

**THE USE OF VISUAL CONTENT AND AUGMENTED REALITY FOR  
PUBLIC RELATIONS CAMPAIGN ON SOCIAL MEDIA IN  
ANAMBRA STATE**

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**ABSTRACT**

Social Media and Public Relations have been intertwined for a number of years. Social Media is a significant part of any PR strategy, it has a much faster response time and a wider audience engagement than PR techniques of old. Social Media affords individuals an opportunity to show a different side of themselves and allows a brand to show more of its personality. With this shift, PR- enabling phenomena such as selfies, Instagram and Snapchat filters, Facebook Live and Periscope, have become completely ingrained into our day-to-day lives. The rising trend of visual content in Social Media means that PR will not only have to adapt to a new type of content but also a new format for successfully delivering brand messages. The study examined the Use of Visual Content and Augmented Reality for Public Relations Campaigns on Social Media in Anambra State. The study anchored on Grunig and Hunt's Public Relations Model and Technological Determinism Theory. The population comprises Public Relations professionals in Anambra State. Survey Research Method was used to solicit information. The purposive sampling method was used to gather data for the study. The study revealed that social media has already adapted visual content with the successes of Facebook Live and Instagram stories. The study revealed that by utilising visual content on social media, brands can engage in a more direct way with the audience. The study recommends that organizations, businesses and parastatals should adapt visual content and augmented reality format for successfully delivering brand messages and that there is a need for PR professionals to have new skill sets, to be able to effectively film and edit visual content.

**Keywords:** Visual Content, Augmented Reality, Social Media, Public Relations, Campaign

**1.0 INTRODUCTION**

Public relations practice is undergoing revolutionary changes in the emergence of social media which has enormous effect on three of the most essential categories of the twenty-first century society: economics, politics, and the exchange of information and ideas. With the advent of

internet driven communication in form of online social networks, news, and company websites, the practice of public relations has ceased to be confined within the limit of tactic, such as press release, events and media interviews. Key business audience form their perception of companies, brands, products and services by receiving online news and information (Duhe, 2012). New methods of communicating in the digital world allow smaller groups of people to congregate online and share, sell and swap goods and information. It allows more people to have a voice in their community and the world in general.

In the time past, public relations professionals commonly send press release by calling up a journalist to pick a story about their client or business but now due to the use new media, a public relations professional might be interested in or send a link of a press release through the different social media website (Harrington, 2017, Johnson & Lederer, 2010).

New media is where different forms of electronic communications are made possible through the use of a complete or digital technology; which the internet is; on-demand access to content at anytime, anywhere, on any digital device, and it includes interactive user feedback and participation. New media is becoming the preferred term for a range of media practices that employ digital technologies and computer in some way or the other (Dewdney & Ride, 2006).

Social media can be characterised by the variegated use of images, words and sounds. These networks of images, sounds and text data are different from old media formats such as hard copy newspaper because of the nesting characteristics. Typically, this means coordinating directly with the people who the people organizations policies, programs and plans will affect. The impact of these new technologies is bringing dramatic changes to many aspects of public relations (Wright & De Hert, 2012)

Social media has changed the cause of public relations to a great extent. Social media affords individuals an opportunity to show different side of themselves and allows brand to show more of its personally. With this shift, PR has quickly adapted to a platform that has a much faster response time and wider audience engagement than PR techniques of old. The internet gives public relations practitioners a unique opportunity to collect information, monitor public opinion on issues and engage in direct dialogue with their publics about a variety of issues (McAllister & Taylor 2007). Galloway (2005), avers that conventional techniques of public relations are being undermined by the mobile nature of new media and that this requires public relations practitioners to rethink how they relate with the public.

Social media has already adapted to visual content and augmented reality (AR) with the successes of Facebook Live and Instagram Stories. This rising trend in visual content means that PR will not only have to adapt to a new type of content but also adapt to a new type of content but also a new format for successfully delivering brand messages. A natural evolution from visual content will be the increased use of 360 degrees' video, and eventually a fully immersive visual experience (AR/VR). According to Facebook Newsroom, users currently spend on average 3x more time watching Facebook Live videos than other types of video content on the platform, by utilising visual content on social media, brands can engage in a more direct way with audiences. The result of this is the requirement for PRs to have new skill sets and to be able to effectively film and edit visual content.

## 2.0 STATEMENT OF THE PROBLEM

Public relations practitioners were committed to the traditional method of public relations practice which focuses on the use of press releases and special events before the social media evolved. The influence of the social media which introduces a web-based form of communication consequently redefined the methods used in public relations practice for creating and sustaining mutual relationship between the organizations and their respective publics. Earlier the public relations practitioners were challenged with the possibility of controlling the flow of messages from the organization to the strategic public; this was in the exclusive presence of the communication professionals. The entrance of social media into communication industry significantly altered the control of the communication process which extended to the public, the public relations practitioners inclusive, the opportunity to actively encode and decode message in the information exchange. Increasingly, the likes of Facebook, Twitter, Instagram, and Snapchat are taking on larger roles in the PR agencies. PR practitioner have to change the way they think and operate, and agencies need to adapt quickly or risk being left behind. The rise of visual content has been followed by a rise in augmented reality. Most notably in the form of snapchats filters that can be used across static images and video content in the app. Recently, snapchat has expanded its collection of lenses to encompass the world around the user and not just facial filters. This opens up new possibilities for brand engagement and promotion on the platform. This study examined the Use of Visual Content and Augmented Reality for Public Relations Campaign on Social media in Anambra State.

