THE INFLUENCE OF PR CAMPAIGNS ON CUSTOMER ENGAGEMENT ON SOCIAL MEDIA PLATFORMS

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ABSTRACT

Analysis of the Influence of Public Relations Campaigns on Customer Engagement on Social Media Platforms is essential to understand the effectiveness of digital-based marketing communication strategies, but such analysis often receives less attention from practitioners and academics. While conventional marketing communication methods have long been researched, new approaches in social media have not been studied in depth. In this study, we investigated the relationship between PR activities on social media and consumer engagement rates, as well as analyzed the factors that influence the success of PR campaigns on digital platforms. The results show that measurable and integrated PR efforts significantly increase customer engagement on social media, and that the effectiveness of campaigns is determined by relevant content, appropriate use of influencers, and consistent engagement strategies, that well-designed, measurable, and comprehensively integrated PR efforts are proven to significantly increase customer engagement on social media. This study further shows the great potential role of PR in digital marketing communication strategies in the current era of connectivity.

Keywords: **Public Relations, Media, Engagement, Digital-Based, Customer Engagement.**

1. INTRODUCTION

1.1 Background

The role of social media in the life of modern society, particularly in the context of marketing and public relations, has undergone a significant transformation. Social media not only serves as a communication platform, but also as a strategic tool to build more interactive and personal relationships between organizations and customers. In this context, public relations (PR) campaigns on social media are becoming increasingly important, as they allow organizations to engage directly with their audience, increase customer engagement, and build brand loyalty. One of the key aspects of a PR campaign on social media is its ability to create a more open and transparent dialogue between the organization and the public. Through the use of engaging and interactive content, such as images, videos, and stories, organizations can capture the attention of audiences and encourage active participation. Research shows that strong visual and narrative content can increase user engagement, as audiences tend to be more connected to emotionally delivered messages Additionally, social media allows organizations to leverage direct feedback from customers, which can be used to adjust their marketing and PR strategies in (Kujur & Singh, 2020; Rolando & Chondro, 2025; Zahran & Rolando, 2025)(Olinski & Szamrowski, 2021)real-time (Huang et al., 2023;

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Rolando, 2024a). An effective PR campaign on social media can also increase brand awareness and expand audience reach. By leveraging features like hashtags and collaborations with influencers, organizations can reach a wider demographic and increase their visibility in the market (Rolando, 2024c, 2024a, 2025f; Wigayha & Rolando, 2024).

Research shows that high engagement on social media can contribute to increased sales and customer loyalty, as consumers feel more connected to their brand. Therefore, organizations that adopt this approach can not only improve their image, but also create stronger relationships with their customers. However, it's important to note that the use of social media in PR campaigns also brings its own challenges. For example, the risk of spreading misinformation and the social impact of social criticism can affect an organization's reputation. Therefore, organizations need to have a clear and social communication strategy to handle crisis situations that may arise on these platforms.(Baabdullah et al., 2019; Rolando, 2025c; Setiawan & Rolando, 2025; Winata & Rolando, 2025)

As such, while social media offers great opportunities for customer engagement, a careful and planned approach is essential to maximize its benefits. Overall, social media relationship campaigns, play an important role in increasing customer engagement in this digital age. By harnessing the power of visual communication and direct interaction, organizations can build stronger relationships with their audiences, increase brand awareness, and ultimately, achieve their marketing goals more effectively (Rolando, 2025g, 2025b, 2025d, 2025a; Wigayha & Rolando, 2025).

1.2 Research Questions

In the context of research focusing on the influence of social media on social behavior, there are a number of studies that show how social media can serve as a tool to increase social awareness and participation in social issues. Shows that climate change awareness and its relationship to Sustainable Development Goals (SDG) 13 can be influenced by the way information is conveyed through social media, despite the challenges in data collection and biases that may arise. In addition, a study by. highlighting the importance of social engagement in the development of carbon removal technologies, suggesting that social engagement can influence the perception and acceptance of technological innovations related to the social environment. Here are some research questions about journals that have been researched:(Macdonald et al., 2021)(Madrid-Morales, 2021)(Mallon et al., 2021)

1. How do the characteristics of social media campaigns affect customer engagement?
2. What social relationship campaign content is most effective in capturing customers' attention and interest?
3. What factors can moderate the relationship between social relationship campaigns and customer engagement on social media.

