

digital pr guidebook

- ▶ social media
- ▶ measurement
- ▶ reputation
- ▶ crisis management
- ▶ public affairs
- ▶ sales
- ▶ customer service
- ▶ SEM/SEO
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Letter From the Editor

The more things change, the harder it is to remember how they once were—at least in the context of digital communications and social media. Just a few years ago, as blogs and social networks made their way onto business' center stage, their novelty outshined their actual applications and implications. More recently, the same was true for Twitter. Some business leaders probably remember a time, 10 to 15 years back, when e-mail was viewed negatively, as its entrée upended more intimate communications methods like phone calls, in-person meetings and even—gasp—letters delivered via snail mail.



Now, though, it's difficult to imagine a communications landscape in which these platforms aren't mainstays. For public relations professionals especially, these digital channels redefined traditional roles and responsibilities, but for the better: Communications began to be elevated from a strategic, backroom function to one that lends strategic counsel to organizations' senior-most leaders. Now, the memory of PR executives' struggle to get a seat at the proverbial table fades with each passing day.

Likewise, this *Digital PR Guidebook*—the third *PR News* has published on the topic—marks a huge departure from early struggles with digital communications and social media. The articles contained within, which represent a mix of original *PR News* pieces and bylined columns from industry experts, speak to the development and implementation of some of the most advanced Web strategies to date. Whether it's getting buy-in from senior management, measuring the impact of Twitter campaigns, identifying and engaging your most influential audiences online or managing a crisis in cyberspace, the topics addressed speak to all the challenges and opportunities faced by communicators in the digital age.

As a communications professional, you've always had the skills that exist at the heart of social media: engaging stakeholders, building relationships, ensuring transparency, protecting reputations and facilitating authentic conversations. This collection of strategies, tactics, checklists and research simply gives you a roadmap to guide your organization through its social media journey, and to come out with success stories that will endure for many communications evolutions and revolutions to come.

Sincerely,



Courtney Barnes
Editor, *PR News*

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