

# The Role Of Today's PR Is Best Define As One Of Connector

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Loving Social Media Networking

SAN FRANCISCO ( [RPRN](#))  
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- When properly used and understood, digital tools reinforce the strength, influence and impact to media relations traditional approach. It is more important than ever to know how to develop a key message, but instead of ‘pitching’ a story to a journalist, use your

great writing skills for storytelling in a clear and concise manner. Or a photo. A video. A microblog. But certainly do not limit yourself to a press release. Think content, think and be creative.

It is not enough that your message can be delivered in a tweet, an image, or a news release. Create content with heart. Entertain, educate, inform. The keyword here is ‘connect’, grab your audience wholeheartedly. All the Twitter followers in the world mean nothing if the PR practitioners has not developed these skills or know who to [ask for help](#). On the other hand, one must avoid rushing into the social media bandwagon and avoid “sloppy social”. The role of [today's PR](#) is best define as one of ‘connector’ as it applies to social media platforms and journalists, easing the your voice to the digital sphere to be clearly heard and converse with its target audience.

All digital PR strategy includes search

engine optimization, blogging/blogger relations and social media, in addition to developing, implementing and managing a Social Talk outreach.

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