

ROLE OF SOCIAL MEDIA IN CHANGING THE LANDSCAPE OF PUBLIC RELATIONS: A CASE STUDY OF PUBLIC RELATIONS PRACTITIONERS OF DIRECTORATE GENERAL OF PUBLIC RELATIONS PUNJAB

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ABSTRACT

This study aimed to investigate the impact of social media on the public relations practices of DGPR Punjab. It sought to assess the extent to which social media is used by PR practitioners in DGPR, how it has transformed their working environment, and its influence on traditional PR tools. The study employed a quantitative approach and utilized surveys as the primary method of data collection. The sample consisted of 300 public relations practitioners from DGPR Punjab. The Two-Way Symmetrical Model served as the theoretical framework for the research questions. Data analysis involved the application of Kruskal-Wallis test and correlation analysis. The results indicated that DGPR's PR practitioners make use of social media in their public relations activities, with social media overshadowing traditional media. Additionally, social media has brought about changes in how PR practitioners engage with their audience and stakeholders. Finally, social media is found to be more effective than traditional media in facilitating communication between DGPR's PR practitioners and the public/stakeholders.

Keywords: Social media, DGPR, public relations, traditional media, PR practitioners.

INTRODUCTION

The rise of social media has significantly influenced the way individuals and organizations interact. With the advent of Web 2.0 and the capabilities of social media platforms, governments, and administrations have transitioned from simply disseminating information to engaging in two-way communication processes (Mersham et al., 2009). Social media encompasses various electronic tools, technologies, and applications that enable interactive communication and content sharing (Hamilton, 2009). Since its emergence in the late 1990s, social media has gradually been adopted by public relations professionals worldwide. However, not all organizations have fully utilized this valuable opportunity to actively engage with their stakeholders.

Public relations is a very developed field and can be an adaptation of several explanations. The British Institute of Public Opinion describes the fundamental abilities of this comprehensive field as “the deliberate, planned, and sustained efforts to establish and maintain mutual understanding between an organization and its public” (Wilcox & Cameron 2006, p.6).

The development of social networking sites is increasing obtainability while the diligence of PR can assist with this development. Digital media and the internet have changed the communication structure globally and public relations are now regulated to the context of this shifting communication atmosphere. Though, social media is stagnant and a big challenge for public relations. That's why the present study intended to find out about this new expansion and find widespread perceptions into what precisely happened and how should public relations practitioners better approach new media opportunities. The present study is going to explore the changes that social media has created in the landscape and dynamic of the public relations process of DGPR Public relations experts. The present study explored the extent to which public relations practitioners of DGPR are using social media in the public relations process and what changes the

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usage of social media has created in the way DGPR in public sectors communicates. The study further explores whether social media overshadows traditional media in the public relations process of DGPR and does social media is more effective than traditional media in the public relations process of DGPR.

Rationale for the Study

The researcher recommended organizations dispense sufficient capital to involve in discussions with their people on social media. Though, social media is stagnant and a big challenge for public relations. That's why the present study intended to find out about this new expansion and find widespread perceptions into what precisely happened and how should public relations practitioners better approach new media opportunities. The present study is going to explore the changes that social media has created in the landscape and dynamic of the public relations process of DGPR PR experts. The present study will explore the extent to which public relations practitioners of DGPR are using social media in the public relations process and what changes the usage of social media has created in the way DGPR in public sectors communicates. The study further explores whether social media overshadows traditional media in the public relations process of DGPR and does social media is more effective than traditional media in the public relations process of DGPR.

Objectives of the Study

The objectives of the present study are:

- To assess the level of social media utilization among public relations practitioners in DGPR for the purpose of public relations.
- To explore how the usage of social media has changed the working environment of DGPR.
- To investigate the influence of social media tools on traditional tools of public relations.

Research Questions

RQ₁: To what extent public relations practitioners of DGPR are using social media in the public relations process?

RQ₂: Does social media overshadow traditional media in the public relations practice of DGPR?

