

**An Updated Examination of Social and
Emerging Media Use in Public Relations Practice:
A Longitudinal Analysis Between 2006 and 2014**

Donald K. Wright, Ph.D., APR, Fellow PRSA
Harold Burson Professor and
Chair in Public Relations
College of Communication
Boston, Massachusetts, USA
DonaldKWright@aol.com

and

Michelle Drifka Hinson, M.A.
Vice President – Marketing
Eye Exposure and
Adjunct Instructor
Department of Public Relations
School of Journalism and Communications
University of Florida
Gainesville, Florida
michelle.hinson@rocketmail.com

An earlier version of this article was presented the International Public
Relations Research Conference, Coral Gables, Florida, March 2014.

An Updated Examination of Social and Emerging Media Use in Public Relations Practice: A Longitudinal Analysis Between 2006 and 2014

Donald K. Wright, Ph.D. and Michelle Drifka Hinson, M.A.

ABSTRACT

This article reports on a nine-year longitudinal analysis studying how social and other emerging media technologies are bringing dramatic changes to how public relations is practiced. The major finding in the 2014 study involves Twitter narrowly replacing Facebook for the first time as the most frequently accessed new medium for public relations activities. LinkedIn and You Tube were the next most frequently used sites. For the third year in a row, this research found the influence of traditional mainstream news media continuing to weaken. Results also found considerably more support for the suggestions that blogs, social and other emerging media are enhancing public relations practice and that social and other emerging media continue to influence traditional mainstream media. Findings show those who practice public relations continue to agree strongly that social and other emerging media are changing the way public relations is practiced. This impact continues to be much more pronounced for external than internal audiences. In terms of how social media are impacting communication strategy, 2014 results found most (77%) recommend using different messages for various social media platforms, but only 57% of their organizations actually do disseminate different messages for different social media platforms.

INTRODUCTION

This is a report on results of a nine-year longitudinal analysis studying how social and other emerging technologies are impacting public relations practice. Beginning in 2005 and continuing every year since, 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, 2011c, 2012a, 2012b, 2013a, 2013b & 2014. Also see DiStaso, McCorkindale & Wright, 2011).

As reported previously, these studies show that various new, emerging and social communication media have brought dramatic changes to many aspects of public relations practice. Results across all nine years of this study suggest that the development of various new and emerging technologies has significantly empowered a wide variety of strategic publics by giving them dynamic ways communicate with a variety of internal and external audiences.

The study at hand follows several of our earlier research efforts that examined corporate communication policy and the internet (Wright, 1998) as well as the overall impact of the internet on public relations, journalism and the public (Wright, 2001).

IMPACT OF NEW COMMUNICATION MEDIA ON PUBLIC RELATIONS

Every other year the Pew Research Center (2005, 2008, 2012 and 2013) studies the sources Americans say they use for news. Understandably, this research has found most people blend online and traditional sources in their search for information about what's going on in the nation and the world. The most recent study of this nature (2013) found 50 percent of Americans consider the internet to be a major source for national and international news. Television (69%) remains the most frequently used news source in the U.S. with newspapers (28%) and radio (23%) falling farther and farther behind each year. These 2013 results represent a big change from earlier Pew Studies. In 2001, 45 percent said newspapers were their top source for news with just 13 percent saying the internet.

The internet's rise in importance is even more pronounced among younger Americans with 71 percent of those aged 18-29 now citing the internet as a main news

source. Additionally, these Pew studies report more and more people are receiving news via social media such as Facebook and this research also reports the number of Americans using tablets and mobile devices to receive news continues to rise.

Others also track the use of the internet for news. The Gallup organization says television (55%) remains the preferred news source for Americans with the internet in second place (21%) followed by print media (9%) and radio (6%) (Saad, 2013). The Media and Public Opinion Research Group (2013) reports similar findings with 61% of Americans receiving national and international news from television, 14 percent from the internet, 11 percent from newspapers and 10 percent from radio.

This Pew Center research found only 10 percent of American adults were using the internet in 1995 compared with nearly 80 percent today. 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 our previous annual reports about this research have indicated, 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, 2013 & 2014) 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.

At first this latest trend only became operational with newspapers in mid-sized communities such as Ann Arbor and Flint, Michigan; Madison, Wisconsin; Birmingham, Alabama; Syracuse, New York, etc., but the trend is now prevalent in major cities. The major city dailies that have moved in this direction include the *Seattle Post-Intelligencer*, *Detroit News/Free Press*, *Portland Oregonian*, *Cleveland Plain Dealer* 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.

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 also are taking place with some of the trade magazines that serve the public relations industry. 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."

New media have "changed the rules of the game in every part" of strategic communication according to Argenti and Barnes (2009). 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 according to McCorkindale (2010) who 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.

Other recent studies include Liu's (2010) research about differences between how elite newspapers and A-list blogs cover crises; Coombs' (2012) work detailing the phenomenal potential new and emerging media provide for crisis communication practitioners; Gainey's (2012) research about new media use during crises in the public sector; and a study by Ruh and Magallon (2009) about the U.S. military 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.

