

#DigitalPR Twitter Chat

It would appear that the corporate pendulum is swinging away from marketing as the place for digital and social media to PR.

More than half (51%) of marketing and advertising execs polled in November 2015 said the PR team is best suited to handle social media activity. This is up from 39% in 2013. Only 28% picked the marketing department. (Study by The Creative Group.) This makes perfect sense, since social media is about communicating with and engaging your audience.

There are [new skills PR pros need to learn](#) in order to be the team of choice for all things Digital. With this in mind [Digital PR Agency](#) Meritus Media is launching a new Twitter chat for PR folk – the #DigitalPR chat. It will be held every Friday at 10 am Pacific, 1 pm Eastern starting February 5, 2016.



The chat is hosted by Digital PR pioneer Sally Falkow – a 2015 Top 50 Twitter PR influencers (Cision.) She will be inviting industry expert and influencers to participate and share their Digital PR knowledge and insights on the weekly chat.

Where: Twitter

When: Fridays 10 am Pacific, 1 PM Eastern