## 2.1 Research Objectives

The following objectives guided the study:

1. To ascertain whether public relations professionals in Anambra State use visual content and Augmented Reality for Public Relations Campaign on Social Media.
2. To find out the perception of public relations practitioners in Anambra state about the use of visual content and Augmented reality for public relations campaign on social media.
3. To ascertain whether public relations professionals in Anambra state find visual content and augmented Reality helpful for public Relations campaign on social media.
4. To find out whether public relations professionals practitioners encounter challenges as they use visual content and Augmented Reality for public relations campaign on social media.

## 2.2 Research Questions

The following research questions were formulated to strengthen the study:

1. Do public relations professionals in Anambra state make use of visual content and augmented reality for public relations campaign on social media?
2. What is the perception of Public relations practitioners in Anambra state about the use of visual content and augmented reality for public relations campaign on social media?
3. Do public relations professionals in Anambra state find visuals and augmented reality helpful for public relations campaign relations campaign to social media?
4. Do public relations practitioners in Anambra state encounter challenges as they use visual content and augmented reality for public relations campaign on social media?

## 3.0 LITERATURE REVIEW

### 3.1 Social Media

Researchers have conceptualized social media in a range of ways. Magro (2012) sees social media as an application that allows the creation, Sharing, manipulation and consumption of user-generated content. Ashraf & Javad (2014) believe that social media has been characterized as much less prices and handy digital equipment that empower people to distribute, gather data and work together on a usual exertion and assemble connections. In line with the above definitions of social media, Aula (2010) highlights that social media help people send, receive and process content material for use. The core feature of social media is interactivity or interconnectedness, community participation, and immediacy. Alikilic & Atabek (2012) believe that social media encompass blogs, podcasts, social networks, communities, content material aggregators, and digital words.

Social Media are computer mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of standalone and built-in social media services currently available introduces the challenges of defining (Watt, & Duncan, 2003)

Social media is a set of collective channels for online communications sources dedicated to varieties of input, communication, sharing and collaboration. It is especially based on websites, applications, blogging, social networking, social book mart and wikis are the different types of social media. Social media is interactive web, internet-based applications. User-generated content, such as texts, posts, or comments, digital photos or videos, and data generated through all online interactions, are the life blood of social media. Users create services – specific profiles for the websites or app that are designed and maintained by the social media organization. Social media facilitates the development of online social networks by connecting users profile with those of other individuals or groups. Social media uses web-based technologies, desktop computers and mobile technologies (smart phones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss and modify user-generated content premade content posted online. They introduce substantial and persuasive changes in communication between businesses, organizations, communities and individuals. Social media changes the way individuals and large organization communicate.

### 3.2 Public Relations and New Media

The excellent theory of public relations emphasizes that public relations practitioners must focus on involvement and two-way communication to optimize the potential of long-term relationships with the public and other stakeholders (Grunig, 2009). Public relations activities in establishing relationships with audiences using internet media are known as online public relations or e-PR. This online Public Relations activity is very important in addition to traditional Public Relations activities, Grunig argues that the new media enables public relations to be more global, strategic, interactive, dialogical, and socially responsible. New technologies are being developed and updated continuously and in themselves pose challenges for public relations professionals in terms of keeping abreast of not only what is available but also of what is being planned for release in the future. Many large-scale public relations projects

such as national public information campaigns or major international events have long lead times, and plans made a couple of years out from an event may need to be revisited several times to accommodate trends in the usage of new technologies among key publics. Galloway (2005), puts forward that conventional techniques of public relations are being undermined by the mobile nature of new media and that this requires public relations practitioners to rethink how they relate to the public. Waters et al. (2010), argue that with the emergence of the new media, public relations, media relations inclusive, have ceased to be classified as a routine of producing static programming; rather, practitioners must seek out new communication channels and possibilities for engaging all stakeholders if only organizations and practitioners would like to be relevant and contemporary in the scheme of new media evolution.

Generally, many observers tend to write about new media as a term where different forms of electronic communication are made possible through the use of a computer or digital technology, which is the internet. New media is becoming the preferred term for a range of media practices that employ digital technologies and the computer in some way or another (Dewdney & Ride, 2006). This position was supported in the work of Sallot et al. (2004), who defined the word "new media" as on-demand access to content at anytime, anywhere, on any digital device, and it includes interactive user feedback and participation. New media, according to them, is also real-time and unregulated. These new media are not completely new phenomena. They have been growing out of 'old media' for some time. Furthermore, the concept of new technology is not unique to the current digital revolution. Marvin (1988), asserts that:

*'New technology is a historically relative term. We are not the first generation to wonder at the rapid and extraordinary shifts in the dimensions of the world and human relationships it contains as a result of new forms of communication.'*

Weber (2009), defined new media as the application of microelectronics, computers, and telecommunications that offer new services or enhancement of old ones. In the same vein, Marvin (1988), also focused on the interplay between new and old purposes in new media. She suggested the tension created by the coexistence of the old and new becomes a focus of interest because it is novel.

