

Social Media Use in Public Relations

Kelsey Ostby

University of Wisconsin-Whitewater

Social Media

Webster's Dictionary defines social media as "forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content" (Merriam-Webster, 2011). Traditional media is essentially the same, with exception of the word "online." The internet opened many doors for many different uses, but one of the most changed uses was sharing information.

"Social media change the way that information flows. It used to be that information moved from one source to an audience (as with a traditional press release, for example). Now information flows in a more viral, multi-layered way" (Sridhar, 2010).

Traditional media can consist of print media such as newspapers, magazines, newsletters, etc.

Social media consists of online, instant sharing sites such as Facebook, Twitter, YouTube, etc.

Critical Social Media Uses in PR

In PR, one of the most important aspects is to get your client's message heard in the easiest way possible. Social media is enabling PR professionals and their companies and organizations to do just that.

"The large volume of users on social networks make social media a key area for focus in businesses modern PR campaigns, with much of today's news travelling throughout social networks far quicker than the pace at which stories are picked up by media outlets" (Davis, n.d.).

With everything from live Twitter feeds to Foursquare check-ins, nonprofits and businesses alike are making their message viral. The most critical social media sites for PR seem to be Facebook and Twitter. With the options to have different pages and create events on Facebook and a live RSS feed on Twitter, they allow businesses and organizations to directly connect with their consumers. YouTube, famous for hosting videos on every topic, allows PR professionals to post VNRs (video news releases) and commercials supporting their brand. Blogging has also become very critical in the PR world. Studies have found that "small businesses that blog get 55% more

website visitors” (Burnes, 2009). Mobile media apps, a newer form of social media, have impacted PR tremendously with number of smartphones in today’s society. These apps can make your campaign mobile, and allow your followers to access your brand at anytime, anywhere. Geo-based social media is also relatively new, and allows a company or business to offer deals and specials for “checking-in” at certain locations. This can serve as great incentive for a PR campaign. It allows you to reward your consumers with coupons and specials for participating in your campaign.

Facebook Uses in PR

Facebook is one of the most vital social media sites used in PR. “Facebook is the perfect example of an organization that understands modern day public relations and the importance of integrated social media” (Porter, 2010). There are many different applications that can be used in PR, such as a discussion tab, an events tab, pictures and videos, a links section and the ability to send direct messages. Facebook even has its own “Facebook for PR” page. In April 2006, Facebook opened registration to companies and non-profits (Walters, 2009). Since then, it has been a must for any social media-engaged company.

Almost every company and non-profit will use the application to create an event. This will allow the organization to share an upcoming event with its followers, provide a detailed itinerary, and track attendance. This also allows a paper-free, cheaper option rather than sending out invitations and making flyers. Non-profits use this application often, and usually include a video or picture link to make the invite more interactive. Companies will also get a lot of success from the free advertisement. The ability to launch a new product or campaign without having to pay for advertising costs is a feature that all for-profit companies on Facebook take advantage of.

The American Cancer Society uses their Facebook page for a number of uses. One of the main events broadcasted through the page is the American Cancer Society Relay for Life. You can sign up a team, make donations, and spread the link to the official website. They also share their mission and links to other social media sites. The American Heart Association uses its Facebook page for many of the same uses. Instead of Relay for Life, they promote Go Red for Women to support awareness of heart disease in women. This non-profit has multiple pages on Facebook for different chapters in different states and for different causes (Go Red and Start!). The American Heart Association also has a special “Meet the CEO” page that includes a video, information on her background, and different links to further support the American Heart Association. Special Olympics WI and Susan G. Komen for the Cure have the similar uses on Facebook. The upcoming “Polar Plunge” for Special Olympics has gained national attention and support, in part by its Facebook page. The Dane County Humane Society also uses Facebook to inform its followers of upcoming fundraisers. For example, they have a link to a Capital Brewery coupon and upcoming fundraiser to support their cause. They also post weekly videos of pets that are available for adoption.

