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Blog 3

The Role of social Media in PR (insert cover photo)

The obvious role of social media in PR is to reach a wider audience, but how did this come about? Studies have shown that social media has a powerful effect on the brain. Everyone knows that social media is addicting, but it actually drives surges of dopamine to the brain. Public Relations utilized this to their advantage.

Almost every person from the age of 13 and beyond has some form of social media. Whether it is Linkdin for business use, Facebook for family outings, Instagram for trendy outfit posts, or X for speaking you opinion, the outreach on the internet is vast. People have friends from completely different, cultures, time zones, and countries. My favorite brand on Instagram is Slim Jims. They have their target audience set for young adult men. So, naturally, their Instagram posts are an assortment of memes, funny videos, and pop culture references. They have their own lore, actors, and even Halloween costumes. Their 1.3 million follower engagement is evidence that social media PR is one of the best ways to raise awareness for a brand.

(Insert graphic #1)

Besides using social media for promoting a brand, social media can be used in real time to prevent the spread of “cancel culture”. A collective social media apology is a great instant communication tactic for crisis management. Social media can either exacerbate a crisis or be used strategically to manage and mitigate it. Depending on the nature of the crisis, a PR person should choose the appropriate social media platforms for communication. For example, Twitter is often used for quick updates, while longer statements or explanations may be better suited for Facebook or Instagram. Staying one step ahead with social media posting is the best way to use it for PR.

For more information regarding tips and tricks for social media campaigns check out our website, <https://www.meeman901strategies.com>.

(Instert graphic #2)