

# **A Study of Using New Media for the Management of Institutional Public Relations Internally and Externally (With Special Reference to Telecom Company)**

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## **Introduction**

The main link in the business sector is the customer. If there are no customers, that could jeopardize the well-being of a business. To prevent this from collapsing, more effective public relations methods must be adopted. Most of the businesses in the world use these public relations methods to promote their institutions. This is mainly a form of advertising. This enables the customer to get access to information without paying (Frolova, 2014). New media systems with low-cost are used in many organizations around the world. It was observed that public relations have now become an essential part of business communication (Diedrick, 2017). The new media, which are widely used in corporate and internal, were identified. For example, Website, Social media - (Facebook, Twitter, LinkedIn), e-mail, Computer, Land Phone/ Mobile Phone), etc.

There is an active relationship between the customer and the organization of a business. The internal process of a business involves a variety of customers. It uses the Internet and global communication strategies to build a huge business presence. It seeks to build a revolution through the new media tools of the modernizing society. The use of new media has enabled businesses to create a dialogue with customers. It enables users to share products and services with clients. There is a greater emphasis on new media related public relations methods, rather than on doing so effectively.

The new media features have positive features that can be used as a public relations method. New media has the ability to transfer information efficiently than traditional media. Communication tools, such as television, radio, and newspaper, enable faster communication with new media features. These are some of the positives that can be achieved through the use of media.

- A. Easy to submit the information that is very accurate and accurate at a very low cost.
- B. Immediacy.
- C. Ease of managing the information on the site itself.
- D. Easy access to international access.
- E. Time-consuming and easy to access at any time.

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