Like many non-profits, businesses also benefit from applications on Facebook. Retailers like American Eagle Outfitters and Target use their Facebook pages mainly for advertising. Target even has an app on its Facebook page called Merona My Look Maker, which allows customers to create a “look” and then eventually purchase the items. “The app was designed to initiate a more personal and direct relationship with guests,” according to the senior vice president for marketing Karen Gershman (Elliott, 2010). Gershman also commented on how well Facebook is allowing Target to connect with its customers. “It allows us to reach our key

audience and gather insightful feedback that helps us remain relevant to our guests” (Elliott, 2010)

McDonalds and Nestle use Facebook to sell their product as well, but they also have more interactive features as well. McDonald’s page has an app called “Dollar Smarts Playground” that allows its followers to play games that correspond with McDonalds products. The company is also using the Facebook location feature that lets customers “post their location within a status update” (York, 2010). The Yellowstone Golf Course is a small golf course and restaurant that uses Facebook to connect with their members and share the upcoming menu and golf specials. Because they are such a small business, they are still beginners in the social media world.

Government organizations can use Facebook for a variety of different needs. “Effective applications for government use of Facebook would agency sponsored public outreach programs that target segmented audiences, public service announcements, agency information, emergency broadcasts and other public affairs activities”(Why, n.d.). The National Guard and U.S. Navy Reserve use Facebook to help connect fellow soldiers and veterans. They post videos of homecomings, the newest recruitment commercials, and host a weekly trivia. The Whitewater Student Government is a small organization that uses Facebook to alert followers of upcoming meetings and topics. The USDA posts links to all of their news releases and blogs. Consumers can log on to find out the latest in United States food production. Another great example of a government organization using Facebook is the University of Wisconsin-Whitewater. Their target audience is mostly comprised of students, and because many students already have a Facebook account, sharing news releases and important updates for students was an easy update. They also post upcoming events that are taking place in the Whitewater community.

There are a few different ways to evaluate and measure success on Facebook. First, the ability to see how many followers an organization or business has can be an early indication of success. The more followers, the more traffic the page will have. Another option is opening up a discussion forum for you consumers to comment on. Polls and trivia are also a good form of success tracking. One of the easiest ways to evaluate success is to simply ask. “Because each *Facebook* community is so distinct, the most meaningful way of determining a community's success is to ask its members” (Cluett, 2011).

Twitter Uses in PR

Twitter has made a big impact on PR today. With the ability to share a news release in 140 characters or less, it is completely changing the traditional form of communication in PR. Twitter allows companies and organizations to create brand awareness, spread knowledge, and build relationships with both their consumers and other professionals in their field.

“Another way to think of Twitter is like a cross between instant messaging (IM) and a chat room, because it is an open forum, but you restrict it to the people with which you connect” (Volpe, 2008).

With the live RSS feed and the ability to send an update directly from an event or conference, Twitter makes its mark in PR by making a message viral.

Nonprofits and businesses alike can reap the same benefits from different Twitter applications. First, the obvious ability to “tweet” means that an organization can send out a message or news release for free that will reach all of its followers. Twitter also suggests who your organization should follow. These suggestions are based on similar interests. This would allow a business to connect with consumers that may be interested in their product. The option of “retweeting” has also proven to be beneficial. This application allows your message to reach not

only your followers, but followers of your followers. This can increase awareness for a personal brand.

“When you post an interesting message, your followers will retweet it to their friends, increasing the potential of your message to reach numerous people and expanding your reach” (Mirchandani, 2010).

Government organizations can also benefit from this application because of how many people it can potentially reach. Public service announcements are much easier to spread when you only have to send out the message once.

Another great application to create brand awareness for businesses and organizations (both governmental and nonprofit) is the ability to mention a fellow tweeter in a tweet. Using the @ symbol followed by the organization’s twitter handle will automatically hyperlink the tweet to go back to that specific organizations profile. This is a great way to attract new followers and spread your message even further (Falls, 2009).

