

# Digital Public Relations in Social Media

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# Social media in Indonesia

It's not just a



**The use and impact of social media have drastically increased in recent years.**

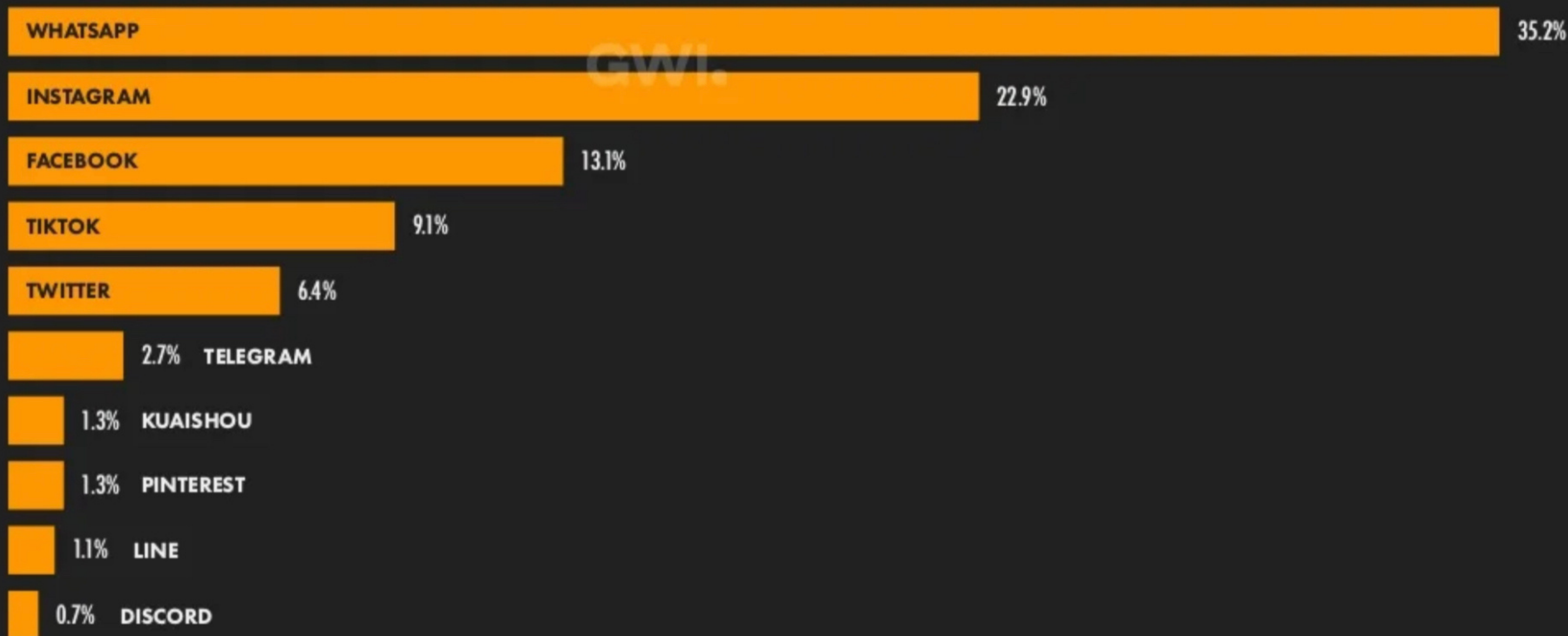
FEB  
2022

# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



INDONESIA





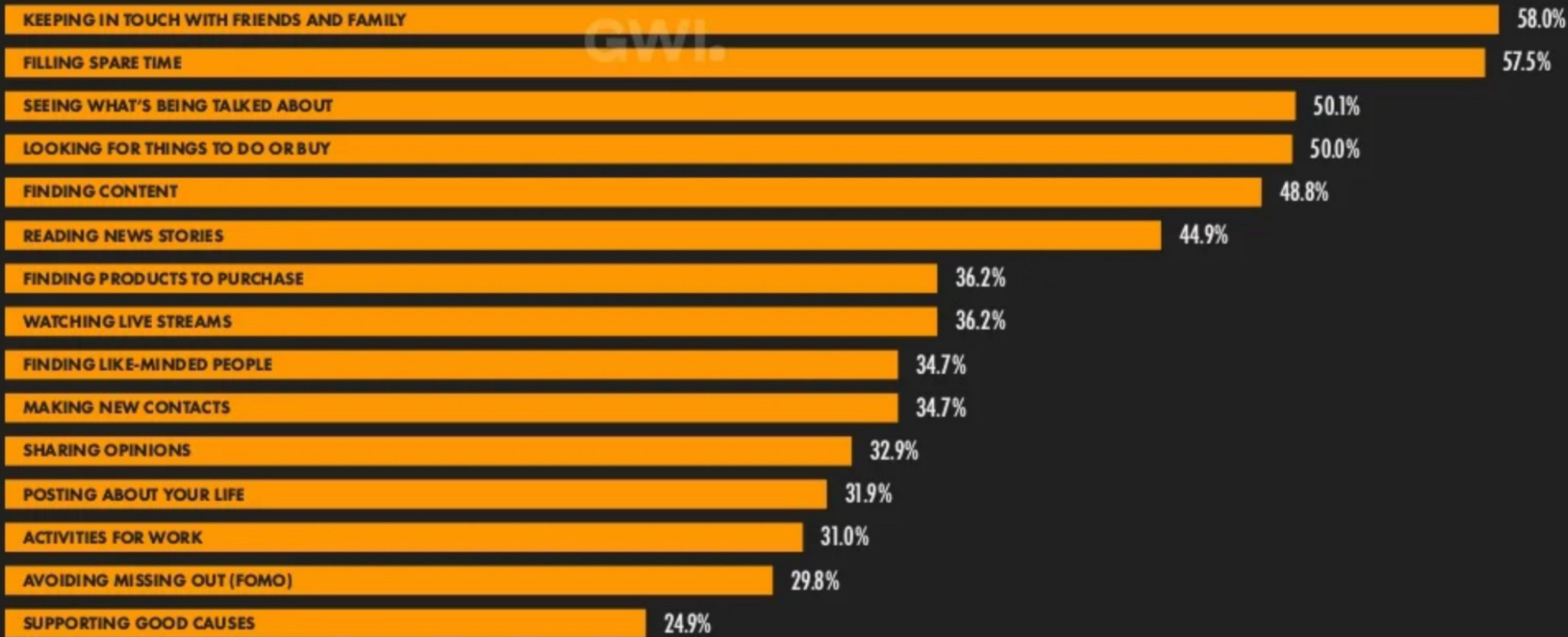
FEB  
2022

# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



INDONESIA





# Public Relations & Social media

**PR was generally focused on influential people.**

**Social media platforms can be used for PR purposes (relation and trust)**



# The Benefit of Social Media for PR

ALLOWING PR TO BE STRONGER AND MORE IMPACTFUL.

its real-time messaging, amplifies our message, spread faster, and reach larger audience.

ALLOWED PR TO REACH A MUCH LARGER AUDIENCE.

Social media has attractive feature to followed by people, its a great opportunity to company in expanding their audience.

MADE PR MORE "FRIENDLY" TO ALL STAKEHOLDERS

This helps companies to be more warm, interactive, inviting and approachable, regardless of their type or serious nature.

# The Benefit of Social Media for PR

## USING SOCIAL MEDIA TO INFLUENCE PEOPLE

PR must be flexible with a particular tone when engaging with their audience.

## MORE ENGAGING & INTERACTIVE

Content is published as an effort to gain responses, which is welcomed by the company to foster and maintain engagement.

## THE IMPACT IS MEASURABLE

social media impact is measurable, as several metrics exist to quantify social media activities as PR tools.



**Top social media  
platforms that can  
be used to add  
value to our PR  
plan.**





**Instagram**

## PERFORMANCE

Visuals are excellent for showcasing worthy causes and bringing awareness to serious issues.

