PR-Management and Branding of Media Channels with the Application of Social Networks

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Summary

The relevance of intelligence involves the definition of such communication systems of PR-management and branding of media channels with the use of social networks, which are already implemented in practice by modern representatives of professional PR product. The purpose of the investigation is to determine the system of implementation of technologies of PR-management and branding of media channels with the use of social networks based on a survey of PR and brand of different media channels on the basis of a survey of brand managers and PR. 980 respondents from Ukraine took part in the survey. The survey was conducted on the Google-forms platform. The results outline a list of the most popular social networks and messengers for the implementation of PR management and branding technologies, including Facebook, Twitter, Google, LinkedIn, Tumblr; Telegram, WhatsApp, Viber, Skype. It is determined that the criteria of branding analysis are informativeness, centralization/distribution, content, feedback intensity. Identified 2 prospects for the development of branding in an interactive media environment (creation of a presentation system; integration of websites of social media and companies in universal centers). The criteria of general importance of the factors influencing the behavioral intention of consumers to use social media channels are presented (satisfaction, accessibility, perceived usefulness, trust, ease of use, attitude, social influence, self-efficacy). The meaning of the content of social media channels (public, informational and communication) is indicated. The practical significance of the study was to present the links between the criteria, development prospects and the values of branding factors.

Key words: PR-management, branding, media channel, social network, virtual reality, product advertising.

1. Introduction

The world of technology is working to make society more interconnected at different levels. Marketing through all media channels is a way to maintain such a connection. New startups need to realize that the future of marketing is social, it is waiting for the transition from virtual reality to augmented reality. Many firms are now entering into a virtual dialogue with stakeholders to communicate their economic, social and environmental impact on society. However, the use of social media as a form of dissemination of information in the field of corporate social responsibility communication still remains an under-explored research topic.

On this basis, the relevance of intelligence involves the definition of such communication systems PR-management and branding of media channels with the use of social networks, which are already implemented in practice by modern representatives of professional PR product and are effective in terms of marketing moves.

2. Literature Review

The digital marketing is a young scientific discipline that is still evolving. New technologies improve the functionality of advertising platforms and formats by influencing purchasing patterns and influencing the variability of targeting options. Marketing managers need to keep in touch with all these new trends [1]. An overview of all the digital variables that affect the effectiveness of brand communication helps marketing managers understand the connections and connections between them and better focus on digital media creativity.

Companies use social media platforms to disclose corporate social responsibility practices in order to engage stakeholders in persuasive and ongoing virtual dialogues, comparing the extent to which socially responsible and irresponsible companies use social media platforms to communicate their social responsibility initiatives and activities [2].

According to Vakku, Sasim & Stepanova, the demand for social networks is growing every year, and the sites themselves are constantly evolving, trying to include in their functionality everything necessary for users [3]. The most popular online platforms today are social networks and messengers. This is where users spend most of their time online; here any product gets access to a huge number of tools that help it reach the target audience. Not surprisingly, the media did not leave behind social networks. Today, the vast majority of print and Internet publications,

TV channels and radio stations have a so-called representation on social networks.

Robson, Hearst, Kau & Pierce in their scientific work investigate the effectiveness of use social networks to promote public research projects through crowdsourcing. They compare this method with a set of traditional media (press releases, news or something) [4].

Today, media companies face a competitive market environment characterized by huge structural changes due to new technologies, convergence and an audience that increasingly chooses new media channels that provide the desired information at the right time and place compared to traditional media channels. On social media platforms, consumers discuss companies, their brands, products and services, and rely on direct dialogue with content producers. Even without these transformations, branding media products and services is a challenge due to their specific properties (experience and product reliability) [5].

Burlacioiu, Boboc, Mitruţ & Simu are convinced that finding the main factors influencing brand performance is a challenge for every marketing manager and researcher working in the field of branding investment [6].

In terms of the functionality of social networks, augmented reality offers a number of opportunities. This technology is a catalyst for digital integration with the real world. Marketers need to be aware of the many options for influencing the factor [7] and understand the implications and consequences of the new paradigm. Although traditional media cannot and should not be ignored, startups can benefit both in terms of cost and reach using fast-growing non-traditional and digital media platforms. Startups can use a combination of different media channels to create a brand and succeed [8].