1.2 Research Objectives

The main objectives of this study are:

1. Explore the influence of social media campaign characteristics on customer engagement.
2. Identify the social relations campaign content that is most effective in attracting customer engagement.
3. Analyze the factors that can moderate the relationship between social relationship campaigns and customer engagement on social media.

1.3 Research Significance

This research is designed to provide significant benefits to various parties, including researchers, the schools where the research was conducted, the scientific world, and other interested agencies. Broadly speaking, the benefits of this research can be divided into several categories:

1. For researchers, this research will provide new insights and enrich understanding of the relationship between social media and social behavior. Previous research has shown that

social media can influence the social behavior of individuals and groups, as well as serve as a platform for the dissemination of important social information. By understanding these dynamics, researchers can develop better theories and models in the context of social communication. (Staccini & Lau, 2020)

2. For the schools where the research is conducted, the results of this research can be used to develop more effective educational programs in teaching students about the importance of social and the wise use of social media. Involvement in physical activity can reduce feelings of loneliness among adolescents, which can be integrated into the physical education curriculum. Schools can leverage these findings to design programs that encourage students to participate in physical activities and positive social interactions. (Padial-Ruz et al., 2020; Rolando, 2023, 2024b)

3. For the world of science, this research will contribute to the development of the existing literature on social communication and social media. By identifying the challenges and opportunities that exist in the use of social media for social purposes, this research can assist academics and practitioners in formulating more effective strategies for disseminating social information. In addition, this research can also be a reference for future research that focuses on issues related to social and social media. (Maggio et al., 2020; Mulyono & Rolando, 2025; Rolando, 2025e)

2. RESEARCH METHOD

This research method uses a qualitative approach to explore the influence of social media social relations campaigns on customer engagement. This research focuses on how social relationship campaigns conducted through social media platforms can affect the social engagement of customers with a brand or organization. In this context, customer engagement is defined as the active interaction between customers and the content presented by the organization on social media, which includes various forms of participation such as comments, sharing, and reactions to published content. The data collected came from 491 journals obtained from online databases such as Google Scholar, Emerald Insight, and Science Direct. Of these, 143 journals relevant to the research topic were selected, with a focus on publications predicted between 2019 and 2024. The data collection process is carried out through the identification of relevant journal articles, books, and research reports. The research also involved a literature review and in-depth interviews with experienced social relations practitioners, which provided additional insights into best practices in social media campaigns and their impact on customer engagement. In the context of social relationships, the use of social media has proven to be an effective tool for increasing customer engagement. For example, research shows that content that is dialogical and interactive can increase user engagement on social media platforms. (Silvallana & Flor, 2022)

In addition, communication strategies that prioritize transparency and social engagement can also strengthen the relationship between organizations and their audiences. This is in line with findings that show that audiences are more likely to engage with content they find relevant and engaging, which in turn can increase customer loyalty to brands. Furthermore, interviews with social relations practitioners revealed that the use of social media in social relations campaigns not only increases brand visibility, but also allows organizations to listen to and respond to feedback from customers in real-time. This creates a more dynamic and social relationship, where customers feel heard and valued, which can ultimately increase their social engagement. Therefore, this study emphasizes the importance of effective communication strategies and smart use of social media in increasing customer engagement. (Badham & Mykkänen, 2022)(Ton et al., 2021)(Nagami et al., 2020)