As we have pointed out previously, 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).

According to Kelly (2009) and Eberwein (2010), 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."

PURPOSE OF THE STUDY

Although others have examined the huge impact new communication media are having on the practice of public relations, there are fewer studies looking at how public relations practitioners actually are using these new media. The nine-year tracking of new and emerging 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 study's longitudinal analysis of a larger-than-usual number of research subjects also has the potential of enhancing the credibility of scholarly research in public relations. 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.

Also, 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 – 3,009 respondents during the past six years – is a plus for public relations research.

METHOD

A trend analysis was employed with a fairly extensive web-based questionnaire. In light of many changes in the new or emerging technologies since we started this research in 2005, a good number of our questions have changed over the years. However, we have been asking many of the same questions annually since 2009, some every year since 2008 and a few each year since 2005. Some modifications were made in the 2014 questionnaire that included 69 questions. Most (61) of these were closed-ended questions of substance. There were three open-ended questions and four demographic measures.

The majority of the longitudinal analysis reported on in this article is based upon responses to the study's web-based questionnaire by six different large, purposive samples of public relations practitioners who took part in this survey research study in 2009, 2010, 2011, 2012, 2013 and 2014. 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.

Subjects in 2011, 2012, 2013 and 2014 were selected via a random sample of PRSA members who received e-mailed invitations to participate. The first e-mail invitation in 2014 was distributed on February 2 and a reminder invitation was circulated on March 2. There were 378 usable responses in 2014 yielded from approximately 4,250 e-mailed invitations representing a return rate of about nine percent. When response rates from PRSA members started declining in 2013, it became necessary to reach out to groups of practitioners who might not necessarily have been part of the random sample. These groups have included those named above as well as practitioners who have completed questionnaires for this study during previous years.

The longitudinal analysis reported on in this article is based upon a grand total of 3,009 respondents (n=574 in 2009, n=563 in 2010, n=479 in 2011, n=622 in 2012, n=378 in 2013 and n=393 in 2014) an average of 502 respondents each year.

DEMOGRAPHICS

Most (more than 90 percent) of this study's subjects are from North America, other respondents have come from many different parts of the world representing a good cross-section of the public relations industry.

Of the 3,009 respondents over the six years data were gathered for this study, 25% were employed with public relations agencies (5% with large firms and 20% with small or mid-sized agencies), 19% worked in corporate public relations, 16% held non-teaching positions in education, 15% came from non-profit public relations, nine percent worked in government settings, five percent came from health care communications, two percent were research services providers and nine percent answered “other” or did not respond to the demographic questions.

The 2014 respondents included 23% who worked with public relations firms (18% with small or mid-sized agencies and five percent with large firms), 16% holding positions in corporate public relations, 15% in governmental public relations, 15% from the non-profit sector and another 15% holding non-teaching positions in education. Five percent of this year’s respondents worked in health care communications, one percent were employed by research provider companies and 10% answered “other” or did not respond to this demographic question.

Responses were nicely distributed across various age categories in all of the years. The overall average of respondents for all six years was 38.2 and the six-year gender breakdown was 68% female and 32% male. The study had more male respondents in earlier years as 48% of the 2009 respondents were male compared with 24% in 2014.

RESULTS

As Table 1 indicates, results of our 2014 study show public relations practitioners continue to agree strongly that social and other emerging media are changing the way public relations is practiced. Although mean scores on this item dipped slightly in 2013, the 2014 results represent the highest mean scores in the nine years we have been asking

this question. This was true for how new technologies have impacted the way organizations communicate, how they have communicate to external audiences and how they communicate to internal audiences. This impact continues to be much more pronounced for external than internal audiences.

Mean scores in 2014 also were higher than previous years when subjects were asked if blogs, social and other emerging media have enhanced public relations practice. Scores also were higher to the question asking if social and emerging media influence traditional mainstream media. Mean scores in 2014 on these two items were the highest they've ever been since we first started asking this question in 2008.

For the first time since we began asking the question in 2010, Twitter replaced Facebook as the most frequently accessed new medium for public relations activities. This is the first time Twitter has been on top of this list in the five years we have been asking this question. Another major finding, for the third year in a row, mean scores continued to get significantly lower on the item asking if traditional mainstream media influence social and other emerging media.

As more in-depth analysis shown in Tables 9 and 10 explains, this year's result involving Twitter and Facebook is very close. Twitter's mean score was 4.12 and Facebook's was 4.07. This question focused on how frequently subjects access specific new media sites as part of their work in public relations. Respondents were specifically asked not to count personal use on these sites. Facebook access was the lowest we've recorded in the five years we've been asking this question. Twitter access was the highest it has been during that time. As explained in the tables, these mean scores are based upon responses to five-point Likert-type scales where "1" represented "very infrequently" and

“5” equaled “very frequently.” Consequently, the higher the mean score the greater the frequency of use.

For the third year in a row, mean scores were significantly lower on the item asking if traditional mainstream media influence social and other emerging media. The 2014 results on this question represent the lowest mean scores recorded in the seven years we have been asking it. These results strongly reflect national opinions about the decreasing influence of traditional news media (newspapers, magazines, radio and television).