RQ₃: Does the usage of social media change the way PR practitioners of DGPR engage their public and stakeholders?

Hypotheses

H₁: To some extent, public relations practitioners of DGPR are using social media in the public relations process.

H₂: To some extent, social media overshadows traditional media in the public relations practice of DGPR.

H₃: To some extent, the usage of social media changes the way, PR practitioners of DGPR, while engaging their public and stakeholders

REVIEW OF LITERATURE

Rudeloff and Pakura (2020) conducted a study on the role of social media in entrepreneurial public relations, as different social media platforms are providing fast economical, and direct communication for entrepreneurs with their stakeholders, so the role of social media is explored in the study. For this purpose, the researchers opted for the qualitative approach for the study and selected the interview as the method of study. The researchers conducted thirty interviews with entrepreneurs across the countries to collect the data the results of the study show that social media platforms are providing fast economical, and direct communication for entrepreneurs with their stakeholders and they consider the effective use of social media can create a visible difference in the results of the campaign because the expatriate of social media operation strategies be appropriate to an entirely diverse ecology there the performance of involvement social media gratified produces promotional in the position of an operation occasion. Furthermore, the study further finds out that presently public relations experts and professionals prefer social media and new technology of communication for public relations over traditional media. They also consider that these mediums are more effective and interactive as compared to older mediums so the results through these mediums were more effective and results oriented.

Martens (2020) examine the tendencies in the usage of social media in the New Zealand PR process. The study explores in what way New Zealand PR experts appraise the capacity of social media in the public relations process and they're in professional life. The researcher uses the mixed method approach for the method of study and uses document analysis and interviews as the method of study. For this purpose, 148 public relations campaigns were examined in the document analysis process and 10 interviews with the public relations experts were conducted for data collection. The results of the study show that public relations experts in New Zealand have adopted social media for public relations in the last decade now they are significant uses of these mediums and consider this media is more effective and user-friendly for both parties the organization and its public.

Tong and Chan (2020) knowledge of the market is also important in public relations, therefore researchers explore the knowledge of the market in the present digital era with both experts in public relations and the market. The study aims to explore how market knowledge affects on marketing and public relations process. For this purpose, the researchers opted the survey as the method of the study and use the online questionnaire as the tool for data collection. The study selected 241 public relations and marketing experts as the sample of the study. Structural equation modeling was used as the analysis technique. The results of the study show that experts associated with market-leading affairs perform a noteworthy positive effect on their insights into cooperative possessions, assessment of public relations, and assistance of digital media practice.

Almfleah (2017) conducted a comparative study on the usage of social media by PR departments in STC (Saudi Telecommunications Company) and MCI (The Saudi Ministry of Commerce and Industry). The study examined the use of social media by the public relations departments of both companies in Saudi Arab, for this purpose researchers used both primary and secondary data for the study, primary data was collected in qualitative and quantitative manners for qualitative researchers selected the interview method and conducted 12 interviews from both companies collectively, then for quantitative data researcher opted, the survey as the method of the study and use the questionnaire as a data collection tool. A total of 511 officers from both companies were selected as the sample of the study, the survey was conducted online. The two-way symmetrical model was used as the theoretical support for the study. The results of the study show that the selected companies use social media to publish their events through, public relations and exchange of information processes both use social media frequently and consider these mediums to improve info worth and offer an interactive podium for their people.

Wright and Hinson (2017) examine the use of social media and digital media in the process of public relations and the changes these mediums have created in the campaigns of public relations. For this purpose, researchers opted for a longitudinal analysis to examine the effects over time the study opted for an analysis of twelve years to analyze the changing pattern of the public relation process the study conducted interviews with 5500 public relations experts to find out the phenomena and collect the data. The results of the study show that with the passage of the use of new media and digital technology is increasing in public relations. This technology offers exclusive chances of interactions and effectiveness of the message to both parties, the organizations or public relations professionals and the public the internal and the external public as well.