Nonprofits like Special Olympics, the Humane Society, and ASPCA all use Twitter to help promote upcoming fundraisers and events supporting their organization. They include links to the organization’s website, articles published about the organization, and ways to donate to their cause. With Valentine’s Day coming up, ASPCA has tweeted a special link to purchase Valentine’s Day gifts through their website, with a certain amount of profit going back to their charity. The American Red Cross provides disaster and preparedness updates for all of its followers on a daily basis. They also tweet links with listings of shelters and food pantries all over the country. Habitat for Humanity also tweets links that provide listings of resale stores and chapters all over the country. They also send special “thank-you’s” for a Follow Friday using the @mention app.

Businesses, like nonprofits, also take advantage of making their message viral. Olive Garden and Victoria's Secret share coupons and specials with their followers. Olive Garden will tweet about new dishes available and ask their followers for feedback. Geico, a popular insurance company, allows followers to connect directly to their service team. They too make special "shout-outs" to certain followers that mention their name in a tweet. SportsCenter uses Twitter for the basic applications, but also broadcasts follower's tweets during their TV show. It provides a connection for die-hard sports fans to connect with the writers and athletes. Finally, the Wall Street Journal uses Twitter to spread breaking news updates to its followers. They also tweet links to the daily paper and new articles featured in their publication.

Unlike nonprofits and businesses, government organizations mostly use Twitter for public service announcements. This can include news releases, testimonies, statements, accomplishments, job announcements and fact sheets (Why, n.d.). The City of Madison strictly uses Twitter for this purpose. Examples include hours of the city clerk and declared snow emergencies. The USDA also uses Twitter to inform the public. They tweet about healthy meal options and links to published articles featuring the organization. The National Guard and United Nations use Twitter to not only inform the public, but also to motivate. They include links and photos of recent events. Barack Obama, the President of the United States, also uses Twitter. While he maintains his image as president, he also shares favorite quotes and articles pertaining to his daily work. In doing this, he helps create positive PR for himself and his staff.

Tracking success on Twitter can be done by using a few different applications. Apps like TwitterCounter and TweetBeep measures the amount of people following you daily and the amount of times your name or brand is mentioned in a tweet (Page, 2009). There is also a tool called the ReTweetRank that counts the number of retweets per day and then ranks your

organization against fellow competitors (Page, 2009). Like Facebook, the easiest way to track and evaluate your success on Twitter is to ask your consumers if they prefer to receive your message through Twitter. Their responses can be the difference between increasing and decreasing a company's Twitter activity.

Mobile Media Application Uses in PR

Mobile media applications are a relatively new way to help a business or organization spread their brand or message. They allow a company or organization to let their consumer access their brand or cause through an application on their smartphone. With smartphones making such a huge impact on today's society, it only seemed natural for companies and organizations to make their brand mobile. ESPN's GM of digital media, Jim Kosner agreed, saying "What's most exciting is the combination of the explosion of social media and the explosion of super smartphones...this is changing everything" (Marin, 2010). Most mobile media apps cost money, therefore furthering the profit of businesses.

Nonprofits use mobile media apps mainly for donations and updates on fundraisers. The WI Humane Society app allows you to search for pets available for adoption in your area. ASPCA's app lets its followers know how to keep their pets healthy and safe. They send out warnings when the weather is too hot for your pet to be outside, news articles featuring their charity, and daily tips on how to be a better pet owner. The Salvation Army has an app to allow the public to become "bell-ringers." You can download many different sounds to make your own "ring" and support the Salvation Army. The YMCA has many different apps, including one to locate a YMCA nearest you.

Unlike the others, the Roman Catholic Church isn't a typical "social media user," but as of late, they have developed an app that allows its followers to confess their sins. This does not replace face to face confession, but it has created a more accessible way to make a confession. When asked why it was created, a spokesperson from the company that designed it said "Our desire to invite Catholics to engage in their faith through digital technology (Beck, 2011).

Businesses are using mobile media apps to create better relationships with their customers. Weight Watchers has an app that allows people to track their daily calorie intake. It also gives daily tips on how to eat healthier. Culvers has an app that lets its customers create their own ice cream sundaes and find the closest restaurant. Super 8 Motels also has an app that finds locates its motels. Wal-Mart allows its customers to save even more by having an app dedicated to sharing coupons and specials. ESPN, unlike the others, doesn't have a locator or share coupons. It allows sports junkies to get the latest news updates in the sports world, get involved in fantasy sports, and deliver game scores from all around the world in a variety of different sports.