Other scholars have also identified specific characteristics of new media. Negroponte (1995), suggested that one of the things that differentiate new media from old is that new media are based on the transmission of digital bits rather than physical atoms. Pavlik & Dozier (1996), indicated that for the media consumer, the major differences between old media and new are greater user choice control. Nevertheless, new media technologies, despite their synthetic capabilities, do not yet seem to be eliminating old media. Rather, according to McMillan (2002), many individuals use their computers concurrently with other old media such as television. It is an acknowledged fact that the main objective of public relations is to establish and maintain good relations with the critical stakeholders of an organization. This can be easily achieved when the appropriate tools are employed. Today, technological innovations and convergence have revolutionized existing public relations tools like press kits, newsletters, news releases facility visits just to mention but a few; thereby leading to the emergence of new and contemporary tools of public relations practice. This is not to say that these contemporary tools have replaced the 'old' tools but they are used to complement each other for effective

relations with the media. The contemporary tools of public relations remain those media facilities that meet the changing trends associated with the 21st century thereby enhancing the practice of public relations. They include the internet, webcasting, e-mail, videoconferencing, video news release, facility visits among others.

The Internet has ushered in a new age for public relations practice. Today, several organizations have corporate homepage and websites with informative and persuasive details about their products/services, and the image of the organization is communicated to the media and their publics across the globe. This explains why Onabajo (2005), notes that “a professional website will improve organizations’ image and enhance communication.” He, however, advises that increasing an organizational website, the public relations/media relations department should ensure that the website designed for the organization exploits the interactive nature of the Internet, and enable a two way- flow of messages because getting information from the target audience is as important as informing them. Furthermore, the internet, an interconnection of computer networks, information superhighway online media; by its nature of converging with many other technologies incorporates other types of media relations tools commonly referred to as online media relations. Some of these are website newsroom, online newsletters, online news releases, frequently asked questions (FAQs), online monitoring among a host of others.

This contemporary media relations tool “allows for a live discussion between a group of people in different locations by the use of linked telephones and video screen” (Olise & Makka, 2008). Videoconferencing enables public relations practitioners to get linked with reporters and other media gatekeepers, to see and talk to each other from the convenience of their conference centres or from meeting spaces, hotels, and offices, and other venues with the requisite video and telephone facilities. One of the earliest examples of the use of a technology that metamorphosed into videoconferencing in media relations as Straubhaar & LaRose (2004), the state was in 1982 when John and Johnson used the technology (videoconferencing) to reach hundreds of reporters in thirty cities breaking news and information about the Tylenol product tampering episode which cost the lives of seven people who ingested the tampered over-the-counter medication.

Webcasting is a form of broadcasting production that incorporates streaming video and audio on the Internet. It is used to deliver a live press conference or event to the computer screen of the target audience. In the case of media relations, a reporter or producer can watch from his or her desktop, laptop, etc. Viewing not only video but text and photos, participate in interviews if they are part of the package, then “download the Internet feed or run a tape to get excerpts for use in the on-air coverage,” (Straubhaar & LaRose, 2004).

Hanson (2016), defines video news releases as “a tape or digitalized audio and video messages that serve as a press release to the broadcast and online media.” The difference between a news release and a video news release is that a video news release is accompanied by sound. They are not just read like news release in the print. Seitel (2007), states that “on the Internet, the news release is delivered by email and should be shorter than their offline counterparts.” Organizations can package and send a video news release to media organizations especially for free and believe that they would be aired. Hanson (2016), argues however that to get a video news release on the air, it has to be more than a slick piece of video promoting the company but should be something that media organizations want to air. He adds that video news release

that looks like commercial or promotional films are unlikely to be broadcast, those that tell an interesting story and look like the video shoot for the evening newsstand a much better chance of getting on the air. This notwithstanding, media houses usually must edit the video news release once they found it does not suit their house style or would provoke public taste. Adamolekun (2001), asserts that media relations practitioners should understand that video news release is not only highly profit-oriented but grossly biased. Nevertheless, a video news release is still a very good tool for public relations practitioners because of its ability to present information through pictures and sound. The email is also a contemporary media relations tool. It is used in contacting the media with information about an organization. The e-mail is one of the most popular features of the Internet, mainly for the exchange of information.

Furthermore, the Internet which comprised computer networks, information superhighway online media; by its nature of converging with many other technologies incorporates other types of media relations tools commonly referred to as online media relations. Some of these are website newsroom, online newsletters, online news releases, Frequently Asked Questions (FAQs), online monitoring among a host of others. The list certainly, would be inexhaustible because daily new ones are emerging and this would continue as long as man is in existence.

Influence of New Media in Public Relations Practice in Public and Private Organizations in Nigeria Consideration will be given to both the impact on skills, knowledge, and work practices of current and future practitioners and the way new media is consumed and used, including the impact that related expectations and behaviour of consumers are having on public relations practice in Nigeria. New technologies are being developed and updated continuously and in themselves pose challenges for public relations professionals in terms of keeping abreast of not only what is available but also of what is being planned for release in the future. Many large-scale public relations projects such as national public information campaigns or major international events have long lead times, and plans made a couple of years from which an event may need to be revisited several times to accommodate trends in the usage of new technologies among key publics (Cutlip & Center, 1994; Curtis et al., 2010; Edwards, 2006).

Galloway (2005), opines that conventional techniques of public relations are being undermined by the mobile nature of new media and that this requires public relations practitioners to rethink how they relate to the public. Internet news services are not just relying on the news wire services but turning increasingly to other places for raw materials. Public relations practitioners would be aware that 'transcripts, reports, and budgets are regularly being placed on the Web, either by organizations themselves or by citizens trying to hold those organizations to account' (Stephens, 2007). Consumers expect instant updates in their inboxes when something happens. Public relations practitioners may be under more pressure to produce this instant content.

