E-PR
(Electronic Public Relations)

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Electronic Public Relations

Anne W. Njathi,Brandi Watkins

Electronic Public Relations:

Online Public Relations David Phillips,Philip Young,2009-05-03 The internet has totally revolutionized the practice of public relations This revolution has not only affected the way PR professionals communicate but has changed the nature of communication itself This thoroughly revised second edition of Online Public Relations shows readers how to use this potent and energizing medium intelligently and effectively David Phillips explores the growth of social media sites such as Facebook MySpace Bebo Flickr etc and of virtual environments virtual communities information sharing sites and blogs PR practitioners must now explore and experiment with new technologies and new ways of thinking to get their message across and an environment which has been made far more transparent due to social media Other topics covered include new models of information exchange commercial implications of the internet how social media impacts on PR strategy developing online PR strategies risks and opportunities and CSR This second edition is a timely and authoritative overview of the new online PR Any PR professional wanting to conduct business in the modern interconnected world will regard this book as a must

Public Relations and the Social Web Rob Brown,2009-04-03 The effect of the internet on public relations is the single biggest subject of current conversation in the public relations industry As the world of communications changes beyond recognition those seeking to communicate must revise and revolutionise their approach Public Relations and the Social Web explores the way in which communications is changing and looks at what this means for communicators working across a range of industries from entertainment through to politics The book examines emerging public relations practices in the digital environment and shows readers how digital public relations campaigns can be structured Including information on new communication channels such as blogs wikis RSS social networking and SEO Public Relations and the Social Web is essential reading for public relations practitioners students of public relations and those who work in related areas such as journalism and web construction and design Journalism and PR John Lloyd,Laura Toogood,2014-11-18 Public relations and journalism have had a difficult relationship for over a century characterised by mutual dependence and often mutual distrust The two professions have vied with each other for primacy journalists could open or close the gates but PR had the stories the contacts and often the budgets for extravagant campaigns The arrival of the internet and especially of social media has changed much of that These new technologies have turned the audience into players who play an important part in making the reputation and the brand of everyone from heads of state to new car models vulnerable to viral tweets and social media attacks Companies parties and governments are seeking more protection especially since individuals within these organisations can themselves damage even destroy their brand or reputation with an ill chosen remark or an appearance of arrogance The pressures and the possibilities of the digital age have given public figures and institutions both a necessity to protect themselves and channels to promote themselves free of news media gatekeepers Political and corporate communications professionals have become more essential and more influential within the top echelons of business politics

and other institutions Companies and governments can now must now become media themselves putting out a message 24 7 establishing channels of their own creating content to attract audiences and reaching out to their networks to involve them in their strategies Journalism is being brought into these new more influential and fast growing communications strategies And as newspapers struggle to stay alive journalists must adapt to a world where old barriers are being smashed and new relationships built this time with public relations in the driving seat The world being created is at once more protected and more transparent the communicators are at once more influential and more fragile This unique study illuminates a new media age   *Electronic Public Relations* Eugene Marlow,Janice Sileo,1996   Online Public Relations David Phillips,2001 This title aims to bridge the gap between action and analysis for public relations and the Internet It covers up to date research and gives practical advice on every aspect of successful on line public relations   *The Public Relations Handbook* Alison Theaker,2004 In this updated edition of the successful handbook a detailed introduction to the theories and practices of the public relations industry is given Broad in scope it traces the history and development of public relations explores ethical issues which affect the industry examines its relationships with politics lobbying organisations and journalism assesses its professionalism and regulation and advises on training and entry into the profession It includes interviews with press officers and PR agents about their working practices case studies examples press releases and illustrations from a range of campaigns including Railtrack Marks and Spencer Guinness and the Metropolitan Police specialist chapters on financial public relations global PR business ethics on line promotion and the challenges of new technology over twenty illustrations from recent PR campaigns In this revised and updated practical text Alison Theaker successfully combines theoretical and organisational frameworks for studying public relations with examples of how the industry works in practice

Introduction to Public Relations Janis Teruggi Page,Lawrence J. Parnell,2024-12-05 Introduction to Public Relations Strategic Digital and Socially Responsible Communication presents a comprehensive introduction to the field of public relations examining its current practices and future directions In response to the dynamic shifts in technology business and culture authors Janis T Page and Lawrence J Parnell illustrate how today s PR professionals craft persuasive messages using modern technologies while working in line with the industry s foundations The text skillfully balances this approach by delving into communication theory history processes and practices demonstrating how these elements can be integrated into strategic public relations planning Page and Parnell guide students toward becoming socially responsible communicators where fostering trust and respect with diverse communities is valued over creating the next viral campaign The Third Edition responds to the rising focus on social responsibility sustainability CEO and investor activism and consumer demand for ethical brands and addresses these changes with updated content including new features recent examples case studies and chapter opening scenarios   *All About PR In The Digital World For Beginners* Gulrez Alam,Md Badshah Ansari,Teamology Softech And Media Services,Reddwings Productions,2021-04-23 The book ALL ABOUT PR IN The DIGITAL WORLD FOR

