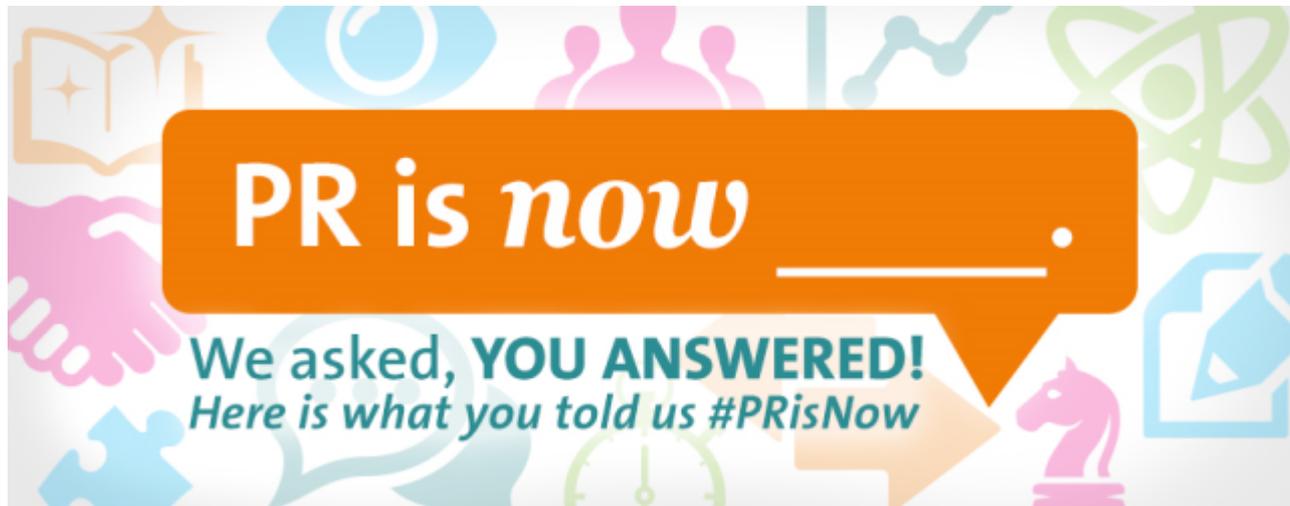


The Future of Public Relations Is Now (INFOGRAPHIC)



The practice of public relations has undergone a dramatic transformation over the past five years, a result of digital media's disruption of traditional communications channels.

And for those five years, we've chronicled and analyzed this evolution on Beyond PR. If you dig into our archives, you'll find that our very first blog post, published on October 14, 2010, was a look at how to write press releases for Twitter.

Beyond witnessing PR's growth, though, we've also walked this journey with you.

Along with the rest of the industry, we have adapted and expanded our own corporate communications and marketing programs – and continue to do so.

Tools and tactics have evolved and in some cases been replaced with others. [Audiences have exploded](#) as PR professionals now have the means to share their organization's story not just

with the media as intermediaries, but directly with customers, investors, industry advocates, and countless others.

Even [the definition of “newsworthiness”](#) – something long considered a core concept within public relations – has expanded. Thanks to the unique earned media opportunities afforded by today’s digital, social, and mobile environments, content that was once thought of as not newsworthy enough to pitch to media, can now play a role in connecting with influencers.

To keep up with all of this content, the PR industry has had to up its game. We’ve been called to create higher-quality and [more visual content](#) specifically tailored to our target audience’s needs in real-time.

And in a clear integration with marketing, today’s PR demands [a much deeper understanding of analytics and attribution](#) to help public relations professionals produce more measurable business results.

On the one hand, all of this change is energizing to experience. However, there are moments when it can be confusing and downright exhausting.

The definition of earned media has changed. Learn how to earn the attention your brand deserves by downloading

Redefining Newsworthiness: New Earned Media Opportunities for Your Brand



[Click here](#) to read the full post on

BEYOND PR.