



Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media (PR in Practice)

David Phillips, Philip Young

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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 explore how these new technologies and new ways of thinking can help them get their messages across. They must learn to navigate a world of information which social media has made far more complex.

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.

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