

# Effects of Social Media on Public Relations



Studies suggest that social media is an integral part of the lives of PR professionals these days. Almost 80% of the PR professionals feel that social media is absolutely necessary in their day to day lives and that they cannot do their job without it. Most of them admit that they don't even feel the need to do the fact-check when they use social media. Social Media has definitely had its impact on the public relations industry over the years. There have been quite a lot of changes in the PR industry due to the emergence of social media. Let's take a look at some of them:

1. **Direct Contact with people** – Social media encourages interaction. Professionals get to be in direct contact with their clients/ customers through various social media platforms. With social media providing a wide variety of marketing tools in platforms like Facebook, Twitter both public relations and advertising can be specifically targeted for a unique customer base. Hence, most [PR Companies in Delhi](#) practices the rule of interacting more and more with the target audience to increase the chances of their social media posts reach-count to go higher and higher. Therefore, social media provides the means to save money when trying to reach your people because you won't be paying for people who aren't interested to see your stories.
2. **Creating engaging content** – Let's face it. The hunger for engaging content that grabs the reader's attention is increasing every day. With the ease of opening an account on any number of social media platforms as well as creating a blog – everyone looks for stories that create a bond with their audience. And if possible, these stories have not been told before. PR is no

longer able to shoot out the same story for every journalist to use. But, the good news is that when you get this right, the entire world will start sharing your article with you. And that is possible now only if you digitalize your work sphere.

3. **Integrating services.** By now we all know that social media encompasses a wide variety of essential elements that we use on a daily basis for work and otherwise. It is forcing many different PR firms to broaden the scope of their organisations. Especially, the [PR Consultants in Delhi](#) are including different aspects of social media to their business. PR agencies are integrating advertising people, digital marketing people, and big data specialists into their teams to provide a complete package for their customers. Gone are the days when most PR firms stuck strictly to PR work. That is because social media efforts require the full team.

We can see how social media's effect on PR industry is increasing every day. Social media is definitely not going anywhere, and hence it is only wise for the PR industry to slowly but smartly integrate social media into their sphere of work. So for all the PR Companies in Delhi, you'll need to think bigger, do more, and constantly look for the stories that can become game-changers in your business and for your clients.