

## **The Role of Social Media in Enhancing Relationship between Public Relations Practitioners and Media**

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### **Abstract**

The role of social media as a communication method between public relations (PR) practitioners and media representatives in the Klang Valley has become increasingly significant in recent years. This study examines how Computer-Mediated Communication (CMC) and social media have not just influenced, but transformed the interaction between these two professions. Through social media platforms, PR practitioners now have instant, real-time access to media personnel, making disseminating information faster and more efficient. This shift from traditional communication channels to digital platforms has facilitated the rapid sharing of press releases, event invitations, and news updates and created opportunities for more informal interactions. Qualitative in-depth interviews were conducted with six respondents from the Klang Valley, focusing on the impact of social media on the relationship between PR practitioners and media representatives. Two key questions guided these interviews, helping to uncover the depth of change brought about by social media in their professional interactions. The findings revealed that social media has streamlined communication processes, allowing PR practitioners to build and maintain relationships with media personnel more effectively. Moreover, it has provided both parties a platform for more consistent engagement, enabling quicker responses to media inquiries and facilitating collaboration on stories and campaigns. The study further emphasizes the potential of social media to enhance the synergy between PR and media, fostering mutual benefits. It enables media representatives to stay updated on news and trends while allowing PR professionals to gain valuable feedback from journalists. Ultimately, the study highlights how social media is not just a tool for information dissemination but also a powerful instrument for relationship building and professional networking in the digital age.

**Keywords:** public relations professionals, media representatives, social media, computer-mediated communication, media tool