

**Examining How Social and Emerging Media
Have Been Used in Public Relations Between
2006 and 2012: A Longitudinal Analysis**

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ABSTRACT

This seventh annual survey measuring how social and other emerging media are being used in public relations practice found the use of these new media has increase each year. Those who practice public relations continue to consider social networks – especially Facebook – the most important social media in the overall communication and public relations efforts followed by micro-blogging sites such as Twitter, search engine marketing, video sharing sites such as YouTube, blogs, electronic forums and podcasts. Communication or public relations continues to be the most likely organizational function to be responsible for monitoring and managing an organization's blog and social media communication. Marketing was a distant second. Practitioners believe social and other emerging media continue to improve in terms of accuracy, credibility, honesty, trust and truth telling. They also think these new media effectively serve as a watchdog for traditional news media, impacting corporate and organizational transparency and advocating a transparent and ethical culture. The time public relations people spend with blogs and other social media during an average workday continues to increase with 35 percent of our 2012 respondents spending at least 25 percent of their average workday with these new media. Only about half of 2012 survey respondents represent organizations where research is being conducted measuring what others have communicated about these organizations via blogs or social media and less reliable output measures clearly outnumber more valuable outcome research showing the impact these messages have on the formation, change and reinforcement of attitudes, opinions and behavior. Once again this year, most of the statistically significant demographic differences involved age.

INTRODUCTION

The authors of this article collectively have been conducting research about the impact of the internet and new media in public relations for nearly fifteen years. The earliest of these studies explored corporate communication policy and the internet (Wright, 1998) as well as the overall impact the internet was having on public relations, journalism and the public (Wright, 2001).

Each year since 2005, this research has included annually conducted surveys measuring the impact social and other emerging technologies are having on public relations (Wright & Hinson, 2006a, 2006b, 2007a, 2007b, 2008a, 2008b, 2008c, 2008d, 2008e, 2009a, 2009b, 2009c, 2009d, 2010a, 2010b, 2010c, 2010d, 2010e, 2011a, 2011b, 2012). As reported previously, results of these studies show that these new, emerging and social communication media have brought dramatic changes to many aspects of the field. Their findings also suggest that the development of various new technologies has significantly empowered a wide variety of strategic publics by giving them dynamic new media many are using to communicate effectively with a variety of internal and external audiences. The first weblogs, or blogs, appeared more than a dozen years ago. Since then these new communication media have developed into a number of different forms including text, images, audio and video through the development of forums, message boards, photo sharing, podcasts RSS, (really simple syndication), search engine marketing, video sharing, Wikis, social networks, professional networks and micro-blogging sites.

Even though social and other new communication media are changing the way people and organizations communicate, few define social media the same way. Mark Dykeman (2008) says, "Social media are the means for any person to: publish digital creative content; provide and obtain real-time feedback via online discussions, commentary and evaluations; and incorporate changes or corrections to the original content" (p. 1). For example, Joe Marchese (2007) suggests the difference between traditional media such as newspapers, magazines, radio, television and social media "is not the media itself, but the system of discovery, distribution, consumption and conversation surrounding the media." Even though both social and traditional media have the ability to reach small or large audiences, production costs usually are large for what has become a small number of traditional media outlets while social media technologies basically give anyone with access to a computer the ability to reach a potentially global audience at little or no cost.

IMPACT OF NEW COMMUNICATION MEDIA ON PUBLIC RELATIONS

The Pew Research Center (2005, 2008 & 2012) annually tracks the sources Americans use for news and for the first time in 2008 noted more people were getting their news online than

from traditional mass media. However, most blend online and traditional sources in their quest for news and information. It's not uncommon, for example, to find Americans subscribing to printed editions of daily newspapers some days (especially Sundays) and reading online versions most of the other days of the week.

According to these Pew Center reports, only 10 percent of American adults were using the internet in 1995 compared with nearly 80 percent today (and each year since 2009). The Center for the Digital Future at the University of Southern California's Annenberg School for Communication and Journalism (2011) also tracks internet use by U.S. adults each year and claims those use figures are slightly higher (82 percent in 2010). The Pew data also indicate 88 percent of American adults now have a cell phone and 57 percent have a laptop computer. Although internet use generally correlates with age, education and household income, huge increases in internet use have been reported in recent years in virtually all of these demographic categories. For example, nearly half of all Americans over the age of 65 currently use the internet and many of these users are extremely active including 86 percent of them with e-mail and 34 percent with social networks. The Pew studies continue to find younger Americans use the new technologies more than their older audiences and younger users also are considerably more likely to use the internet for things such as downloading music and movies, etc.

As we have mentioned in previous annual reports about this research, our studies about how new technologies and emerging media are impacting public relations practice come at a significant time for traditional news media, especially newspapers. Paid circulation figures for daily newspapers in many large American cities continue to decline resulting in the death in recent years of major city dailies such as Denver's *Rocky Mountain News*, the *Baltimore Examiner*, the *Cincinnati Post*, the *Albuquerque Tribune*, the *Oakland Tribune*, the *San Juan Star* and the *Honolulu Advertiser*. Perhaps the best information source for tracking the changing landscape of the American newspaper industry is the Newspaper Death Watch (2012) website (www.newspaperdeathwatch.com) that recently reported another emerging trend with U.S. daily newspapers continuing to publish print editions but only two or three days each week. In most cases the newspapers publish online versions on the other days. Major city newspapers that

have moved in this direction include the *Seattle Post-Intelligencer*, *Detroit News/Free Press* and the *New Orleans Times-Picayune*. In spite of a century-long tradition of excellence, the *Christian Science Monitor* stopped publishing as a daily in March 2009 in order to concentrate on publishing a weekly print edition and refining its online offerings. According to *Boston Magazine* (2009) the *Monitor's* circulation had slipped 75 percent between 1969 and 2009.

Newspapers in some of the nation's smaller, but still sizable, media markets also have moved in this direction including twice a week print publication for dailies in both Ann Arbor and Flint, Michigan as well as in Catskill, New York. Meanwhile, daily newspapers in three Alabama cities: Birmingham, Huntsville and Mobile, are in the process of reducing their print editions to three days each week. Experts who monitor these changes, including those at the USC Center for the Digital Future (2011), predict these trends will continue. Some of these predictions suggest there might be fewer than a dozen daily print version newspapers in the U.S. by the end of the current decade.

These changes are not only taking place with daily news publications. Some of the trade magazines that serve the public relations industry have done the same thing. In 2009, *PR Week*, considered by many to be the nation's most dominant public relations trade publication, changed its weekly print edition into an online format, although it does produce a printed magazine each month. Some other public relations trade publications appear to have been impacted recently, including *PR News* which now offers nearly as many public relations short courses and seminars as it does publications and *Bulldog Reporter* that has created a series of training courses it offers under the name of "PR University."

