**How VR Can Be a Powerful Tool for PR**

PR leaders should take note of improvements to virtual-reality technology, as the experience can be a powerful tool for connecting with clients. Improved accessibility means that traditional computers can access VR content, and growing media acceptance of the medium makes it important for PR to remain on the cutting edge, Kate Ryan of Diffusion PR writes.

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<http://apps.prsa.org/Intelligence/Tactics/Articles/view/11962/1144/Reality_Check_Why_VR_Should_Be_Part_of_Your_PR_Por#.WX-QibpFytV>

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<https://assets.entrepreneur.com/content/3x2/1300/20170403182911-GettyImages-648307604.jpeg>