The implications for public relations practitioners who need to prepare materials that would be faster than ever before include being able to produce what is required almost instantaneously and with the required level of accuracy; having processes in place that can get required priority clearances for materials to be released, and having the technology at hand to directly distribute or upload what is being disseminated. These factors may put pressure on the public relations practitioner and the team with which they work but may also pressure the relationships they have with colleagues or more senior staff, in particular the chief executive officer and his or her minders. It can also add pressure to the relationship with the Information Technology (IT)

team if direct upload to the corporate website is not available to the public relations practitioners. In-house public relations practitioners may need to form stronger alliances with IT departments and may have to engage with the organization's legal advisers to refine content clearance procedures when content is demanded instantaneously. Another area of practice that new media has changed in the past decade is that of events. People attending events are being exposed to more and more 'bells and whistles' as new media technology gives the wherewithal to create a spectacle to an ever-increasing number of people. The ubiquitous digital projector and PowerPoint presentation have become baseline requirements for the most basic events, and access to the internet to enable presenters to integrate online elements is now almost essential. Practitioners working on events may need to manage expectations from their employing organizations, their consumers, and stakeholders, including sponsors that the level of spectacle and gadgetry provided at one event will be replicated or augmented (Pratt, 2000; Taylor & Perry, 2005; Leung & Lee, 2005).

If new media are to be embraced, public relations practitioners will need more technical skills in areas such as web publishing, new software operation, online security, search engine optimization, web analytics, and web trend analysis software operation. They will need enhanced online information architecture skills and skills related to managing an increasing amount of complex information digitally. Writing for cross-media delivery will continue as a major component of practice but the demands for multimedia elements will bring even more challenges in this area. Since late 2006 there have been several trade press articles on how the media release is beginning to evolve to include multimedia elements. The past several years have seen an increased use of multimedia and interactive content in news releases and leading newswire services are fully equipped to distribute such material (McQuail, 1987). With the trend towards multimedia news releases, the demand to have multimedia elements available for inclusion in such releases will grow. Public relations practitioners will be responsible for either coordinating production, or producing this material, and the budgets and skills bases of public relations units may need to be reviewed to accommodate these new demands. This trend may be setting up new expectations for a content provider that smaller or non-profit organizations may not be able to easily meet and this has the potential to dwarf the share of voice that less well-funded organizations receive. There is also the need to consider whether target publics have access to new media technologies such as the internet which becomes an issue when communication strategies target publics without such access due to geographic or socioeconomic factors. (Badaracco, 2007).

All public relations practitioners will need to keep abreast of emerging media and many may already be undertaking public relations planning, implementation, and evaluation in unfamiliar media areas. Only a few years back it would have seemed unlikely to many practitioners to have to plan campaign components to embrace website possibilities such as YouTube and Myspace but it is evident that many organizations and now, even election campaigns, are doing just that. The academic literature indicates a range of challenges ahead for public relations practitioners. They may need to design virtual experiences that stimulate feelings as connectedness, involvement, appreciation, and meaningfulness (Galloway, 2005).

Taylor & Kent (2007), state that the use of the internet in crisis communications is a logical one in that websites are one controlled channel through which organizations can communicate directly with the media and the public. Through the website, an organization can tell its 'side



of the story, reduce the uncertainty of consumers, address multiple stakeholder needs, and work with government agencies that specialize in public safety.' Public relations practitioners, as the in-house communication experts, are likely to be advising senior management on these issues and, in some cases, actively engaging in implementing new media initiatives. The practitioner will need to manage the organization's expectation that all traditional media will be fully serviced, as has been the case in the past, as well as integrating many aspects of new media. Additional work generated by these expectations may need to be undertaken without additional personnel or budget allocations. Finding time, funds, and support for upgrading skills and engaging in professional development experiences may continue to be challenging.

Turf wars may develop with other work areas in the organization such as IT, marketing and sales, customer relations, call centres, and others (Ikpe & Olise, 2010; Dumebi & Hilary, 2021).

This is due to these areas seeing a range of advantages, including the advancement of careers and the control of information and technology, in managing communication activities in a new media age. Turf wars can also arise from public relations asserting management responsibility for areas of practice that traditionally may have resided within other areas such as IT. These internal relationships need to be carefully managed as encroachment from management information systems departments can lead public relations practitioners to have a lack of control in managing Web sites (Pavlik & Dozier, 1996) cited in Porter & Sallott.

Research has shown that public relations practitioners who embrace new technologies such as blogging are perceived within organizations as having more power, in that they are willing to be leaders in the industry and use new tools to better reach target publics (Porter et al., 2007). Some practitioners may find themselves working with key organizational decision-makers who are not abreast of emerging media or, at the other end of the continuum, are working with decision-makers who are very aware of the new media developments and want to embrace every new one without considering the full implications of doing so.

### 3.3 Visual Content and Augmented Reality

Over the past years, augmented reality apps such as Pokémon Go and Snapchat filters have propelled augmented reality into the mainstream. But while many were seeking cute creatures the potential of AR technology has been increasingly recognized across a broad range of sectors and adopted by businesses and organizations to transform our personal and professional's lives for good, but what is augmented reality and how does it work in practice.

Augmented reality (AR) gives the illusion that real and digital worlds exist in the same space augmented reality technology does this by overlaying computer generated content to enhance the real world. Content is limited only by the imagination and can take many shapes and forms, from flat 2D images through to complex and real 3D. It is not just a visual medium eye catching visual content can be coupled with additional sensory technology, including haptic and auditory.

