

Integrating PR With Social Media Is Essential In A Digital Society, Says Punch Communications

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PR is a successful way of communicating a brand name through the media in order to showcase a message to a target audience. Although traditional PR is still very much active, it is slowly becoming subject to the digital age as new and innovative ways of using the medium are coming into play. Because of this, integrating PR with social media is essential, says integrated PR, search and [social media agency](#) Punch Communications.

As technology progresses and the media industry continues to become digital, integrating traditional PR practices with social media can maximise the effectiveness of a brands campaign in areas including outreach, coverage and events.

Utilising social media within a traditional PR campaign can help when pitching and initiating contact with press targets, as a number of journalists now only accept press releases via Twitter. Whilst coverage used to be restricted to print, online outlets are now becoming increasingly popular. This leads to more opportunities for exposure and allowing sharing across social networks in order to heighten engagement.

Kirsty Shaw, account director at Punch says; Having worked in PR for over four years, I have seen the industry transform from its predominantly traditional roots to a more digital rounded approach. As print outlets decline due to advertising budgets being cut, PRs are looking for new and exciting ways to communicate with audiences, which has increasingly included social media. This is almost essential as technology progresses, with further examples of [tech PR](#) being seen more now than even a year ago.

Although traditional PR practices are still very much alive, a society driven mostly by technology means that social media is key for a variety of PR activities. Whilst events are usually seen as a form of traditional PR, social media platforms such as Facebook and Twitter are ideal for posting about events and therefore promoting them as extra methods of outreach. Sharing pieces of coverage via social networks is becoming increasingly popular and can be seen from companies such as the BBC, which tends to announce news via its Twitter feed, enabling PRs to piggyback and keep up to date as stories progress. Traditional forms of media outreach are also fast becoming subject to digital, due to social media acting as an innovative way to increase outreach and build a media list. Contacts can now be found via platforms such as Facebook if a media planner or website proves unsuccessful.

Punch Communications, an integrated PR, search and social media agency with a client base from start-ups to global brands. If you are interested in what an integrated approach can do for your business, call Punch on 01858411600 or visit www.punchcomms.com.

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