# The evolution of PR in the age of social media and corporate responsibility



In recent years, the landscape of Public Relations (PR) has undergone significant transformation, particularly with the rise of social media. This shift has prompted brands and their leadership teams to pay closer attention to reputation management and communication tactics. The industry now faces unique challenges as it must engage with a younger audience that demands more agile and proactive approaches from PR practitioners and brands.

Adgully's weekly column, PR Conversation, features insights from business leaders in the PR and communications sector. In a recent interview, Ameet Rele, Head of Communications and Corporate Social Responsibility (CSR) at Nuvoco Vistas Corp, shared his perspectives on aligning corporate communications and CSR initiatives with business objectives.

Nuvoco, a prominent cement manufacturing group in India, bases its CSR strategy on a core value of Care, directing efforts towards uplifting local communities and promoting sustainability. Rele explained that Nuvoco seeks to enhance existing CSR programmes through five strategic pillars: Saksham Bharat (livelihood and skill development), Sangrahit Bharat (natural resource conservation), Shikshit Bharat (education), Swasth Bharat (healthcare), and Sanrachit Bharat (infrastructure development).

Efforts in corporate communications aim to blend reputation management with employer branding and digital initiatives. This includes search engine optimisation and search engine marketing to reinforce Nuvoco’s identity as an appealing employer while ensuring effective messaging across digital channels.

Reflecting on the evolution of corporate communication, Rele noted that traditional methods such as press releases have fallen out of favour, replaced by integrated digital strategies. The focus has shifted towards fostering genuine connections, compelling storytelling, and real-time stakeholder engagement. This digital transformation highlights the importance of content marketing, which enhances market competitiveness by resonating with audiences through relatable narratives.

Rele outlined several impactful CSR initiatives that exemplify Nuvoco's commitment to community development. The NUVO Mason programme has trained over 500 individuals in various states, granting them certifications and improved job prospects. Likewise, Project Daksh has successfully trained more than 200 girls as Sewing Machine Operators, with a significant number now employed in the garment industry.

In education, the SMART Class initiative has transformed the learning experience for over 12,000 students by introducing interactive Smart Boards across 48 government schools. Nuvoco's healthcare efforts under the Swasth Bharat programme included the installation of an off-grid solar power system in a hospital and the supply of 100 solar lights to local villages, enhancing both medical care and community safety.

Looking ahead, Rele suggested that corporate communications will continue evolving towards a more digital, transparent, and purpose-driven approach. Stakeholders are increasingly demanding proof of sustainability and social impact, pushing companies to integrate social commitments and reputation-building strategies into their operations. The anticipated future of CSR is one where sustainability is not only a regulatory requirement but a pivotal aspect of business success and brand image.

As the building materials industry prepares for these upcoming changes, companies like Nuvoco highlight the potential for CSR initiatives to create meaningful change within communities, positioning themselves as leaders in a rapidly shifting market.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.agilitypr.com/pr-news/public-relations/the-role-of-social-media-in-shaping-modern-public-relations-strategies/> - This article supports the claim that social media has transformed public relations by enabling two-way communication and real-time engagement, which is crucial for reputation management and stakeholder interaction.
* <https://www.wgu.edu/blog/social-media-and-public-relations2407.html> - This blog post corroborates the shift from traditional PR methods to digital strategies, highlighting the importance of social media in amplifying brand messaging and fostering connections with consumers.
* <https://www.matternow.com/blog/3-ways-social-media-has-changed-public-relations/> - This article explains how social media has changed public relations by facilitating two-way communication, increasing customer service expectations, and enabling citizen journalism, all of which are relevant to the evolving landscape of corporate communications.
* <https://www.noahwire.com> - This source provides the original context for the article, discussing the evolution of corporate communications and CSR initiatives in companies like Nuvoco.
* <https://www.adgully.com/pr-conversation> - This link would typically provide insights from business leaders in the PR sector, similar to Ameet Rele's perspectives on aligning CSR with business objectives, though the specific link is not available.