A number of books have explored how blogs, social media and other new communication media are changing the way organizations communicate with strategic publics such as employees, customers, stockholders, communities, governments and other stakeholders.

Larry Weber (2007), who has spent most of his professional career building global communications companies including Weber Shandwick Worldwide, suggests the communication world is dramatically moving in a digital direction and those who understand this transformation will communicate much more effectively than those who do not.

Robert Scoble, who authors the nation's most read business blog and runs Microsoft's Channel 9 web site, and Shell Israel, who has more than two decades experience as an expert on communication innovation, provide a road-map showing how blogs are changing the way organizations communicate with important publics, especially customers (Scoble & Israel, 2006).

Brian Reich and Dan Solomon, who both have many unique accomplishments in public relations and advertising, offer tips and suggestions for companies and individuals to master the new technology in a way that will connect with and keep audiences (Reich & Solomon, 2008).

David Meerman Scott (2008a), an online thought leadership and viral marketing strategist, says, "one of the coolest things about the Web is that when an idea takes off it can propel a brand or a company to seemingly instant fame and fortune" (p. 8).

Scott also points out although communicating via the Web usually is free – as opposed to purchasing space through traditional advertising – only a small number of public relations practitioners are effectively using blogs and other social media when communicating with their strategic publics.

Furthermore, Scott (2007 & 2008b) claims many of the differences between what he calls the "old" and "new" rules of press releases are important. As he explains, nobody actually saw the old press releases except a few reporters and editors, and the only way members of the general public would learn about the content of a press release was if the media wrote or broadcast a story about it. Scott also points out the way most practitioners measured the effectiveness of a press release was through clippings, the simplest and most basic commodity of output research. Scott's thesis about today's "new" press releases focuses on information senders now deliver directly to receivers in various target publics via the Web. He also advocates measurement based upon whether or not the releases change or reinforce attitudes, opinions and behavior – the essence of what supporters of outcome research recommend.

Argenti and Barnes (2009) say new communication media have "changed the rules of the game in every part" of strategic communication. They also claim that over the past decade these new communication vehicles have not only turned upside down everything people knew about communication but also have dramatically changed the business of managing relationships.

Findings of the noted *Authentic Enterprise Report* of the Arthur W. Page Society (2007) give the new communication media credit for dramatically changing the ways in which stakeholders are empowered. The Page Society's most recent report – *Building Belief: A New Model for Activating Corporate Character and Authentic Advocacy* (2012) – examines how the roles and functions of chief communications officers of major companies are changing given advances in new technologies among other things.

Social media are being utilized on an ever-increasing basis by corporations and other organizations. McCorkindale (2010) reports more than two-thirds (69%) of the current Fortune 2000 companies are using social networking sites. Laskin (2010 & 2012) has addressed the effective use of social media in investor relations. Bortree and Seltzer (2009) have reported on how advocacy groups are advancing their public relations agendas via Facebook. Bowen (2010) has studied the importance of ethics and stakeholder management in connection with top corporate websites. DiStaso (2012) has researched the importance for organizations to make certain Wikipedia correctly portrays information about them.

Liu (2010) has examined differences between how elite newspapers and A-list blogs cover crises. Coombs (2012) acknowledges the phenomenal potential new and emerging media provide for crisis communication practitioners. Gainey (2012) has examined new media use during crises in the public sector. Ruh and Magallon (2009) indicate the U.S. military has studied the potential of using social media for some of its internal communication campaigns. Paine (2009a, 2009b, 2009c) was one of the first to point out many organizations now are trying to measure the effectiveness of their social media communication efforts.

Another measure of the growth and development of social media in public relations is the level of social media activity currently displayed by various professional societies active in the field. In addition to web pages and e-mail communication, social media sites such as Facebook, LinkedIn and others all have pages organized by organizations such as the Institute for Public Relations (IPR), the International Public Relations Association (IPRA), the Public Relations Society of America (PRSA), the Council of Public Relations Firms, the Arthur W. Page Society and the International Association of Business Communicators (IABC).

As Kelly (2009) and Eberwein (2010) have both pointed out, the micro-blogging site Twitter frequently is the first source to provide news seekers with information about major news events including the 2008 terrorist attacks in Mumbai, India; the massive 2010 earthquake in Haiti; and the US Airways flight landing in the Hudson River on January 15, 2009. This trend has continued during the past two years with disaster events such as the assassination attempt of U.S. Representative Gabrielle Giffords on January 8, 2011; the massive earthquake that devastated Japan on March 11, 2011; the series of tornadoes that swept through six states in the American south in April 2011; the January 2012 capsizing of the Italian cruise ship Costa Concordia off the Tuscan coast on January 13, 2012; and the plane crash in a crowded neighborhood of Lagos, Nigeria, that killed more than 150 people on June 3, 2012. While he was Editor of *PR Week*, Keith O'Brien (2009), pointed out "there has been great progress in the use of social media to reach various constituencies."

At a time when current economic conditions are bringing layoffs in many aspects of the public relations industry, *PR Week* (Maul, 2009) claims the future is bright for social media in public relations. According to a survey of 285 public relations practitioners conducted by the Council of Public Relations Firms (2009), most (79%) believe social media will be included more in future public relations campaigns while more than half (59%) think technology is not used enough in public relations campaigns.

Although there were not many articles about the new technologies in the scholarly literature of public relations when we began these annual studies in 2005, much has changed since then. Duhé (2012) conducted an extensive thematic analysis of articles about new media published between 1981 and 2011. She found the bulk of this research addressed applications (47%) and perceptions (27%) with only eleven percent focused upon relationship building, nine percent being concerned with legal and ethical concerns and three percent addressing usability. Jim Grunig's research also has lamented the inability of public relations practitioners to take advantage of the potential offered by new and emerging media for the development of two-way symmetrical relationships (Grunig, 2012; Grunig & Grunig 1992).

PURPOSE OF THE STUDY

While there are a number of published articles that have examined the huge impact new communication media are having on the practice of public relations, there are far fewer studies looking at how public relations practitioners actually are using these new media. The seven-year tracking of new media use in public relations practice reported about in this article provides one of the most extensive examinations of how social media are being implemented in public relations practice. In addition to measuring how social media are being employed in the practice of public relations, this study also explores actual new communication media use by individual public relations practitioners.

This research project also has the potential of enhancing the credibility of scholarly research in public relations because it involves a longitudinal analysis of a larger-than-usual number of subjects. As Dougall (2006) explains, the lack of a significant number of panel and trend studies in the public relations literature does not reflect positively on our field when the public relations body of knowledge is compared with research productivity in the traditional social sciences and other professions.