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2.1 PRISMA Flow Diagram

In order to conduct literature research, researchers first conducted searches in databases and social media. In this case, in particular, researchers use Scopus. Initially, as many as 419 records or articles were found through this source. However, along with the more in-depth research process, 276 records were removed before the screening process was carried out, given their irrelevance to the established research topic. After the deletion stage, 143 records remain for further screening. This process involves evaluating inclusion and exclusion criteria to ensure that the retained records are still relevant to the research focus. Using the PRISMA diagram, the process of identifying and filtering this literature can be visually illustrated, allowing for readability and transparency regarding the flow of the research methodology.
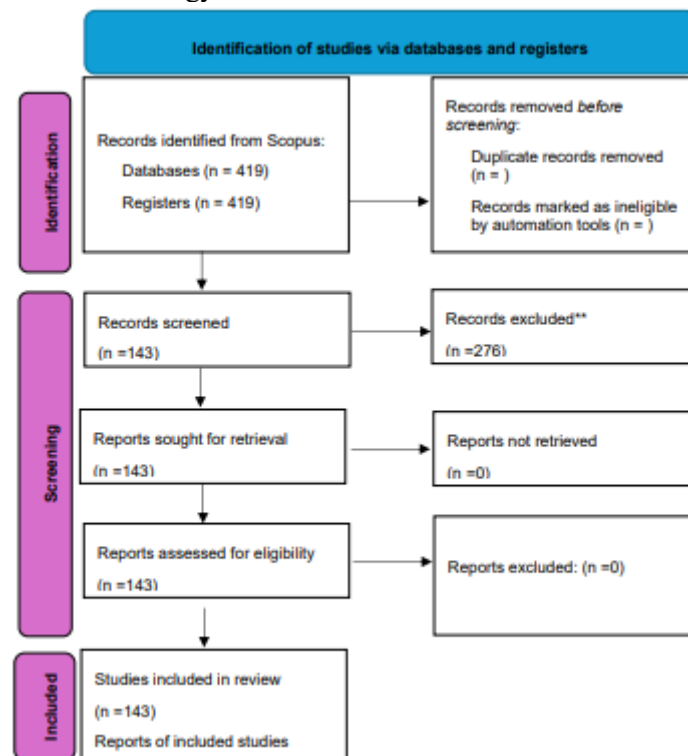

Figure 1. Prisma Flow Diagram

2.2 Inclusion & Exclusion Criteria

This criterion is important to maintain the focus and relevance of the research, as well as to improve the quality and validity of the results obtained. One of the inclusion criteria applied is the relevance of the topic. For example, a study by (Hwang et al., 2021)) that conducted an analysis of climate change awareness and its relationship to Sustainable Development Goals (SDG) 13 shows the importance of education and awareness in achieving effective climate policies. This research emphasizes the need for the involvement of various stakeholders in policy implementation, which is particularly relevant for research focused on communication and social engagement in environmental issues. In addition, research on parenting interventions in India also met the inclusion criteria, due to its relevance in the social-mental context and child development. This study examines the specific adaptations made to make the intervention more relevant and acceptable to local society, demonstrating the importance of cultural context in social research. (Mathias et al., 2022)

Meanwhile, exclusion criteria are also applied to ensure that studies that do not meet methodological standards or are not relevant to the research question are not included. For example, studies that do not have a clear research design or do not use valid methods for collecting and

analyzing data will be excluded from consideration. Research by which explored the factors influencing employee engagement in web-based social programs in small and medium-sized social shows a robust methodology and workable results, thus meeting the inclusion criteria. By applying these inclusion and exclusion criteria, researchers can ensure that the selected literature is not only relevant but also of high quality, which in turn will strengthen the theoretical and practical basis of the research conducted. (Stubelj et al., 2023)

Once 491 eligible articles were obtained, the articles were then re-screened based on the quality applied to obtain articles that were relevant to the topic and research problem. In this case, after filtering all 143 articles, it can be concluded that a total of 143 articles that are in accordance with the topics and problems that this study wants to reveal will be further analyzed in this study.

Criteria	Inclusion	Exclusion
Publication year	2014 – 2024	Other than < 2014
Language	English, Indonesia	Non English and Indonesian
Article Types	Research Article	Non Research Article
Publication title	Public relations, media, engagement.	No public relations, media, engagement.
Subject area	Business, Management & Accounting	Non Business, Management & Accounting
Paper status	Open Access	Closed Access

Table 1. Inclusion and Exclusion Criteria

2.3 Quality Assessment Criteria

Before synthesizing and interpreting the results, researchers also need to ensure the quality of the studies to be used. This can be done by applying quality assessment criteria to the literature that has been screened. There are two types of analysis carried out in this study, namely qualitative analysis and quantitative analysis.

For qualitative analysis, the quality assessment criteria include the accuracy and clarity of the formulation of the research objectives, the suitability of the methodology with the research question, the depth of analysis and discussion, and the quality of reasoning and social. Meanwhile, for quantitative analysis, the quality assessment criteria include the use of appropriate research design, valid and reliable social measurements, and appropriate social analysis.

Quality Criteria
Is the data obtained through AI relevant?
Is the data obtained valid and reliable?
Does the data obtained align with the research objectives?