Results in 2014 suggest the percentage of time public relations practitioners spend with blogs, social and other emerging media during their workdays is leveling off. Findings on this item are fairly similar to results from 2012 and 2013. This year 3% told us more than 75% of their time is spent working in social and emerging media; 8% said they spend between 51% and 75%; 21% spend between 26% and 50%; 39% answered between 11% and 25%; 28% responded between 1% and 10% and 1% told us they do not spend any time working in those areas.

Two of the study’s items during the past six years have been concerned with which organizational function is responsible for monitoring and managing social and emerging media communication in organizations. Results are displayed in Tables 4 and 5. They show that although a clear majority (64% in 2014) believe this should be the responsibility of communications and public relations, the emergence of digital and/or social media departments certainly has lowered that percentage from where it was in the mid-to-lower 80s it between 2010 and 2012.

Additionally, while 77% of the 2014 respondents told us this should be a communications and public relations responsibility, that percentage is lower than the mid-90s numbers recorded on this item in 2010, 2011 and 2012.

Every year since 2009 we have asked subjects to rank the importance of a variety of emerging media in the public relations efforts of their organizations. They also were asked to tell us how important they thought these media should be.

As Table 7 indicates, 2014 results found the following ranked highest on the “how important SHOULD THEY BE list”: 1st social networks (such as Facebook and LinkedIn), 2nd video content sharing sites (YouTube, Flickr, Instagram, etc.), 3rd micro-blogging sites (Twitter), 4th search engine marketing, and 5th blogs. Four of these (social networks, video sharing sites, micro-blogging sites and blogs) received higher mean scores in 2014 than in any of the previous five years. Mean scores for search engine marketing on this item were a little bit lower in 2014 than in 2013.

As indicated in Table 6, these same items were ranked as the top-five on the list asking, “How important ARE these media in the public relations efforts of your organizations.” However, the order was slightly different with micro-blogs ranked second and video content sharing sites ranked third. Social networks remained first while search engine marketing and blogs were ranked fourth and fifth respectfully.

Statistical analyses of mean analyses for all of these items between 2009 and 2014 can be found in Table 8. This table shows the smallest gap between what practitioners think should be happening and what really is happening in terms of new media use in public relations belongs to social networks (Facebook, LinkedIn, Google+, etc.). Micro-

blogging sites such as Twitter and social media management sites such as Hootsuite are tied for second. Search engine marketing is fourth while blogs are fifth.

In a continuing attempt to gauge the integrity of this year's respondents, as we have done for the past three years, 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.” However, we are a little bit concerned about the two percent who told us they “frequently” use PRnet.

In addition to frequency of use results involving Twitter and Facebook mentioned previously, Tables 9 and 10 display additional information about the changing use in public relations practice of other social networking, micro-blogging and video sharing sites. The use of LinkedIn for public relations purposes continues to increase and it is now a distant third to Twitter and Facebook with YouTube very close behind in fourth place. As Table 10 shows, Google+ continues to struggle in these measures.

Subjects also were asked several questions about public relations strategy and social media communication. Results indicate while most (76%) recommend using different messages for various social media platforms, only 57% of their organizations actually do disseminate different messages for different social media platforms.

SUMMARY AND CONCLUSIONS

Our ninth annual survey measuring how social and other emerging media are being used in public relations practice found practitioners continue to agree strongly that these new media are changing the way public relations is practiced. This impact continues to be much more pronounced for external than internal audiences. Although mean scores on

this item dipped slightly a year ago, results in 2014 contain the highest mean scores in the nine years we have been asking this question.

The major finding in this 2014 study involves Twitter narrowly replacing Facebook for the first time as the most frequently accessed new medium for public relations activities. LinkedIn and You Tube were the next most frequently used sites. This result involving Twitter and Facebook is very close. Twitter's mean score was 4.12 and Facebook's was 4.07. This question focused on how frequently subjects access specific new media sites as part of their work in public relations. Respondents were specifically asked not to count personal use on these sites.

For the third year in a row, this research found the influence of traditional mainstream news media continuing to weaken. Results also found considerably more support for the suggestions that blogs, social and other emerging media are enhancing public relations practice and that social and other emerging media continue to influence traditional mainstream media. The 2014 results found most (77%) recommend using different messages for various social media platforms, but only 57% of their organizations actually do disseminate different messages for different social media platforms. Results in 2014 also suggest the percentage of time public relations practitioners spend with blogs, social and other emerging media during their workdays is leveling off.

For the third year in a row, mean scores were significantly lower on the item asking if traditional mainstream media influence social and other emerging media. The 2014 results on this question represent the lowest mean scores recorded in the seven years we have been asking it. Two of the study's items during the past six years have been concerned with which organizational function is responsible for monitoring and

managing social and emerging media communication in organizations. Results show that although a clear majority believe this should be the responsibility of communications and public relations, the emergence of digital and/or social media departments certainly has lowered that percentage from where it was in the mid-to-lower 80s it between 2010 and 2012.

MEAN COMPARISON TABLES

These tables compare mean scores of various questions asked each year.