Augmented Reality content is usually accessed via a smartphone, tablet or an AR wearable such as the Microsoft Holo lens 2 the camera is the key to all AR experiences as it helps users to see digital content in relation to what they are looking at in the real world. It also ensures that devices and apps can collect and process key data, such as location and distance from

physical objects to create a seamless experience. There are various types of AR content that designed to work in real world settings in different ways. Choosing which approach to take will depend on the aims and objectives of creating an AR experience.

Marked based Approach to AR content: this method requires the user scan a marked object, or QR code for something similar to unlock augmented content. This approach is useful for those looking to create customizable digital twins of objects, such as a car. Where users might want to play around with exterior colour options, interior design & dashboard functionality to create their idea vehicle.

### **3.4 Location Based Approach**

Content is geographically- specific. So this approach is great for giving users more information about where they are. It works by using GPS and digital compasses on the user phone and can be applied as a wayfinding tool, or providing key information such as about restaurant and shops in the area.

### **3.5 Superimposition Based**

This approach gives users the chance to place objects from their screen into their environment: useful for helping to visualize what objects will look like in a specific space. As such, it's a great tool for furniture retailers as it helps potential customers to see what a piece of furniture will look like in their homes before they buy it.

### **3.5 Technological Determinism Theory**

This theory believes that technology is an autonomous force that changes the society. It provides an explanation for many changes that could be observed through the new media technology in the society. Technological Determinism theory states that media technology shapes how we as individuals in the society feel, act and how the society operates as we move from one technological age to another. We learn, feel, act and think the way we do because of the messages we receive through the current technology that is available. The medium is the message (McLuhan, 1962) the theory envisaged a world of media explosion and revolution in which the new electronic media have formed unified groups radically altered the way people think, feel and act. The new media effects have permeated every nook and cranny of the society, so much that it is now difficult to challenge the postulations of the Canadian Media Researcher Marshal McLuhan. This theory guides this research; it is suitable for this research as its major theme borders on new media technologies.

### **3.6 Grunig and Hunt Public Relations Model**

Grunig and Hunt (1984) developed four models of public relations that describe the field's various management and organizational practices. These models serve as guidelines to create programs, strategies, and tactics.

1. Press Agent/Publicity
2. Public information model
3. Two-way symmetrical model

In the press agent /publicity model, communications professionals use persuasion to shape the thoughts and opinions of key audiences. In this model, accuracy is not important and organizations do not seek audience feedback or conduct audience analysis research. It is a one-way form of communication. One example is propagandist techniques created by news media outlets in North Korea.

The public information model moves away from the manipulative tactics used in the press agent model and presents accurate information. However, the communication pattern is still one-way. Practitioners do not conduct audience analysis research to guide the strategies and tactics. Some press releases and newsletters are created based on this model, when audiences are not necessarily targeted or researched beforehand.

The two-way asymmetrical model presents a more “scientifically persuasive” way of communicating with key audiences. Here, content creators conduct research to better understand the audience’s attitudes and behaviours, which in turn informs the message strategy and creation. Still, persuasive communication is used in this model to benefit the organization more so than audiences; therefore, it is considered asymmetrical or imbalanced. The model is particularly popular in advertising and consumer marketing, fields that are specifically interested in increasing an organization profits.

Finally, the two-way symmetrical model argues that the public relations practitioner should serve as a liaison between the organization and key publics, rather than as a persuader. Here, practitioners are negotiators and use communication to ensure that all involved parties benefit, not just the organization that employs them. The term “symmetrical” is used because the model attempts to create a mutually beneficial situation. The two-way symmetrical model is deemed the most ethical model, one that professionals should aspire to use in their everyday tactics and strategies (Simpson, 2014).

## **4.0 METHODOLOGY**

This study adopted the survey method of research. The survey research method becomes highly useful in the field of social behavioural sciences and is indeed most appropriate for this study. According to Ohoja (2003), whenever the source of primary data for a study would be the views of members of the public or any particular group, a survey would be required.

Survey research is a very vital method for collecting data to describe a population that is too large to be observed directly, through careful sampling and construction of a standardized questionnaire. It therefore becomes possible to gather data from a group of respondents whose characteristics maybe taken as being representative of those of the larger population survey method is useful in the measurement of public opinion, attitudes and orientations which are dominants among a large population at a particular period.

### **4.1 Study Population**

The population of this study covered public relations professionals in Anambra state. It allowed the researcher to gather data from registered Public Relations Professionals in Anambra who either work in public or private organizations thus generating quality responses. The population of registered public relations practitioners in Anambra state is 130. Census method is suitable

for this research, it is a statistical investigation in which the data are collected for each and every element/unit of the population.

## 4.2 Sampling Technique

The purpose sampling technique was used for the collection of data in this study. According to Wimmer & Dominick (2003) purposive sampling includes only objects or elements selected for specified characteristics or quality and eliminates those that fail to meet the criteria. The purposive sampling method enables the researcher to pick respondents who were willing to participate in this study based on their understanding and knowledge of the subject matter as well as their availability. This technique was adopted because respondents need to have a good knowledge of what they are about to answer.

## 4.3 Research Instrument

The tool adopted for the study is questionnaire and interview schedule. The questionnaire used in this study contained demographic questions and psychographic questions. The questionnaire consists of closed-ended questions which are elicited what was utilized because answers which are standard and could be compared from person to person were asked and it gave a positive outlook which was easier to code and analyze.

