**The Technologies PR Pros Need to Master**

Today's communications pros need to know how to integrate social or digital media into PR campaigns and be prepared to utilize "big data, artificial intelligence and a wide array of tech," writes Ted Kitterman. He also suggests mastering personal social media to stand apart from peers, noting "a strong personal brand is a key differentiator in an industry that doesn't have a lot of rigorous measures in place to police membership."

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[***https://www.prdaily.com/how-pr-pros-must-adapt-to-new-technologies/***](https://www.prdaily.com/how-pr-pros-must-adapt-to-new-technologies/)

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