DIGITAL PR

— DANNY WHATMOUGH —

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BY

DANNY WHATMOUGH

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For Mum, Rachel and Marla

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FOREWORD

PRCA Practice Guides are a series of uniquely practical and readable guides, providing PR and communications professionals, new and experienced alike, with hands-on guidance to manage in the field. Written by experienced practitioners who have been there and done it, the books in the series offer powerful insights into the challenges of the modern industry and guidance on how to navigate your way through them.

Most people will agree that digital has been a game-changer in marketing and PR. At a time when no-one has all the answers, this book will help PR and communications professionals to understand the areas they need to consider using in digital communications, and the questions they need to ask in order to excel in this new digital age. This book charts the progress of digital PR – where we've come from, where we are now, and where we are going. It mixes practical advice and tips to guide the modern PR practitioner. It isn't designed for digital specialists but those working in the PR industry that need to ensure they are on the right path. It contains thoughts and opinions from someone working at the forefront of the industry and helping to shape its future.

Danny Whatmough is a senior professional who has unparalleled experience in digital and social media for PR and communications. He is currently Managing Director, EVP,

Integrated Media at Weber Shandwick and previously headed up social and digital for Proctor & Gamble at Ketchum. He is currently Chairman of the PRCA's Digital Group, a member of the PRCA PR and Communications Council, and sits on the AMEC social media measurement committee. Such is the level of his digital expertise that he was handed the Outstanding Contribution award at the PRCA Digital Awards 2018. Indeed, he plays an active role in the wider PR industry and is a regular speaker, commentator, and blogger on digital PR and the future of the industry.

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Francis Ingham
Director General, PRCA
Chief Executive, ICCO

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