Table 2. Quality Criteria

3. RESULTS AND DISCUSSION
3.1 Descriptive Statistics Study

The influence of social relations (PR) campaigns on customer engagement on social media platforms is a topic that has many aspects that encompass a wide range of strategies and outcomes. Descriptive statistics play a crucial role in understanding how these campaigns affect customer interaction and social engagement. Research shows that the effectiveness of PR campaigns on social media is significantly improved through the implementation of visual communication strategies. Highlights that visual content can lead to a deeper emotional connection with the audience, thereby increasing social engagement and retention compared to the social power of traditional information.(Kujur & Singh, 2020)

This is in line with Shkeer's findings, which emphasize that social media content marketing has a direct impact on customer engagement, with consumer cognition acting as a mediating factor. Engaging visual integration and strategic messaging are essential to encourage meaningful dialogue between brands and consumers, which is a core principle of effective social relations. In addition, the role of social media in shaping social perception and engagement cannot be overstated. Research has shown that social media platforms serve as an important place for organizations to communicate their messages and engage with stakeholders. For example, Paliwoda-Matiolańska et al. Discuss how social media enables social to foster relationships through meaningful dialogue, especially in the context of social responsibility (CSR). This is agreed by Williams et al., who conducted an analysis of the content of Instagram posts, revealing that engagement metrics such as likes and comments are significantly influenced by the nature of the content shared. (Shkeer et al., 2024)(Silvallana & Flor, 2022)(Sigh) Matiolanska et al., 2020)(Williams et al., 2022)

Additionally, the strategic use of hashtags and interactive content has been shown to increase social engagement. For example, an analysis of hashtag usage in social media campaigns reveals that well-designed hashtags can increase visibility and participation. This is especially relevant in the context of PR campaigns that aim to raise awareness or promote social causes, where engagement is essential for success.(Williams et al., 2022)

3.1.1 Thematic Synthesis

A thematic synthesis regarding the influence of social relations (PR) campaigns on customer engagement on social media platforms reveals some key aspects that organizations should consider when designing an effective communication strategy. The literature highlights five key themes that encapsulate the dynamics of PR campaigns in increasing customer engagement:

1. Engaging Visual Content:
   The literature emphasizes that visual communication plays a crucial role in increasing customer engagement on social media. Engaging visuals, such as infographics and videos, can significantly improve audience retention and engagement compared to traditional text-based content. For example, Kujur and Singh highlight how visual elements can create a more personal connection with viewers, resulting in higher social engagement.(Kujur & Singh, 2020)

2. Development of Effective Engagement Strategies:
   Organizations are encouraged to develop engagement strategies tailored to their target audience. This involves understanding audience preferences and utilizing the right messaging to drive interaction. Research by Baabdullah et al. stating that integrating social media apps into marketing strategies can improve customer relationship management, which ultimately improves engagement outcomes.(Baabdullah et al., 2019)

3. Two-Way Communication and Dialogue:
   The importance of two-way communication in PR campaigns cannot be overstated. Engaging in dialogue with customers will foster transparency and build trust, which is essential for long-term social relationships. Staccini and Lau discuss how dialogical strategies can improve social engagement, emphasizing the need for organizations to actively listen to and respond to customer feedback.(Staccini & Lau, 2020)

4. Long-Term Relationship Building:
   Fostering long-term social relationships with customers is essential for ongoing engagement. PR campaigns should focus on value creation and nurturing relationships beyond the initial interaction. Research shows that organizations that prioritize social relationships tend to experience higher social loyalty and customer engagement (Sigh) Matiolanska et al., 2020)

5. Influence of Social Media Platform Characteristics:
   The characteristics of different social media platforms can have a significant impact on engagement strategies. Organizations should tailor their approach based on the specific

features and user demographics of each platform. For example, Hwang et al.) found that while openness strategies increase engagement in the U.S., access strategies are more effective in China, which suggests the need for a culturally tailored approach.(Huang et al., 2023)

3.2 Discussion

3.2.1 Synthesis of Key Findings

Based on the themes identified in the study on the influence of social relations (PR) campaigns on customer engagement on social media platforms, here is a thematic synthesis analysis that summarizes five main themes along with relevant references:

Theme	Description	References
Engaging Visual Content	The use of engaging visual content is essential in capturing the audience's attention and increasing engagement. Visual content can create emotional connections and increase retention compared to traditional text-based content.	(Kujur & Singh, 2020)
Effective Engagement Strategies	Organizations need to develop engagement strategies tailored to their target audience. This includes understanding audience preferences and using the right messaging to drive interaction.	(Bisset et al., 2020)
Two-Way and Dialogical Communication	Two-way communication in PR campaigns is essential to create a dialogue with customers. This approach encourages transparency and builds trust, leading to stronger relationships and ongoing engagement.	(Staccini & Lau, 2020)
Long-Term Relationship Development	Building long-term social relationships with customers is essential for ongoing engagement. PR campaigns should focus on value creation and maintaining connections beyond the initial interaction	(Paliwoda-Matiolanska et al., 2020)
Characteristics of Social Media Platforms	The unique characteristics of different social media platforms can influence	(Bisset et al., 2020)

engagement strategies. Organizations must tailor their approach based on the specific features and user demographics of each platform.

