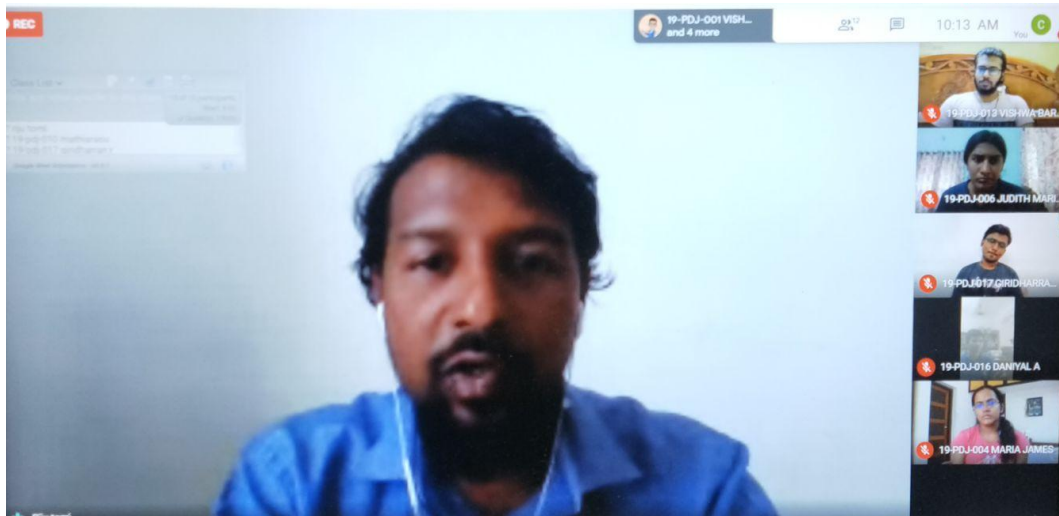


# Guest Lecture on PR Campaigns by Prof. Varghese Riju



**By Vishwa Barathy, 19-PDJ-013**

A guest lecture on PR campaigns, Possibilities and Methods was conducted by Mr.Varghese Riju, professor at the Oman University on 1st October 2020. 19PDJ batch of DDU KAUSHAL Kendra, Loyola College was enlightened with a step by step introduction to the process of kick starting a Public Relations Campaign, especially through social media. The three step method focussing on choosing the right social platform to plan for the campaign, setting up the objectives and specifying your target audience was explained with clarity. The resource person also touched upon the importance of getting assistance from influencers.

Obviously there aren't any short cuts. A well maintained social account helps in the success of your campaign. Using tags and hashtags will boost up your post and help to gain more reach among the audience in social media.

**Students understood the 8 step method to run a successful PR campaign :**

1. Launch.	2. Setting objectives.
3. Understanding the dynamics of the online platforms.	4. Understanding your target audience.
5. Connecting to influencers.	6. PR mentions- getting to the media.
7. Reverse brainstorming.	8. Using hashtags and tags.