Shalman [9] says that the consequence of the globalization of the information space, increasing the number of media channels, expanding the network and modernized media systems is competition in the media industry [10], which is constantly growing.

It is also important to analyze the importance of travel social media channels (Trytoursumer), as they are of great importance for the exchange of tourist content, tourist entertainment, tourism cooperation [11].

An important issue in PR-management and branding of media channels using social networks is understanding the role of ethical marketers [12], who can assess in detail how communication is born and evaluated, as well as how ethical behavior is reproduced in channels [13]. Functional workload of ethical marketers: to find problem areas, to trace communication, starting from the planning phase and the process of developing creative and messages, to the choice of channel and approval of communications. When unethical behavior and bad judgment are exposed through PR, digital marketing, and social media communication, the process of addressing these issues is no longer limited to specific channels and is almost impossible to contain.

Preventing negativity and applying ethics through media channels can significantly help improve PR services.

Woo, Ahn, Lee & Koo believe that there is a list of factors, which determine the means of communication that affect a particular consumer, who decides to buy a particular product [14]. Media channels that encourage a particular consumer to make a purchase vary depending on socio-demographic variables and product categories. Because consumers can now receive information about a product through different and multiple media channels according to the characteristics and categories of the product they want to purchase, companies can develop media planning strategies that effectively target specific market segments.

According to Süar, the development of social media tools and increasing the schedule of global Internet access are facts that create the need for advertisers to focus on social and digital media in more detail [15]. Both international and local advertisers direct their marketing funds to digital marketing operations, and this trend overshadows the growth statistics of the share of Internet marketing budgets compared to traditional media channels.

By removing barriers to distance and time, social media allows firms to continue their efforts to promote their online employment brand [16].

Lako argues that humor is the main driver of the need for recognition in social networks, in terms of preferences, publications and comments, both for individuals and for businesses [17].

Social media is sometimes equated to the category of alternatives when there is a need for political PR [18].

In Vilčeková's study, trust in advertising was higher in traditional media than on the Internet [19]. Negative sentiment was highest on Internet channels, and television was the most reliable advertising channel. Communicating with your audience requires a reliability study to formulate the right strategies.

Social media, which is used by billions around the world, has led to the rapid growth of social media channels over the past decade, which has aroused interest from organizations in many industries. However, despite the rise of social media, the sports industry is questioning social media about how the benefits of social media affect them as an industry and as individual sports teams. The results of the Doyle-Lipson study showed that football clubs benefit from implementing their own channels/platforms on social networks, as it helps to raise brand awareness and improve customer relations with fans of this particular football club [20].

Yesiloglu, Memery & Chapleo explored consumer motivation related to brand engagement on social media, discussing three different types of engagement: consumption, promotion, and creation [21]. Many brands seek to interact with consumers through communications on social networking sites; however, most focus on quantitative indicators and measurement tools to assess

such behavior, so they have a limited understanding of motivation.

Researchers Kim, J. & Kim, K. want to propose an organic integrated media strategy between channels for effective use of content in accordance with the company's marketing goal and the characteristics of each social media channel [22]. They conducted a study of the content of social networking channels Today House, Innisfree and Red Bull, representative domestic and foreign companies that market content on the Internet through 4 or more social media channels among Post, Facebook, Instagram, Twitter and YouTube.

Thus, despite the significant amount of scientific research, there is a need for systematic application of PR management technologies and branding of media channels with the use of social networks for their successful implementation in the market of social services.

The aim of the study: to determine the system of implementation of technologies of PR-management and branding of media channels with the use of social networks on the basis of a survey of PR and branders of different media channels.

3. Methods and Methodology

The methodological base is based on sociological and statistical methods of intelligence, as well as on a systematic analysis of the technology of implementation of PR-management and branding of media channels with the use of social networks

Sociological methods (sociological survey, method of information analysis); statistical methods (ranking method, descriptive statistics) allowed to identify

- a list of the most popular social networks and messengers for the implementation of PR-management and branding technologies;
- systems of social media analysis criteria;
- prospects for the development of branding in an interactive media environment;
- criteria of general importance of factors influencing the behavioral intention of consumers to use social media channels;
- the meaning of the content of social media channels.