## 4.4 Data Presentation and Analysis

Data analysis was based on 125 copies of validly filled and returned questionnaires.

**Table 1: Demographic variables**

Gender	Frequency	Percentage (%)
Male	85	68
Female	40	32
TOTAL	125	100%
Occupation	Frequency	Percentage (%)
Teaching	66	53
Other communication experts	59	47
TOTAL	125	100%

The demographic variables indicate that significant representation of both sexes in the study though males marginally participated in the study than women.

**Table 2: Use of Social Media for Public Relations Campaign**

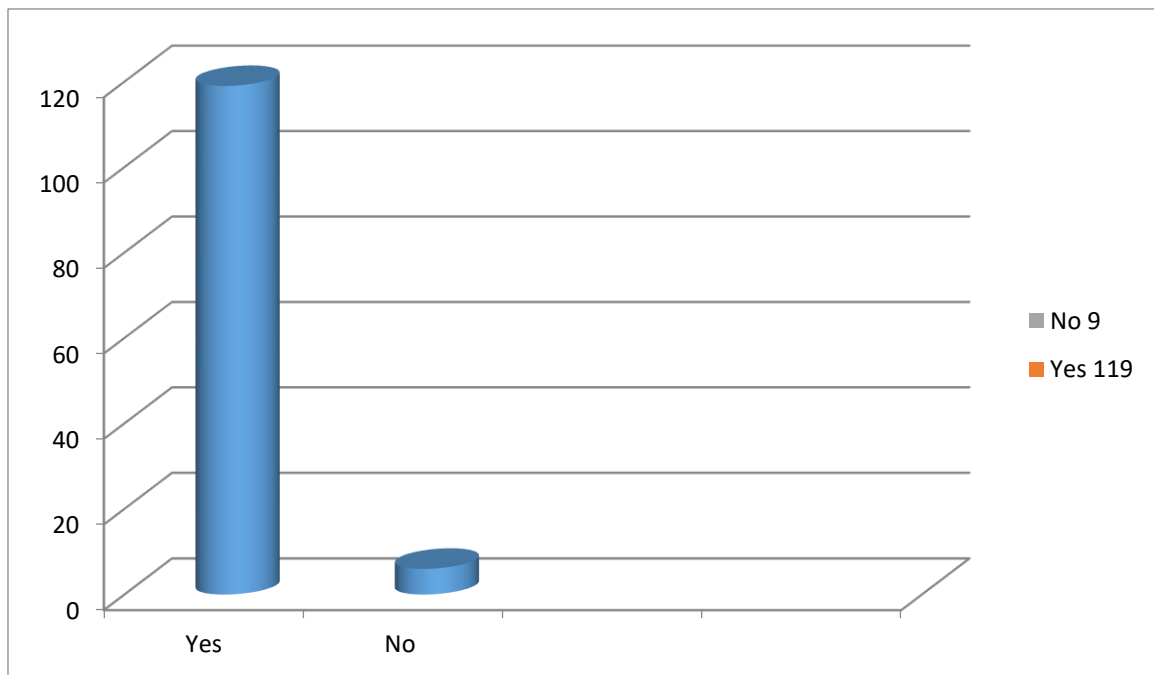
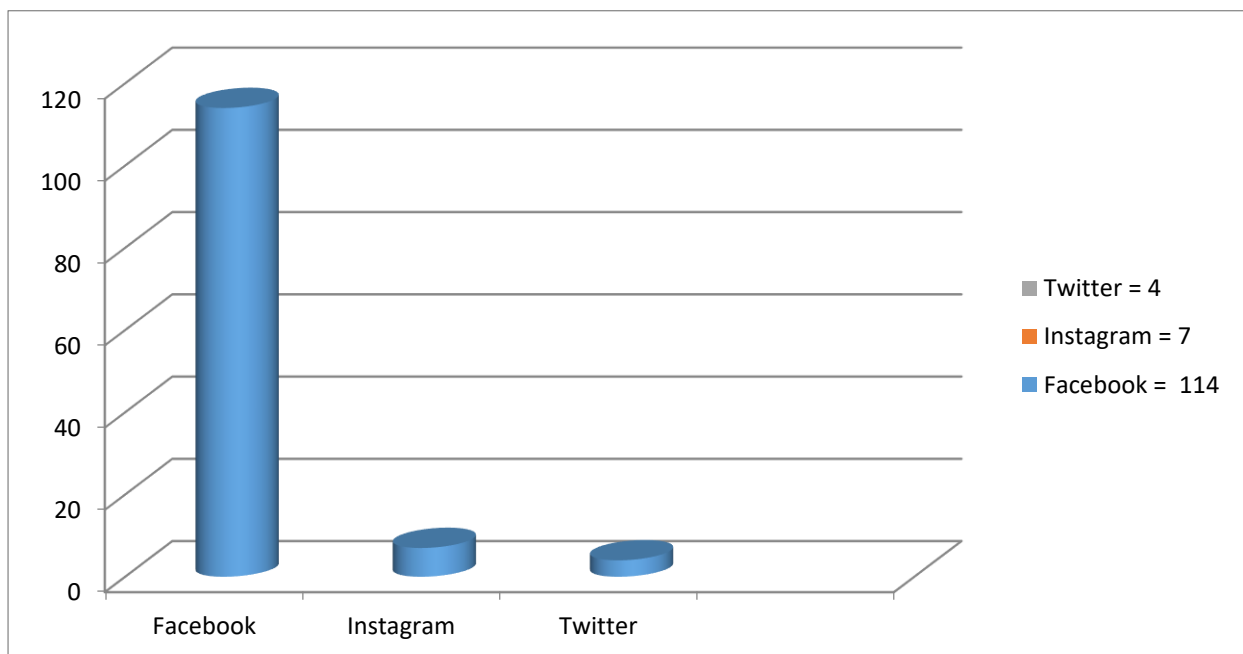


