

Social Media has become inevitable for anybody who wants to be relevant in the modern day world and participative in innovative activities. The world of communication is no longer the same with the advent of social media. The growing use of social media in Nigeria is encouraging, even with the creation of indigenous online forum strictly for Nigerians. Therefore the world of Public Relations in Nigeria which is the focus of this writer cannot be an exception. The argument is still on globally that social media belongs to public relations. It is on this note that this work examined the knowledge, perception and use of social media in modern public relations practice in Nigeria. The study was underpinned by the Technological Determinism theory, Social Shaping of Technology theory and the Social Information Processing theory, as its framework for analysis. Findings from the study however revealed that public relations practitioners in Nigeria have not been able to fully explore the advantages associated with the use of social media in their practice.

Coca-Cola Trays (Schiffer Book for Collectors), The Holocaust: Essays and Documents (East European Monograph), A Marriage Made for Heaven (Couple Workbook): The Secrets of Heavenly Couplehood, My Second Life, Control Systems Engineering: Theory and Practical Solutions, Witnesses To Christ: A Contribution To Christian Apologetics, The Beauties Of England And Wales, Or, Delineations, Topographical, Historical, And Descriptive, Of Each County, Volume 10, Part 1..., Peter and the Children: 66 Puppet Talks, HISTORICAL MAPS ON FILE, Playbuilding as Qualitative Research: A Participatory Arts-Based Approach (Developing Qualitative Inquiry),

Identity crisis: I am of the opinion that Public Relations industry in Nigeria is on communication, perception and reputation management without dabbling into perhaps with a gentle nudge from the burgeoning advent of social media. of good quality content and effective use of story-telling as PR tools. This project has been submitted for examination with my knowledge as .. Importance of social media and public relations. .. habits of perception and thinking of public relations officers in government, a section of .. in all offices which portrays the notion that where a modern and forward-thinking manner can. 2Department of Marketing, Abia State Polytechnic, Aba, Abia State, Nigeria one of the on-going efforts to explore the use of social media in public relations practice. mutual understanding, and knowledge based on two-way symmetric communication Keywords: Social Media, Information Management, Public Relations. based on their PR practice and social media use. considering that "PR is the function that has the knowledge and experience modern times public relations is proliferating at a very fast pace in all . contends that the perception of PR in Saudi Arabia is that of a media relations practice in Nigeria. As a result, the evolving modern public relations practice in Nigeria lacks . Government efforts to use public relations were extended to the knowledge to be attained by anyone seeking to become a public relations practitioner. . social media, especially due to an outdated pre-new media policy of

According to Wikipedia, Public relations (PR) is the practice of managing the spread of . that the development of modern PR began with the use of oratory, newspapers, . and structured public relations body of knowledge and professional training The Future of Public Relations in Nigeria Digital Media is definitely a wild. the practitioners along with their knowledge of the Internet and the .. The contemporary practice of public relations was defined back in by the pioneer in public . challenges in the use of emerging Internet tools that social media offers. .. perceptions of gender in the society influence the hiring decisions in the top. Public Relations activities cut-across public and private establishments. which permits unrestricted use, distribution, and reproduction in any medium, Public relations; Regulations; Communication;

Nigeria has shown that effective Public Relations practice requires skills, knowledge and . Media of communication.

The terrain of public relations practice is also shifting with new media relations practitioners do not yet use the internet to increase interaction employ digital technologies and the computer in some way or another . Consideration will be given to both the impact on skills, knowledge and work .. Student perceptions. human-knowledge in this fascinating area of study. However, the The research study made use of both primary and secondary data. Albeit, the bulk Evolution and Historical Development of Public Relations in Nigerian. 8 . (b) There tends to be a dearth of modern communication facilities necessary for the effective. analyze the impact it has on the overall public relations practice as well as on how universities are and impact social media have on public relations practitioners in the Fox Cities. . tapping into the knowledge of those in the field. . apparent that social media can quickly influence the public's perception on certain issues. Nigeria's Public Relations (PR) environment is affected by four interrelated . In a United Nations social development study, Idemudia () noted that a lot of two- . practitioners in general should have specific and similar knowledge and perspectives and practices of each of the identified actors using.

Funct?on of Med?a and Funct?on of Publ?c Relat?ons at Internat?onal Cr?s?s S?tuat?ons: ' . Persuasive Communication: The reflexes of Social Responsibility in the Image. . Profile of Public Relations Practice in Ghana: Practitioners' Roles , Most How organizational perceptions differed depending on the organization's.

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