

How Blogs and Social Media are Changing Public Relations

Aditya Kumar Sharma

Professor, Teerthanker Mahaveer Institute of Management & Technology,
Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India

ABSTRACT: *This article reports on a three-year-long international survey of public relations practitioners examining the impact blogs and other social media are having on public relations practice. Discoveries show these new media are significantly changing public relations. Results show websites and web-based media have improved what occurs in advertising and that web-based media and conventionally established press supplement one another. The examination likewise finds the rise of online journals and web-based media have changed the manner in which their associations convey, particularly to outside crowds. Discoveries propose web-based media supplement conventional news media, and that online journals and web-based media impact inclusion in customary news media. The investigation reports online journals and web-based media have made interchanges more prompt by empowering associations to react all the more rapidly to analysis.*

KEY WORD: *Social media, Platforms, Change, Lifestyle, Networking, Public relation, Influence.*

INTRODUCTION

David Meerman Scott (2008), an online idea authority and viral advertising tactician, says, "probably the coolest thing about the Web is that when a thought takes off it can drive a brand or an organization to apparently moment notoriety and fortune Scott additionally brings up that despite the fact that imparting by means of the Web generally is free instead of buying space through conventional promoting – just a modest number of advertising experts are adequately utilizing online journals and other web-based media when speaking with their essential publics. Scott guarantees the test to public relations and advertising individuals "is to tackle the astonishing force of whatever you call it viral, buzz, expression of-mouse, or expression of-blog – having others tell your story drives activity.

One individual sends it to another, at that point that individual sends it to yet another, without any end in sight". In our past exploration (Wright and Hinson, 2006 and 2007) looking at the effect new advances are having on advertising, we found the marvel of contributing to a blog and different parts of web-based media can possibly bring sensational changes to numerous parts of advertising. We have guaranteed the improvement of different new advances has fundamentally engaged a wide assortment of key[1].



Fig 1: Five Ways Social Media Changing Lives

The potential impact of blogs on public relations and corporate communications is phenomenal. Steve Crescenzo, writing in *The Ragan Report* (October 24, 2005) says employee blogs have “massive, almost unlimited potential to share knowledge, foster dialogue[2], market goods and services, and open up two-way channels of communication”. A recent study commissioned by Edelman Public Relations and Intelliseek (2005) claims, “The rise of the blogosphere has the potential to empower employees in ways not unlike the rise of labor unions in the late 19th and 20th centuries”. The 2005 *PR Week/Burson-Marsteller CEO Survey* reports that “59 percent of CEOs rate blogs as a good, very good, or excellent corporate communications tool for internal audiences”. In spite of the huge potential for blogs in both business and public relations an amazingly small number of corporations are blogging. Anderson (2005) and *Wired Magazine* said only 20 Fortune 500 companies were blogging late in 2005 and although this figure has increased since then it remains relatively small[3]. The Social text *Fortune 500 Business Blogging Wiki* that tracks Fortune 500 companies that are blogging, claimed only 54 (10.8%) of these organizations were active in blogging as of February 2008. There have been many papers published in the field of how social media and blog changes day to day life among all the papers a paper titled “How Blogs and Social Media are Changing Public Relations and the Way it is Practiced” by Donald K. Wright & Michelle D. Hinson discusses new media are significantly changing public relations. Results show websites and web-based media have improved what occurs in advertising and that web-based media and conventionally established press supplement one another[4]. The examination likewise finds the rise of online journals and web-based media have changed the manner in which their associations convey, particularly to outside crowds.

Discoveries propose web-based media supplement conventional news media, and that online journals and web-based media impact inclusion in customary news media. The investigation reports online journals and web-based media have made interchanges more prompt by empowering associations to react all the more rapidly to analysis. Numerous parts of innovation as of late have tested how advertising is rehearsed. As Robert J. Key (2005) clarifies, "Advertising in the advanced age requires seeing how your key constituents are assembling and sharing data and at that point affecting them at key focuses. Doing so requires systems that grasp the computerized age". The expression "web journals" is a condensing of "weblogs" that Edelman and Intellisiek (2005) state are "effectively distributed, individual sites that fill in as wellsprings of critique, assessment and uncensored, unfiltered wellsprings of data on an assortment of themes". As indicated by Robert J. Key (2005), numerous weblogs started inconsistently as vanity distributing in light of the fact that "anybody with an assessment on anything could make, in a matter of minutes, their own site for distributing news, assessment, analysis Furthermore, connections to different destinations"[5].