Srirameshc and Vercic (2017) examine the growth of the usage of new media in public relations. The study explores the development of knowledge happening in the interconnection among PR information communication technologies, and digital media. for this purpose, researchers opted for the qualitative approach of the study and selected qualitative content analysis as the method of the study, and selected articles on public relations and information and communication technologies over the last thirty-five years. The finding of the study shows that there is uneven development in the field, and the focus of this development is on the use of new media or digital media but they neglectful information and communication technologies for participants and communities, and concerns of the uneven technology division and confidentiality are lacking, whereas the incorporation of PR, marketing and mass media in information and communication technology is ignored.

Diane (2017) explores the use of social media and the Internet in the public relations industry. For this purpose, the researcher uses the quantitative method of data collection and surveyed public relations. The results of the study show that nearly 77% of the respondents consider social media and the internet to

be important features for accompanying the processes consistent with the PR industry. The study further explains that different contrivance of social media helps and assist the public relation process, furthermore, 67% of the respondent said that social media and the internet has become an important tool for public relations professional for their daily tasks. Finally, 49% of the respondent stated that the internet and social media is a completely trustworthy tool in the public relations process, and on such a platform no countercheck is required.

Theaker (2016) explores the use of social media and the Internet in the public relations industry. For this purpose, the researcher uses the quantitative method of data collection and surveyed public relations. The results of the study show that nearly 78% of the respondents consider social media and the internet to be important features for accompanying the processes consistent with the PR industry. The study further explains that different contrivance of social media helps and assist the public relation process, furthermore, 69% of the respondent said that social media and the internet has become an important tool for public relations professional for their daily tasks. Finally, 48% of the respondent stated that the internet and social media is a completely trustworthy tools in the public relations process, and on such a platform no countercheck is required.

Jiang, Luo, and Kulemeka (2016) examine the Considered use of social media in PR, and Experts' Perceiving and the impact of these mediums especially on management conduct, and professional clashes. The study especially focused on the USA and examined the considered use of social media in US public relations organizations and professionals. For this purpose, researchers use the online survey of data collection as the method of the study and an online questionnaire as the data collection tool. A total of 458 public relations professionals across the nation were selected as the sample of the study. The E-leadership theory was used as the theoretical support of the study. The finding of the study shows that the use of social media and its different platforms in the public relations process, connecting with media, in-house communication, and digital marking is producing very positive results. Furthermore, the use of social media in in-house communication and crisis management is creating provoking impact as the use of social media in these aspects enlarged the workload by extending the working hours of the professionals. Finally, the study also finds out that the frequent use of social media by public relations experts for their work described a huge strain-grounded professional clash.

THEORETICAL FRAMEWORK

Two-Way Symmetrical Model is used as the theoretical support to validate the research questions of the study. The present study examined that social media provided public relations experts with chances to discourse traditional mass media through a diverse medium and correspondingly involve straight with influencers and consumers. Social media's informal layout is unfluctuating and directed.

Research Methodology

The present study used a quantitative approach and used the Survey as a method of the study. The researcher used the questionnaire as a data collection tool.

Sampling

The sample present study is the Public Relations practitioners of DGPR. The sample of the study was selected by using the Purposive Sampling technique. The sample size of the present study is three hundred Public Relations Practitioners of DGPR.

Statistical Analysis

Table 01. Correlation between PR experts of DGPR is using social media in the PR process.

		PR experts of DGPR
	Pearson Correlation	-.572**
social media is in PR process	Sig. (2-tailed)	.000
	N	300

** . Correlation is significant at the 0.01 level (2-tailed).

The study examined the correlation between the usage of social media by PR experts in DGPR and the PR process, using the Pearson product-moment correlation coefficient. Prior to the analysis, a preliminary assessment was conducted to ensure that the assumptions of normality, linearity, and

homoscedasticity were not violated. The results revealed a significant negative correlation between the variables, with a correlation coefficient of $r = -0.572$ ($n = 300$, $p < 0.001$).

Table 02. Correlation between the use of social media over traditional media in the PR practice of DGPR

		Use of traditional media by DGPR's PR experts
Use of social media by DGPR's PR experts	Pearson Correlation	-.129**
	Sig. (2-tailed)	.026
	N	300

*. Correlation is significant at the 0.05 level (2-tailed).

