

## **Social media as a tool for the P.R :**

Since their introduction, social networking sites have attracted millions of users, many of who have integrated these sites into their daily practices Social networks can be described as —profile-based sites that encourage users with similar backgrounds and interests to develop and initiate relationships with one another. The aim of social networking sites is to provide an online community that not only promotes the individual, but also emphasizes the individual’s relationships within the community. It is this very nature of social networking sites that appeals greatly to public relations practitioners as these sites provide the potential to generate trust and relationships amongst users via message broadcasting and brand awareness.

The increasing popularity of social networking sites, such as Facebook, Twitter, has contributed to the rapid growth of this consumer based medium. the Universal McCann Wave 3 report noted that social media is on the rise and continues to grow. Of all Internet users between the ages of 16 and 54 globally, the Wave 3 report suggests that over 307 million users visit friends’ social networking profile pages and 202 million users manage profiles on social networks. This surge of users has prompted public relations practitioners to re-examine traditional communication methods and consider how they may be applied to the online world, thus emerging social network public relations.

Social Network public relations is —the process where practitioners can promote websites, products, or services through online social channels and to communicate with and tap into a much larger community.