BEGINNERS is a prolific creation by India s leading digital PR and marketing firm called Teamology Softech Media Services Pvt Ltd This revolutionary masterpiece takes its readers on a voyage of practical understanding of the various facets of digital PR and its converging topics of digital marketing Empower your career with the essential knowledge of Digital PR and marketing with this quick read today If you are a business owner student public relations professional digital marketer or just anyone who wants to do some practical snooping in the world of public relations this book is the basic knowledge you must master Specially designed for beginners with examples from real life to make the context look more appealing this book has the essence of its author and certified digital marketer Gulrez Alam s profound knowledge in the digital PR and marketing domain It s not any of those random books where topics relevant to PR are resourced and clubbed together with jargons that confuse the readers this book is a simple yet inspiring excerpt with real life practical demonstrations that are necessary to get a hang of the various contemporary aspects of PR The visionary and Managing director of two successful ventures Mr Alam has helped over ten thousand clients in leading PR campaigns on their front during which he realized that in the actual online world people have a very vague insight on how practically digital public relations work to grow the brand reputation and authority of businesses influencers in the long run This was the inspiration that enabled him to compose a simple but knowledge rich book Just like Teamology this book About PR in the Digital World For Beginners is one of India s first complete introductions to the basics of public relations and its convergent topics of digital marketing SEO and brand promotion Written for beginners this book is the ultimate guide to be fully acquainted with the updated concepts of Public relations in India and the role of digital marketing in advancing how PR functions in today s world In this world of technological integration the know how of digital marketing has not only become an existential necessity but a factor that sets apart two individuals in any vocation because of the insights generated by reading such texts Public relations is the art and science that each entity must make oneself familiar with to decode how scores of businesses influencers are leveraging the power of online media to boost their growth and how can you too This book is not only meant for corporates but for anyone who wishes to scale his her future value and reach by effectively utilizing the power of online mediums to drive crazy results Get your copy now and dive into the easy peasy guide by an ace digital marketer to become the part of the superfamily of visionaries who want to stay upbeat and have a kicking career ahead Happy Reading   Public Relations ,2007   **Public Relations Online** Tom Kelleher,2006-12-20 Rich in scholarly foundations combined with actual practice Public Relations Online Lasting Concepts for Changing Media connects the social and technological forces that are changing public relations Using plain talk discussion of theory and research this book helps readers identify how lasting concepts for effective public relations can be applied in a changing media environment and how a changing media environment affects the practice of effective public relations Key Features Provides Hands Online activities Internet resource exercises challenge readers to apply concepts to their world in real time on the day that they read the chapter Offers Questionable Claims boxes

Discussions present alternative perspectives on sometimes over hyped claims and serve to help sharpen critical thinking skills Discusses computer systems and networks Server side and peer to peer technologies are introduced as models for understanding online public relations Focuses on how real people are using online media to communicate Online public relations is more a matter of what people are doing with online media technologies than what these technologies are doing to people Intended Audience This text is designed for advanced undergraduate and graduate courses in Public Relations strategies and practices such as Public Relations Cases Public Relations Management Public Relations Strategy and Public Relations Campaigns **Digital Public Relations and Marketing Communication Trends in Africa** Anne W. Njathi,Brandi Watkins,2024-06-07 The uptake of digital media platforms necessitates the need to understand how digital cultures of consumers and brands are unfolding Despite the increase in usage and adoption of the internet in Africa there is limited information about digital marketing trends on the continent This book is among the first to present an edited collection of chapters on digital and influencer marketing authored by many who are either from or have close ties to Africa This book showcases digital marketing trends in Africa that are burgeoning at the same speed as the uptake of technology in the continent With this in mind the contributors seek to interrogate digital marketing trends in two stages the status of digital marketing on the African continent including cases from Nigeria Egypt Uganda and Kenya and an analysis of the rise of influencer marketing including cases from Nigeria and Uganda This book will explore factors driving the increase in digital media platforms in Africa as well as an analysis of the implications of the growth in digital marketing using various theoretical and methodological underpinnings to probe trends Digital Public Relations and Marketing Communication Trends in Africa provides significant implications for marketing scholars and researchers and will be relevant to those looking to understand the opportunities and challenges ahead Encyclopedia of Public Relations Robert L. Heath,2013-08-20 When initially published in 2005 the two volume Encyclopedia of Public Relations was the first and most authoritative compilation of the subject It remains the sole reference source for any library serving patrons in business communication and journalism as it explores the evolution of the field with examples describing the events changing practices and key figures who developed and expanded the profession Reader s Guide topics include Crisis Communications Management Cyberspace Ethics Global Public Relations Groups History Jargon Management Media News Organizations Relations Reports Research and Theories Models Led by renowned editor Robert L Heath with advisory editors and contributors from around the world the set is designed to reach a wide array of student readers who will go on to serve as opinion leaders for improving the image and ethics of the practice The Second Edition continues to explore key challenges facing the profession such as earning the trust and respect of critics and the general public Much greater emphasis and space will be placed on a theme that was just emerging when the First Edition appeared the Internet and social media as public relations tools International coverage and representation has been greatly expanded as well Finally biographies which are now widely available on the

