



Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research)

Judy Motion, Robert L. Heath, Shirley Leitch

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Social media is having a profound, but not yet fully understood impact on public relations. In the 24/7 world of perpetually connected publics, will public relations function as a dark art that spins (or tweets) self-interested variations of the truth for credulous audiences? Or does the full glare of the internet and the increasing expectations of powerful publics motivate it to more honestly engage to serve the public interest?

The purpose of this book is to examine the role of PR by exploring the myriad ways that social media is reshaping its conceptualization, strategies, and tactics. In particular, it explores the dichotomies of fake and authentic, powerless and powerful, meaningless and meaningful. It exposes transgressions committed by practitioners—the paucity of digital literacy, the lack of understanding of the norms of social media, naivety about corporate identity risks, and the overarching emphasis on spin over authentic engagement. But it also shows the power that closely networked social media users have to insert information and opinion into discussions and force "false PR friends" to be less so.

This timely, challenging, and fascinating book will be of interest to all students, researchers, and practitioners in Public Relations, Media, and Communication Studies.

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