

Comm 368: Public Relations

Working on this paper helped me apply communication theories and vocabulary to a real-world example. By analyzing Dunkin's social media strategy, I recognized how the company uses two-way communication to build relationships with its audience. Through interactive posts, influencer collaborations, and branded hashtags, Dunkin' encourages audience engagement, which helps strengthen its overall brand identity. These tactics show the importance of strategic messaging and how a consistent brand voice can maintain trust and recognition among diverse audiences.

This assignment also highlighted the need for reputation management and ethical communication. One wrong post or insensitive message could lead to cancel culture, showing how vital crisis communication principles are even in everyday marketing. I realized how social media is not just a tool for promotion, but a key part of a company's public relations strategy and overall image management.

Overall, studying Dunkin's use of social media made me think critically about how communication professionals must balance creativity with professionalism. It reminded me that behind every fun post is a thoughtful plan focused on audience awareness, brand credibility, and authentic storytelling—skills that I look forward to using in my future PR career.