



# Public Relations and the Social Web: How to Use Social Media and Web 2.0 in Communications

*Rob Brown*

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The effect of the internet on public relations is the single biggest subject of current conversation in the public relations industry. As the world of communications changes beyond recognition, those seeking to communicate must revise and revolutionise their approach.

Public Relations and the Social Web explores the way in which communications is changing and looks at what this means for communicators working across a range of industries, from entertainment through to politics. The book examines emerging public relations practices in the digital environment and shows readers how digital public relations campaigns can be structured.

Including information on new communication channels such as blogs, wikis, RSS, social networking and SEO, Public Relations and the Social Web is essential reading for public relations practitioners, students of public relations, and those who work in related areas such as journalism and web construction and design.



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