

SOCIAL MEDIA



HACKS vs. FLAKS

A comparison on the way journalists and PRs use social media and how it affects their working relationship.

LEVEL OF KNOWLEDGE ON SOCIAL MEDIA

JOURNALISTS
82.2%



PR PROFESSIONALS
82.8%

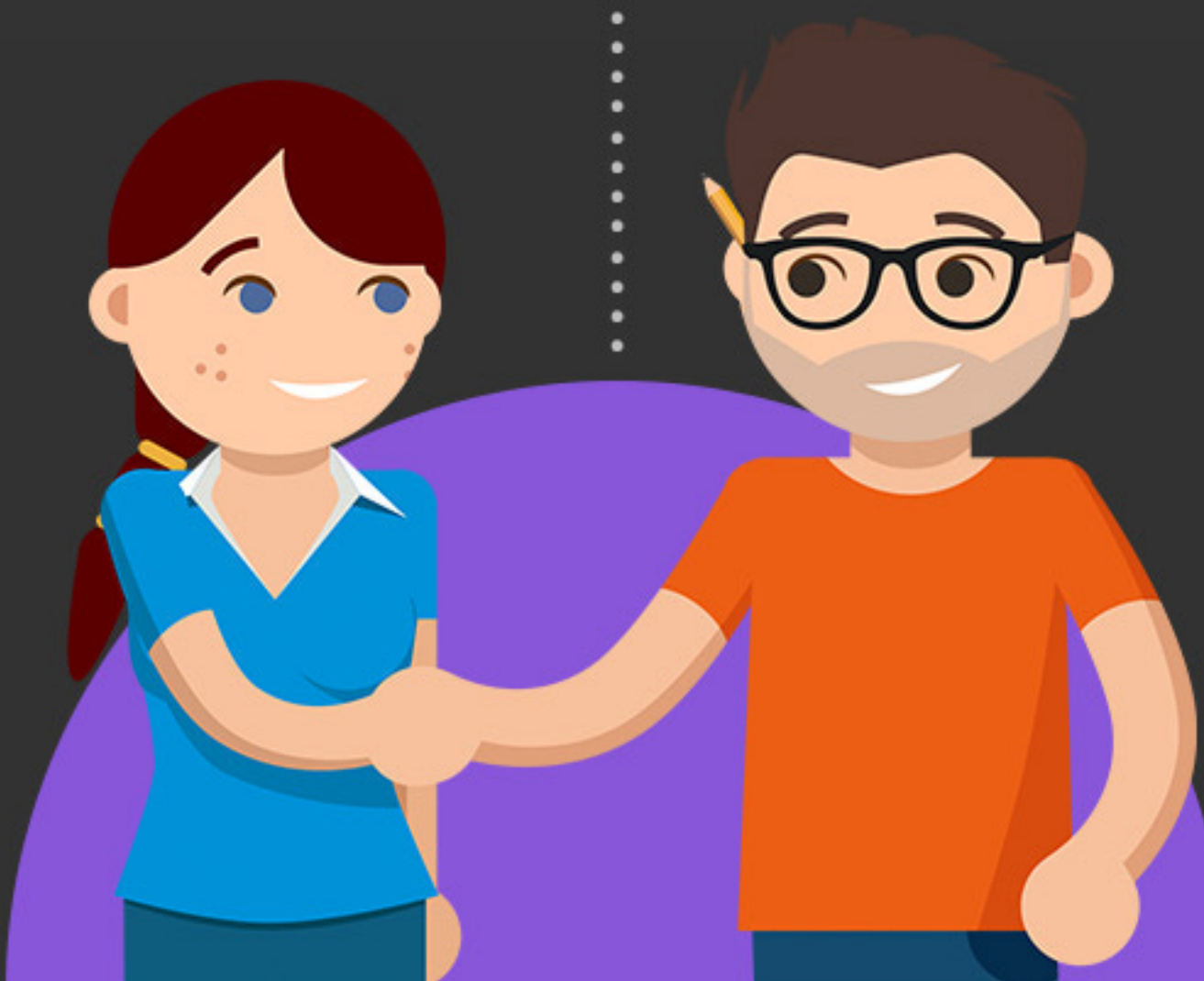


COMMUNICATION WITH MEDIA PROFESSIONALS

HOW PRS CONTACT JOURNALISTS

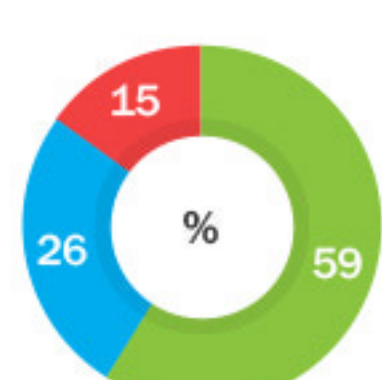
HOW JOURNALISTS PREFER TO BE CONTACTED BY PR