Using the Pearson product-moment correlation coefficient, the study examined the relationship between the use of social media and traditional media in the PR practice of DGPR. Prior to the analysis, a preliminary assessment was conducted to confirm that the assumptions of normality, linearity, and homoscedasticity were satisfied. The results revealed a positive correlation between the variables, with a correlation coefficient of $r = -0.129$ ($n = 300$, $p = 0.026$).

Table 03. Correlation between the usage of Social media changes the way PR practitioners of DGPR, while engaging their public and stakeholders.

		Use of traditional media by DGPR's PR experts
Use of social media by DGPR's PR experts	Pearson Correlation	-.578**
	Sig. (2-tailed)	.000
	N	300

*. Correlation is significant at the 0.01 level (2-tailed).

Using the Pearson product-moment correlation coefficient, the study explored the relationship between the usage of social media and the changes in the engagement practices of PR practitioners in DGPR with their public and stakeholders. Prior to the analysis, a preliminary assessment was conducted to verify that the assumptions of normality, linearity, and homoscedasticity were met. The results revealed a significant positive correlation between the variables, with a correlation coefficient of $r = -0.578$ ($n = 300$, $p < 0.001$).

FINDING & DISCUSSION

Social media has essentially formed the way people and administrations interconnect. The confinement of the internet and digital media allowed officialdoms to transform merely by spreading their info to please their people by applying a two-way communication process. Through digital media, users can create exchanges, and share information concepts in cybernetic groups because social media is a collective communication platform. The people who want to be socially active social media becomes fundamental and essential for them. The remarkable growth in communiqué has given entree to evidence and the aptitude to offer an opinion to individuals who would not ever have been perceived. Now because of the developments of communication technologies, the present generation is privileged ample to observe approximately of the furthestmost in the history of communication. It has converted the wrath of this era. These social media platforms assist as the structure masses for a huge total of further platforms also. Presently, the most famous social media platform is Facebook which contains more than 2.7 billion active users per month globally (Sam, 2020).

The industry of PR has encountered intense changes in previous years because of the new opportunities in media and communication along with the new technology of communication. The most emergency reason is social media which empowered consumers to get involved in a two-way communication process quite quickly and easily with the companies. On the other hand, it becomes a huge task to efficiently handle the new practices of engagement for businesses, therefore now they comprehend the accumulative importance of public relations as a structural task (Flint, 2009). Literature on public

relations shows that the practice of social networking has intensely transformed the repetition of PR globally, and changed its dynamics (Di Staso et al., 2011; Lip Schultz, 2018; Wright & Hinson, 2013; Motion et al., 2015 & Xie et al., 2018). Some researchers supported for implementation of this new medium of media in public relations and this change creates a positive impact for both parties (Allagui & Breslow, 2016; Smith, 2017 & Clampitt, 2017).

Breckenridge (2008) examined the role of social media in the public relations process the study concludes that social media provided PR experts with chances to discourse traditional mass media through a diverse medium and correspondingly involve straight with influencers and consumers. Social media's informal layout is unfluctuating and directed. Edosomwan et al. (2011) explore that social media how social media changes the public relations process in public relations organizations. The study concludes that social media provides the feature of discussion in the public relations process as a lack of discussion would lower the organization's reliability and brand trustworthiness. So, the researcher recommended organizations dispense sufficient capitals to involve in discussions with their people on social media Merwe et al. (2005) explore the use of the Internet and social media in the public relations process researchers concluded that the Internet and social media have changed the public relations practice very fast. The foremost and most important change is the power of stakeholders by assisting communication crosswise between stakeholders and the public. McAllister and Taylor (2007) explore what social media offers PR experts that traditional media does not. The results show that social media is an exclusive prospect for gathering evidence, observing public opinion on various problems, and engaging in forthright discussions with the public regarding various topics.