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 n=482	2007 n=476	2008 n=496	2009 n=574	2010 n=563	2011 n=479	2012 n=622	2013 n=378	2014 n=393
Communicates?	3.27	3.38	3.44	3.81	4.02	4.10	4.24	4.14	4.27
Handles external communication?	3.23	3.35	3.40	3.69	3.97	4.06	4.18	4.17	4.30
Handles internal communication?	3.01	3.06	3.06	3.22	3.05	3.14	3.21	3.08	3.17

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 these statements.

	2008 n=496	2009 n=574	2010 n=563	2011 n=479	2012 n=622	2013 n=378	2014 n=393
Social media and other emerging media have enhanced the practice of public relations?	3.69	3.94	4.09	4.06	4.24	4.21	4.27
Social media and emerging media influence the traditional mainstream media?	4.11	4.20	4.21	4.28	4.46	4.52	4.57
Traditional mainstream media influence social media and emerging media?	3.79	3.92	3.91	3.96	3.81	3.74	3.67

Table 3

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%
2013	1%	30%	34%	16%	14%	4%
2014	1%	28%	39%	21%	8%	3%

dna = Did not ask

Table 4

Responses to the question: “Which organizational function IS RESPONSIBLE for monitoring and managing social and emerging media communication in your organization?”

	Comm. or PR	Human Resources	Marketing	Digital/ SoMedia	Legal	Technology or IT	Don't Know	Not Assigned	Other
2009	64%	4%	20%	dna	3%	5%	2%	2%	4%
2010	81%	1%	21%	dna	2%	6%	3%	8%	7%
2011	83%	1%	23%	dna	1%	4%	2%	5%	9%
2012	85%	3%	26%	dna	1%	5%	7%	4%	6%
2013	69%	0%	10%	8%	0%	1%	2%	2%	8%
2014	64%	0%	15%	12%	0%	2%	4%	4%	4%

Note: Totals in years 2009 through 2012 equal more than 100% because respondents were permitted multiple responses in those years. Respondents were restricted to only one answer for this question in 2013. Additionally, the option of “Digital/ Social Media” function was listed on the 2013 questionnaire and received a response of 10%.

Table 5

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

	Comm. or PR	Human Resources	Marketing	Digital/ SoMedia	Legal	Technology or IT	Don't Know	No Function	Other
2009	85%	5%	22%	dna	4%	6%	3%	2%	7%
2010	94%	14%	20%	dna	4%	4%	1%	0%	3%
2011	93%	4%	19%	dna	4%	4%	0%	1%	13%
2012	92%	4%	22%	dna	4%	3%	0%	1%	6%
2013	74%	0%	4%	14%	1%	0%	0%	1%	5%
2014	77%	0%	4%	13%	0%	2%	0%	2%	4%

Note: Some percentages total more than 100% because subjects could select multiple responses

Table 6

Mean Analysis Comparisons between 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 n=574	2010 n=563	2011 n=479	2012 n=622	2013 n=378	2014 n=393
Blogs	3.35	3.31	3.22	3.31	3.21	3.52
Electronic Forums or Message Boards	3.06	2.94	2.64	2.67	2.49	2.56
Podcasts	2.82	2.54	2.43	2.32	2.30	2.28
Search Engine Marketing	3.62	3.61	3.61	3.68	3.59	3.63
Social Networks (Facebook, LinkedIn, etc.)	3.21	3.89	4.06	4.27	4.36	4.41
Micro-Blogging Sites (Twitter, etc.)	2.81	3.56	3.75	3.90	3.99	4.16
Video Sharing (YouTube, etc.)	3.19	3.57	3.72	3.77	4.04	4.01
Photo & content sharing Sites (Pinterest, Instagram, etc.)	dna	dna	dna	dns	3.10	3.18
Social Media Management Sites (Hootsuite, etc.)	dna	dna	dna	dna	dna	3.59
Bookmarking Management Sites (SpringPro, Evernote, Google Keep, etc.)	dna	dna	dna	dna	dna	2.31
Screencast Applications (Screenr, etc.)	dna	dna	dna	dna	dna	2.11
Enterprise Social Media Sites for Private Comm. Within an Organization (Yammer, etc.)	dna	dna	dna	dna	dna	2.35

dna = Did not ask

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 7

Mean Analysis Comparisons between 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 n=574	2010 n=563	2011 n=479	2012 n=622	2013 n=378	2014 n=393
Blogs	4.01	4.01	4.00	3.95	4.00	4.12
Electronic Forums or Message Boards	3.77	3.60	3.41	3.26	3.28	3.23
Podcasts	3.64	3.41	3.25	3.09	3.17	3.14
Search Engine Marketing	4.10	4.20	4.17	4.16	4.23	4.16
Social Networks (Facebook, LinkedIn, etc.)	3.65	4.26	4.26	4.48	4.55	4.60
Micro-Blogging Sites (Twitter, etc.)	3.48	4.05	4.09	4.24	4.38	4.48
Video Sharing (YouTube, etc.)	3.67	4.10	4.25	4.26	4.46	4.52
Photo & content sharing Sites (Pinterest, Instagram, etc.)	dna	dna	dna	dns	3.90	4.00
Social Media Management Sites (Hootsuite, etc.)	dna	dna	dna	dna	dna	3.97
Bookmarking Management Sites (SpringPro, Evernote, Google Keep, etc.)	dna	dna	dna	dna	dna	2.97
Screencast Applications (Screenr, etc.)	dna	dna	dna	dna	dna	2.81
Enterprise Social Media Sites for Private Comm. Within an Organization (Yammer, etc.)	dna	dna	dna	dna	dna	3.08

dna = Did not ask

Table 8

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).”:

2014

	How Important Are These Media in Your Orgs. PR Efforts	How Important Should They Be	Mean Difference
Blogs	3.52	4.12	-.60
Forums or Message Boards	2.56	3.24	-.67
Podcasts	2.28	3.14	-.86
Search Engine Marketing	3.63	4.16	-.53
Social Networks (Facebook, LinkedIn, Google+, etc.)	4.41	4.60	-.19
Micro-Blogging Sites (Twitter, etc.)	4.16	4.48	-.32
Video/Content Sharing (YouTube, Flickr, Instagram, etc.)	4.01	4.52	-.51
Photo and content sharing sites (Pinterest, Instagram, etc.)	3.18	4.00	-.82
Social Media Management Sites (Hootsuite, etc.)	3.59	3.97	-.38
Bookmarking Management Sites (SpringPro, Evernote, Google Keep, etc.)	2.31	2.97	-.66
Screencast Applications (Screenr, et.)	2.11	2.81	-.70
Enterprise Social Media Sites for Private Communication Within an Organization (Yammer, etc.)	2.35	3.08	-.73

2013

	How Important Are These Media in Your Orgs. PR Efforts	How Important Should They Be	Mean Difference
Blogs	3.21	4.00	-.79
Forums or Message Boards	2.49	3.28	-.79
Podcasts	2.30	3.18	-.77
Search Engine Marketing	3.59	4.23	-.64
Social Networks (Facebook, LinkedIn, etc.)	4.36	4.55	-.19
Micro-Blogging Sites (Twitter, etc.)	3.99	4.38	-.39
Video Sharing (YouTube, etc.)	4.04	4.46	-.42
Photo and content sharing sites (Pinterest, Instagram, etc.)	3.10	3.90	-.80

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 9

Responses to the question: “Please tell us how frequently you access each of the following social networking, micro-blogging and video sharing sites as part of your work in public relations.” Note: Subjects were asked not to count time spent for personal use.

2014						
	Very Infrequently	Infrequently	Neither Frequently nor Infrequently	Frequently	Very Frequently	Mean Score
Facebook	5.2%	6.7%	10.0%	30.5%	47.6%	4.09
LinkedIn	8.6%	13.1%	16.8%	33.2%	28.4%	3.60
My Space	88.0%	4.9%	5.6%	0.4%	1.1%	1.22
Google+	43.6%	20.3%	15.4%	16.5%	4.1%	2.17
Twitter	4.5%	4.85%	11.6%	30.2%	48.9%	4.14
Tumblr	57.2%	18.2%	18.2%	4.6%	1.9%	1.76
YouTube	6.8%	12.8%	24.4%	37.2%	18.8%	3.48
Flickr	43.2%	20.5%	20.5%	12.1%	3.8%	2.13
Pinterest	39.1%	20.3%	17.3%	17.3%	6.0%	2.31
Foursquare	63.9%	13.5%	13.9%	6.4%	2.3%	1.70
Sideshare	63.5%	12.4%	16.2%	7.5%	0.4%	1.69
Scribd	78.3%	8.0%	12.6%	1.1%	0.0%	1.37
Reddit	67.6%	11.7%	14.7%	5.3%	0.8%	1.60
Digg	72.8%	19.4%	13.6%	4.2%	0.0%	1.49
Instagram	38.4%	13.9%	15.4%	20.7%	11.7%	2.53
Hootsuite	34.6%	12.2%	12.9%	20.5%	19.8%	2.79
Screenr	81.1%	4.9%	12.5%	1.5%	0.0%	1.34
Yammer	77.2%	5.7%	11.8%	3.4%	1.9%	1.47
SpringPad	82.9%	5.7%	10.7%	0.8%	0.0%	1.29
Evernote	72.6%	6.5%	12.9%	4.2%	3.8%	1.60
Google Keep	79.9%	6.1%	12.9%	0.8%	0.4%	1.36
Social Bookmarking Sites	73.0%	8.4%	14.8%	3.42%	0.4%	1.50
prSpace	79.9%	6.1%	14.0%	0.0%	0.0%	1.34
PRnet	75.0%	7.6%	15.9%	1.1%	0.4%	1.44

Table 9 (Continued)

Note: 2014 was the first year Instagram, Hootsuite, Screenr, Yammer, SpringPad, Evernote and Google Keep were included in this question. 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.