Government organizations use mobile media apps for similar reasons as nonprofits and businesses. Like their uses on Facebook and Twitter, the goal of government mobile media apps is to get the public service announcements out to the public in the fastest way possible.

"Governments are aiming to meet the rising expectations of citizens for better, more comprehensive services using innovative information technologies and various service delivery channels in addition to the World Wide Web" (Kushchu, 2004).

The FBI has an app called "The FBI's Most Wanted List." This entails an updated list of wanted criminals. The Consumer Product Safety Commission and the Food and Drug Administration has an app that features an updated list of all product recalls. The Transportation Security Administration has an app that alerts fliers of items that will not be allowed on an airplane. Like

the nonprofit and business apps, the American Embassy has an app that allows you to find the location nearest you, and also gives you a list of hotels near that embassy.

When evaluating mobile media app success from a PR standpoint, the most important thing always comes back to brand awareness. An easy way to see if an app was successful is to observe the number bought and downloaded, and then compare them to the competitors. Some companies even send out monthly polls to their users, asking if they found their mobile media app useful. This is another good way to track success.

YouTube Uses in PR

YouTube, a popular video sharing website, has made a huge impact on the PR world by letting businesses and organizations broadcast their message visually. With the ability to create your own account and track your followers, YouTube is becoming a must for PR campaigns. YouTube also allows you to “share knowledge, market products and connect with customers, colleagues and prospects” (Evans, 2009). The site has features that let account users select “favorites,” share different videos, and create a playlist. The benefits from YouTube are almost the same for nonprofits, businesses, and government organizations. Whether it’s a video of the latest fundraiser or a products latest commercial, the goal is the same.

Nonprofits use YouTube to broadcast videos of their charities and latest campaigns. The American Cancer Society, who has dubbed themselves “The Official Sponsor of Birthdays,” use YouTube in their latest campaign of having celebrities and singers make a special “Happy Birthday” wish to the public. Special Olympics uses the site to broadcast interviews with athletes, videos of past fundraisers, and special “thank-you” videos to its supporters. ASPCA does much of the same, including showing the commercials that are shown on TV. Habitat for

Humanity also uses the site to show recent videos of houses being built all around the world.

Girls Scouts of America uses the social media site as well. They use their account to run promotional ads, teach the history of their organization, and connect Girl Scouts all around the world.

Businesses use YouTube to secure customer relationships and help launch new products.

“Creating product and company videos for YouTube can be an effective strategy for improving website SEO and PR with video search results and social sharing” (Seltzer, 2011).

Cold Stone Creamery and Toppers use YouTube to broadcast new menu items and specials.

They also have videos from different contests that their companies have hosted. State Farm

Insurance and Geico broadcast their famous TV commercials, as well as interviews with their

CEOs and various employees. Sony has used YouTube to launch their latest PR campaign, The Remix Project.

Government organizations are using YouTube for many of the same reasons that they use other social media sites. Public service announcements are now being spread through video.

Government companies are also using the site to show news clips that their organization was featured in. The City of Madison’s YouTube page has interviews with city officials, important

“how-to’s,” and a special welcome from Madison Mayor Dave Cieslewicz. Not only does the welcome video boast positive PR for the city; it also helps improve the mayor’s image. The

University of Wisconsin-Whitewater also has interviews from school officials and students. The

National Guard page has many recruitment videos, along with stories of various soldiers. The

U.S. Department of Transportation and the U.S. Department of Energy uses their sites to

broadcast important public service announcements and the DOE shows the latest energy-saving techniques and tips.

YouTube makes evaluating and measuring success a little simpler than other social media sites. The site counts the number of channel views and upload views. They also track the number of subscribers to your site. The ability to leave a comment on an account page can also help track success of your YouTube campaign.

Foursquare Uses in PR

Foursquare is a geo-based social media tool that allows companies and organizations to have their followers “check-in” at their location and receive discounts and special promotions. There is also a game involved with “checking-in,” that lets users earn badges for visiting certain locations multiple times. Most recently, Foursquare has added “5 more languages and gets 2 million check-ins per day” (Gobry, 2011). Because the language barrier has decreased and the site is so popular with today’s society, Foursquare can prove to be a vital tool in any PR campaign.