The present study explored the use of social media for the PR process by the PR experts of DGPR, the results of the study show that now the PR experts of DGPR are using different social networking platforms for the PR process and the correlation between DGPR PR experts and use of social media, furthermore, study explore the use of different social networking and digital platform by the PR experts of DGPR, the use of different social and digital platforms. The study also explored in which area PR experts of DGPR are using social and digital platforms the results show that mostly they use it for government relations so the use of social media in different areas of PR and the use of PR experts of DGPR. Therefore, the results of the study show that PR experts of DGPR are using social media in the public relations process, and supported hypothesis one of the studies.

H2. To some extent, social media overshadows traditional media in the public relations practice of DGPR.

The notion of PR discusses the performance prepared to achieve the dispersal of facts among people and administrations around the globe. It essentially includes an argument around the characteristics which resemble the people of the societies concentrating on acquisition revelation earlier the public consuming numerous topics interrelated to the benefits collaborative to the viewers and consuming news (Grunig, 2013). These aspects do not contain any kind of direct procedures of recompense participated by the viewers. Publicizing statements has been the distinguishing feature among the common procedures of commercials and the aspect of public relations. The prime aim of PR is to create a satisfactory level of notion for producing an appropriate level of devotion headed for the consumers deprived of any apparent finical return. On this point, public relations are reflected exclusively in the evaluation of marketing and further methods of conservative advertising methodologies. The expression of public relations has experienced numerous variations through the arrival of innovative equipment like artificial intelligence.

At times public relations gear like illustrations and pictures on social media especially on Twitter are used for hoopla and administrative agenda in some countries (Ebrahim & Seo, 2019). The public relations industry has faced intense variations throughout the previous years. The main causes after it were the progressions in mechanization and the medium of broadcasting. These changes are providing diverse forms of chances for identical communiqué with numerous industries and customers. Combining social networking sites and the public relations process is very significant because that helps in communicating and safeguards the announcement of info between the community. Similarly, it improves reliability and certifies the observation of discussions among people and numerous administrations. Additionally, social networking sites have enabled the preparation of virtual events, therefore empowering the institute to interrelate commendably through the community (Allagui & Breslow, 2016). Porter and Sallot (2003)

examine that PR experts are open to the use of these new tools of communication and making their work easy and more efficient. On the other hand, Alfonso and Miguel (2006) explore that in conventional public relations practice the PR experts are not using the complete potential that this new media is providing them. Wright and Hinson (2012) examined that most public relations experts consider social media to be helpful to their administrations. Moreover, public relations remain to be the administrative function accountable for handling social media infrastructures.

Wright and Hinson (2013) stated that “New media platforms effectively fulfill the role of monitoring traditional news media, influencing the level of transparency within corporations and organizations, and advocating for a culture that values transparency and ethics.” (p. 1). Generally, social networking sites, particularly Facebook, are measured as the most significant social networking site in the PR and strategic communication process. On the other hand, Eyrich, Padman, and Sweetster (2008) explore that public relations experts have willingly accepted the most recognized and established virtual tools for example internet and email, slightly contented with blogs, but public relations experts are sluggish to incorporate further technically complex tools, for example, social media and textual messaging. Similarly, Porter, Sweetster Trammel, Chung, and Kim (2007) explored that in social media, blogs are the most used tool by public relations experts, the study shows that experts used blogs to boost their influence inside their administrations. Similarly, Yang and Kang (2009) examine blogs are useful to create a particular association with the consumer and produce a promising approach toward the organization. Correspondingly Wigley and Zhang (2011) find out that social media is heavily used by PR experts in crisis communication and management according to the results of the study 48% of survey participants say that they have incorporated social media keen on their crisis campaigns. Similarly, Shin and Cameron (2005) explore the advantages of social media in crisis communication by public relations experts, the results show that through social media crisis communication is well controlled and equally broadcast and the reaction or problem of the effective public was also directly received by the experts.