2013						
	Very Infrequently	Infrequently	Neither Frequently nor Infrequently	Frequently	Very Frequently	Mean Score
Facebook	7%	6%	7%	32%	49%	4.09
LinkedIn	12%	17%	14%	40%	16%	3.31
My Space	94%	2%	3%	1%	0%	1.11
Twitter	8%	6%	8%	33%	46%	4.05
YouTube	6%	16%	23%	39%	16%	3.44
Google+	56%	19%	8%	11%	6%	1.92
Tumblr	66%	14%	13%	5%	2%	1.62
Pinterest	54%	12%	13%	16%	5%	2.06
Foursquare	66%	12%	8%	11%	4%	1.74
prSpace	90%	6%	4%	1%	0%	1.16
Prnet	80%	7%	6%	3%	1%	1.39

Table 9 (Continued)

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

Table 9 (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

Table 10

Mean Analysis Comparisons between responses to the question: “Please tell us how frequently you access each of the following social networking, micro-blogging and video sharing sites as part of your work in public relations.” Note: Subjects were asked not to count time spend for personal use.

	2010	2011	2012	2013	2014
Facebook	4.31	4.30	4.13	4.09	4.09
LinkedIn	3.44	3.63	3.34	3.31	3.60
My Space	1.38	1.19	1.12	1.11	1.22
Google+			2.15	1.92	2.17
Twitter	3.58	3.52	3.92	4.05	4.14
Tumblr			1.57	1.62	1.76
YouTube	3.35	3.36	3.39	3.44	3.48
Flickr					2.13
Pinterest			2.06	2.06	2.31
Foursquare			1.65	1.74	1.70
Sideshare					1.69
Scribd					1.37
Reddit					1.60
Digg					1.49
Instagram					2.53
Hootsuite					2.79
Screenr					1.34
Yammer					1.47
SpringPad					1.29
Evernote					1.60
Google Keep					1.36
Social Bookmarking Sites (e.g. Delicious.com)					1.40
prSpace			1.15	1.16	1.34
PRnet			1.31	1.39	1.44

REFERENCES

- Argenti, P.A. & Barnes, C.M. (2009), *Digital Strategies for Powerful Communications*. New York: McGraw Hill.
- Arthur W. Page Society (2007). *The Authentic Enterprise: An Arthur W. Page Society Report*. Retrieved from <http://www.awpagesociety.com/images/uploads/2007AuthenticEnterprise.pdf>.
- Arthur W. Page Society (2012). *Building Belief: A New Model for Activating Corporate Character and Authentic Advocacy*. Retrieved from <http://www.awpagesociety.com/wp-content/uploads/2012/03/Building-Belief-New-Model-for-Corp-Comms-2012.pdf>.
- Boston Magazine. (2009). With its last daily edition, the Monitor makes a first. *Boston Magazine*. P. 32. March.
- Bortree, D.S. & Seltzer, T. (2009). Dialogic strategies and outcomes: An analysis of environmental advocacy groups' Facebook profiles. *Public Relations Review*, Vol. 35, No. 3, pp. 317-319.
- Bowen, S.A. (2010). An examination of applied ethics and stakeholder management on top corporate websites. *Public Relations Journal*, Vol. 4, No. 1, Winter, 2010. Retrieved from http://www.prsa.org/SearchResults/download/6D-040101/1012/An_Examination_of_Applied_Ethics_and_Stakeholder_M.
- Coombs, W.T. (2012). *Ongoing crisis communication: Planning, managing, and responding* (3rd ed.). Thousand Oaks, CA: Sage.
- DiStaso, M.W. (2012). Measuring public relations Wikipedia engagement: How bright is the rule? *Public Relations Journal*, Vol. 6, No. 2, Spring, 2012. Retrieved from <http://www.prsa.org/Intelligence/PRJournal/Documents/2012DiStaso.pdf>.
- DiStaso, M.W; McCorkindale, T. and Wright, D.K. (2011). "How public relations executives perceive and measure the impact of social media in their organizations," *Public Relations Review* (Vol. 37, No. 3; Summer 2011), pp. 325-328.
- Dougall, E. (2006). Tracking organization-public relationships over time: A framework for longitudinal research. *Public Relations Review* (32), 174-176.
- Eberwein, E. (2010) What Southwest Airlines learned about media use during the 'Landing on the Hudson.' Remarks to the Public Relations Executive Forum, Chicago. May 6.

Gainey, B.S. (2012). What's your status? A study of new media communication by the public sector in crisis response. In S. Duhé (Ed.), *New media and public relations*, (2nd Ed., pp. 287-292). New York: Peter Lang.

Grunig, J.E. (2009). Paradigms of global public relations in an age of digitalization. *Prism*, Vol. 6, No. 2. Retrieved from <http://www.prismjournal.org/>.

Kelly, G. (2009). Remarks to the Arthur W. Page Society. Chicago. September 15.

Laskin, A. V. (2010) *Managing investor relations: Strategies for effective communication*. New York: Business Expert Press.

Laskin, A.V. (2012). Social media and investor relations. In S. Duhé (Ed.), *New media and public relations*, (2nd Ed., pp. 105-113). New York: Peter Lang.