“Location apps (e.g., Foursquare) serve as another way to enhance a consumer or stakeholder’s experience and interaction with your company, brand, or client” (Friez, 2010).

Qdoba and Goodman Jewelers are just two examples of many businesses that are using Foursquare to help with their PR campaign by attracting and retaining new customers through brand awareness. For the upcoming Valentine’s Day, Goodman’s Jewelers boasted a 15% off discount for any customer that checks-in at one of their stores.

Wikis Uses in PR

Wikis are a popular tool for many large businesses and organizations today, especially schools. Much like a company intranet, a Wiki allows people within the company to work on projects within the site. This is a popular tool for internal PR, especially when revising and producing campaigns.

“The wiki centralizes all the edits and ensures the most current version is always showing, plus that week's report is automatically archived for future reference. There are additional benefits too, like the ability to capture notes from the meeting, hyperlink to outside sources and append related attachments” (Manuel, 2005).

Of the companies and schools that use Wikis, Columbia University and IBM are two of the bigger users. Columbia University uses their Wiki as an intranet and IBM has their team work on projects and campaigns pertaining to their products.

Blog Uses in PR

Blogging in PR is becoming one of the most used forms of social media, behind Twitter and Facebook. Blogs are so effective because everyday people want to hear what corporate CEOs and employees have to say. Pitching a PR campaign or a new product can be easily done using a blog. It is a “low cost, fast publishing tool that can provide an important dimension to an organization in terms of getting news out quickly” (Horton, 2002). Blogs can also be targeted toward on specific group, making the message more effective. While blogging doesn't replace journalism and press releases, it is a good option to get your cause or brand out there.

Businesses like American Eagle Outfitters and Sony have employees within their company blogging about the latest look or product. Habitat for Humanity blogs about upcoming builds and how to support their cause. Girl Scouts of America promotes their cookie sales through a blog. They also have blogs targeted towards young girls in their organization.

Flickr Uses in PR

Flickr is another photo and video-hosting site that has multiple uses in PR. Besides the obvious use of showing videos and pictures of a new PR campaign, Flickr hosts the photos and videos that are embedded in blogs. It can also serve the purpose of a gallery or photo album for your company's resume, but it isn't set up for free advertising. “The key is to be an active and

responsible member, and avoid using hard-sell tactics in your photos, comments, discussions, etc” (McGee, 2006).

Many businesses and organizations, both government and nonprofit, use Flickr. The City of Madison uses the site to show pictures and videos of the city, especially during special events, such as Superbowl XLV. Habitat for Humanity displays pictures of volunteers donating their time and finished products. Geico’s page hosts pictures of clients and their vehicles.

LinkedIn Uses in PR

LinkedIn is one of the premier job-search sites on the web. Along with providing job opportunities to PR professionals, CEOs of businesses and organizations can connect with other CEOs in the PR industry. “LinkedIn’s core purpose is to make connections – either with people you know or people you want to know” (Salomon-Lee, 2008). It is a must-have for anyone looking to move up in the PR career field.

Starbucks and Toppers both use LinkedIn to post their latest job openings and to make connections with other food/drink retailers. Special Olympics also use the social media site to list job postings and connect with other charities such as Habitat for Humanity.

Future of Social Media in PR

Most experts seem to agree that traditional PR tactics, such as hard copy press releases, will never leave, but are being transformed into something much more accessible and easier to spread. They are becoming shorter, some as short as 140 characters on Twitter. Experts also agree that social media in PR is not a fad, but it will continue to change and grow.

“While I don’t believe the press release is dead, it has been transformed, to become this living, breathing thing. If a release doesn’t have a social element — that is, a way for viewers to comment or share to their social networks — it doesn’t have legs” (Swallow, 2010).

While social media has shown huge growth in recent years, it is expected to grow even more and connect with other aspects in an organization or business. “The distinct worlds of PR, customer service, and marketing are fusing” (Lake, 2009).