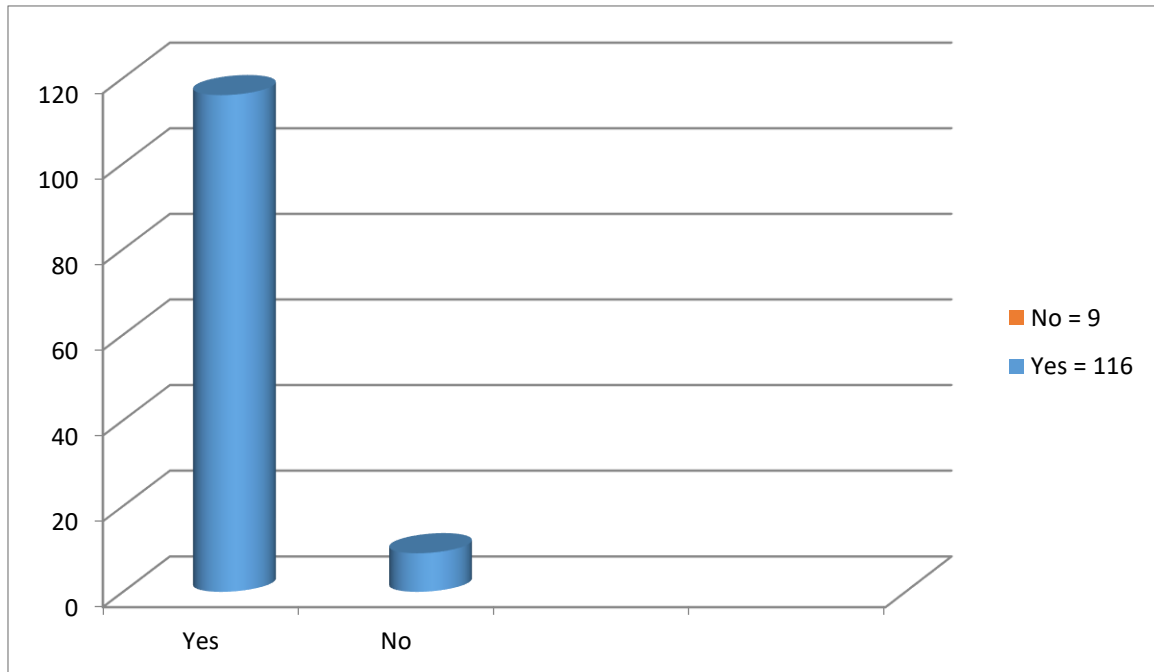
Table 2 shows that 119 respondents agreed to use social media for public relations campaigns. The implication is that social media is effective for public relations campaigns.

**Table 3: Preferred social media for PR Campaign**



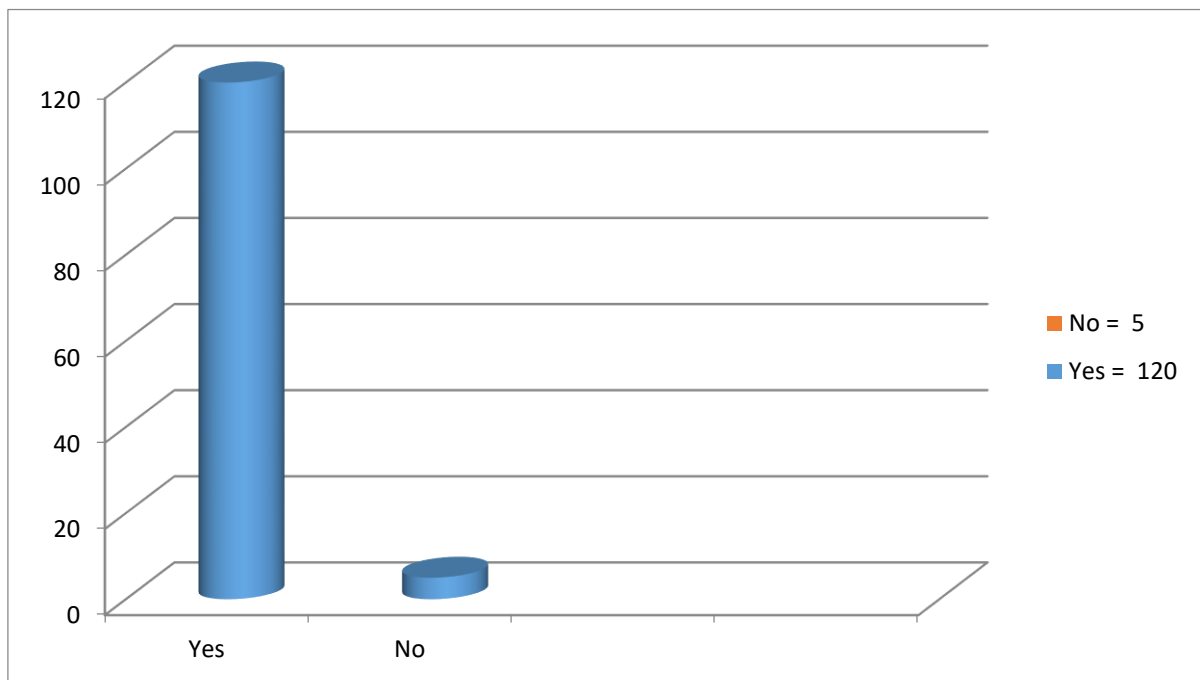
The result above shows that Facebook is the most significant social media platform that is effective for PR campaign. This is because, Facebook is used by most people.