Face-to-face	8%	8%
Telephone	55%	23%
Newswires	8%	5%
Email	89%	84%
Social media	30%	34%
Post/hardcopy	2%	8%

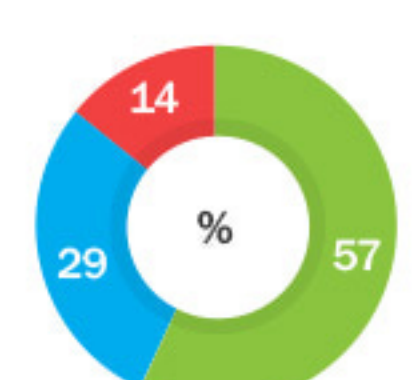


PRs' VIEWS ON JOURNALISTS

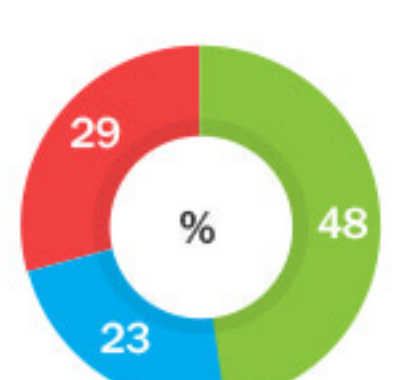
"I am happy with my relationship with media professionals"



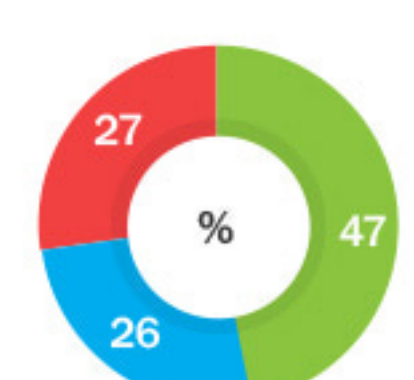
"Media professionals are receptive to being contacted on social media"



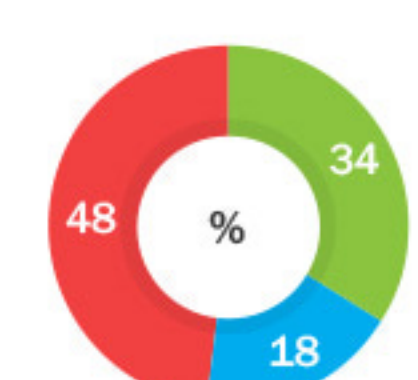
"I am likely to pitch a story on social media"



"Media professionals are less reliant on PRs because of social media"



"Journalists are no longer as important to me as I can reach my audience directly"



DISAGREE

AMBIVALENT

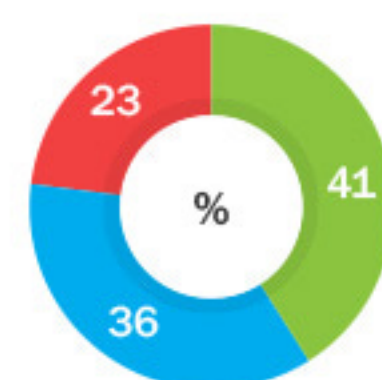
AGREE



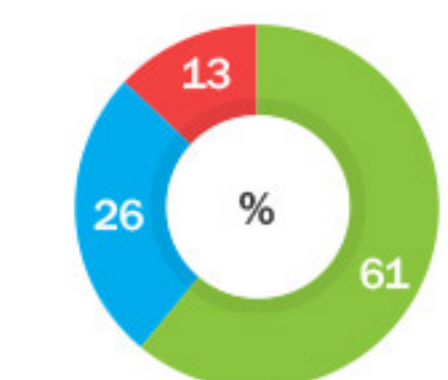
JOURNALISTS' VIEWS ON PRs

Journalists are less reliant on PR because of social media

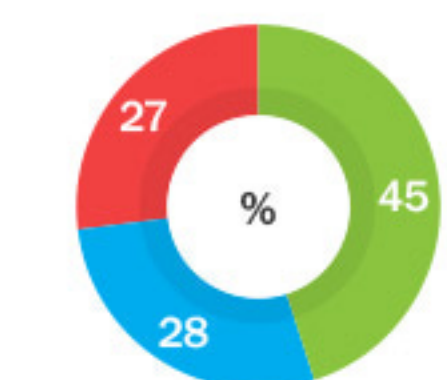
"PR information enhances the quality of reporting"



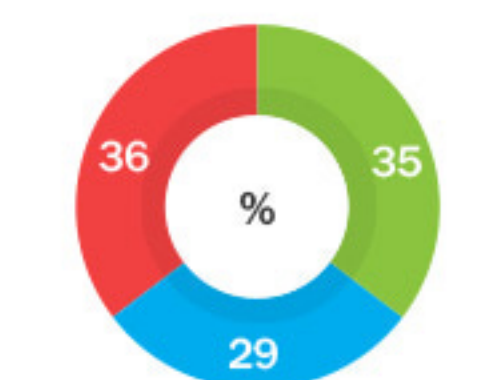
"I am happy with my relationship with PR practitioners"