Web have been deleted to give room to areas of enhanced coverage and biographical material are included where appropriate within the context of topical entries However a long entry on women pioneers in public relations has been included as an appendix **Public Relations on the Net** Shel Holtz,2002 California based consultant on Internet communications Holtz has updated his 1998 guide by removing the basics of computer use that he can now assume readers to know and by replacing case studies from the period with ones that make sense four years later The Internet is one of the most significant tools for public relations he says but using it to best advantage requires strategic thinking about how to apply it to communication efforts Annotation copyrighted by Book News Inc Portland OR *Public Relations and Media in Cooperatives: An Indian Perspective* Sanjay Kumar Verma,2019-09-01 At a time when effective communications has become the biggest issue confronting the cooperative movement globally the book delves into the issues of Public Relations and Media in the context of cooperatives in India Being the largest cooperative movement in the world with significant achievements in various areas of socio economic activities the Indian cooperative movement faces a big challenge of image building which can enhance the profile of the cooperative movement and create awareness about the beneficial aspects of cooperative development amongst the general masses Against this backdrop the book is a timely endeavour to analyse the issues of public relations and media which have an important role in image building of the cooperative sector The book with a strategic orientation comes up with fresh perspectives so as to prepare a road map for strengthening the functioning of public relations and media in the working of cooperatives in India As communications is considered the weakest link in the functioning of the cooperative sector there is a strong realization that the cooperative movement in India cannot succeed without a vibrant public relations and media policy As the communication literature in the cooperative sector in India is scanty the book also fills a big void in enriching the subjects of public relations and media which are generally neglected The book deals with a wide gamut of vital issues like importance of public relations research in public relations media relations community media cooperative advocacy success stories strategic communications social media role of blogs and also some case studies related to public relations and media The book provides a refreshing referral benefit to students and teachers of public relations and media research scholars faculty members academicians practitioners and policy makers related to the cooperative sector in India and abroad **Law for Advertising, Broadcasting, Journalism, and Public Relations** Michael G. Parkinson,L. Marie Parkinson,2013-03-07 This exceptional new text offers an up to date and integrated approach to communication law Written by two practicing attorneys with extensive experience teaching the communication law course Law for Advertising Broadcasting Journalism and Public Relations covers the areas of communication law essential and most relevant for readers throughout the communication curriculum Its integrated approach will serve students and practitioners in advertising and public relations as well as those in journalism and electronic media Providing background to help readers understand legal concepts this comprehensive communication law text includes an introduction to the legal system covers

legal procedures structures and jurisdictions discusses the First Amendment and electronic media regulations and considers issues of access Additional material includes intellectual property law employment and agency law with explanations of how these laws create obligations for mass communication professionals and their employees commercial communication laws and special laws and regulations that impact reporters public relations practitioners and advertisers who deal with stock sales Special features of this text include Magic Words and Phrases defining legal terms Cases illustrating key points in each chapter Practice Notes highlighting points of particular interest to professional media practices Instructions on finding and briefing cases with a sample brief and Examples of legal documents and jury instructions This text is intended as an introduction to communication law for students and practitioners in mass communication journalism advertising broadcasting telecommunications and public relations   Issues in Communication, Media and Public Relations Emrah Doğan,Nuran Öze,2018-09-29   *Strategic Planning for Public Relations* Ronald D. Smith,2013-01-04 This innovative and popular text provides a clear pathway to developing public relations campaigns and other types of strategic communication Implementing the pragmatic in depth approach of the previous editions author Ronald D Smith presents a step by step unfolding of the strategic campaign process used in public relations practice Drawing from his experience in professional practice and in the classroom Smith walks readers through the critical steps for the formative research strategic and tactical planning and plan evaluation phases of the process Offering clear explanations relevant examples and practical exercises this text identifies and discusses the decision points and options in the development of a communication program The cases and examples included here explore classic real world public relations situations as well as current timely events This fourth edition highlights the results of new research studies on opinions and practices within the discipline and adds overviews of several award winning public relations campaigns As a classroom text or a resource for professional practice this volume provides a model that can be adapted to fit specific circumstances and used to improve effectiveness and creativity in communication planning It serves as an accessible and understandable guide to field tested procedures offering practical insights that apply to public relations campaigns and case studies coursework   *Library of Congress Subject Headings* Library of Congress,2004   *The Global Public Relations Handbook* Krishnamurthy Sriramesh,Dejan Verčič,2003 Starting with a theoretical framework for global public relations research and practice this book presents contributions that examine PR practice as it takes place around the world Each chapter covers the history development and status of public relations within a specified country   *Public Relations Writing* Valerie Fields,2024-09-17 With a focus on storytelling social media and socially conscious content Public Relations Writing Essential Skills for Effective Storytelling is a step by step how to guide that helps students develop and hone the skills they need to become strong writers and versatile storytellers within the Public Relations field

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