The study was conducted among 980 publicists and branders of various media channels (Ukraine) on the Google-forms platform. Respondents were asked to answer different types of questions in order to identify systems of realization of technologies of PR-management and branding of media channels with use of social networks.

4. Results

980 respondents took part in the poll. They were asked to rank the categories according to their experience.

The first question was to clarify the list of the most popular social networks and messengers for the implementation of PR-management and branding technologies. Respondents put Facebook in first place with a score of 449; in second place was Twitter (227 coverage), the top three was closed by Google with a score of 123; LinkedIn received 73 approvals; Tumblr - 69 samples. In last place was Creek Watch with a result of 39 elements. Among messengers, the most popular for branding were Telegram, WhatsApp, Viber, Skype with results of 481, 269, 135, 95 marks, respectively. The results are presented in Fig. 1 and Fig. 2.
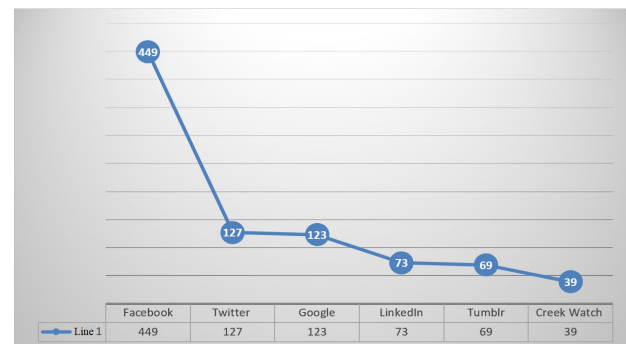

	Facebook	Twitter	Google	LinkedIn	Tumblr	Creek Watch
Line 1	449	127	123	73	69	39

Fig.1. List of the most popular social networks for the implementation of technologies of PR-management and branding

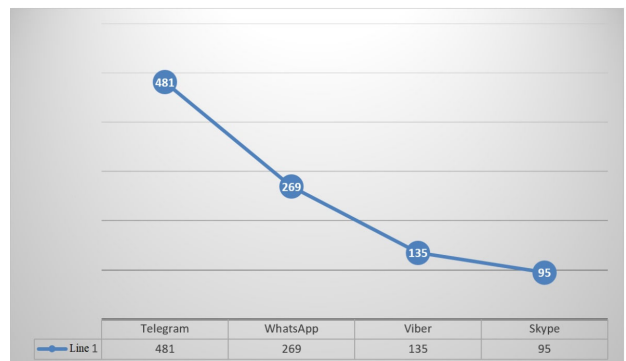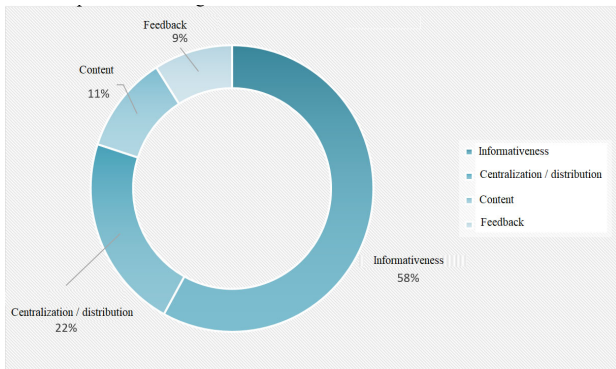|	Telegram	WhatsApp	Viber	Skype
Line 1	481	269	135	95

Fig.2. List of the most popular messengers for the implementation of PR-management and branding technologies
(Source: author's; concluded on the basis of respondents' answers)

The second issue concerned the conclusion of a system of criteria for the analysis of social media. Respondents had to rank the analysis criteria in descending order. Informativeness was chosen as a criterion by 58% of respondents, centralization / distribution of content was chosen by 22% of respondents, content was important for 11% of branders, the intensity of feedback - for 9% of respondents. The results are presented in Fig.3.