REVIEW OF LITERATURE

There have been many papers published in the field of how social media and blog changes day to day life among all the papers a paper titled “How Blogs and Social Media are Changing Public Relations and the Way it is Practiced” by Donald K. Wright & Michelle D. Hinson discusses new media are significantly changing public relations. Results show websites and web-based media have improved what occurs in advertising and that web-based media and conventionally established press supplement one another. The examination likewise finds the

rise of online journals and web-based media have changed the manner in which their associations convey, particularly to outside crowds. Discoveries propose web-based media supplement conventional news media, and that online journals and web-based media impact inclusion in customary news media. The investigation reports online journals and web-based media have made interchanges more prompt by empowering associations to react all the more rapidly to analysis. Numerous parts of innovation as of late have tested how advertising is rehearsed. As Robert J. Key (2005) clarifies, "Advertising in the advanced age requires seeing how your key constituents are assembling and sharing data and at that point affecting them at key focuses. Doing so requires systems that grasp the computerized age". The expression "web journals" is a condensing of "weblogs" that Edelman and Intellissek(2005) state are "effectively distributed, individual sites that fill in as wellsprings of critique, assessment and uncensored, unfiltered wellsprings of data on an assortment of themes". As indicated by Robert J. Key (2005), numerous weblogs started inconsistently as vanity distributing in light of the fact that "anybody with an assessment on anything could make, in a matter of minutes, their own site for distributing news, assessment, analysis Furthermore, connections to different destinations" [6]. It is accepted there were 34 million websites in presence toward the finish of 2005 (Pew Web and American Life Project, 2005). Weber (2007) claims there were 100 million sites by 2007.

Technorati, a hunt apparatus that tracks publishing content to a blog themes, connections, and patterns, claims the quantity of online journals multiplied from around 30 million to around 60 million between 2003 and 2006. Weber (2007) says in excess of 100,000 new web journals are made each day. He likewise says 1.3 million presents are added on existing sites each day. Similarly as critical to advertising experts as the quantity of web journals is the secret a large number of them are news-related. Technoati figures demonstrate in excess of 50,000 websites notice commonplace news occasions each day and on certain days that figure is more noteworthy than 100,000. Despite the fact that writing for a blog most certainly is a worldwide wonder, Scoble and Israel (2006) call attention to certain organizations are effectively engaged with writing for a blog while others are definitely not. They likewise demonstrate an assortment of variables, including the accessibility of innovation and reasons of culture, have supported writing for a blog in certain nations while hindering it in others[7].

CONCLUSION

Our third yearly, worldwide observational assessment of advertising specialists (n=328) on the effect websites and other web-based media are having on open relations practice by and by finds these new media are drastically changing public relations and the manner in which it is drilled. Consequences of the current year's investigation find around 66% accept web journals and web-based media have upgraded what occurs in advertising and that web-based media and conventionally established press supplement one another. More than a big part of the examination's respondents (61%) accept the rise of online journals and web-based media have changed the way their associations (or their customer associations) convey. Discoveries recommend these progressions are more conspicuous in outer than interior interchanges. Many (72%) accept web-based media supplement customary news media, and a significantly higher number (89%) think websites and web-based media impact inclusion in conventional news media. Generally (84%) accept online journals and web-based media have made interchanges more prompt since they urge associations to react all the more rapidly to analysis. Results unmistakably show customary news media get higher scores than websites also, online media as far as precision, believability, coming clean and being moral.

Discoveries additionally show 75 percent expect conventional news media to be straightforward, tell the truth and be moral, yet just 44 percent hold these equivalent assumptions for online journals and other web-based media. This examination likewise posed various inquiries that had been remembered for our surveys in earlier years. Consequences of these yearly estimates find: Approval keeps on diminishing every year when our subjects are inquired as to whether it is moral for workers to compose and post on online journals negative articulations about the associations they work for. While 49 percent said this was moral two a long time back, just 29 percent concurred a year ago and just 25 percent concur in the current examination. There is essentially more arrangement this year than a year ago on the inquiry inquiring as to whether associations should allow their representatives to impart on web journals and other web-based media during normal working hours. Concurrence on this measure was 38 percent a year ago and 44 percent this year. Survey respondents keep on disliking all the more every year when inquired as to whether it is moral for associations to direct research about or screen data that their representatives are imparting through websites and other online media

REFERENCES

- [1] D. K. Wright and M. D. Hinson, "How Blogs and Social Media are Changing Public Relations and the Way it is Practiced," *Public Relat. J.*, 2008.
- [2] K. Freberg, K. Graham, K. McGaughey, and L. A. Freberg, "Who are the social media influencers? A study of public perceptions of personality," *Public Relat. Rev.*, 2011, doi: 10.1016/j.pubrev.2010.11.001.
- [3] R. D. Waters, N. T. J. Tindall, and T. S. Morton, "Media catching and the journalist-public relations practitioner relationship: How social media are changing the practice of media relations," *J. Public Relations Res.*, 2010, doi: 10.1080/10627261003799202.
- [4] J. Macnamara, "Public relations and the social: How practitioners are using, or abusing, social media," *Asia Pacific Public Relations J.*, 2010.
- [5] S. R. Veil, J. Reno, R. Freihaut, and J. Oldham, "Online activists vs. Kraft foods: A case of social media hijacking," *Public Relat. Rev.*, 2014, doi: 10.1016/j.pubrev.2014.11.017.
- [6] X. Zhong and J. Lu, "Public diplomacy meets social media: A study of the U.S. Embassy's blogs and micro-blogs," *Public Relat. Rev.*, 2013, doi: 10.1016/j.pubrev.2013.07.002.
- [7] J. Wolburg, "Review of Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media," *J. Consum. Mark.*, 2010.