

# The Key to Social Media Success Within Organizations

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## Outline

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1. Social Media
2. Social Media and Public Relations
  - 2.1 Creating Effective Strategies
  - 2.2 Developing Robust Communications
3. The Excellence Theory of Public Relations
4. Conclusion

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## Social Media



Kaplan and Haenlein (2012) defined social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (p. 101).

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Social Media



- The use of Twitter has grown 11 percent since 2011 to 73 percent
  - Facebook has also increased 8 percent to 66 percent
  - There was an 8 percent drop since 2012 to 23 percent in the number of companies that are not using social media
- (DiStasio & McCorkindale, 2012)

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Create Effective Strategies

- Lwin & Dellarocas (2014) expressed that public relations practitioners who use social media to build contacts are three times less likely to succeed.
- Alagon and Dellarocas (2014) identify that many public relations and social media campaigns are highly successful because public relations practitioners can be selective in social media.



Video: The Importance of Social Media in Public Relations

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Create Effective Strategies

- Morgan (2014) states that public relations practitioners who use social media to build contacts are three times less likely to succeed.
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Public Relations Strategies

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Develop Robust Communications

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The Excellence Theory

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Conclusion

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Appendix A

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Public Relations

Public relations is the management of communication between an organization and its various publics. It involves creating and maintaining a positive image for the organization through strategic communication.

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Create Effective Strategies

Organizations should develop a clear social media strategy that aligns with their overall business goals. This strategy should define the organization's social media presence, target audience, and key messages.

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Public Relations

Public relations is the management of communication between an organization and its various publics. It involves creating and maintaining a positive image for the organization through strategic communication.

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Develop Robust Communications

Developing robust communications involves creating clear, concise, and consistent messages across all communication channels. This includes social media, press releases, and other public relations tools.

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The Excellence Theory

The Excellence Theory of Public Relations suggests that organizations should focus on building strong relationships with their publics. This involves listening to the needs and concerns of the public and responding in a timely and effective manner.

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Conclusion

In conclusion, social media is a powerful tool for organizations to build relationships, communicate effectively, and achieve their business goals. By developing a clear social media strategy and focusing on building strong relationships with their publics, organizations can maximize their social media success.

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Appendix A

This appendix provides additional information and resources related to the topics discussed in the main text. It includes a list of references, a glossary of key terms, and a list of additional resources for further reading.

# Outline

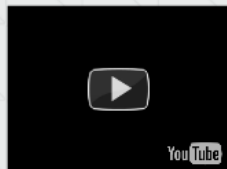
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Create Effective Strategies



Case Study: The Scarecrow campaign by Chipotle Mexican Grill



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Albuquerque and Davison (2010) find from their case study that the Chipotle campaign, in its first month, has generated more than:

- 64 million public relations impressions
- generated 26.4 million conversations on 12 social media platforms, such as Twitter and Facebook
- the movie generated more than 1.2 million YouTube views
- 250,000 people downloaded the game app
- 1,000 long-purchase items made on iTunes

Create Effective Strategies



Although it is common for organizations to have either short-term tactics that could harm their image or the public, Skarman and Ferrel (2010) conclude from their research that social media is an excellent tool that can help public relations professionals spread positive news to a vast number of people.

Breuer and Spangher (2010) recognized that social media can be used as a tool to correct false information, wrong perceptions, and misrepresentations.

Create Effective Strategies



Woodman (2010) reviewed in his study the applying social media tools to the crisis environment was most effective as it allowed relations to utilize source, fast and efficient. He also

Develop Robust



Alkhalil and Atabek (2012) argue

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# Social Media



- Many researchers argue that social media has indeed impacted the way people interact with one another and the way people handle global businesses in the digital age (Alikilic & Atabek, 2012).
- There are more than two billion people who are actively using social media, and that number is expected to reach 2.77 billion of active users by 2017 (Valentini, 2015).
- Alikilic and Atabek (2012) argue that social media was and still plays a significant role in changing the way businesses communicate with their stakeholders.

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## Social Media within Public Relations



- Many public relations firms find it convenient to use social media tools as a way to share information with a large number of people instantly (Mount & Garcia-Martinez, 2014).
- Valentini and Kruckeberg (2012) argued in their study that “social media must be at the heart of public relations activities because social media can enhance organization relationships by increasing and improving community relations” (p. 11).
- Wigley and Zhang (2011) argued that it is mandatory for public relations practitioners to learn and adopt the use of social media tools in order to reach and influence potential customers and clients.

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## Social Media within Public Relations



- Gabriel and Chia-Hern (2016) observe that public relations practitioners in Malaysia are having a positive outcome of using social media tools to utilize information and to communicate directly with their publics on a regular basis.
- Allaguia and Breslowb (2016) agree that social media has influenced the public relations industry, especially in the business planning process.



# Create Effective Strategies



- Landis (2016) expresses that public relations practitioners who use social media to build contents are more likely to attract people.
- Allaguia and Breslow (2016) identify that many public relations and social media campaigns are highly successful because public relations practitioners can be creative in social media.