

Uses And Effect Of Social Media On Public Relations

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Abstract

The role of social media in the empowerment of Public Relations . Through Group discussion the researcher will explore the role of social media plays in in India. The present era is a technical age. Everyday technology is being invented and more technical proved to be very helpful in making human life easier and accessible. Today, through social media, people connect with their friends, family, acquaintances and interact with them as well as share new media information too. Keeping this in mind, this research has been studied in the utility of social media in the Public Relations.

Keywords- Uses And Effect, Public Relations, Social media and New media.

Introduction

Social media is a phrase that we throw around a lot these days, often to describe what we post on sites and apps like face book, twitter, instagram, snapchat and others. Social media is not a new thing for today's generation. Now social media has become the need not only of students but almost for any age person. Now question arises that what is actually Social media?

"Social" part refers to interacting with other people by sharing information with them and receiving information from them.(Nations, D. (2017, march 09). Social media. Retrieved april 12, 2017, from [www.lifewire.com: https://www.lifewire.com/what-is-social-media-explaining-the-big-trend-3486616](https://www.lifewire.com/what-is-social-media-explaining-the-big-trend-3486616))

"Media" part refers to an instrument of communication, like the internet (while TV, Radio, and newspaper are examples of more traditional form of media). (Public relations. (n.d.). Retrieved april 11, 2017, from [www.investopedia.com: http://www.investopedia.com/terms/p/public-relations-pr.asp](http://www.investopedia.com/terms/p/public-relations-pr.asp))

As now social and media is defined above separately, so now let's understand what social and media that is social media together. Social media are web based communication tools that enable people to interact with each other by both sharing and consuming information. There is one more thing to understand properly that is difference between social media and social networking. Although the difference is subtle, they are not same. Social networking is really a subcategory of social media. Media stands for the information you are actually sharing- whether it's a link to an article colleagues, anyone from your past, current customers, mentors and even complete strangers. Whereas, networking on the other hand, has to do with who your audience is and the relationships you have with them. After understanding what actually social media is, now let's understand what public relation is. Public relation is the art of managing the spread of information about an individual or company is disseminated to the public, and attempting to frame that information in a positive light. Public relation can also be described as the practice of managing the spread of information between an individual or an organisation and the public. This research is focused on the use and effect of social media on public relation. There is a quote of David Schneider in a BBC article, "if you are 29th in the queue on a phone call, only you know that. It's you and the person keeping you on hold. But if you tweet, it's public and it could be picked up, and I think companies are very aware of that".

RESEARCH OBJECTIVES-

1. To study the contribution of social media in society development.
2. To study the use of social media on public relation.
3. To study the Effect and influence of social media on public relation.
4. To study that is public relation possible without social media.

REVIEW OF LITERATURE-

Torossian, R. (2015, June). What is the impact of social media on PR. Retrieved april 2017, from business2community.com: <http://www.business2community.com/public-relations/impact-social-media-pr-01245327#rh5BCyRr8jdXTdgU.97>

ING made a study in a recent time and that report stated that 81% of PR professionals feel they can no longer do their job without social media. Not this only but 78% of them felt it was important to their daily work. On the other hand, 78% of journals feel they can no longer do their job without social media. 50% of them accepted that when they use social media, they do not feel the need to fact-check.

Taylor, M. (2010). Anticipatory socialization in the use of social media in public relations:A content analysis of PRSA's Public Relations Tactics. public Relation reviews , 207-214.

This article by Maureen Taylor and Michael L Kent examines one issue in how public relations students are socialized in their understanding of the value and power of social media in the practice of public relations. Study claims about the value of social media as a public relations tactic. The researchers conducted a content analysis of 1 year of Public Relations Tactics issues. Suggestions of results claims of social media power far outweigh evidence of social media effectiveness as a communication tool. The conclusion part of the research shows the implications for public relations educators, professional associations, and practitioners as they consider social media tactics in public relations strategy.