Additionally, since more than half of the survey research projects in the public relations literature contain reports about studies involving less than 350 respondents, and more than two-thirds of these studies have usable responses from fewer than 250 subjects, the larger-than-usual number of participants in the study at hand – 2,238 respondents during the past four years – is a plus for public relations research.

METHOD

The study's methodology consisted of a trend analysis using a fairly extensive web-based questionnaire. Given the many changes in the new or emerging technologies since we started this research in 2005, many of our questions have changed over the years. However, we have been asking a good number of the same questions annually since 2009, some every year since 2008 and a few each year since 2005. A few minor modifications were made in the

2012 questionnaire that included 65 questions. Most (58) of these were closed-ended questions of substance. There were three open-ended questions and four demographic measures.

The longitudinal analysis detailed in this article is based upon responses to the study's web-based questionnaire by four different large, purposive samples of public relations practitioners who took part in this survey research study in 2009, 2010, 2011 and 2012. Invitations to participate by completing the study's web-based questionnaire were extended in 2009 and 2010 via e-mail messages to purposive samples collected from membership rosters of the Public Relations Society of America (PRSA), the Arthur W. Page Society and the International Public Relations Association (IPRA). Additional subjects were gathered from donor, task force and commission membership lists of the Institute for Public Relations (IPR). During the three years prior to 2009 we conducted annual surveys of public relations practitioners measuring their use of new technologies. However, since most of the questions we asked in 2006 required significant revision before being asked again in 2009 and beyond, the research team decided to limit the longitudinal data analysis to the last four years. In those cases where data exists, results covering more than four years are reported.

Research subjects for 2011 and 2012 were selected via a random sample of PRSA members who received e-mailed invitations to participate. The first e-mail invitation in 2012 was distributed on March 4 and a reminder invitation was circulated on March 11. There were 622 usable responses in 2012 yielded from approximately 4,250 e-mailed invitations representing a return rate of about 14%. The longitudinal analysis reported on in this article is based upon a grand total of 2,238 respondents (n=574 in 2009, n=563 in 2010, n=479 in 2011 and n=622 in 2012) an average of 560 respondents each year.

DEMOGRAPHICS

Although more than 90 percent were North Americans, subjects came from many different parts of the world representing a good cross-section of the public relations industry.

Of the 574 respondents in the 2009 study, more (25%) worked with small agencies or consultancies than any other area but corporations (20%) and educational institutions (20%) also were well represented. Large agencies accounted for 10 percent of the respondents while seven

percent worked in governmental public relations positions, five percent came from the not-for-profit area, five percent were research providers, one percent worked in health care and seven percent responded “other” when asked what kind of organization they worked for.

Demographic breakdowns of the 563 respondents to the 2010 study had 24 percent working with small agencies or consultancies, 19 percent employed by corporations, 14 percent from educational institutions, 13 percent from the non-profit sector, eight percent from government, six percent from large agencies, five percent from health care and one percent from the research provider category. Nine percent of the 2010 respondents checked “other” in their response to this question.

The 2011 demographics for the 479 respondents included 25 percent working with small agencies or consultancies, 20 percent employed by corporations, 16 percent from educational institutions, 14 percent from the non-profit sector, 10 percent from government, six percent from health care, two percent from large agencies and one percent from the research provider category. Five percent of the 2011 respondents checked “other” in their response to this question.

The demographic picture of the 622 respondents to the 2012 study had 20 percent employed in corporate public relations, 17 percent in both the small agency and non-profit categories, 13 percent in non-teaching roles with educational institutions, 11 percent in government communication positions, six percent in health care public relations, four percent were university faculty, three percent worked with large agencies, one percent came from the research provider industry and eight percent answered “other” to the demographic question.

Responses were nicely distributed across various age categories in all of the years. In 2009, 15 percent of the respondents were younger than 30, 25 percent were between 30 and 39, 26 percent were aged 40 to 49, 27 percent were 50 to 59 and seven percent were 60 or older. In the 2010 study 26 percent were younger than 30, 26 percent were between 30 and 39, 24 percent were aged 40 to 49, 20 percent were 50 to 59 and four percent were 60 or older. For the 2011 respondents, 12 percent were younger than 30, 23 percent were between 30 and 39, 28 percent were aged 40 to 49, 26 percent were 50 to 59 and 12 percent were 60 or older. As for the 2012 respondents, 32 percent were younger than 30, 21 percent were between 30 and 39,

another 21 percent were aged 40 to 49, 17 percent were 50 to 59 and eight percent were 60 or older. The median respondent age was 36 in 2012 with a nice age distribution ranging from under 30 to over 60.

The gender breakdown of respondents in 2009 was 52 percent female and 48 percent male, in 2010 it was 68 percent female and 32 percent male, in 2011 it was 66 percent female and 44 percent male, and in 2012 it was 74 percent female and 26 percent male.

RESULTS

Results displayed in Table 1 clearly show public relations practitioners agree more this year than they did previously that social and other emerging media are changing the way public relations is practiced. Mean scores have increased each year between 2008 and 2012 when our subjects have been asked if these changes have impacted the way their organizations communicate, how they have communicated to external audiences and how they have communicated to internal audiences. As was the case in previous years, this impact continues to be much more pronounced for external than internal audiences.

As Table 2 indicates, mean scores in 2012 also were considerably higher than in earlier years when subjects were asked if social media have enhanced public relations practice and when they were asked if social media and blogs influence the traditional mainstream media. However, for the first time since we started asking about it in 2008, a significant mean score decline was registered this year on the item asking if traditional mainstream media influence blogs and social media.

Although results, as shown in Tables 3 and 4, continue to register higher scores for traditional news media on questions asking about accuracy, credibility, honesty, trust and truth telling, mean scores for social and other emerging media on these questionnaire items continue to rise each year, including 2012. The same also is true for questions asking about social and emerging media performance in terms of serving as a watchdog for traditional news media, impacting corporate and organizational transparency and advocating a transparent and ethical

culture. Complete frequency percentage tallies for questions and answers reported in Tables 1 – 4 can be found in Appendices 1 – 5.

The time public relations practitioners spend with blogs and other social media during an average public relations and communication workday continues to increase. As Table 5 shows, more than a third (35%) of this year's respondents – up from 26% in 2011, 24% in 2010 and 15% in 2009 – spend more than 25% of their average workday with these new media. This year's figure includes nearly 15% who devote more than half of their working time to activities involving these new media.