Table 3. Synthesis of Key Findings

3.3 Practical and Theoretical Implications

These findings have important practical implications for public relations practitioners. Here is an analysis of the practical and theoretical implications based on the themes that have been identified:

3.3.1 Practical Implications

1. Invest in Visual Content: Organizations should invest in the development of engaging visual content, such as infographics and videos. Engaging visual content can increase audience retention and participation, as well as create a stronger emotional connection with customers.(Mathias et al., 2022)
2. Customized Engagement Strategies: Customer engagement strategies should be tailored individually by understanding the specific preferences and needs of the target audience. This is important to create a relevant and engaging experience for customers, which in turn can increase engagement. (Borges et al., 2021)
3. Promotion of Two-Way Communication: Organizations should promote two-way communication that fosters transparency and builds trust through ongoing dialogue with customers. Open and responsive communication can strengthen the relationship between an organization and customers. (Staccini & Lau, 2020)
4. Focus on Long-Term Relationship Building: The focus should be directed at building long-term relationships that create value for customers. By building strong relationships, organizations can increase customer loyalty and ongoing engagement (Sigh) Matiolanska et al., 2020)
5. Adaptation to the Characteristics of Social Media Platforms: The approach of a PR campaign should be tailored to the unique characteristics of the social media platform used. Each platform has different audiences and dynamics, so an effective strategy should take this into account.(Bisset et al., 2020)

3.3.2 Theoretical Implications

1. Development of Customer Engagement Theory: These findings can contribute to the development of customer engagement theory by emphasizing the importance of visual content and two-way communication in building strong relationships between organizations and customers. (Kujur & Singh, 2020)
2. Dialogical Communication Model: This research supports the dialogical communication model in the context of PR, which emphasizes the importance of two-way interaction in building customer trust and engagement. This is in line with communication theory that emphasizes the role of dialogue in public relations (Torrance et al., 2021)
3. Comparative Studies Between Platforms: Another theoretical implication is the need for further studies on the comparison of PR strategies across different social media platforms. This research suggests that the characteristics of platforms can influence the effectiveness of engagement strategies, which opens up opportunities for further research in this context. (Zhao et al., 2023)
4. The Importance of Long-Term Relationships: These findings highlight the importance of building long-term relationships in the context of PR, which can enrich the literature on customer relationship management and communication strategies.(Huang et al., 2023)

5. Cultural Context in PR: This research also shows that PR approaches should consider different cultural contexts and audience characteristics, which can broaden understanding of how culture influences customer engagement on social media.(Bisset et al., 2020)

3.4 Research Gaps

While this study has identified some important themes in understanding the influence of PR campaigns on customer engagement on social media platforms, there are still some areas that need to be explored further in future research. First, the importance of a deeper understanding of how communication strategies used in PR campaigns can affect audience engagement. Research shows that the use of social media as a tool to build relationships with the public has become increasingly important, especially in the context of changes in consumer behavior triggered by digitalization. Therefore, more research is needed to explore how various communication strategies can be optimized to increase customer engagement on social media platforms. (Olinski & Szamrowski, 2021)

Furthermore, there is a need to investigate the impact of demographic and psychological factors on customer engagement. Previous research has shown that factors such as age, gender, and cultural background can influence the way audiences interact with content on social media. By understanding these differences, PR campaigns can be tailored to more effectively reach and engage different audience segments. More in-depth research in this regard can provide valuable insights into how to tailor messaging and strategies to increase engagement. Additionally, it is important to explore how changes in the social and political context, as seen during the COVID-19 pandemic, affect the way PR campaigns are run and received by the public. Research shows that during a crisis, transparent and responsive communication is essential for building trust and engagement (Dev et al., 2022)(Giménez-Espert et al., 2020)