Video News Releases (VNRs) and podcasts are a couple of the new ways to hit the “5 W’s” and spread your message digitally. Experts say that the amount of growth will simply depend on consumption. It will also depend on future forms of social media, most likely similar to the sites we have today.

Conclusion

Obviously, PR and social media are closely related in today’s fast-paced world. Sites like Facebook, Twitter, and YouTube provide a low-cost, quick way to spread a company or organization’s message or product. With more and more mobile media apps appearing every day, a PR campaign can really become mobile, and will reach thousands more people than it had before. While traditional PR tactics such as the news release and fact sheet will never leave, social media doesn’t appear to be going anywhere either. The sooner businesses can create and use a social media plan, the more effective the PR campaign will become.

Sources

- Beck, E. L. (2011, February 8). Confession App: Catholic Church Sanctions New iPhone App. In *ABC News*. Retrieved February 14, 2011, from <http://abcnews.go.com/Technology/confession-app-roman-catholic-church-sanctions-iphone-app/story?id=12866499>
- Bryson York, E. (2010, May 6). McDonald's to Use Facebook's Upcoming Location Feature. In *Advertising Age*. Retrieved February 14, 2011, from <http://adage.com/digital/article?articleid=143742>
- Burnes, R. (2009, August 17). Study Shows Small Businesses That Blog Get 55% More Website Visitors. In *HubSpot Blog*. Retrieved February 14, 2011, from <http://blog.hubspot.com/blog/tabid/6307/bid/5014/Study-Shows-Small-Businesses-That-Blog-Get-55-More-Website-Visitors.aspx>
- Cluett, L., & Benjamin Seah, H. (2011, January 22). *Measuring Success: A Case Study in Evaluating an Online Community Using the Facebook Fan Page for UWA Students*. Retrieved February 14, 2011, from <http://lsn.curtin.edu.au/tlf/tlf2011/refereed/cluett.html>
- Davis, W. (n.d.). Social Media Activity is Critical for a Complete PR Campaign . In *Ezine Articles*. Retrieved February 14, 2011, from <http://ezinearticles.com/?SocialMediaActivity-is-Critical-For-a-Complete-PR-Campaign&id=4681418>
- Elliott, S. (2010, June 25). Target Wants You to Friend Their Sweaters. In *The New York Times*. Retrieved February 14, 2011, from <http://mediadecoder.blogs.nytimes.com/2010/06/25/target-wants-you-to-friend-their-sweaters/?partner=rss&emc=rss>
- Evans, M. K. (2009, July 28). 34 Ways to Use YouTube for Business. In *Gigaom*. Retrieved February 14, 2011, from <http://gigaom.com/collaboration/34-ways-to-use-youtube-for-business/>
- Falls, J. (2009, August 10). Public Relations Pros Must Be Social Media Ready. In *Social Media Explorer*. Retrieved January 24, 2011, from <http://www.socialmediaexplorer.com/online-public-relations/public-relations-pros-must-be-social-media-ready/>
- Friez, D. (2010, September 23). Why Are Marketing and PR Professionals Using Geo-Location or Location-Based Social Media?. In *Burrelles Luce*. Retrieved February 14, 2011, from <http://www.burrellesluce.com/freshideas/2010/09/why-are-marketing-and-pr-professionals-using-geo-location-or-location-based-social-media/>
- Gobry, P. (2011, February 14). Foursquare Adds 5 Languages, Now At 2 Million Check-Ins Per Day. In *Business Insider*. Retrieved February 14, 2011, from <http://www.businessinsider.com/foursquare-adds-5-languages-now-at-2-million-check-ins-per-day-2011-2>

