

Typically, P.R. social media can be employed through:

- a- When other traditional channels of marketing such as advertising are not successful. If effective, social network public relations can provide companies with an economical and vital strategy that has the capacity to provide far more, for a far less cost than almost any other marketing activity. Even the social networks are now beginning to understand their beneficial importance to marketers with their introduction of targeted advertising packages. In addition, Facebook has recently announced its plans to allow users to publicize their purchases to their networks, identifying the opportunity to create brand advocates by word of mouth.
- b- The proper leverage of these social communities essentially allows public relations practitioners to effectively communicate to consumers through message broadcasting, brand awareness and word of mouth (WOM).
- c- Social network public relations offers organizations the opportunity to build brand awareness, research consumer opinions, identify opinion leaders and spread specific messages virally. If approached with a well-defined public relations strategy, the development and cultivation of such networks can provide the opportunity to instill credibility and trust within a brand, the factors that ultimately enhance reputations and drive sales.