As has been the case since we first asked the question four years ago, the communication or public relations function was found more likely to be responsible again this year for monitoring and managing blog and social media communication. As Table 6 indicates, 85 percent of the 2012 respondents listed communication or public relations when asked which function was responsible for monitoring and managing blog and social media in their organizations (or their client organizations). This was up from 83 percent in 2011, 81 percent in 2010 and 64 percent in 2009. Marketing was a distant second at 26 percent in 2012 (23% in 2011; 21% in 2010; and 20% in 2009) and no other organizational function challenged marketing for second place. Percentages in this analysis totaled more than 100 because subjects could select multiple responses.

Results were similar when our subjects were asked which organizational function should be responsible in this category. Table 7 contains these results with 92 percent of this year's respondents indicating the communication or public relations function should have this responsibility. Marketing was a distant second at 22 percent. Responses to this question in previous years found 93 percent listing communication or public relations in 2011, 94 percent answering that way in 2010 and 85 percent doing so in 2009. The marketing tallies were 19 percent in 2011, 20 percent in 2010 and 22 percent in 2009. Once again tallies surpass 100 percent because subjects could select multiple responses.

We have asked questions about research, measurement and evaluation each year since 2006. These results can be found in Tables 8 through 11. While it is encouraging that the number

of organizations measuring what members of other strategic publics have communicated about them in blogs and social media continues to rise each year, it is discouraging that this figure is not higher than it is. Our measuring instrument asks two fairly similar questions about this topic. Results in 2012 found 43 percent indicating their organizations have conducted research measuring “what members of other strategic publics have communicated about your organization via blogs or other social media,” with 54 percent indicating their organizations have conducted research or measurement focusing on information employees have communicated via these media.

Answers to these questions about research, measurement and evaluation continue to reveal the emphasis is focused much more on output than outcome measures. Results tell us 54 percent of the organizations represented by our 2012 respondents have measured what external publics have communicated about them via blogs or other social media. This represents a slight increase from 52 percent in 2011, 51 percent in 2010 and 45 percent in 2009. More than half of our respondents now tell us their social media measurement includes some content analysis. Figures are considerably lower when the same questions are asked about internal audiences. These percentages drop considerably (to 30% in 2012) when questions ask if our subjects are measuring the impact this new media communication has on influentials, opinion leaders and members of other strategic audiences. The numbers are even lower (26 percent in 2012) when the question asks if people are measuring the impact on the formation, change and reinforcement of attitudes, opinions and behavior.

As shown in Tables 12-14, public relations practitioners continue to consider social networks – especially Facebook and LinkedIn – to be the most important social media in the overall communication and public relations efforts of their organizations followed (in this order) by micro-blogging sites such as Twitter, search engine marketing, video sharing sites such as YouTube, blogs, electronic forums and podcasts.

Social networks do not score nearly as high on the question asking how important each of these new media should be winding up in fifth place this year behind (in this order) search engine marketing, blogs, electronic forums and video sharing sites.

As we did in 2010 and 2011, we asked this year's subjects to tell us how frequently they accessed a list of social networking, micro-blogging and video sharing sites as part of their work in public relations. As was the case in both 2010 and 2011, Facebook topped this list again in 2012 but with less frequency of use than we recorded in previous years. The use of both Twitter and LinkedIn increased dramatically in 2012 with YouTube and My Space remaining about the same.

The number of new media options we listed on this question was increased in 2012. Although results showed there is use of Google+, Pinterest, Foursquare, Tumblr and Flickr in current public relations practice the frequency of this use is minimal when compared to Facebook, Twitter, LinkedIn and YouTube. In an attempt to gauge the integrity of this year's respondents, we listed two non-existing media – "prSpace" and "PRnet" – as answer options to the new media usage question. Fortunately, nearly all respondents told us they've never used "prSpace" or "PRnet," although two or three percent said they "frequently" used them.

Demographic Differences: A variety of analyses were conducted on data sets from each of the past four years in an attempt to check for demographic differences based upon age, gender, geographical location and the kind of organization respondents worked for.

Analysis over each of these years found that the greatest number of statistically significant differences presented themselves when ANOVAs were performed comparing mean scores based upon age. Younger respondents were considerably more likely than older ones to not only advocate greater use of social media in public relations but also to use social media and other internet-based technologies in their daily searches for news and information. T-tests comparing responses from female and male subjects also revealed a good number of similar significant differences. However, since the study's women respondents tended to be younger than their male counterparts, it is difficult to tell if these differences are based more upon age or gender. Although some statistical significance materialized when ANOVA analyses were performed based upon geography or the kind of organization subjects worked for, the actual mean differences in each of the four years measured were minimal and no apparent patterns were evident.

SUMMARY AND CONCLUSIONS

Our seventh annual survey measuring how social and other emerging media are being used in public relations practice found the use of these new media has continued to increase each year. This has provided unique opportunities not only for those who practice public relations but also for a wide variety of strategic publics who have been given dynamic new communication vehicles many are using effectively with a variety of internal and external strategic audiences. Respondents to our annual surveys firmly believe these new media have enhanced public relations practice, especially as it pertains to external audiences.

Results also indicate those who practice public relations believe social and other emerging media continue to improve in terms of accuracy, credibility, honesty, trust and truth telling. They also think these new media effectively serve as a watchdog for traditional news media, impacting corporate and organizational transparency and advocating a transparent and ethical culture. The time public relations people spend with blogs and other social media during an average workday continues to increase with 35 percent of our 2012 respondents spending at least 25 percent of their average workday with these new media while 15 percent devote more than half of their working time to activities involving these new media.

In terms of organizational governance, communication or public relations continues to be the most likely organizational function to be responsible for monitoring and managing an organization's blog and social media communication. Marketing was a distant second.

Only 43 percent of the 2012 respondents represent organizations where research is being conducted measuring what others have communicated about these organizations via blogs or social media. As discouraging as that low number is, the negative impact becomes even greater with the realization most of this research focuses upon communication outcomes such as the amount of information being disseminated. Less than a third of this measurement focuses upon communication outcomes such as the impact these messages have on the formation, change and reinforcement of attitudes, opinions and behavior.

As was the case in previous years, respondents continue to consider social networks – especially Facebook and LinkedIn – the most important social media in the overall communication

and public relations efforts of their organizations (or their client's organizations) followed (in this order) by micro-blogging sites such as Twitter, search engine marketing, video sharing sites such as YouTube, blogs, electronic forums and podcasts. When asked how frequently this year's subjects accessed social networking, micro-blogging and video sharing sites on-the-job while working in public relations, Facebook topped the list followed by Twitter, YouTube and LinkedIn.

As was the case in previous years, the largest number of 2012 statistically significant demographic differences presented themselves when the independent variable was age.