Liu, B.F. (2010). Distinguishing how elite newspapers and A-list blogs cover crises: Insights for managing crises online. *Public Relations Review*, Vol. 36, No. 1, pp. 28-34.

McCorkindale, T.C. (2010). Can you see the writing on my wall? A content analysis of the Fortune 50's Facebook social networking sites. *Public Relations Journal*, Vol. 4, No. 3, Summer, 2010. Retrieved from <http://www.prsa.org/Intelligence/PRJournal/Documents/2010McCorkindale.pdf>.

Media and Public Opinion Research Group (2013). Where do Americans get their news? April 12. Retrieved from <http://www.mpopost.com/where-do-americans-get-their-news-1002>.

Newspaper Death Watch (2012). New newspaper watch gets nasty. (June 8). Retrieved from <http://newspaperdeathwatch.com/>.

Newspaper Death Watch (2013). Publisher threatens to close Newark *Star-Ledger*. (June 27). Retrieved from <http://newspaperdeathwatch.com/>.

Newspaper Death Watch (2013). Growth in circ revenues can't offset ongoing print ad decline. (April 23). Retrieved from <http://newspaperdeathwatch.com/>.

O'Brien, Keith. (2009). Companies should consider value before jumping into social media. *PR Week*. p. 9. March 23.

Paine, K.D. (2009a), "Thoughts on social media and public relations. Retrieved from http://kdpaine.blogs.com/kdpaines_pr_m/2009/03/thoughts-on-social-media-and-pr.html.

Payne, K.D. (2009b). Much ado about something: Web 2.0 acceptance and use by public relations practitioners. Paper presented to the 12th Annual International Public Relations Research Conference, Coral Gables, Florida March 13.

Paine, K.D. (2009c). How to set benchmarks in social media: Exploratory research for social media. Paper presented to the 12th Annual International Public Relations Research Conference, Coral Gables, Florida March 13.

Pew Research Center (2005). Internet and American life project. Retrieved from <http://www.pewInternet.org/>.

Pew Research Center (2008). Key news audiences now blend online and traditional sources. Retrieved from <http://people-press.org/reports/pdf/444.pdf>.

Pew Research Center (2012). Digital Differences: A Report of the Pew Internet & American Life Project. Retrieved from <http://pewinternet.org/Reports/2012/Digital-differences/Main-Report/Internet-adoption-over-time.aspx>. (April 13).

Pew Research Center (2013). Amid criticism, support for media's 'Watchdog' role stands out. (August 8). Retrieved from: <http://www.people-press.org/files/legacy-pdf/8-8-2013%20Media%20Attitudes%20Release.pdf>

Ruh, S. and Magallon, F. (2009). Examining the impact of social networking sites upon deployed U.S. Navy sailors. Paper presented to the 12th Annual International Public Relations Research Conference, Coral Gables, Florida March 12.

Saad, L. (2013). TV is Americans' main source of news. Gallup Research Report. Retrieved from <http://www.gallup.com/poll/163412/americans-main-source-news.aspx>.

University of Southern California (2011). 2011 Digital future report. Retrieved from <http://www.digitalcenter.org>.

Wright, D.K. (1998). *Corporate Communications Policy Concerning the Internet: A Survey of the Nation's Senior Level, Corporate Public Relations Officers*. Gainesville, Florida: The Institute for Public Relations and MCI Communications Corporation.

Wright, D.K. (2001). *The Magic Communication Machine: Examining the Internet's Impact on Public Relations, Journalism, and the Public*. Gainesville, Florida: Institute for Public Relations and MCI Communications Corporation.

Wright, D.K. and Hinson, M.D. (2006a). How blogs are changing employee communication: Strategic questions for corporate public relations. Paper presented to the Public Relations Society of America International Conference, Salt Lake City Utah, November 12.

Wright D.K. and Hinson, M.D. (2006b). Weblogs and employee communication: Ethical questions for corporate public relations. Paper presented to the 9th Annual International Public Relations Research Conference, South Miami, Florida, March 10.

Wright D.K. and Hinson, M.D. (2007a). Assessing the impact blogs and social media are having on the communication process. Paper presented to the Educators Academy, Public Relations Society of America International Conference, Philadelphia, Pennsylvania, October 28.

Wright D.K. and Hinson, M.D. (2007b). Technology's impact on communication theory: Rethinking traditional communication models. Paper presented to the 10th Annual International Public Relations Research Conference, South Miami, Florida, March 9.

Wright, D.K. and Hinson, M.D. (2008a). Studying the impact of the new technologies on the practice of public relations. Presentation to the Public Relations Society of America International Conference, Detroit, Michigan, October 26.

Wright, D.K. and Hinson, M.D. (2008b). Examining the increasing impact of social media on public relations practice. Paper presented to the 12th Annual International Public Relations Research Conference, Coral Gables, Florida, March 7.

Wright, D.K. and Hinson, M.D. (2008c). How the new technologies are changing public relations: Public Relations Executive Forum, c-sponsored by the Arthur W. Page Society and the Institute for Public Relations, Chicago, Illinois, May 9.

