Top 3 issues for public relations & communication management within the next three years:

1. Building and maintaining trust (49.6%)
2. Coping with the digital evolution and social media (38.4%)
3. Dealing with the demand for more transparency and active audiences (31.3%)

When there is a need to identify fake news, how do organizations respond?

- 42.6% relied on individual competencies and experiences.
- 26.5% implemented and followed formal guidelines.
- 13.0% were working on plans.
- 9.8% installed specific technologies or systems.

81.8% paid attention to the debate about fake news

80.3% believed fake news is driven primarily by social media

21.4% admitted their organization & reputation were affected by fake news

19.0% thought fake news was relevant to their daily communication work

More findings at plankcenter.ua.edu
**Why all the stress and what do we know about it?**

- Multiple factors contributed to these stress levels at work
- Females and males see stress differently
  
  i. Two factors significantly affected females’ stress level: low salary & minimal growth or advancement opportunities
  
  ii. One factor stood out for males: constant availability outside working time

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**Managing social media as a pro:**

**Turn gender gaps into advantages**

**Females and males hold different social media knowledge and skill sets**

**Females are good at:**
- Identifying social media trends (55.7%)
- Delivering messages via social media (68.8%)
- Setting up social media platforms (51.2%)

**Males are good at:**
- Understanding the legal framework for social media (38.0%)
- Using algorithms to run analytics (35.7%)

(Note: The percentages indicate the number of females or males who selected "high" and "very high" on the 5-point Likert-type scale.)

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**UNSATISFIED & STRESSED: THE KNOWN GENDER GAP**

FEMALE PROFESSIONALS REPORTED A MUCH LOWER LEVEL OF SATISFACTION WITH THEIR JOB, PARTICULARLY IN FOUR WAYS:

1. My tasks are less interesting and challenging
2. The job does not have a high status
3. The salary is inadequate
4. The career opportunities are less promising

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**Demographics:**

- 50% Male
- 50% Female
- 25% From Canada
- 75% From U.S.
- 1,020 professionals completed this survey