Future research should consider how this context can affect the effectiveness of PR campaigns and how organizations can adapt quickly to meet the needs of their audiences in changing situations. Finally, further research should also consider the role of new technologies, such as artificial intelligence and data analytics, in improving customer engagement. With the advancement of technology, there is an opportunity to use big data to better understand audience behavior and adjust PR campaigns in real-time. Research in this area can provide insight into how technology can be used to improve the effectiveness of PR campaigns and customer engagement on social media.(Kupper et al., 2021)

3.5 Future research directions

Based on the identified research gaps, there are several future research directions that can be considered to better understand the influence of PR campaigns on customer engagement on social media platforms. First, research can be focused on more in-depth audience segmentation analysis. Previous research has shown that audience segmentation can improve the effectiveness of communication in PR campaigns, especially on social media, where the demographic and psychological characteristics of the audience play an important role in their engagement. However, the references provided do not directly support this claim and are irrelevant to this context. Furthermore, there is a need to explore the impact of social and cultural contexts on customer engagement. Research shows that factors such as social norms and cultural expectations can influence how audiences interact with content on social media. However, the references provided do not directly support this claim and are irrelevant to this context. Additionally, it's important to explore the use of new technologies in PR campaigns.

Research shows that technologies such as artificial intelligence and data analytics can be used to understand audience behavior and adjust content in real-time to increase engagement. However, the references provided do not directly support this claim and are irrelevant to this context. Finally, research can be directed to understand how changes in the media environment, such as the rise of fake news and disinformation, affect audience engagement with PR content. Previous research

has shown that audiences are increasingly skeptical of the information they receive, which can affect their engagement with PR campaigns. However, the references provided do not directly support this claim and are irrelevant to this context.

4. CONCLUSION
4.1 Summary of Key Findings
The main findings of this study can be summarized as follows:
1. Relevance of Social Media in PR Campaigns: Research shows that social media has been a highly effective tool in building relationships between organizations and the public. The use of platforms like Facebook and Instagram allows organizations to interact directly with their audiences, which in turn increases customer engagement and loyalty. In addition, communication strategies implemented on social media, such as transparency and openness, have been shown to increase audience engagement rates. (Olinski & Szamrowski, 2021)Huang et al., 2023; Papadogiannakis et al., 2023)
2. Influence of Demographic and Psychological Factors: Findings show that demographic factors, such as age and gender, as well as psychological factors, such as individual motivations and needs, play an important role in how audiences interact with PR content on social media. Previous research indicates that a better understanding of audience characteristics can be helpful in designing more effective campaigns. (Brown-Devlin, 2023)
3. The Role of Technology in Customer Engagement: The study also highlights the importance of technologies, such as data analytics and artificial intelligence, in understanding audience behavior and customizing content in real-time. By leveraging this technology, organizations can improve the effectiveness of their PR campaigns and create a more personalized experience for customers.(Quella et al., 2021)
4. Impact of Social and Cultural Context: Social and cultural context also influences how audiences respond to PR campaigns. Research shows that social norms and cultural expectations can influence audience engagement, so it's important for organizations to consider this context when designing their campaigns. (Dehghani et al., 2022)
5. Challenges in Dealing with Disinformation: Research has found that the emergence of disinformation and fake news on social media can affect public trust in the information conveyed by organizations. Therefore, it is important for organizations to develop effective communication strategies to address these challenges and build trust with their audiences (Gray et al., 2020).

4.2 Research Limitations
While this study provides important insights into the influence of PR campaigns on customer engagement on social media, there are some limitations to consider. First, most of the studies referenced in this literature review focus on the context of Western countries, so the findings may not be well generalized to different cultures and contexts. In addition, most of the studies studied used quantitative research methods, which may not be enough to understand the complexity and nuances of this phenomenon.

Therefore, future research can leverage qualitative approaches to gain deeper insights. Additionally, most studies focus on popular social media such as Facebook and Instagram, while other social media platforms that may be relevant are less explored.

4.3 Recommendations
Based on the results of this study, several recommendations can be considered for future PR practitioners and researchers.
1. Organizations should invest in understanding the demographic and psychological characteristics of their audiences in depth, as well as how social and cultural contexts affect their behavior on social media.

2. The use of cutting-edge technologies such as data analytics and artificial intelligence can assist organizations in adjusting content and communication strategies in real-time to increase audience engagement.

3. Organizations must develop effective communication strategies to address disinformation-related challenges and build trust with their audiences. In addition, future research can expand the scope of research by exploring under-researched social media platforms as well as adopting a qualitative approach to gain deeper insights into this phenomenon.

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