Wright, D.K. and Hinson, M.D. (2008d). Examining the increasing impact of social media on public relations practice. Paper presented to the 11th Annual International Public Relations Research Conference, Coral Gables, Florida, March 8.

Wright, D.K. and Hinson, M.D. (2008e). How blogs and social media are changing public relations and the way it is practiced. *Public Relations Journal*, Vol. 2, No. 2, Spring, 2008. Retrieved from <http://www.prsa.org/prjournal/spring08.html>.

Wright, D.K. and Hinson, M.D. (2009a). An updated look at the impact of social media on public relations practice. *Public Relations Journal*, Vol. 2, No. 2, Spring, 2009. Retrieved from http://www.prsa.org/Intelligence/PRJournal/Spring_09/.

Wright, D.K. and Hinson, M.D. (2009b). Examining how public relations practitioners actually are using social media. *Public Relations Journal*, Vol. 2, No. 3, Summer, 2009. Retrieved from http://www.prsa.org/Intelligence/PRJournal/Summer_09/.

Wright, D.K. and Hinson, M.D. (2009c). An analysis of social media use in public relations. Paper presented paper to the BledCom Symposium, Bled, Slovenia, July 4.

Wright, D.K. and Hinson, M.D. (2009d). An analysis of the increasing impact of social and other new media on public relations practice. Paper presented to the 12th Annual International Public Relations Research Conference, Coral Gables, Florida, March 7.

Wright, D.K. and Hinson, M.D. (2010a). An analysis of New Communications Media Use in Public Relations: Results of a Five-Year Trend Study, *Public Relations Journal* (Vol. 4, No. 2; Spring, 2010). Retrieved from http://www.prsa.org/SearchResults/download/6D-040202/0/An_Analysis_of_New_Communications_Media_Use_in_Pub?

Wright, D.K. and Hinson, M.D. (2010b). How new communications media are being used in public relations: A longitudinal analysis,” *Public Relations Journal* (Vol. 4, No. 3; Summer, 2010). Retrieved from http://www.prsa.org/Intelligence/PRJournal/Documents/how_new_communications_media_are_being_used_in_pr.pdf

Wright, D.K. and Hinson, M.D. (2010c). An updated look at new media use in public relations practice: Results of a five-year trend study. Paper presented to the 13th Annual International Public Relations Research Conference, Coral Gables, Florida, March 7, 2010.

Wright, D.K. and Hinson, M.D. (2010d). A longitudinal analysis of changes in new communications media use by public relations practitioners: A two-year trend study. Paper presented to the Association for Education in Journalism and Mass Communication, Denver, Colorado, August 6.

Wright, D.K. and Hinson, M.D. (2010e). How social media actually is being used in public relations practice,” presentation to the Public Relations Society of America International Conference, Washington, DC, October 18.

Wright D.K. and Hinson, M.D. (2011a). Additional exploration about the impact of social media and other new technologies on public relations. Paper presented to the 14th Annual International Public Relations Research Conference, Coral Gables, Florida, March 11.

Wright D.K. and Hinson, M.D. (2011b). A three-year longitudinal analysis trend study measuring new communications media use by public relations practitioners. A paper presented to the Annual Conference of the Public Relations Division of the Association for Education in Journalism and Mass Communication, St. Louis, Missouri, August 11.

Wright, D.K. and Hinson, M.D. (2011c). “A three-year longitudinal analysis of social and emerging media use in public relations practice,” *Public Relations Journal* (Vol. 5, No. 3; Summer, 2011). Retrieved from <http://www.prsa.org/Intelligence/PRJournal/Documents/2011WrightHinson.pdf>.

Wright D.K. and Hinson, M.D. (2012a). A four-year longitudinal analysis measuring social and emerging media use in public relations practice. Paper presented to the 15th Annual International Public Relations Research Conference, Coral Gables, Florida, March 9.

Wright, D.K. and Hinson, M.D. (2012b). "Examining how social and emerging media have been used in public relations practice between 2006 and 2012: A longitudinal analysis," *Public Relations Journal* (Vol. 6, No. 4; Summer, 2012). Retrieved from <http://www.prsa.org/Intelligence/PRJournal/Documents/2012WrightHinson.pdf>.

Wright D.K. and Hinson, M.D. (2013a). Measuring Social and Emerging Media Use in Public Relations Practice: Insights Based Upon an Eight Year Longitudinal Analysis. Paper presented to the 17th Annual International Public Relations Research Conference, Coral Gables, Florida, March 8.

Wright, D.K. and Hinson, M.D. (2013b). "An updated examination of social and emerging media use in public relations practice: A longitudinal analysis between 2006 and 2013," *Public Relations Journal* (Vol. 7, No. 3; Summer, 2013). Retrieved from http://www.prsa.org/Intelligence/PRJournal/Documents/how_new_communications_media_are_being_used_in_pr.pdf

Wright D.K. and Hinson, M.D. (2014). A nine-year longitudinal analysis tracking and Measuring social and emerging media use in public relations practice. Paper presented to the 17th Annual International Public Relations Research Conference, Coral Gables, Florida, March 6.