Fig.3. Criteria for social media analysis for the implementation of PR-management and branding technologies
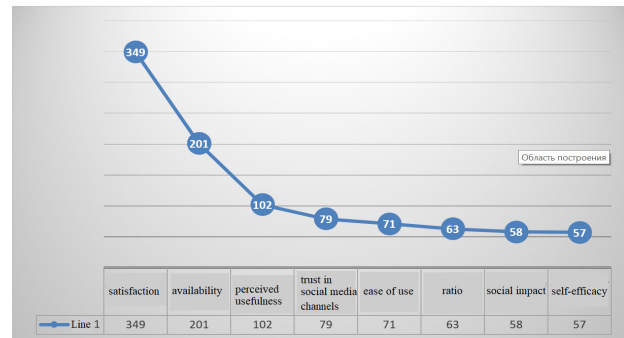(Source: author's; concluded on the basis of respondents' answers)

In the next question, the respondents had to determine prospects for the development of branding in an interactive media environment. Ranking looks like this: creating a system of presentation - 68% of respondents, integration of social media and company websites into universal centers - 32% of marks. The results are presented in Fig.4.
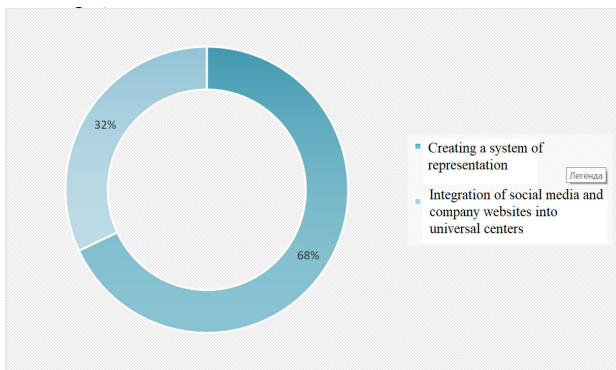
Fig.4. Prospects for the development of branding in an interactive media environment
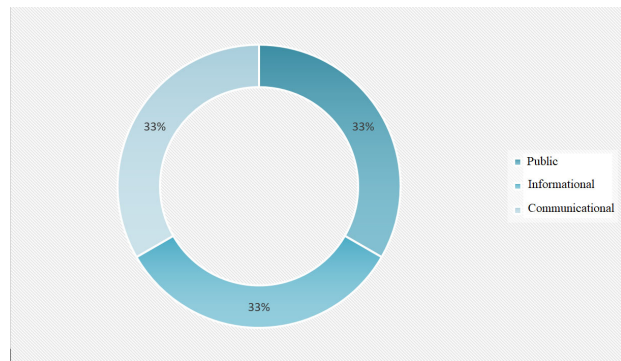(Source: author's; concluded on the basis of respondents' answers)

The fourth question was the need to rank the criteria of general importance of the factors influencing the behavioral intention of consumers to use social media channels. Among the factors in the drop-down list, respondents found the following: satisfaction - 349 answers, availability - 201 answers; perceived usefulness - 102 answers; trust in social media channels - 79 answers; ease of use - 71 answers;

ratio - 63 answers; social impact - 58 answers; self-efficacy - 57 answers. The results are presented in Fig. 5.

Fig.5. Criteria for the general importance of factors influencing the behavioral intention of consumers to use social media channels
(Source: author's; concluded on the basis of respondents' answers)

The last question was aimed at determining the meaning of the content of social media channels. Respondents singled out three types: public, informational and communication content with 33 percent popularity marks, respectively. The results are presented in Fig. 6.

Fig.6. The meaning of the content of social media channels
(Source: author's; concluded on the basis of respondents' answers)

5. Discussion

Based on a large number of investigations devoted to the topic under discussion, we highlight the following provisions:

1. Social networking (SNS) sites, especially Facebook [23; 24], have changed the parameters and conditions in which media companies can present their brands and the way they communicate with audiences of all ages. In light of structural changes in the media and given the importance of brands in the fragmented media business, media companies can transfer advertising of their brands to social media [5].