## ENGAGEMENT

This platform is a great way to engage with the audience.

## GREAT FOR PROMOTING EVENTS

Keeping the audience engaged and feeling as if they are a part of the event, even if they are not.

## USER-FRIENDLINESS

There are many features and analytical tools that we can use

THIS #KEJARBIRU SERIES IS INTERACTIVE, WHERE THE AUDIENCE CAN CONTRIBUTE TO DETERMINING THE CONTINUATION OF THE STORY THROUGH VOTING, ANSWERING QUESTIONS THROUGH TRIVIA QUIZZES, AND HELPING THE CHARACTER'S ROLE IN REAL, FOR EXAMPLE HELPING TO GET POCARI SWEAT THROUGH PURCHASES. THE EDUCATIONAL THEME RAISED IN THIS SERIES IS ABOUT THE IMPORTANCE OF MAINTAINING ADEQUATE WATER AND BODY IONS DURING FASTING BY CONSUMING THE RIGHT INTAKE AT DAWN.



POCARI SWEAT #KEJARBIRU

POCARI SWEAT PRESENTS



PRODUCED BY JOKO ANWAR  
DIRECTED BY SAMMARIA SIMANJUNTAK  
**#KEJARBIRU**

Watch on YouTube



Share

"THE FIRST INTERACTIVE INSTAGRAM SERIES"



EXCLUSIVE ON  
 **POCARIID**

THE FIRST INTERACTIVE INSTAGRAM VIDEO IN INDONESIA ENTITLED #KEJARBIRU.



kasiastanicichmakeup • Follow

Hollywood Hills

kasiastanicichmakeup HOW TO 🧟 whip together a couple last minute halloween faces with beauty makeup you packed for a holiday!

EYES: @maccosmetics Feline Kohl Liner, @viseart Matte Neutrals, @tartecosmetics In Bloom palette.

NOSE: @maccosmetics Brushstroke Liner.

MOUTH: @itcosmetics Bye Bye Under Eye, @maccosmetics Feline Kohl Liner and Brushstroke.

CHEEKS: @bobbibrown Taupe eyeshadow,



619 likes

OCTOBER 29, 2017

Mac cosmetic:  
Halloween make up campaign





This Instagram hashtag campaign encourages fans and makeup artists to use MAC's products, makeup inspirations, creative Halloween looks, and new styles in makeup.

## Result

Organic promotion of brands' beauty & cosmetic products. Increased traffic & audience engagement received that consist of global makeup artists & enthusiasts.





we all belong.



airbnb

Follow

108,383 views

4w

airbnb Acceptance starts with all of us.  
#WeAccept

[view all 586 comments](#)

phoebelhm I like what Airbnb is doing for the refugees, please continue to provide shelters for the needy. It takes a big corporation to motivate a whole lot of us.  
#WeAccept

sarasiler Beautiful campaign

g\_sun\_ love love love it

amandabillark The world needs more of this 💕💕

ivannaalonzo 💕💕

lovelyday12345 Amazing ad

vamom3 Where's the pictures of refugees staying free??? 🤔🤔

bumblingsbundles This is absolutely brilliant.



Add a comment...





started hashtag #WeAccept to promote the  
of people regardless of any discrimination  
in race, gender, social class, or ethnicity.

**Airbnb establishes the importance of ‘Social Acceptance’ campaign.**

**Airbnb welcomes guests from diverse backgrounds, culture, & gender. The brand’s Instagram campaign matches the philosophy of their brand with #WeAccept**



