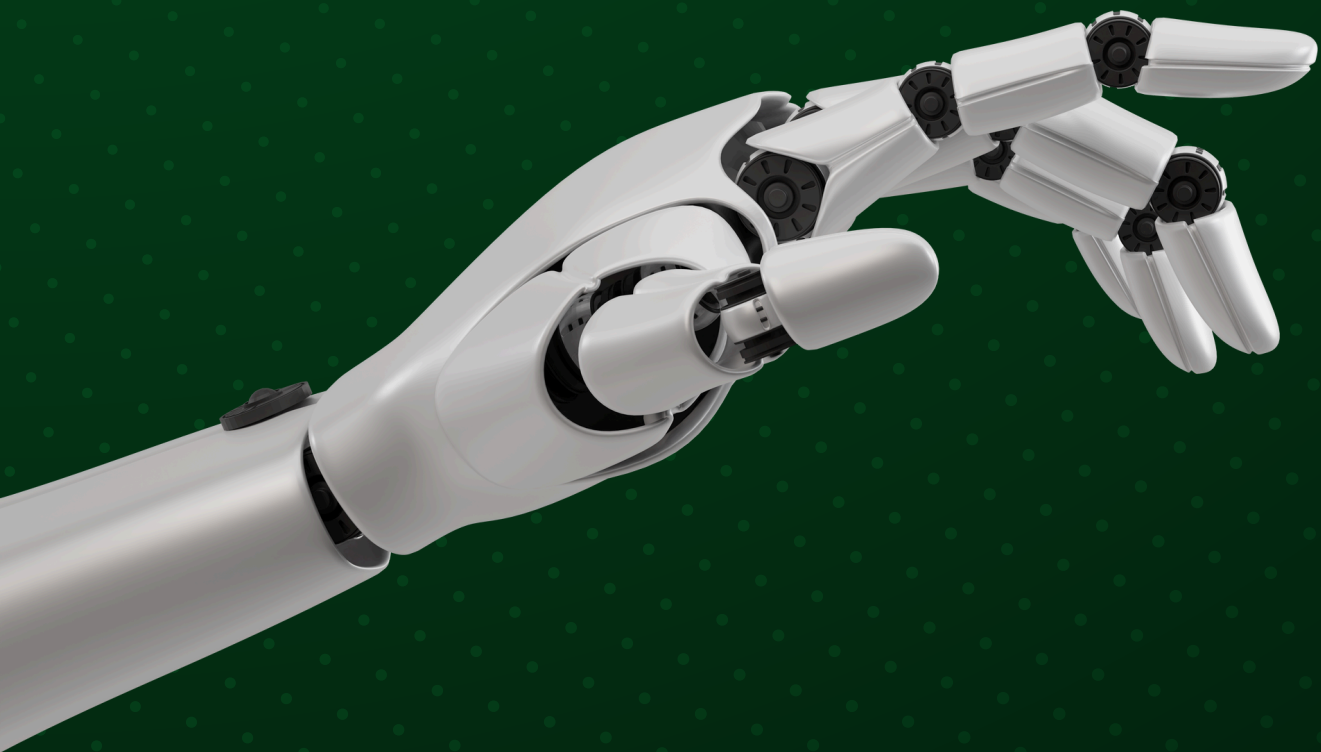


ARTIFICIAL INTELLIGENCE

An inside look on strategies and influence on
PR professionals

**“AI WON’T REPLACE HUMANS –
BUT HUMANS WITH AI WILL
REPLACE HUMANS WITHOUT AI”**

–Karim Lakhani, PRDailly



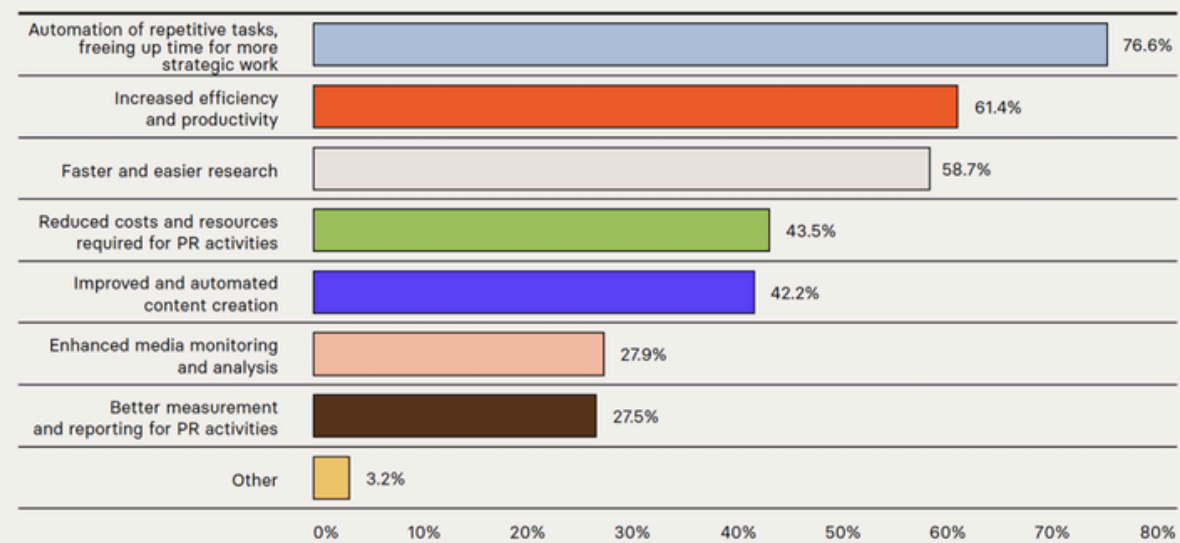


What is Artificial Intelligence?

AI is a branch of computer science that performs tasks with the help of smart machines and various applications with or without human cognitive functions

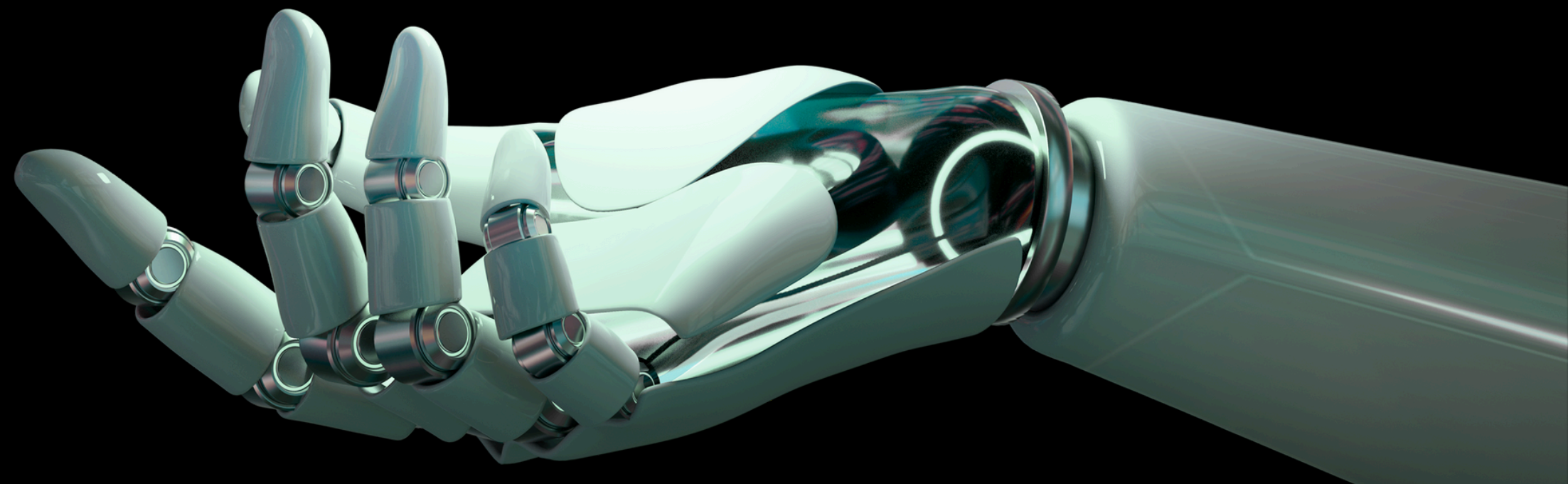
Why is it important in the PR industry?

What are the biggest perks of introducing AI to the PR industry?



The State of PR Technology 2023

According to Prowly, "The unique strength of AI in Public Relations is its ability to sift through countless social media posts, perform sentiment analysis and provide real data on the performance of our PR and marketing campaigns in real time", (Prowly, 2024).



What are the top 3 trends in AI that we see everyday?



Automated chatbots

Chatbots are being used by many companies including Amazon, Spotify and Sephora for fast customer service at any time. This can be used to answer questions, solve issues, support and more.



Speech-to-text tools

Enables businesses to dictate text while performing tasks hands-free. This helps bring business processes to run smoother, faster and more efficiently.



Media monitoring and algorithm

AI collects data that can provide successful or negative results that can be used to improve strategic tactics and also give recommendations to users for a more personalized feel.