2. Managers of German media companies responsible for maintaining SNS profiles for their newspapers, magazines, radio or television stations will assess the

activities of media companies in relation to SNS and their implications for media brand management. On this basis, we understand that online editors and journalists create and maintain social media profiles for media brands, not marketing departments, indicating that the strategic implementation of SNS for media branding is still in its infancy [5].

3. Branders manage brand management in SNS and perceive the potentials and challenges in terms of creating and maintaining strong media brands in these environments [5].

4. Branding can be done through Facebook [25], Twitter, Google, LinkedIn, Tumblr and media hosting, which are primarily tools for posting materials (e.g., YouTube, Pinterest, SlideShare, Flickr, Instagram, iTunes). Criteria for the analysis of social media are informativeness, centralization/distribution, content, intensity of feedback. Prospects for the development of branding in an interactive media environment are identified: the creation of a presentation system that could be used in social networks, ie the accumulation of unique information in various social media - social networks, joint projects, virtual worlds, blogs; integration of social media and company websites into universal network information and communication centers for information accumulation and access to information resources [26].

5. Creek Watch is a science project for citizens that allows anyone with an iPhone to follow local authorities and their work with photo reports. The results of such studies compare advertising campaigns using a traditional press release. They compare news from Facebook and Twitter [27] and conclude about the convenience of such applications for volunteers, increase awareness of the project, increase the level of conversion from browsers to participants [4].

6. Messengers WhatsApp, Viber, Skype, Telegram have become elements of market positioning factors of social media channels as a digital analytical technology for planning advertising campaigns [28].

7. The main indicators of brand effectiveness in 2018 for more than 700 brands in Romania based on their investments in each media channel for the period 2014-2018 were brand awareness, testing and use. To reduce the impact factors, the analysis of the main components was used (investment in the media in absolute terms, the main and second proportion in terms of a combination of media channels and quality aspects of the brand) [6].

8. Based on the observations of Mehta, Kaur & Panda [8], it is proposed to use a guideline for startups to use media channels to attract customers, retain and continuously build a brand.

9. Regional local media content producers cannot compete with national media channels, which limits the scope of knowledge of the target audience [9].

10. Competition affects the content of an information product and encourages its producers to expand the media system, ie they begin to diversify it, using social media, sites, YouTube channels to attract a larger target audience and advertisers [9].

11. The overall importance of factors influencing the behavioral intention of consumers to use social media channels is classified into the following categories:
1) satisfaction;
2) accessibility;
3) perceived usefulness;
4) trust in social media channels;
5) perceived ease of use;
6) attitude;
7) social impact;
8) self-efficacy [29].

12. In the integrated content marketing plan, social media channels are classified into public, informational and communication content:
1) promotional content uses Twitter to provide news about the company's new products, photos on Facebook, promotional videos, card news, calling Instagram hashtags and Facebook and Instagram store features;
2) The informative content provides brief brand news via Twitter, publication of brand-related expertise through publications, photos of the brand concept via Instagram, use of the Facebook event tab and videos on the use of Influencer x corporate products on YouTube.
3) communicative content integrates RT Twitter, Instagram Live Live, IGTV, Facebook comment event and group management [22].
4)

6. Conclusions

Therefore, on the basis of research it is possible to establish the dependence of the criteria, development prospects and the importance of branding factors presented in Table 1.

Table. 1. Relationships of criteria, prospects for development and value of branding factors

Criterion	Development perspective	The value of branding factors	Example
Informativeness	integration of social media and company websites into universal centers	satisfaction, perceived usefulness	Facebook, Twitter, Google
centralization/distribution	creating a presentation system	attitude, social influence	LinkedIn, Tumblr
content	integration of social media and company websites into universal centers	self-efficacy, accessibility	Creek Watch
feedback intensity	creating a presentation system	trust in social media channels, ease of use	Telegram, WhatsApp, Viber, Skype

In this way, the results report that the practical significance in product branding is taken over by Web 3.0 rating media channels.

An important area of further research will be an attempt to analyze the less popular criteria for branding in social media and the means of their implementation.

The practical significance of the study was to present the links between criteria, development prospects and the values of branding factors.

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