Donald k.Wright, M. D. (2008). How Blogs and Social Media are Changing Public Relations and the way it is practised. Public Relations Journal Vol. 2 , 1- 21. Article by Donald K. Wright and Michelle D.Hinson is a three year long international survey of public relations practitioners examining the impact blogs and other social media are having on public relations practice. Findings of the research show that these new media technology has changed the scenario of public relation. Research also states that blogs and social media have enhanced what happens in public relations and that social media and traditional mainstream media complement each other. This Study also reports that due to all these new media, organizations also changed their public relations skills. Findings suggest social media complement traditional news media, and that blogs and social media influence coverage in traditional news media. Finding also suggest that all these new media have made communication more instantaneous by encouraging organizations to respond more quickly to criticism.

Smith, B. G. (2010). Socially distributing public relations: Twitter, Haiti, and interactivity in social media. Public relations review Volume 36, issue 4 , 329-335.

This research paper by Brian G. Smith states that power has been shifted from communication from public relations practitioners to social media users who may not have a recognized role or defined interest in an organization. What results is a social model of public relations in which traditional public relations responsibilities are distributed to social media users, and which depends on interactivity, legitimacy, and a user's social stake. This study also explores social public relations through a qualitative analysis of user involvement on Twitter regarding relief efforts to support Haiti following the 7.0 earthquake that hit Port-Au-Prince in January, 2010.

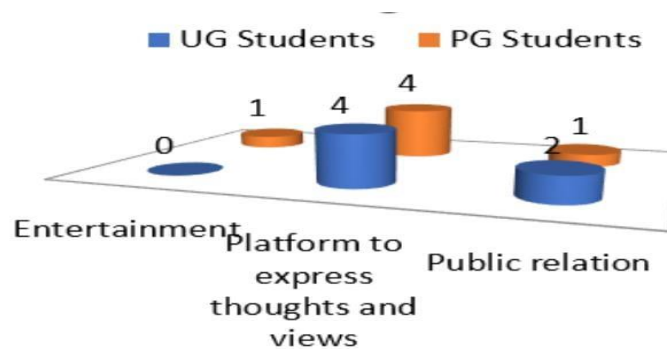
Research Methodology: - The Research methodology used in this study is Focus group Discussion. Focus Group discussion has been carried among students of Makhanlal chaturvedi university, Bhopal. Two groups of 6 students have chosen. The total time taken during the discussion was three hours in which one hour 30 minutes taken by one group and same time duration is by another group. Two groups were categorized on the basis of educational background. One group was the undergraduate students and another group was the pursuing post graduate students. The Exploratory research has been carried out in this study.

Sample size:

Total 12 respondents were used for the focus group discussions that were categorized in 2 groups. One group was the undergraduate students and second group was the pursuing post graduate students. Samples were students of Makhanlal chaturvedi university, Bhopal.