IG Story




BDG 2022 5w See translation > Q:13X

**REPOST INFO EVENT INI,  
DAPATKAN HADIAH EKSKLUSIFNYA  
DI BBW BANDUNG 2022!**

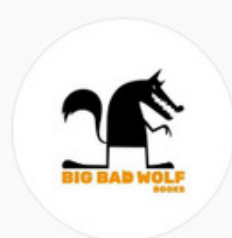
**BIG BAD WOLF BOOKS** 

**BIG BAD WOLF IS BACK**  
**2022 TOUR**

**Pakai #AYOBBW #BCAXBBW  
tag @bbwbooks\_id @goodlifebca  
tag 3 temanmu lainnya!**


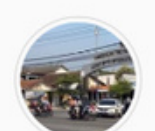
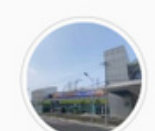



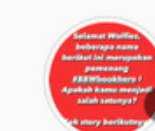
bbwbooks\_id Message   

2,694 posts 358K followers 12 following









Official Big Bad Wolf ID  
BBW BANDUNG 2022  
35 RIBU JUDUL BARU  
DISKON 50% - 90%  
PARAHYANGAN CONVENTION  
2 - 11 SEPTEMBER  
09.00 - 23.00 WIB  
GRATIS MASUK GEDUNG  
[linktr.ee/bbwbooksid](http://linktr.ee/bbwbooksid)


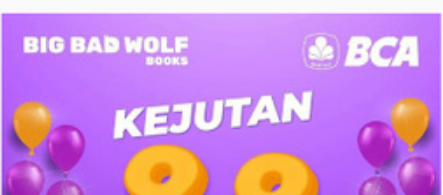

Followed by oktavianapurnamasari, mamapedia.id, aqilanesa + 13 more

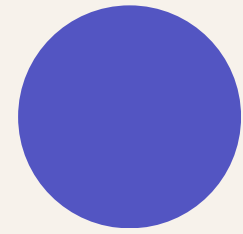
      

POSTS REELS TAGGED



**FACEBOOK**

Facebook capabilities such as groups, mentions, call to action buttons for donations and pledging and other Facebook Professional Services and tools to assist in PR activities.



10.05 Mon 19 Sep 37%

facebook.com

Why Public Relation... Gray Yellow Professi... Google Translate (20+) FESTIVAL BUD... Official Big Bad Wolf... Apa Saja Manfaat M...

Acara

Cari Acara

Beranda Acara Anda Ulang tahun Notifikasi

+ Buat Acara Baru

Rekomendasi Acara [Lihat Semua](#)

- 21 Sep pukul 13.00 – 22 Sep pada 15.00  
**Auditing Digital Risks - Introduction**
- Besok pada 09.00  
**Traning Siap Kerja Krek-Krek Jakarta**
- Hari Ini pukul 09.00 – 22.00  
**DENGOBATAN ALTERNATIF**



**FESTIVAL BUDAYA BETAWI**  
KOTA TANGERANG SELATAN

18

18 NOV PUKUL 09.00 – 20 NOV PADA 00.00

**FESTIVAL BUDAYA BETAWI KOTA TANGERANG SELATAN 2022**

Pondok Aren, TangSel


[Tentang](#) Diskusi

Tertarik Hadir Undang

Promoting, and inviting people to our event



Facebook navigation bar with icons for home, video, shop, friends, and pages. Notification icons for messages (1) and notifications (20+).



### PECINTA SEPEDA LIPAT INDONESIA

Grup Publik · 80,0 rb anggota

[Gabung Grup](#)

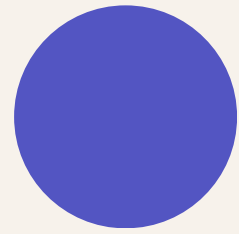
Tentang Diskusi Unggulan Video Topik Orang Acara Media File

Tulis sesuatu...