"PR practitioners are a reliable source of stories"



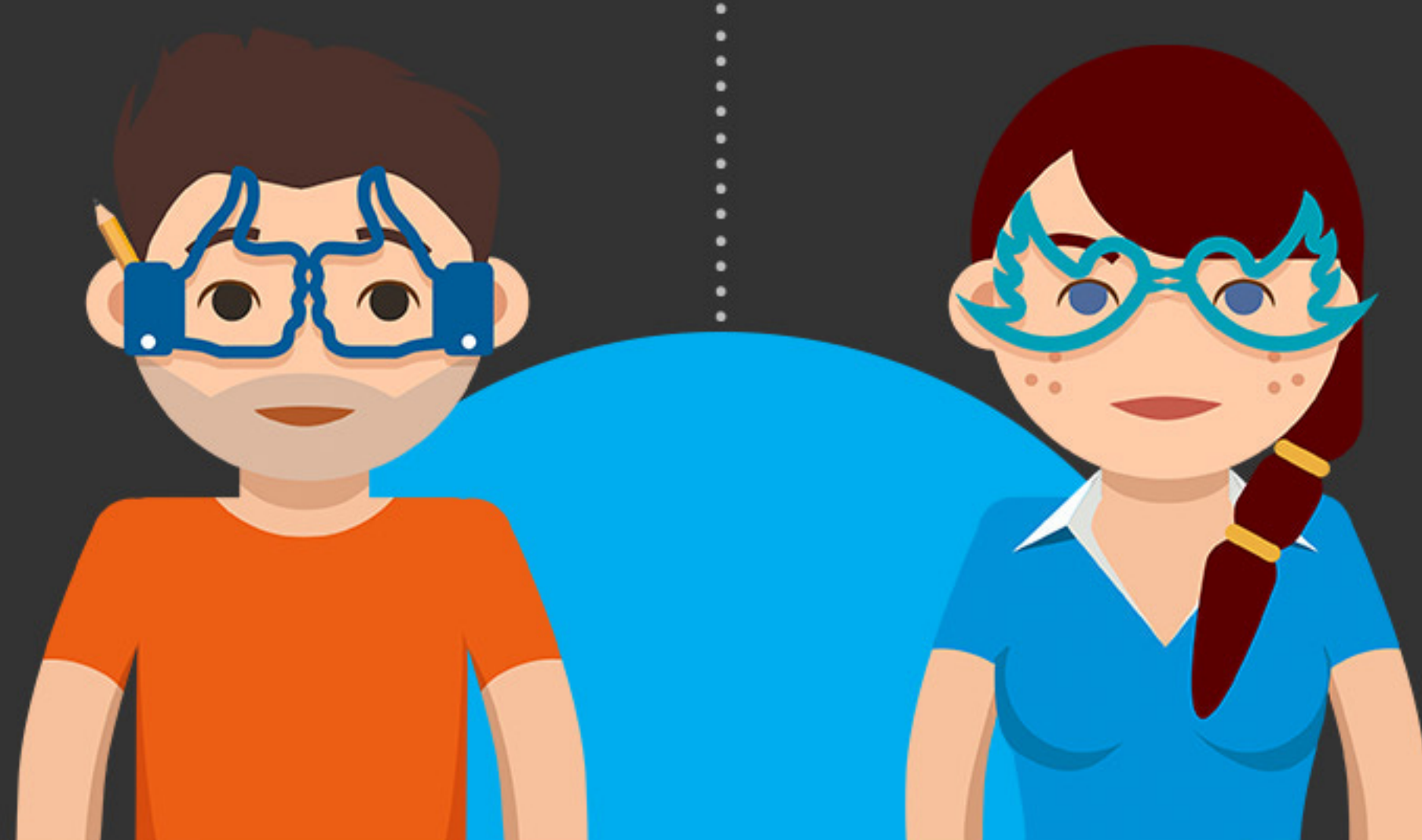
"Because of social media I am less reliant on PR professionals"



DISAGREE

AMBIVALENT

AGREE



COMPARISON ON THE WAY PR & JOURNALISTS VIEW SOCIAL MEDIA

AGREE	JOURNALISTS	PR PROFESSIONALS
I would not be able to carry out my work without social media	54%	61%
Social media has improved the productivity of my work	58%	64%
My workload has decreased because of social media	11%	13%
I have serious concerns over privacy and data security	49%	32%
Journalism/PR today is more about conversations than pushing out information/news to audiences	41%	69%
Because of social media I am less reliant on PR/media professionals	35%	47%

Read all about how UK PRs use social media and how it impacts their media relationships.

Download the full report at: <http://www.cision.com/uk/socialpr2015/>