The presence of social media has changed the methods of the PR process of DGPR PR experts and social media becomes their preferred use of social media for PR activities because these platforms are more user-friendly and provide more opinions for two-way communication. Therefore, the results of the study show that PR experts of DGPR are using social media more than traditional media, and many reasons are also identified in the results for using social media over traditional media, so the changes made by social media in the method of communication of DGPR, results also show that these social networking sites have made communication more instantaneous. The results of the present also indicate that the message speed of social media is way faster than traditional media 69 percent of the respondents said that they strongly agree that social media is a faster medium for message delivery. One of the major reasons for using social media more is that social media is quite helpful in observing the activities of the stakeholders which help the PR experts to work more efficiently and result-oriented and make the PR campaign successful and effective. The most effective argument which set the bar very high for social media is that these platforms are cost-effective in any project campaign or PR activity cost plays a major role so finding a cost-effective and effective medium is very important and these two needs are fulfilled by the social media so that very evident that PR experts will fall for those platforms. The results of the study also show that social networking platforms are enhancing the practice and plan of action of the PR process. The results of the present study also show that social networking platforms’ communication is more exact than traditional media. The results also show that social media is giving rise to updating skills for the PR process, and the social networking sites’ communication is more trustworthy than traditional media and social media is the more reliable approach to communication than traditional media and social media assistances evade traditional media gatekeepers that restricted the communication and make hurdles in communication and PR process. Lastly, the correlation between the use of social media over traditional media in the PR practice of DGPR shows that social media overshadow traditional media in the public relations practice of DGPR, therefore the results of the present study supported hypothesis two of the study.

H3. To some extent, the usage of social media changes the way, PR practitioners of DGPR, while engaging the public and stakeholders

Social media provided public relations experts with chances to discourse on traditional mass media through a diverse medium and correspondingly involve straight with influencers and consumers. Social media’s

informal layout is unfluctuating and directed. Edosomwan et al. (2011) explore that social media provides the feature of discussion in the public relations process like the absence of discussion would lessen the organization's reliability and brand trustworthiness. On the other hand, Various PR experts remain to skirmish through the influence initiated by social media, and predominantly the Internet. Although this is the overall opinion that commercial websites, email retort services to clients, delivery of news proclamations, and chat rooms are now normal PR preparation features (Galloway 2005). According to Merwe et al. (2005) Internet and social media have changed PR practice very fast. The foremost and most important change is the power of stakeholders by assisting communication crosswise between stakeholders and the public. McAllister and Taylor (2007) examined that social media offers PR experts an exclusive prospect for gathering evidence, observing public opinion on various problems, and engaging in forthright discussion with the public regarding various topics. The use of social media boosts administrations' capabilities to intermingle with their people. This is more helpful to native administrations for public relations where people frequently sense the furthestmost straight admission along with the possible significance in authority. The popularity of social media in public relations has changed its repetitions and consequently, public information officers are regulating communication plans and including social media keen on their public relations strategies. PR is situated underneath the canopy of planned infrastructures, and the appearance of the Internet especially social media created an abundant influence on the concept and repetition of this field. This provides more opportunities for administrations to interrelate and involve with sponsors and social media also provides economical and instantaneous communications (Smith, 2011).

Last few years, social networking sites have been acquainted with diverse businesses and organizations for their public relations process. Now present, social networking sites are evidence to become a dynamic platform for information for everyone, especially for the younger generations. These podiums have significantly altered the method of the public relations process, and presently many public relations practitioners escalate the role of social networking sites in their works and public relations process. Social networking sites are an unavoidable means that associate individually with their patrons and projections. Social networking is executing and simplifying the public relations process. Nowadays, social networking sites and PR are indistinguishably tangled in construction and keeping belief in an institute and its products. Social networking sites state rationalized knowledge that triggers the circulation of thoughts, attitudes, and interchange of information expanding online platforms. These platforms contain blogs, Twitter, Facebook, LinkedIn, WhatsApp, and others that depend on the internet for their operative automated consumption. Maximum individuals use social networking sites in present activities in the future forming an influence is not a difficult task.

