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**PUBLIC RELATIONS:**

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what will PR look like in 2021? There are a number of things we can expect. Here's a peek about the 2021 future of public relations.

1. As a result of the pandemic, we expect to see a blend of an in-office and mobile work. Maintaining organization culture will rely on video calls and socially distancing in person events. meet on Zoom to have your meeting. Those who thrive will remember to inject a bit of fun into the day.
2. public relations, social media and other elements will blend into a wide variety of mediums.
3. Show improvements in diversity, and charitable work.
4. showcasing improvements in employee diversity, labor conditions and charitable work.
5. As augmented reality (AR) and virtual reality (VR) become more common and less expensive technology adoption and use will increase. AR experiences like Snapchat and VR devices such as Google Cardboard are becoming increasingly popular technologies that we use to support our clients. Try using AR technology to showcase your new product and then share a blog or a video about the activity on your website.

Let's hope 2021 shapes up to be a much better year than 2020. And remember, feel free to keep our forecast of future of public relations in mind when you are planning your next PR plan. (Written by Hoyt Organization)

With these ideas, we should be able to work out of the Box and come up with good ideas on how to reach our partners and reach the community also. Send us your ideas that you are using to reach our partners and the public.

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