**Table 4: Use of visual content and Augmented Reality for Public Relations campaign**



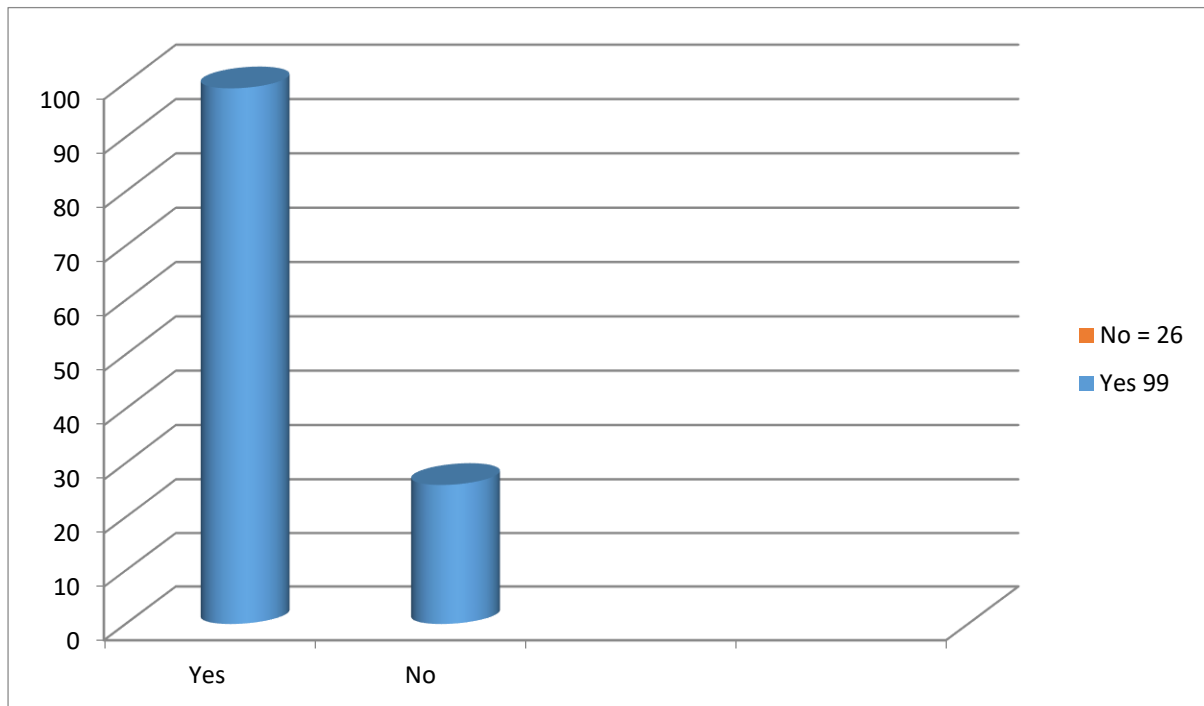
The above Table explains that many respondents use of visual content and Augmented Reality for Public Relations campaign

Lack of new skills hinder the effective use of visual content and Augmented Reality for public relations campaign



Many respondents agreed that lack of skills hinder the effective use of visual content and augmented really for public relations campaigns. The implication is that PR practitioners should undergo periodic skill to make significant impacts.

**Table 7: The use of visual content and Augmented Reality for PR campaign on social media foster the relationship between your firm and its publics**



Result shows that majority of the respondents believe that use of visual content and Augmented Reality for PR campaign on social media foster the relationship between your firm and its publics.

## 5.0 DISCUSSIONS

Summarily, the analyses make the following findings

- The study found that there is significant representation in the study, though males marginally participated in the study than women.
- On the bases of usage, the study found that respondents use social media for public relations campaigns. This support the view of Dewdney & ride, 2006, that social media is becoming the preferred term for a range of media practices that employ digital technologies and computer in some way.
- The results also show that Facebook is the most significant social media platform that is effective for PR campaign. This is because Facebook is used by most people.
- Respondents lack skills for effective use of user content and augmented reality for public relations campaign.
- Majority of the respondents believe that use of media content and augmented realities for PR campaign on social media foster the relationship between their firms and its publics.

## 6.0 CONCLUSION/RECOMMENDATIONS

1. Public relations professionals should undergo periodic skills to make significant impacts.
2. Organizations, businesses and parastatals should adapt virtual content and augmented reality format so successful delivering of brand images on social media.
3. There is need for public relation professional to have skill sets to be able to effectively film and edit virtual content.
4. Public relations practitioners should make sure that the visual content and augmented reality they use for public relations campaign is rich and impactful to foster mutual relationship between the organization and its publics.
5. Public relation practitioners of organizations should be encouraged to use social media in the course of executing their profession assignment.

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