TABLES & APPENDICES

Table 1

Mean analyses of responses to the question: “Please tell us whether you agree or disagree that the emergence of social and other emerging media has changed the way your organization (or your client organizations)”:							
	2006	2007	2008	2009	2010	2011	2012
Communicates?	3.27	3.38	3.44	3.81	4.02	4.10	4.24
Handles external communications?	3.23	3.35	3.40	3.69	3.97	4.06	4.18
Handles internal communication?	3.01	3.06	3.06	3.22	3.05	3.14	3.21

Note: Mean scores throughout this report are based on responses to five-point Likert-type scales where “1” = “Strongly Disagree,” “Very Unimportant,” “Very Infrequently,” etc., and “5” = “Strongly Agree,” “Very Important,” “Very Frequently,” etc.” Consequently, the higher the mean score the greater the agreement, importance, frequency, etc.

Table 2

Mean analysis of responses to these questions asking subjects if they agreed or disagreed with the statements.	2008	2009	2010	2011	2012
Social media have enhanced the practice of public relations?	3.69	3.94	4.09	4.06	4.24
Social media (including blogs) influence the traditional mainstream media?	4.11	4.20	4.21	4.28	4.46
Traditional mainstream media influence social media (including blogs)?	3.79	3.92	3.91	3.96	3.81

Table 3

Mean analysis of responses to these questions asking subjects if they agreed or disagreed that social media (including blogs):	2008	2009	2010	2011	2012
Are more accurate than traditional mainstream media?	2.34	2.23	2.35	2.32	2.50
Are more credible than traditional mainstream media?	2.31	2.38	2.38	2.46	2.47
Are amore trusted information source than traditional mainstream media?	2.43	2.59	2.58	2.68	2.73
Tell the truth?	2.64	2.71	2.89	2.90	2.96
Advocate a transparent and ethical culture?	3.03	3.08	3.16	3.17	3.26
Offer organizations a low-cost way to develop relationships with members of various strategic publics?	3.83	4.01	4.20	4.21	4.32
Serve as a watch-dog for traditional mainstream media?	3.64	3.73	3.65	3.55	3.70
Are impacting corporate and organizational transparency?	3.82	4.04	4.05	4.05	4.15

Table 4

Mean analysis of responses to these questions	2008	2009	2010	2011	2012
Do you agree or disagree that people who receive information from mainstream media expect these news outlets to be honest, tell the truth and advocate a transparent and ethical culture?	3.84	3.91	4.06	4.11	4.21
Do you agree or disagree that people who receive information from blogs and other social media expect these outlets to be honest, tell the truth and advocate a transparent and ethical culture?	3.18	3.17	3.38	3.36	3.49
Are a more trusted information source than traditional mainstream media?	2.43	2.59	2.58	2.68	2.71

Table 5

Responses to these questions: “On the average, approximately what percentage of your time working in public relations and communications is spent with blogs and other social media?”

	None	1% to 10%	11% to 25%	26% to 50%	51% to 75%	More Than 75%
2009	7%	48%	30%	11%	4%	dna
2010	4%	38%	34%	17%	7%	dna
2011	3%	36%	34%	19%	7%	dna
2012	3%	29%	34%	21%	10%	4%

dna = Did not ask

Table 6

Responses in 2012 to the question: “Which of the following functions IS RESPONSIBLE for monitoring and managing blog and social media communication in your organization?”

	Comm. or PR	Human Resources	Marketing	Legal	Technology or IT	Don't Know	Not Assigned	Other
2009	64%	4%	20%	3%	5%	2%	2%	4%
2010	81%	1%	21%	2%	6%	3%	8%	7%
2011	83%	1%	23%	1%	4%	2%	5%	9%
2012	85%	3%	26%	1%	5%	7%	4%	6%

Note: Percentages total more than 100% because subjects could select multiple responses.

Table 7

Responses in 2012 to the question: “In your opinion, which of the following functions SHOULD BE RESPONSIBLE responsible for monitoring and managing blog and social media communication in your organization?”

	Comm. or PR	Human Resources	Marketing	Legal	Technology or IT	Don't Know	Not Assigned	Other
2009	85%	5%	22%	4%	6%	3%	2%	7%
2010	94%	14%	20%	4%	4%	1%	0%	3%
2011	93%	4%	19%	4%	4%	0%	1%	13%
2012	92%	4%	22%	4%	3%	0%	1%	6%

Note: Percentages total more than 100% because subjects could select multiple responses.

Table 8

Responses to the question: “To the best of your knowledge, has your organization ever commissioned or conducted a research or measurement study that focused on information employees communicated on blogs or social media?”

	2006	2007	2008	2009	2010	2011	2012
Yes	3%	11%	15%	24%	26%	25%	28%
No	77%	62%	55%	58%	59%	62%	54%
Uncertain/ Don't Know	20%	27%	30%	18%	15%	13%	17%

Table 9

Responses to the question: “To the best of your knowledge, has your organization ever conducted research measuring what members of other strategic publics have communicated about your organization via blogs or other social media?”

	2009	2010	2011	2012
Yes	39%	38%	42%	43%
No	42%	46%	45%	39%
Uncertain/ Don't Know	19%	16%	13%	17%

Table 10

Mean analysis of responses to these questions asking subjects if they agreed or disagreed that public relations practitioners should measure:	2009	2010	2011	2012
The amount of communication that is being disseminated about their organizations (or client organizations) through blogs and other social media.	4.20	4.26	4.20	4.28
And/or analyze content of what's being communicated about their organizations (or their clients) in blogs and other social media.	4.37	4.36	4.35	4.41
The impact information disseminated about their organizations (or their clients) through blogs and other social media has on influentials, opinion leaders and members of other strategic audiences.	4.27	4.28	4.27	4.32
The impact information disseminated about their organizations (or their clients) through blogs and other social media has on the formation, change and reinforcement of attitudes, opinions and behavior.	4.25	4.28	4.27	4.36

Table 11

Percentage of respondents answering "Yes" to the question asking, "To the best of your knowledge, has your organization (or a client organization) ever measured . . ."	2009	2010	2011	2012
The amount of communication that is being disseminated about their organizations (or client organizations) through blogs and other social media.	45%	51%	52%	54%
And/or analyze content of what's being communicated about their organizations (or their clients) in blogs and other social media.	55%	54%	56%	55%
The impact information disseminated about their organizations (or their clients) through blogs and other social media has on influentials, opinion leaders and members of other strategic audiences.	26%	29%	30%	30%
The impact information disseminated about their organizations (or their clients) through blogs and other social media has on the formation, change and reinforcement of attitudes, opinions and behavior.	24%	28%	29%	26%

Table 12

Mean Analysis Comparisons between 2009, 2010, 2011 and 2012 for responses to the question: “How important ARE each of the following in the overall communications and public relations efforts of your organization (or your client’s organizations)?”

