

***Public Relations Journal* Editor's Introduction**

Welcome to Volume 12 Issue 2 of *Public Relations Journal*. This issue focuses on the future of communication as a strategic function in both practice and scholarship. The authors here highlight how social media and online communication can impact our everyday lives, create engagement and the importance of peer employee communication.

In *Work-Life Balance 2.0? An Examination of Social Media Management Practice and Agency Employee Coping Strategies in a 24/7 Social World*, Nathan Gilkerson, Betsy Anderson, and Rebecca Swenson examine the implications of working in a social world that is constantly connected and how that might impact their lives. The heavy increase of both expectations and workflow seems to be soaring for public relations professionals.

Patrick Thelen and Rita Men present a case study of how a higher education institutions can use social media to develop relationships and present the humanity in administration. *Strategic Use of Facebook for Public Engagement in Higher Education Institutions* provides insights and implications for those taking the lead in trying to engage online.

Finally, in the third article, *What Makes the Grapevine So Effective? An Employee Perspective on Employee-organization communication and Peer-to-peer Communication*, the authors use in-depth interviews to better understand the use of formal and informal communication between employees and their organizations. Katy Robinson and Patrick Thelen expand the internal communication literature to offer insights on how peer-networks can help organizations communicate strategically.

I would like to extend my deepest thanks to the following reviewers for their service on this issue:

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Thank you for reading and for your support for *Public Relations Journal*.

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Editor-in-Chief