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'Social media blessing in disguise'

SHIMLA: Media professionals and senior public relations experts on Sunday admitted that though emerging social media posed challenges to media persons, it also offered new opportunities to public relations professionals. Speaking at a session organised by the Public Relations Society of India, Senior journalist P C Lohumi said social media was a double-edged weapon with positive and negative impacts and there was need for proper planning and research to harness it in a constructive manner for the benefit of the society.

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