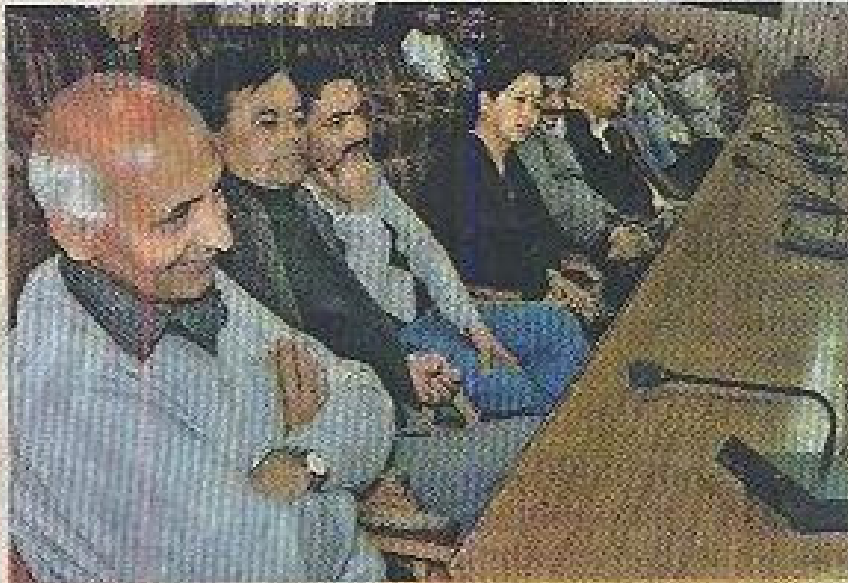


Meet on importance of social media held



Participants, during the seminar on 'Emerging Importance of Social Media', organised by PRSI in Shimla on Sunday. DP

SHIMLA: Public Relations Society of India (PRSI), Shimla on Sunday organised a discussion on 'Emerging Importance of Social Media: Public Relations Perspective' in Bachat Bhawan at Deputy Commissioners Office, Shimla to mark the National Public Relations Day, organised by the PRSI throughout the country.

The discussion was presided over by senior and renowned journalist PC Lohumi. PC Lohumi said social media was a double edged weapon with both positive and negative impacts and there was a need for proper planning and research to use harness it in a constructive manner for the benefit of the society. He said social media had come as a biggest explosion and it was bound to become main media in coming ten years because of its speed and wider reach.

He said the social media was equally important for media and PR practitioners and for making its best use, proper processing of information must be ensured. He said a large number of media persons today had become dependent on internet for gathering information and research work was gradually slowing down. DP