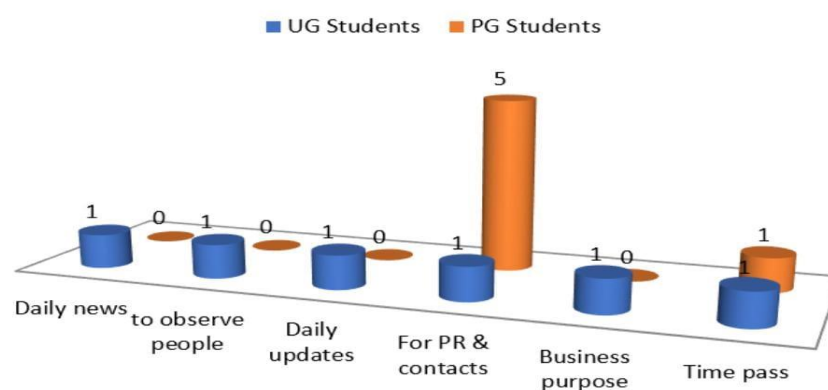
DATA INTERPRETATION

What is social Media



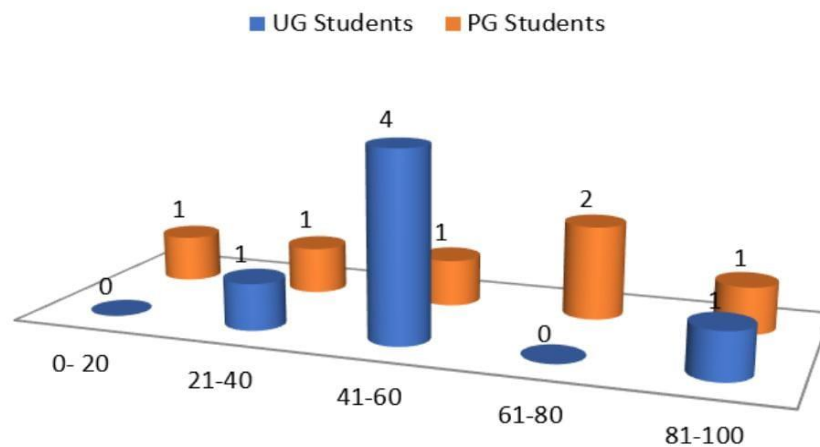
GROUP A (Under Graduate Students)		GROUP B (Post Graduate Students)	
1.	Platform to interact with new people.	1.	Platform for interaction.
2.	Source of entertainment.	2.	Place to Make new friends
3.	Platform to interact with new people.	3.	Source of Entertainment.
4.	Platform to interact with new people.	4.	Platform to develop social image.
5.	To chat with fake identity.	5.	Place for interaction.
6.	Platform to express your thoughts.	6.	Thought sharing platform.

Use social media



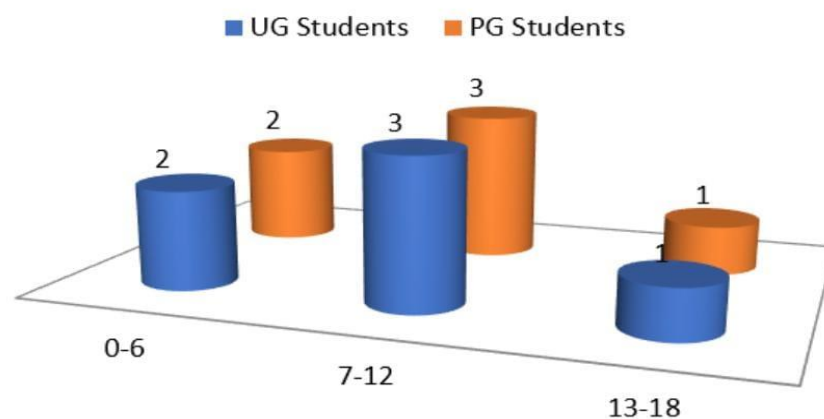
GROUP A (Under Graduate Students)		GROUP B (Post Graduate Students)	
1.	I do use it for News and information.	1.	To express my thoughts and ideas.
2.	I do use it to check out my Crush.	2.	For chatting with friends.
3.	Well I use it For updates.	3.	To circulate religious content
4.	Regular updates and PR.	4.	To build social image.
5.	For my business promotion.	5.	For interaction.
6.	I just use for time pass.	6.	To Express my thoughts.

Fulfillment of objectives through Social media



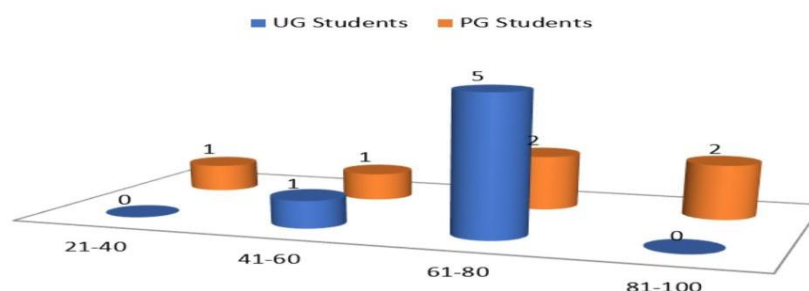
GROUP A (Under Graduate Students)		GROUP B (Post Graduate Students)	
1.	50%.	1.	About 70% is being fulfilled.
2.	Fully satisfied 100%.	2.	About 50%.
3.	It's about 90%.	3.	Not more than 20%.
4.	Up to 60%.	4.	Up to 30%.
5.	90%.	5.	Almost 80%.
6.	Half- half means 50%.	6.	90%.

