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# PR and social media

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# Traditional media/Journalism has played out its role

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- “ It’s a possibility, I don’t have to stand in line and await the journalists good will. It’s easier to find ways for my client to reach out to the audience”
- “ We don’t employ people with journalistic background any more because they don’t know how to commodify social media. The journalistic sphere is small nowadays and we manage to handle and use it. They are not as important as they used to be. They are a small part among other relevant parts: internet, politicians, members, customers...”



# The future of journalism

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“ The journalistic product will continuously lose value, from our (PR) perspective. But as a citizen I really hope there will be a solution to this decline. No one seems to take this decline seriously, there are no efforts to revitalize the journalistic product /.../ But I think it will be quite profitable for us (the PR industry)



# PR consultants are the moral safeguards of client organizations

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”...suddenly there is a different tone when you open Customer Service on Facebook. Customers are used to being quick and playful on social media.

So what is an organisation supposed to do when someone is writing that Skånetrafiken is so bad that you just want to puke? Is the company supposed to write *'thank you for your comment'* or *'up yours'*. To find the right tonality on social media has been one of the major challenges I guess...”



# PR consultants are the moral safeguards of client organizations

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“ It changes our role because we constantly have to remind the client to look over the whole process. If there is something rotten, it will get out sooner or later”



# The public has become the major scrutinizer

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“ A more cynical way to look at it is the more everyone is being scrutinized, the more money we earn on media training”



# Social media is good for business but is it good for society?

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“ Just because journalism is in decline does not mean that we are going to close down our business. We are changing with the development and so far it has been good business. We don't have any self interest in either the one way or the other. Our goal lies in our clients' business goals and nowhere else.”





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