

# Outdoor Digital Media in China: Tulip Mega Media in the Run-Up to the Beijing Olympics

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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 per cent 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

- Linn (2014) explains that public relations practitioners who use social media to build contacts are three times less likely to succeed.
- Algeo and Driskell (2012) identify that many public relations and social media campaigns are highly successful because public relations practitioners can be selective in social media.



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Create Effective Strategies

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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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**Social Media within Public Relations**

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# Using Olympics

## Outline

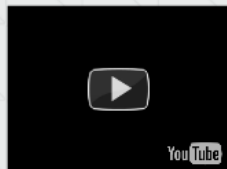
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Create Effective Strategies



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 12 million YouTube Views
- 250,000 people downloaded the game app
- 1,000,000 song purchases were made on iTunes

Create Effective Strategies



Although it is common for organizations to have either observed success that could learn their lesson to the public, Skarman and Farney (2010) conclude from their research that social media is an effective tool that can help public relations professionals spread their message to a vast number of people.

Reizer and Spinkoff (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 that applying social media to the crisis management was most effective as it allowed relations to communicate fast and efficient. He also

Develop Robust



Alkhalil and Azabek (2012) argued that social media can be used as a tool to correct false information, wrong perceptions, and misrepresentations.

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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.