

## Always On PR Does Not Stop For Christmas, According To Punch Communications

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Thanks to the growing role of social media within the PR skill set, PR practitioners need to be switched on continually, according to leading PR, social media and SEO agency, Punch Communications.

As the PR sector has evolved significantly over the last few years to incorporate the developing B2C communication channels of search and social media, so too has the requirement for PR campaign teams to remain always on, providing monitoring and management services to clients the year round.

Philip Keightley, Account Director at Punch Communications, said: The reality for PR teams, especially during highly competitive times, is that thanks to the advent of social media and its success as a key communications vehicle for clients, there is a requirement to ensure client profiles and platforms are continually monitored regardless of the season.

The nature of social media is always on and therefore those monitoring B2C comms on behalf of clients need to do likewise to ensure any potential issues or crises are monitored, managed and reported as appropriate.

As brands have rapidly adopted and developed detailed and engaging social media platforms such as Facebook, Twitter, YouTube and Google+, there is an expectation from users that those social media platforms are a continually open door to direct communication with the brand.

Philip Keightley continued: Brands have worked tirelessly and invested significant resource in building highly interactive and developed profiles so that they can communicate transparently and effectively with their fans and consumers. As a result, there is an expectation that those channels are two-way and continually open, rather than just a channel for brands to push messages to an audience on their terms - and this means not simply closing the shop whenever there is a holiday.

That said, there is of course a level of inferred understanding that during key holiday periods, brands may be slightly less responsive than at other times of the year. From an agency perspective, clear communication and good forward planning is key, ensuring that content schedules are developed and agreed in advance, signed off and ready for execution in addition to a rota system for outreach, monitoring, management and reporting.

As PR businesses have benefited from the advent of social media as a new string to its bow, there is a requirement for PR practitioners to adapt and evolve to the sectors requirements and DNA and at a primary level, this means ensuring PR teams and campaign managers are always-on regardless of the time of year.

For more information about integrated PR agency Punch Communications, visit [www.punchcomms.com](http://www.punchcomms.com) and connect with the team through [twitter.com/punchcomms](https://twitter.com/punchcomms), [facebook.com/punchcommunications](https://facebook.com/punchcommunications) and [gPlusNick.com/punchcomms](https://gplusnick.com/punchcomms).

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