

## **Using the Internet in Public Relations**

As this handout outlines, there is more to having a public relations presence on the Internet than you think. Just having a jazzy Web site won't cut it.

### **Advantages and Disadvantages of Using the Internet**

#### **Internet Tools**

- Web Sites
- E-mail
- Discussion Groups
- Web Logs (Blogs)
- Pod Casts
- Video Casts or Vcasts
- File Transfer Protocol

#### **Differences from Paper Communication**

#### **Monitoring Your Company Online**

- Online News Outlets
- Discussion Groups
- Fan Sites
- Critic Sites
- Blogs

#### **Media Relations**

- Working with the Media
- Media Pages

#### **The Rise of "Social Media"**

For more information on using the Internet in public relations, read *Public Relations on the Net* by Shel Holts.