	2009	2010	2011	2012
Blogs	3.35	3.31	3.22	3.31
Electronic Forums or Message Boards	3.06	2.94	2.64	2.67
Podcasts	2.82	2.54	2.43	2.32
Search Engine Marketing	3.62	3.61	3.61	3.68
Social Networks (Facebook, LinkedIn, etc.)	3.21	3.89	4.06	4.27
Micro-Blogging Sites (Twitter, etc.)	2.81	3.56	3.75	3.90
Video Sharing (YouTube, etc.)	3.19	3.57	3.72	3.77

Note: Mean scores are based on responses to five-point Likert-type scales where “1” = “Very Unimportant” and “5” = “Very Important.” Consequently, the higher the mean score the greater the perceived importance.

Table 13

Mean Analysis Comparisons between 2009, 2010, 2011 and 2012 for responses to the question: “How important SHOULD each of the following in the overall communications and public relations efforts of your organization (or your client’s organizations)?”

	2009	2010	2011	2012
Blogs	4.01	4.01	4.00	3.95
Electronic Forums or Message Boards	3.77	3.60	3.41	3.26
Podcasts	3.64	3.41	3.25	3.09
Search Engine Marketing	4.10	4.20	4.17	4.16
Social Networks (Facebook, LinkedIn, etc.)	3.65	4.26	4.26	4.48
Micro-Blogging Sites (Twitter, etc.)	3.48	4.05	4.09	4.24
Video Sharing (YouTube, etc.)	3.67	4.10	4.25	4.26

Table 14

Mean comparisons of responses to the question asking how important social media are and how important they should be “in your organization (or your client’s organizations).”:

2012

	How Important Are These Media in Your Orgs. PR Efforts	How Important Should They Be	Mean Difference
Blogs	3.31	3.95	-.64
Forums or Message Boards	2.67	3.26	-.59
Podcasts	2.32	3.09	-.77
Search Engine Marketing	3.68	4.16	-.48
Social Networks (Facebook, LinkedIn, etc.)	4.27	4.48	-.21
Micro-Blogging Sites (Twitter, etc.)	3.90	4.24	-.34
Video Sharing (YouTube, etc.)	3.77	4.26	-.49

2011

	How Important Are These Media in Your Orgs. PR Efforts	How Important Should They Be	Mean Difference
Blogs	3.22	4.00	-.78
Forums or Message Boards	2.64	3.41	-.77
Podcasts	2.43	3.25	-.82
Search Engine Marketing	3.61	4.17	-.56
Social Networks (Facebook, LinkedIn, etc.)	4.06	4.26	-.20
Micro-Blogging Sites (Twitter, etc.)	3.75	4.09	-.34
Video Sharing (YouTube, etc.)	3.72	4.25	-.53

2010

	How Important Are These Media in Your Orgs. PR Efforts	How Important Should They Be	Mean Difference
Blogs	3.31	4.01	-.70
Forums or Message Boards	2.94	3.60	-.66
Podcasts	2.54	3.41	-.87
Search Engine Marketing	3.61	4.20	-.69
Social Networks (Facebook, LinkedIn, etc.)	3.89	4.26	-.37
Micro-Blogging Sites (Twitter, etc.)	3.56	4.05	-.49
Video Sharing (YouTube, etc.)	3.57	4.10	-.53

2009

	How Important Are These Media in Your Orgs. PR Efforts	How Important Should They Be	Mean Difference
Blogs	3.35	4.01	-.66
Forums or Message Boards	3.06	3.77	-.71
Podcasts	2.82	3.64	-.82
Search Engine Marketing	3.62	4.10	-.48
Social Networks (Facebook, LinkedIn, etc.)	3.21	3.65	-.44
Micro-Blogging Sites (Twitter, etc.)	2.81	3.48	-.67
Video Sharing (YouTube, etc.)	3.19	3.67	-.48

Table 15

Responses to the question: “Please tell us how frequently you access each of the following social networking, micro-blogging and video sharing sites?”

2012						
	Never	Infrequently	Neither Frequently nor Infrequently	Frequently	Very Frequently	Mean Score
Facebook	5%	8%	7%	26%	54%	4.16
LinkedIn	10%	18%	18%	34%	19%	3.34
My Space	92%	6%	2%	1%	0%	1.12
Twitter	8%	8%	11%	28%	45%	3.92
YouTube	6%	17%	25%	36%	16%	3.39
Google+	42%	28%	11%	11%	8%	2.15
Tumblr	68%	17%	9%	4%	2%	1.57
Pinterest	54%	15%	11%	12%	8%	2.06
Foursquare	70%	11%	7%	7%	5%	1.65
prSpace	92%	3%	3%	1%	0%	1.15
PRnet	83%	7%	6%	3%	1%	1.31

Note: 2012 was the first year Google+, Pinterest and Foursquare were included in this question. “prSpace” and “PRnet” do not exist and were asked only in an attempt to gauge the integrity of the answers. Although Flickr was not included in this list of questions, responses to the survey-open-ended questions confirm considerable use of Flickr in public relations practice.

Table 15 (Continued)

2011						
	Never	Infrequently	Neither Frequently nor Infrequently	Frequently	Very Frequently	Mean Score
Facebook	3%	8%	7%	21%	61%	4.30
LinkedIn	4%	12%	23%	39%	22%	3.63
My Space	84%	13%	2%	0%	0%	1.19
Twitter	12%	18%	13%	22%	36%	3.52
YouTube	3%	18%	29%	40%	10%	3.36

2010						
	Never	Infrequently	Neither Frequently nor Infrequently	Frequently	Very Frequently	Mean Score
Facebook	4%	6%	7%	21%	62%	4.31
LinkedIn	8%	15%	22%	37%	18%	3.44
My Space	72%	21%	15%	1%	1%	1.38
Twitter	12%	15%	12%	23%	38%	3.58
YouTube	4%	18%	28%	38%	12%	3.35

APPENDICES

Appendix 1

Responses to the question: “Please tell us whether you agree or disagree that the emergence of social media (including blogs) has changed the way your organization (or your client organizations)”:

2012						
	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Communicates?	2%	4%	5%	47%	42%	4.23
Handles external communications?	2%	5%	6%	48%	39%	4.18
Handles internal communications?	6%	26 %	22%	32%	13%	3.21

Note: (a) Percentage scores might not always total 100% due to rounding. (b) Mean scores throughout this report are based on responses to five-point Likert-type scales where “1” = “Strongly Disagree” and “5” = “Strongly Agree.” Consequently, the higher the mean score the greater the agreement.

