmed are you familiar with? How could evaluation of public relations be improved?
- Are social media a help or hindrance to public relations?
- Is good PR essential to a good reputation? What else contributes to this?
- PR can only give you the reputation you deserve. Do you agree?
- How can the link be made between communications and strategic planning?
- What other issues affect the future of PR?



Reading and Listening



7  Listen again and complete the conversation.

Student: So, the course is about using the Internet to connect to the 1 _____, right?

Professor: That's a big part of it. Today, lots of people access the internet multiple times 2 _____!

Student: I know I do! So the web is a logical place to put important 3 _____.

Professor: Exactly. But you have to do it effectively.

Student: What do you mean?

Professor: Well, lots of 4 _____ are simply brochureware.

Student: 5 _____? I don't know that term.

Professor: Think of it as a digital brochure. It gives information, but not much else.

Student: Ah, okay. A strong website needs 6 _____ features, too.



Evan, V. et al. (2015). Career Paths: Public Relations.
UK: Express publication

Find the matching pairs

More formal

Requesting information

1. I'd appreciate a reply asap.
2. Would you be able to help...?
3. Could you please send me ...?

Replies

4. Please find the ... in an attachment.
5. I'm pleased to send you...
6. Thank you for your email/enquiry.
7. Do not hesitate to contact us if you require further assistance.
8. We hope you find this satisfactory.
9. Thank you for your interest.
10. Your request is being processed.

Less formal

- a) Can you help?
- b) We hope you are happy with this.
- c) Let us know if you need any more help.
- d) Please answer asap.
- e) I'm sending you the ... in an attachment.
- f) I'm sending you...
- g) Thanks for choosing...
- h) We are working on your request.
- i) Can you please send me...?
- j) Thanks for your email/request.

Find the matching pairs

colloquial language

1 to check sth out

2 to touch base with sb

3 to send sth by snail mail

4 to mail* sb

5 to give sb the low-down

6 to chase sth up (AmE: down)

7 to be out of the loop

8 to put sth on hold



standard language

a) to send sb an email

b) to give sb information

c) to send sth by post

d) to try to find or get sth (that is missing)

e) to look at sth in detail

f) to get in contact with sb

g) to postpone sth (or put sth off)

h) to be out of touch or not have heard sth

01

www.npru.ac.th/logo

02

www.npru.ac.th/gallery.php

03

<https://www.freepik.com>

04

<https://www.flaticon.com>

Credit
website

Credit Books

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Thank you

Any questions?



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