**Tentang**  
Grup ini dibuat untuk menjalin tali silahturohmi, berbagi ilmu dan pengetahuan seputar sepeda lipat khususnya

Maintaining relationship with the community that relevant to our bussiness

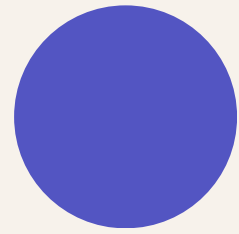




**TWITTER**

**Its 140-character limit, it is the best way to send a quick message about a new launch, activity, and promotion or to provide any kind of update.**

**Using hashtags is a great way to reach people and also to track what our audience and others are saying about our company or brand.**



**Monitoring Conversation**

**Participating  
Conversation**

**Providing Company  
Info**

**Promoting stories,  
events, etc**



## Tren Indonesia

**#YangHilangDalamCinta**

Streaming siang ini

📌 Dipromosikan oleh Disney+ Hotstar ID

1 · Permainan · Populer

**#BlokirKominfo**

80,9 rb Tweet

2 · Permainan · Populer

**PayPal**

157 rb Tweet

## Tren Indonesia

**#YangHilangDalamCinta**

Streaming siang ini

📌 Dipromosikan oleh Disney+ Hotstar ID

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80,9 rb Tweet

2 · Permainan · Populer

**PayPal**

157 rb Tweet



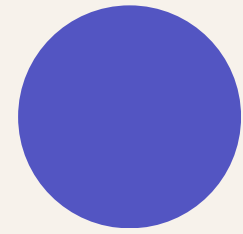
# A Strategic Approach to Using **Twitter**

<b>STRATEGY</b>	<b>FOLLOW</b>	<b>CREATE</b>	<b>ENGAGE</b>
<b>Customer Relations</b>	Your customers and potential customers	Content relevant to your customers: tips, company info, etc.	Answer questions, respond to comments about your brand
<b>Crisis Management</b>	Your brand, products and relevant issues	Direct to additional resources, updated information, explanation	Answer questions, respond to comments, raise issues, provide info
<b>Corporate Reputation Management</b>	Industry leaders, similar interest groups, news/media	Insights, expertise, become a thought leader	Jump in the conversation. Be transparent and add value
<b>Event Coverage</b>	Those interested or attending event, media	Event information, updates, behind the scenes coverage	Set up Tweet-ups, talk to attendees, ask and answer questions
<b>Product Promotion &amp; Sales</b>	Current and potential customers, those interested in similar products	Links to online promos, insider info on upcoming sales, discount codes	Check replies and DMs, answer questions, provide info when needed
<b>Issue Advocacy</b>	Those interested in your cause, industry leaders, news	Added value: health tips, disaster alerts, fundraising info	Know your followers, thank them for support, get them involved



**TIKTOK**

**TikTok is rapidly evolving into a strategic tool in PR. With one billion active users, TikTok can be used to easily reach a range of audiences around the world.**



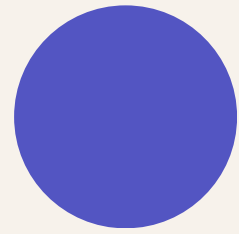
# **TikTok's Branded Hashtag Challenge**

**By tapping into users' desires  
to express themselves, the  
HTC is changing the way that  
businesses interact with their  
audiences**









# TikTok's Challenge

#AudisiMusikalCTS #CekTokoSebelahMusikal  
@musikalpetualangansherina #9SEMBILU  
www.jakartamovin.com  
See Translation

Followed by pupunsafuani

Follow Message Contact +&

TMCTS 9Sembilu MPS 2022 Allo Musical JIS

59,7K 47,2K 40,9K



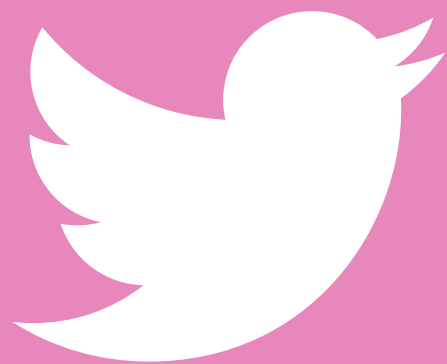
**TIKTOK**

**Show brand personality**

**Follow trend**

**Hastag usage**

**posting time**



**GameSpot** @GameSpot · 27/04/21

HBO has announced that production has officially begun on **the Game of Thrones** prequel series, **House of the Dragon**. The new spinoff is expected to **launch** sometime in 2022! [trib.al/sFgObRS](http://trib.al/sFgObRS)