Examples of AI Applications



Netflix

- Netflix uses AI to create algorithms for viewers for new suggestions
- It tracks what you watch, how long and if you finish it
- It rates shows and movies based off ratings and popularity based off data



Amazon

- Amazon helps small businesses by generating ads for more visibility to buyers
- Its product "Alexa" helps with many tasks such as commands given
- It also generates comments and product listings based off customer preference



Google

- Google provides real-time analytics within seconds
- It can produce and run highly effective ad campaigns
- It can also be used in assistance with maps, photos and cloud storage

Is AI worthy of PR practices?

THE SHORT ANSWER IS YES!

According to PR Daily, artificial intelligence is quickly evolving and impacting the industry by providing tools that can bring more customer engagement, organizational efficiency and help manage brand reputation.



Best practices using AI in a PR setting

Faster Data Tracking

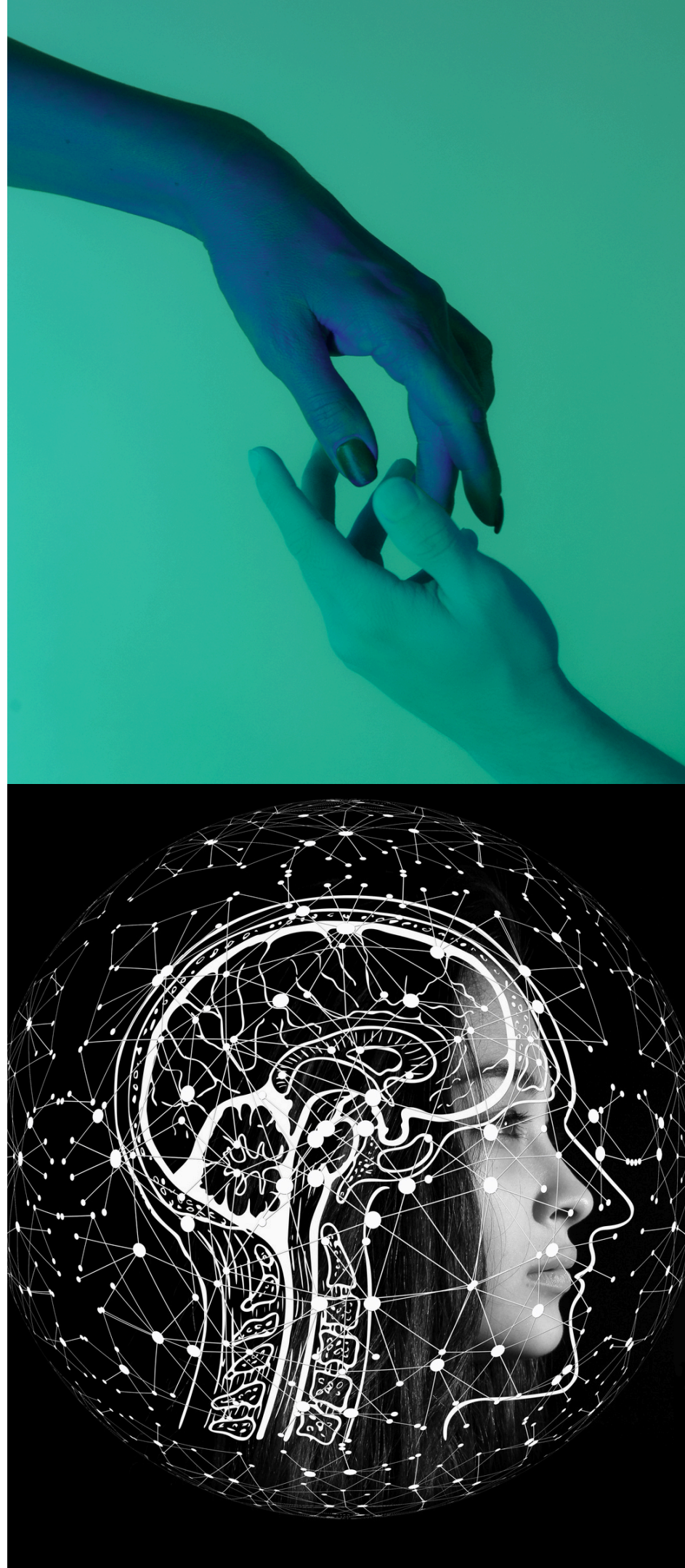
The strength of AI can aid in faster data results, provide analysis and performance results on campaigns and save countless hours of reading and searching.

Improved Content Creation

AI can help generate ideas, ads, writing and visuals that fit unique business styles and support relationship building opportunities.

Enhanced efficiency and productivity

AI provides tools to automate tedious tasks, save and gain more time and enhance strategic planning.



Benefits of Artificial Intelligence for PR professionals

- Expand media outreach and campaign performance
- Build stronger relationships with customers and clients
- Help maintain reputation management
- Fresh ideas and new trends





Check out my blog, podcast and video
here!

LEARN MORE ABOUT AI USE IN PUBLIC RELATIONS

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THANK YOU

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