

THE TOP 10 PUBLIC RELATIONS INSIGHTS OF 2017

FROM THE INSTITUTE FOR PUBLIC RELATIONS BOARD OF TRUSTEES

COMPILED BY SARAB KOCHHAR, PH.D.
DIRECTOR OF RESEARCH, IPR

#1

DIGITAL LITERACY REMAINS A TOP CHALLENGE IN CORPORATE DIGITAL TRANSFORMATION

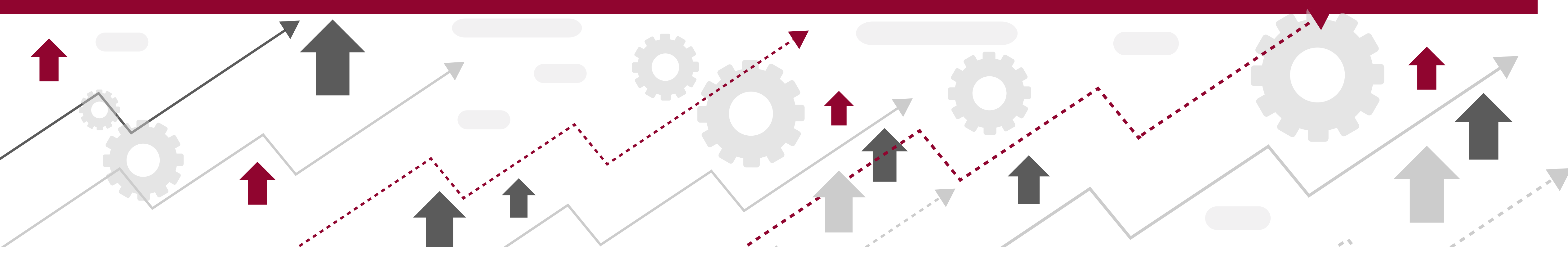
By: Altimeter, a Prophet Company



BRAND POSITIONING DEBUNKED: BRANDS MUST MANAGE THEIR MOTION RELATIVE TO EXTERNAL ENVIRONMENTAL PRESSURES

By: WE Communications

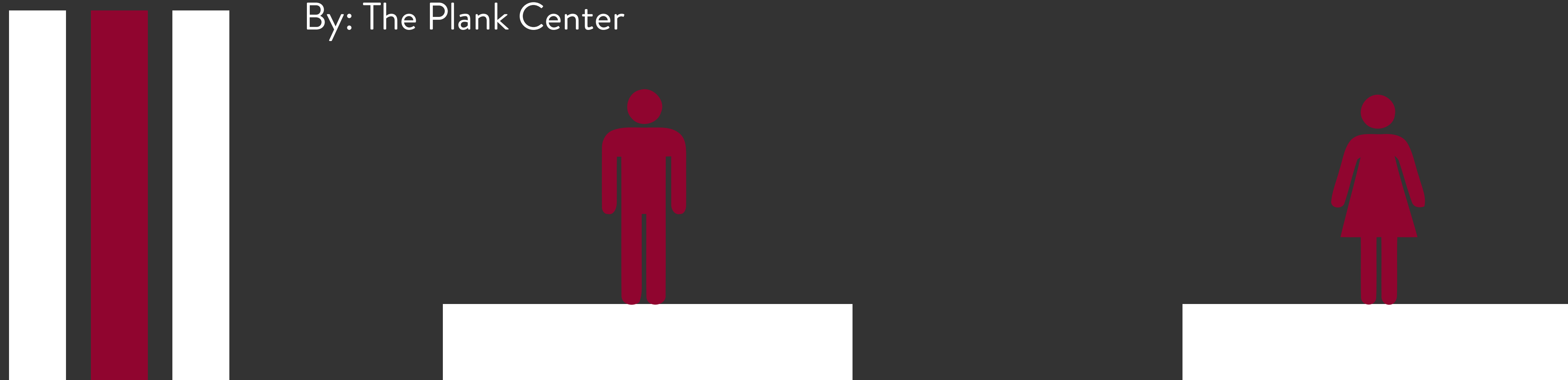
#2



#3

STUDY SHOWS GENDER GAP HAS WIDENED SINCE 2015: PR LEADER PERFORMANCE SEES DECLINES IN WORK CULTURE, JOB ENGAGEMENT, AND JOB SATISFACTION

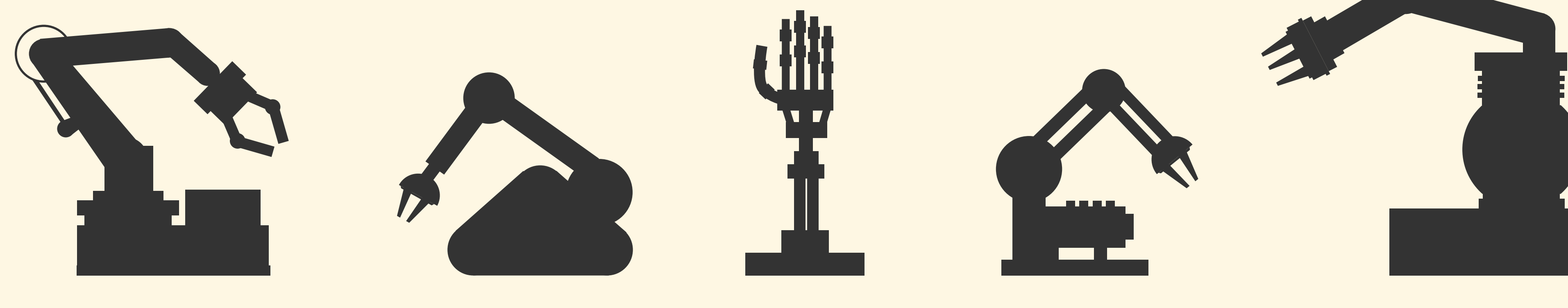
By: The Plank Center



GENERALLY, AMERICANS ARE MORE CONCERNED, RATHER THAN EXCITED, ABOUT THE EFFECTS OF AUTOMATION ON SOCIETY AS A WHOLE

By: Pew Research Center

#4



#5

COPING WITH THE DIGITAL REVOLUTION AND THE SOCIAL WEB RANKED AS THE MOST IMPORTANT STRATEGIC ISSUE FOR COMMUNICATION MANAGEMENT UNTIL 2020

By: EUPRERA



NO NEED TO FEAR WORKPLACE AUTOMATION: RESEARCH PREDICTS GLOBAL JOB CREATION MAY OUTPACE JOB DISPLACEMENT FROM AUTOMATION IN THE WORKPLACE

By: McKinsey Global Institute

#6



#7

A STRONG EMPLOYER BRAND IS VITAL TO BETTER EMPLOYEE RECRUITMENT, ENGAGEMENT, AND RETENTION

By: Weber Shandwick and KRC Research



#8

YOUNG ADULTS ARE LESS LIKELY TO RECALL THE SOURCE OF DIGITAL NEWS MEDIA THAN OLDER ADULTS

By: Pew Research Center



#9

LESS THAN HALF OF AMERICANS (47%) TRUST MAJOR COMPANIES WILL BEHAVE ETHICALLY

By: Public Affairs Council



FACEBOOK NAMED AS THE TOP GATEKEEPER FOR NEWS

By: Ogilvy

#10



#11

STUDY SHOWS SOME U.S. JOURNALISTS HAVE CONCERNS ABOUT THE QUALITY OF CONTENT THEY RECEIVE FROM PR PROFESSIONALS

By: Cision