Use of social media within 24 hour



GROUP A (Under Graduate Students)		GROUP B (Post Graduate Students)	
1.	5-6 hours.	1.	Almost 2 hours
2.	In total 5-6 hours.	2.	About 8 hours.
3.	Almost 6-7 hours.	3.	About 10 hours.
4.	About 7 hours.	4.	About 10-16 hours.
5.	I think 18 hours.	5.	8-10 hours.
6.	Not more than 8 hours.	6.	Not more than 2 hours.

Contribution of social media in society development

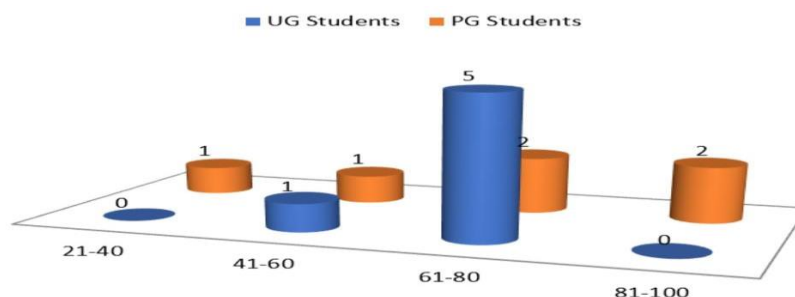


GROUP A (Under Graduate Students)		GROUP B (Post Graduate Students)	
1.	Not more than 80%.	1.	There is about 80% contribution.
2.	Agree with her, 80%.	2.	60-70% contribution is there.
3.	I too agree about 80%.	3.	Less than 70% contribution.
4.	65-70%.	4.	More than 90% contribution.
5.	About 50-60%.	5.	100% contribution is there.
6.	Almost 70-80%.	6.	Less than 40% contribution.

Meaning of public relation by respondents

GROUP A (Under Graduate Students)		GROUP B (Post Graduate Students)	
1.	I do use it for interaction.	1.	Stands for making contacts.
2.	To chitchat with friends.	2.	It means to use persons for work.
3.	To know persons, can be known or unknown.	3.	Interaction.
4.	To meet new people.	4.	Build relationship.
5.	To build new contacts.	5.	To make relationship.
6.	To interact more and more new people.	6.	Bond building.

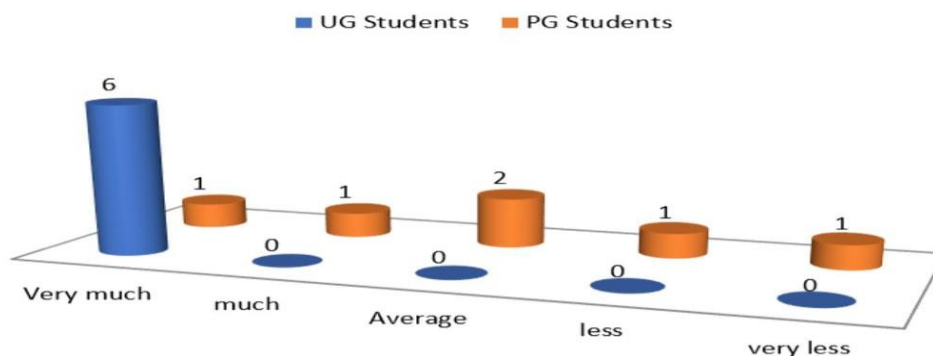
Contribution of social media on public relation



GROUP A (Under Graduate Students)		GROUP B (Post Graduate Students)	
1.	40%.	1.	Not more than 60%.