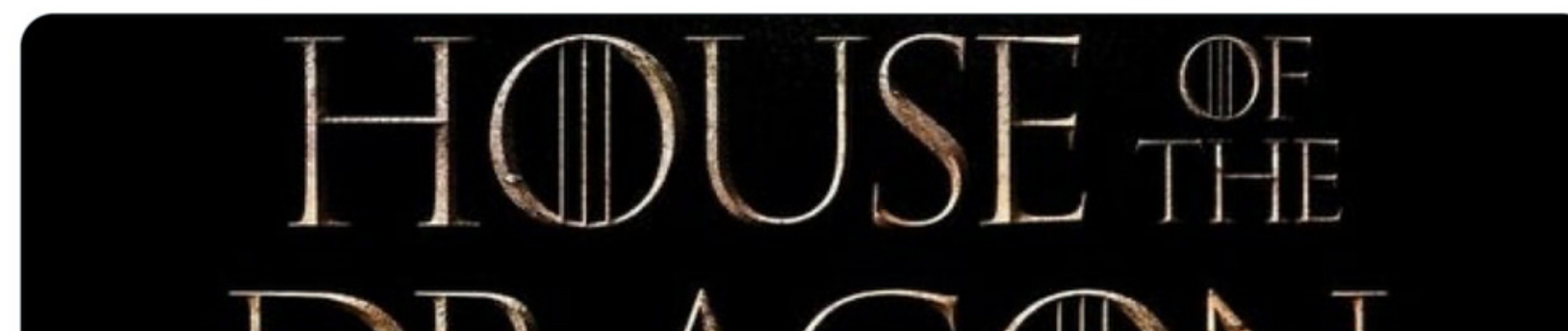


28 170 747



**ComicBook NOW!** @ComicBookNOW · 16/01/20

GAME OF THRONES Prequel **HOUSE OF THE DRAGON** Launch Time Announced [comicbook.com/tv-shows/2020/...](http://comicbook.com/tv-shows/2020/...)



1 · Trending  
**#Zeelndovietnam**  
1,678 Tweets

2 · Trending  
**#KinerjaJokowiBerhasil**  
3,667 Tweets

3 · Trending  
**#PenyelanggaranG20**  
5,455 Tweets

4 · Trending  
**Peningkatan Ekonomi Negara**  
4,985 Tweets

5 · Football · Trending  
**#TimnasDay**  
15.2K Tweets

6 · Trending  
**Return of The King**  
4,773 Tweets

7 · Trending  
**#BigMouthEp16**  
64.2K Tweets

8 · Only on Twitter · Trending  
**Senin**  
278K Tweets



CYBER PR IN SOCIAL MEDIA

**The engagement level in social media is high and there is plenty of scope to get creative, attractive, and interactive**







**WHATSAPP**

**WhatsApp is one practical way for PR professionals to quickly speak to groups and individuals.**

**We offer smooth and reliable stakeholders service without making our clients go the extra mile and fill out confusing forms.**

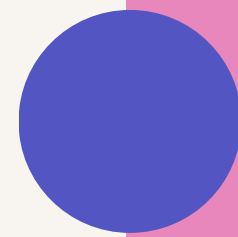
**GAINING PUBLICITY  
WITH FASTER AND  
BROADER COVERAGE**

**ONLINE VISIBILITY**

**IMPROVE  
COMMUNICATION**

**EASILY INTEGRATES**

# PR in Social Media



**REMAIN POSITIVE**

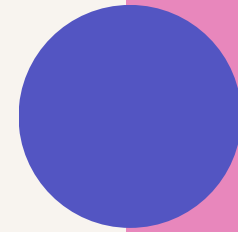
**OFFER AN OPEN FORUM**

**MIX UP OUR CONTENT**

**TIMING IS EVERYTHING**

**BE CREATIVE**

## PR in Social Media Tips





*Thank  
you!*