- Horton, J. L. (2002). PR and Blogging-How to Think About It. In *Online-PR*. Retrieved February 14, 2011, from <http://www.online-pr.com/Holding/PRandBlogginglearticle.pdf>
- Kushchu, I., & Borucki, C. (2004, May). Impact of Mobile Technologies on Government. In *Mobile Government Lab*. Retrieved February 14, 2011, from http://www.mgovernment.org/resurces/mgovlab_ikcb.pdf
- Lake, C. (2009, March 5). 10 Ways to Measure Social Media Success. In *Econsultancy*. Retrieved February 14, 2011, from <http://econsultancy.com/us/blog/3407-10-ways-to-measure-social-media-success>
- Manuel, M. (2005, September 28). Putting Wikis to Work for Your PR Program. In *WebProNews*. Retrieved February 14, 2011, from <http://www.webpronews.com/topnews/2005/09/28/putting-wikis-to-work-for-your-pr-program>
- Marin, . (2010, September 13). App Nation: How Big Media Views the App World. In *Intomobile*. Retrieved February 14, 2011, from <http://www.intomobile.com/2010/09/13/app-nation-how-big-media-views-the-app-world/>
- McGee, M. (2006). How to Market on Flickr. In *Small Business Search Marketing*. Retrieved February 14, 2011, from <http://www.smallbusinesssem.com/articles/marketing-on-flickr/>
- Mirchandani, R. (2010, March 23). A Marketer's Guide to Retweeting. In *HubSpot Blog*. Retrieved February 14, 2011, from <http://blog.hubspot.com/blog/tabid/6307/bid/5762/A-Marketer-s-Guide-to-Retweeting-Video.aspx>
- Page, R. (2009, July 15). How to Track Your Success (or Failure) on Twitter. In *Rich Page: Website Optimizer* . Retrieved February 14, 2011, from <http://richpage.com/ramblings/how-to-track-your-success-or-failure-on-twitter/>
- Porter, J. (2010, January 21). Facebook for Public Relations. In *Journalistics*. Retrieved January 24, 2011, from <http://blog.journalistics.com/2010/facebook-for-public-relations/>
- Porter, J. (2010, July 28). Facebook for PR Launches. In *Journalistics*. Retrieved February 13, 2011, from <http://blog.journalistics.com/2010/facebook-for-pr-launches/>
- Salomon-Lee, C. (2008, July 10). Brave New World of Media Pitching:LinkedIn. In *PR Meet Marketing*. Retrieved February 14, 2011, from <http://prmeetsmarketing.wordpress.com/2008/07/10/brave-new-world-of-media-pitching-linkedin/>
- Seltzer, D. (2011, January 29). YouTube Video Marketing Ideas to Generate Web Traffic and PR Buzz. In *Suite101*. Retrieved February 14, 2011, from <http://www.suite101.com/content/youtube-video-marketing-ideas-to-generate-web-traffic-and-pr-buzz-a339814>

- Social Media. (n.d.). In *Merriam-Webster Online*. Retrieved January 24, 2011, from <http://www.merriam-webster.com/dictionary/social%20media>
- Sridhar, A. (2010). Developing a Social Media Strategy. In *The Philanthropist*. Retrieved February 13, 2011, from <http://thephilanthropist.ca/philanthropist/index.php/phil/article/view/841/728>
- Swallow, E. (2010, August 16). The Future of Public Relations and Social Media. In *Mashable*. Retrieved January 24, 2011, from <http://mashable.com/2010/08/16/pr-social-media-future/>
- Volpe, M. (2008, March 5). How to Use Twitter for Marketing and PR. In *HubSpot Blog*. Retrieved January 24, 2011, from <http://blog.hubspot.com/blog/tabid/6307/bid/4034/How-to-Use-Twitter-for-Marketing-PR.aspx>
- Warren, C. (2010, March 16). How PR Pros Are Using Social Media For Real Results. In *Mashable*. Retrieved January 24, 2011, from <http://mashable.com/2010/03/16/public-relations-social-media-results/>
- Waters, R. D., Lamm, A., Burnett, E., & Lucas, J. (2009, January 6). Engaging Stakeholders Through Social Networking: How Nonprofit Organizations are Using Facebook. In *ScienceDirect*. Retrieved February 13, 2011, from <http://www.richardwaters.org/PRRNPOfacebook.pdf>
- Why Government and Nonprofit Organizations Should Set Up Social Media Profiles. (n.d.). In *Inqbaton*. Retrieved February 14, 2011, from <http://www.inqbaton.com/government-policy-on-the-use-of-social-media>