Jiang, Luo, and Kulemeka (2016) examine the Considered use of social media in PR, and Experts' Perceiving and the impact of these mediums especially on management conduct, and professional clashes. The study especially focused on the USA and examine the considered use of social media in US public relations organizations and professionals. For this purpose, researchers use the online survey of data collection as the method of the study and an online questionnaire as the data collection tool. A total of 458 public relations professionals across the nation were selected as the sample of the study. The E-leadership theory was used as the theoretical support of the study. The finding of the study shows that the use of social media and its different platforms in the public relations process, connecting with media, in-house communication, and digital marking is producing very positive results. Furthermore, the use of social media in in-house communication and crisis management is creating provoking impact as the use of social media in these aspects enlarged the workload by extending the working hours of the professionals. Finally, the study also finds out that the frequent use of social media by public relations experts for their work described a huge strain-grounded professional clash.

Avery et al. (2010) examines the dissemination of social media by public relations experts, in special content of health communication, the study explores how social media is helping or creating problems in health communication for public relations professionals, diagonally different communal, populace, and magnitudes. For this purpose, researchers opted for the survey method for data collection for the study and used the questionnaire as the tool for data collection. A total of 281 public relations practitioners from the health department were selected as the sample of the study. The concept of diffusion of innovations is used as the theoretical support of the study. The finding of the study shows that the

adoption of social media in the health department for public relations is very low. Though there is a substantial difference in the adoption of social media based on the size and locality of the community, as the urban community has a higher rate of adoption, and rulers were very low in the acceptance and use of social media in public relations process. The study further explores that those who use social media for health communication in public relations indicated that by using these tools of communication they get more effective results the impact of social media is noteworthy and have the potential to become an effective tool for public relation, especially in the context of health communication.

The thoughtful use of these social media tackles has converted an important fragment of tactical communication tactics for groups to increase control of their modest, compound situation and therefore improve their objectives. The time of the 'you listen, we talk' type of syndicate communication is ended; the discussion with stakeholders is the only method because the development of social media has transformed the method clients form ideas and make choices (Flint, 2009). The evolution of social media has transformed the channel of communication and broadcasting which creates a massive influence on public relations. Public relations is currently a significant global billion-dollar industry and is an essential fragment of mutual industries and administrations. The results show that social networking tools help to observe stakeholder activities informally easily and fast for PR companies and experts, additionally, so social media smooths more directed custom-made communication with the public and stakeholders. The present study also explored that these present social networking sites accommodations interaction and discussion with stakeholders. The correlation between the usage of social media changes the way PR practitioners of DGPR, while engaging their public and stakeholders. So, the results of the present study supported hypothesis three of the study.

CONCLUSION

The development of social networking sites is increasing obtainability while the diligence of PR can assist in this development. Digital media and the internet have changed the communication structure globally and public relations are now regulated in the context of this shifting communication atmosphere. The changes that social media has created in the landscape and dynamic of the PR process of DGPR. Public relations experts, PR experts of DGPR are using social media in the public relations process, and its changes the process of PR.

PR experts of DGPR are using social media more than traditional media, and many reasons are also identified in the results for using social media over traditional media the changes made by social media in the method of communication of DGPR, These social networking sites have made communication more instantaneous the results of the presents also indicate that message speed of social media is way faster than traditional media. One of the major reason of using social media more is that social media is quite helpful in observing the activities of the stakeholders which help the PR experts to work more efficiently and result oriented, and make the PR campaign successful and effective. The most effective argument which set the bar very high for social media is that these platforms are cost-effective in any project campaign or PR activity cost plays a major role so finding a cost-effective and effective medium is very important and these two needs are fulfilled by the social media so that very evident that PR experts will fall for those platforms. The results of the study also show that social networking platforms are enhancing the practice and plan of action of the PR process. Social networking platforms are more exact than traditional media. social media is giving rise to updating skills for the PR process. Moreover, social networking sites' communication is more trustworthy than traditional media and social media is a more reliable approach to communication than traditional media and social media assistance evades traditional media gatekeepers that restrict communication and make hurdles in the communication and PR process.

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