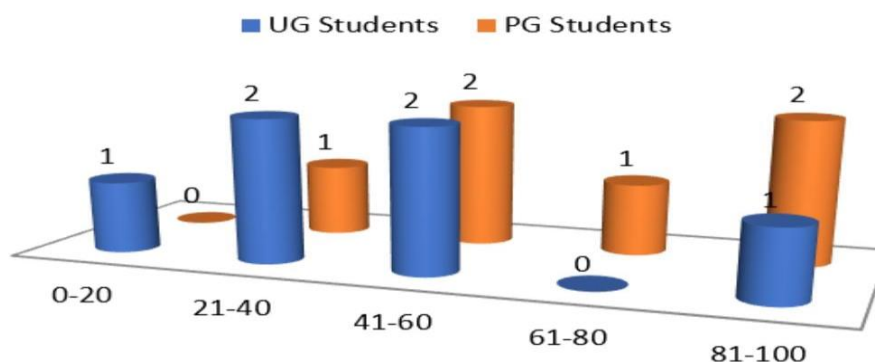
2.	50-60%.	2.	About 70%.
3.	About 80%.	3.	Definitely it would be 90%.
4.	Almost 90%.	4.	Almost 90%.
5.	80%.	5.	It can be 60-70%.
6.	60%.	6.	Its 50-50, or i can say its 50%.

Use of social media for public relation

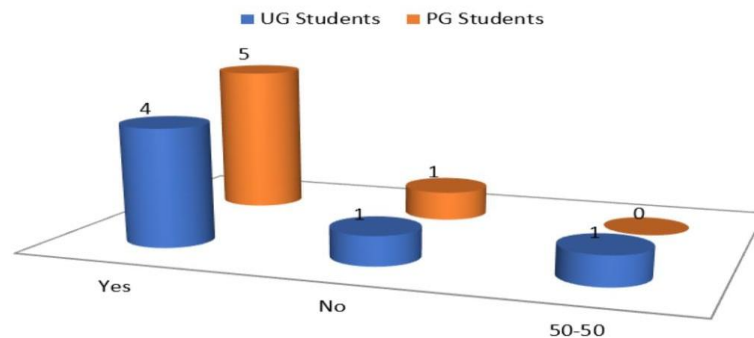


GROUP A (Under Graduate Students)		GROUP B (Post Graduate Students)	
1.	Most of the time, very much.	1.	I don't use it too much, its average.
2.	Very much.	2.	Ahaan I use it very much.
3.	I use it max to max.	3.	Not very much, but most of the time.
4.	Very much.	4.	U can say 24*7 means very much.
5.	Very much.	5.	As by your scaling its much.
6.	Within every 10-20 minutes, so its very much.	6.	I don't use it much, use it rarely for this.

Effect of social media on public relation



GROUP A (Under Graduate Students)		GROUP B (Post Graduate Students)	
1.	About 80%.	1.	Almost 60%.
2.	70-75%.	2.	Less than 40%.
3.	60-70%.	3.	Its 90%.
4.	80%.	4.	Totally affect, its 100%.
5.	70%.	5.	About 80%.
6.	75-80%.	6.	About 40-45%.

Possibility of Public relation without social media

GROUP A (Under Graduate Students)		GROUP B (Post Graduate Students)	
1.	No it's not possible.	1.	Yeah, it's possible.
2.	Yes it is possible.	2.	Yes , as PR is going on since then when there was no SM.
3.	Yeah, possible.	3.	Yes definitely it's possible.
4.	Its 50-50.	4.	I don't think so it's possible now days.
5.	Yes	5.	Yes
6.	Yes possible.	6.	It is 200% possible.

CONCLUSION-

In this research researcher found that research universe uses the social media very much specially for public relations as well as for making new contacts. Most of them use social media 7-12 hours a day for not only for public relation but also for other purposes like daily updates, chatting and stocking their loving ones. This research also states that on one side social media has about 70-80% contribution and 60-70% affects on public relations but on the other hand this is also stated that public relation is also possible without Social media. This study also explores that social media influenced public relations and social media has became one of the most important tool for the public relations.

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