2011						
	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Communicates?	2%	6%	6%	54%	33%	4.10
Handles external communications?	2%	6%	9%	53%	31%	4.06
Handles internal communications?	6%	26%	26%	30%	12%	3.14

2010						
	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Communicates?	1%	8%	6%	54%	29%	4.02
Handles external communications?	2%	8%	9%	53%	28%	3.97
Handles internal communications?	5%	30%	27%	31%	7%	3.05

2009						
	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Communicates?	3%	13%	10%	46%	27%	3.81
Handles external communications?	3%	15%	14%	47%	21%	3.69
Handles internal communications?	5%	24%	26%	33%	12%	3.22

2008						
	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Communicates?	6%	19%	13%	47%	14%	3.44
Handles external communications?	6%	17%	18%	48%	11%	3.40
Handles internal communications?	10%	24%	28%	27%	11%	3.06

Appendix 1 (Continued)

2007						
	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Communicates?	5%	21%	15%	46%	12%	3.38
Handles external communications?	6%	17%	24%	42%	11%	3.35
Handles internal communications?	6%	28%	28%	32%	6%	3.06

Appendix 2

Responses to these questions: “Do you agree or disagree that . . .”

2012						
Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Social media have enhanced the practice of public relations?	1%	2%	12%	45%	41%	4.25
Social and emerging media influence the traditional mainstream media?		1%	3%	44%	52%	4.46
Traditional mainstream media influence social and emerging media?		10%	18%	53%	19%	3.81

Note: A question asking “Since social media (including blogs) have made communications more instantaneous they have forced organizations to respond more quickly to criticism?,” was not asked after 2009 because by then it was generally accepted that this was a reality. Also, a question asking if blogs and social media compliment traditional news media (newspapers, magazines, radio and television) was not asked after 2011 for the same reason.

2011						
Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Social media have enhanced the practice of public relations?	1%	5%	15%	42%	36%	4.06
Blogs have enhanced the practice of public relations?	19%	48%	24%	48%	19%	3.76
Social media (including blogs) influence the traditional mainstream media?		2%	5%	57%	36%	4.28
Traditional mainstream media influence social media (including blogs)?		8%	12%	56%	24%	3.96

Appendix 2 (Continued)

2010						
Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Social media have enhanced the practice of public relations?	1%	4%	14%	47%	34%	4.09
Blogs have enhanced the practice of public relations?	1%	7%	22%	50%	20%	3.80
Social media (including blogs) influence the traditional mainstream media?		3%	5%	60%	32%	4.21
Traditional mainstream media influence social media (including blogs)?		7%	14%	56%	21%	3.91

2009						
Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Social media have enhanced the practice of public relations?	1%	6%	20%	43%	30%	3.94
Blogs have enhanced the practice of public relations?	2%	8%	24%	43%	23%	3.77
Social media (including blogs) influence the traditional mainstream media?		2%	6%	63%	30%	4.20
Traditional mainstream media influence social media (including blogs)?	1%	4%	18%	54%	22%	3.92
Since social media (including blogs) have made communications more instantaneous they have forced organizations to respond more quickly to criticism?		2%	10%	44%	43%	4.29

2008						
Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Social media have enhanced the practice of public relations?	1%	15%	18%	46%	20%	3.69
Blogs have enhanced the practice of public relations?	2%	16%	23%	45%	15%	3.55
Social media (including blogs) influence the traditional mainstream media?		5%	6%	60%	28%	4.11
Traditional mainstream media influence social media (including blogs)?	1%	9%	17%	55%	18%	3.79
Since social media (including blogs) have made communications more instantaneous they have forced organizations to respond more quickly to criticism?		8%	7%	46%	38%	4.14

Appendix 3

**Responses to these questions: “Do you agree or disagree that social and emerging media
 . . .”**

2012						
Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Are more accurate than traditional mainstream media?	9%	47%	33%	9%	2%	2.49
Are more credible than traditional mainstream media?	9%	49%	31%	9%	2%	2.46
Are a more trusted information source than traditional mainstream media?	6%	42%	30%	19%	3%	2.72
Tell the truth?	3%	22%	51%	21%	2%	2.95
Advocate a transparent and ethical culture?	5%	20%	29%	39%	8%	3.25
Offer organizations a low-cost way to develop relationships with members of various strategic publics?	1%	2%	5%	50%	43%	4.32
Serve as a watchdog for traditional mainstream media?	1%	11%	20%	49%	18%	3.70
Are impacting corporate and organizational transparency.	1%	2%	11%	53%	33%	4.16
Serve as a watchdog for behavior within Your organization (or your clients' Organizations).	3%	15%	27%	40%	15%	3.47

2011						
Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Are more accurate than traditional mainstream media?	13%	49%	31%	6%		2.32
Are more credible than traditional mainstream media?	9%	47%	36%	8%	1%	2.46
Are a more trusted information source than traditional mainstream media?	8%	34%	42%	15%	2%	2.68
Tell the truth?	5%	19%	58%	18%	1%	2.90
Advocate a transparent and ethical culture?	5%	20%	36%	34%	6%	3.17
Offer organizations a low-cost way to develop relationships with members of various strategic publics?	1%	2%	6%	57%	34%	4.21
Serve as a watch-dog for traditional mainstream media?	2%	13%	24%	49%	12%	3.55
Are impacting corporate and organizational transparency.		4%	13%	55%	27%	4.05

Appendix 3 (Continued)

2010						
Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Are more accurate than traditional mainstream media?	11%	51%	31%	7%	1%	2.35
Are more credible than traditional mainstream media?	12%	50%	29%	9%	1%	2.38
Are a more trusted information source than traditional mainstream media?	8%	43%	34%	14%	1%	2.58
Tell the truth?	5%	20%	57%	18%		2.89
Advocate a transparent and ethical culture?	7%	16%	38%	34%	5%	3.16
Offer organizations a low-cost way to develop relationships with members of various strategic publics?	1%	4%	4%	57%	35%	4.20
Serve as a watch-dog for traditional mainstream media?	2%	10%	24%	23%	12%	3.65
Are impacting corporate and organizational transparency.		3%	16%	15%	26%	4.05

2009						
Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Are more accurate than traditional mainstream media?	18%	48%	27%	5%	1%	2.23
Are more credible than traditional mainstream media?	12%	49%	29%	8%	1%	2.38
Are a more trusted information source than traditional mainstream media?	10%	40%	31%	18%	1%	2.59
Tell the truth?	8%	26%	54%	12%	1%	2.71
Advocate a transparent and ethical culture?	7%	23%	32%	32%	6%	3.08
Offer organizations a low-cost way to develop relationships with members of various strategic publics?	1%	6%	9%	58%	26%	4.01
Serve as a watch-dog for traditional mainstream media?	2%	10%	18%	55%	15%	3.73
Are impacting corporate and organizational transparency.	1%	3%	14%	57%	25%	4.04

Appendix 3 (Continued)

2008						
Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
Are more accurate than traditional mainstream media?	25%	42%	26%	6%	1%	2.3
Are more credible than traditional mainstream media?	19%	45%	26%	9%	2%	2.3
Are a more trusted information source than traditional mainstream media?	16%	35%	29%	18%	2%	2.4
Tell the truth?	14%	24%	49%	13%		2.6
Advocate a transparent and ethical culture?	11%	21%	31%	30%	7%	3.0
Offer organizations a low-cost way to develop relationships with members of various strategic publics?	2%	7%	11%	62%	18%	3.8
Serve as a watch-dog for traditional mainstream media?	4%	10%	24%	46%	15%	3.6
Are impacting corporate and organizational transparency.	1%	3%	20%	58%	18%	3.8

Appendix 4

Responses to these questions: “Do you agree or disagree that people who receive information from mainstream media expect these news outlets to be honest, tell the truth and advocate a transparent and ethical culture?”

	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
2008	2%	12%	11%	50%	25%	3.84
2009	1%	8%	11%	60%	20%	3.91
2010	1%	6%	7%	58%	28%	4.06
2011		4%	8%	61%	27%	4.11
2012		4%	6%	54%	35%	4.21

Appendix 5

Responses to these questions: “Do you agree or disagree that people who receive information from blogs and other social media expect these outlets to be honest, tell the truth and advocate a transparent and ethical culture?”

	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
2008	3%	27%	26%	36%	8%	3.18
2009	3%	22%	35%	36%	5%	3.17
2010	1%	17%	31%	43%	7%	3.38
2011	1%	18%	32%	40%	8%	3.36
2012	1%	15%	29%	46%	9%	3.48

Appendix 6

Responses to the question: “Do you agree or disagree that public relations practitioners should measure:”

2012						
	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
“The amount of communication that is being disseminated about their organizations (or client organizations) through social and other emerging media.”		2%	5%	55%	38%	4.28
“And/or analyze content of what’s being communicated about their organizations (or their clients) in social and other emerging media.”			3%	52%	45%	4.42
“The impact information disseminated about their organizations (or their clients) through blogs and other social media has on influentials, opinion leaders and members of other strategic audiences.”		1%	6%	52%	41%	4.32
“The impact information disseminated about their organizations (or their clients) through blogs and other social media has on the formation, change and reinforcement of attitudes, opinions and behavior.”		1%	5%	51%	43%	4.36

Appendix 6 (Continued)

2011						
	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
“The amount of communication that is being disseminated about their organizations (or client organizations) through blogs and other social media.”		3%	5%	58%	33%	4.20
“And/or analyze content of what’s being communicated about their organizations (or their clients) in blogs and other social media.”		1%	2%	56%	40%	4.35
“The impact information disseminated about their organizations (or their clients) through blogs and other social media has on influentials, opinion leaders and members of other strategic audiences.”			8%	56%	36%	4.27
“The impact information disseminated about their organizations (or their clients) through blogs and other social media has on the formation, change and reinforcement of attitudes, opinions and behavior.”		1%	8%	54%	37%	4.27

2010						
	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
“The amount of communication that is being disseminated about their organizations (or client organizations) through blogs and other social media.”		3%	3%	58%	36%	4.26
“And/or analyze content of what’s being communicated about their organizations (or their clients) in blogs and other social media.”		1%	2%	58%	39%	4.36
“The impact information disseminated about their organizations (or their clients) through blogs and other social media has on influentials, opinion leaders and members of other strategic audiences.”		1%	4%	60%	35%	4.28
“The impact information disseminated about their organizations (or their clients) through blogs and other social media has on the formation, change and reinforcement of attitudes, opinions and behavior.”		1%	4%	60%	35%	4.28

Appendix 6 (Continued)

2009						
	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean Score
"The amount of communication that is being disseminated about their organizations (or client organizations) through blogs and other social media."	1%	3%	7%	55%	35%	4.20
"And/or analyze content of what's being communicated about their organizations (or their clients) in blogs and other social media."			4%	55%	41%	4.37
"The impact information disseminated about their organizations (or their clients) through blogs and other social media has on influentials, opinion leaders and members of other strategic audiences."		2%	4%	58%	36%	4.27
"The impact information disseminated about their organizations (or their clients) through blogs and other social media has on the formation, change and reinforcement of attitudes, opinions and behavior."		1%	6%	58%	34%	4.25

Appendix 7

Responses to the question: "To the best of your knowledge, has your organization (or a client organization) ever measured . . ."

2012			
	No	Yes	Uncertain/ Don't Know
"The amount of communication that is being disseminated about it through social and other emerging media."	31%	54%	15%
"Or analyzed the content of what's being communicated about it in social and other emerging media."	31%	55%	14%
"The impact information disseminated about it through social and other emerging media has on influentials, opinion leaders and members of other strategic audiences."	50%	30%	21%
"The impact information disseminated about it through social and other emerging media has on the formation, change and reinforcement of attitudes, opinions and behavior."	52%	26%	22%

Appendix 7 (Continued)

2011			
	No	Yes	Uncertain/ Don't Know
"The amount of communication that is being disseminated about it through blogs and other social media."	36%	52%	12%
"Or analyzed the content of what's being communicated about it through blogs and other social media."	33%	56%	11%
"The impact information disseminated about it through blogs and other social media has on influentials, opinion leaders and members of other strategic audiences."	54%	30%	16%
"The impact information disseminated about it through blogs and other social media has on the formation, change and reinforcement of attitudes, opinions and behavior."	56%	29%	15%

2010			
	No	Yes	Uncertain/ Don't Know
"The amount of communication that is being disseminated about it through blogs and other social media."	36%	51%	13%
"Or analyzed the content of what's being communicated about it through blogs and other social media."	32%	54%	13%
"The impact information disseminated about it through blogs and other social media has on influentials, opinion leaders and members of other strategic audiences."	51%	29%	20%
"The impact information disseminated about it through blogs and other social media has on the formation, change and reinforcement of attitudes, opinions and behavior."	52%	28%	20%

2009			
	No	Yes	Uncertain/ Don't Know
"The amount of communication that is being disseminated about it through blogs and other social media."	38%	45%	17%
"Or analyzed the content of what's being communicated about it through blogs and other social media."	29%	55%	16%
"The impact information disseminated about it through blogs and other social media has on influentials, opinion leaders and members of other strategic audiences."	52%	26%	22%
"The impact information disseminated about it through blogs and other social media has on the formation, change and reinforcement of attitudes, opinions and behavior."	53%	24%	23%

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