PERSONAL MEDIA AND CORPORATE IMAGE

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ABSTRACT

The purposes of this study are 1) to study the role of the personal media and their influences on the organization; and 2) to study about selected famous personal media, using the "Purposive Sampling." The researcher then conducted in-depth interviews with ten samplings, along with processing the content analysis to meet the objectives of this study. The study finds that 1) To successfully persuade the target audiences and to efficiently create mutual understandings among the target, many large organizations need to convey their information through the personal media. The main reason is that personal media can tell the organization's stories, create awareness, and attracted the target audiences using their traits. Personal media are also served as corporate ambassadors, who can represent the organizational image vividly. 2) Today, organizations are not only using celebrities as their endorsers, but they are also promoting CEOs or Executives as the personal media, through their public appearances during the organization's activities. The organization's personal media need to maintain their good reputation, because their fame reflects the organization's image strongly.

Keywords: Personal media, image, corporate

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Introduction

In the business world, some people build a corporate image which is used to be a management tool for making credibility, acceptance, reputation, and recognition. The idea of corporate image is utilized for developing an organization. In fact, getting to know themselves as well as yourself is necessary in developing a corporate image, for getting to know yourself is knowing all about your organization by observing SWOT in order to understand the current situation of your organization. Likewise, getting to know themselves is important in building an image, for ones have to know how others or related people feel about the organization in order to get demand information before satisfy them – it is called "What does a customer need". Therefore, the first step to build an image for your organization is to know about your target audiences, survey how they perceive your organization by making researches, questionnaire, interviewing, and listening for information from different sources as the results can define image of your organization.

In corporate image communications, personal media are significant to communicate image and develop an organization like other media, both external and internal communications; it leads to a good understanding while creating image for the organization. Personal media can be high executives, managers, and agents who will be responsible for communicating message and reinforcing relationships between an organization and groups or related persons for cooperation and contribution. To explain, a good understanding at this relationship occur by means of communications as tools conveying information from organization to target audiences.

Personal media are highly efficient in conveying the organization's stories to reach its target audiences. Personal media are also credible and persuasive, because a person can communicate directly through public speaking, deliver message via mass media, advertising, public relations, and marketing activities. There are key disadvantages of personal media, however, include instability, difficulties in proving and in referring. These limitations can be eliminated by recording or publishing the messages. Nevertheless, relying solely on verbal communication may be insufficient in delivering complicated messages. Expertise of speakers and their abilities to simplify the messages will help ensure the audience's confidence in making decision to receive the messages (Poj Jaichansukkit, 2016).

Therefore, as a personal media and as a media user, the researcher determined to find a correlation between the importance of personal media and their influences on the organization's reputation. The researcher then aimed to convey the tangible study results to organizations that plan to manage their reputation through personal media.
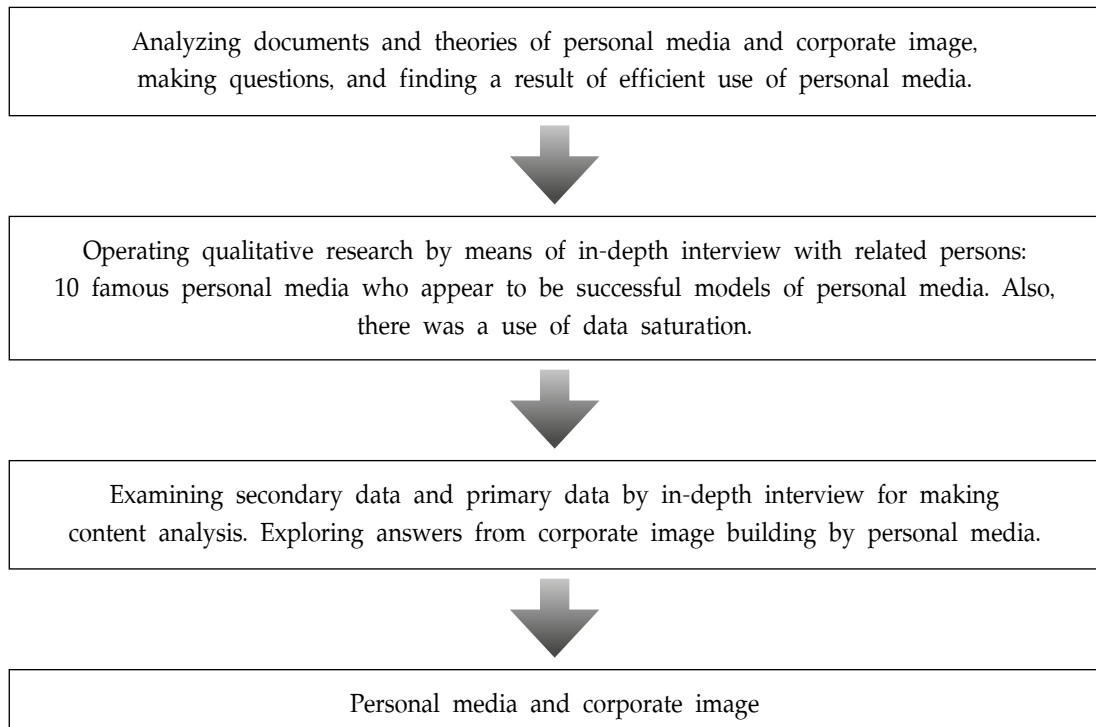
Objectives of the research

1. To examine the importance of personal media towards an organization
2. To examine personal media affecting a corporate image

Scope of the Research

The research was a qualitative research in which in-depth interview was used to collect data from 10 famous key informants.

Conceptual Framework

Analyzing documents and theories of personal media and corporate image, making questions, and finding a result of efficient use of personal media.

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Operating qualitative research by means of in-depth interview with related persons: 10 famous personal media who appear to be successful models of personal media. Also, there was a use of data saturation.

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Examining secondary data and primary data by in-depth interview for making content analysis. Exploring answers from corporate image building by personal media.

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Personal media and corporate image

Research methodology

Primary Research: the researcher conducted several in-depth interviews by asking the interviewees to fill in the

survey. Then, each interview was taped and transcribed.

Secondary Research: The researcher processed the content analysis by studying data, information, textbooks,

journals, newsletter, academic papers, and previous studies on related topic. The researcher then integrated theories and previous study findings in analyzing the information from the primary research.

Findings

1. Problem about using personal media

Different interpretations can occur during communicating with target audiences, so the personal media have to design their speaking, let it be easy to understand, to be careful about their words, typing, and writing. In addition, the personal media must know their receivers and use the appropriate language to communicate with them to increase expected interpretations. The personal media have to acclimate themselves to situations, control emotions, and be able to solve unexpected problems in order to avoid criticizing.

2. Personality and clothing

While speaking, personal media need to be careful about their personality in order to avoid criticism on social etiquette that can indicate image of the speaker. Importantly, personal media must dress appropriately for time and place.

3. Organizational communication

Personal media communicate through TV programs that they are a master of ceremonies or a guest and communicate through their own social media such as Facebook, Instagram, Twitter. Today, Facebook has live feature, so the personal media can broadcast live video that allows them to interact with viewers

4. Building image

Personal identity is presenting yourself naturally. To present someone's identity is according to situation making that can lead people recognize the identity. If we understand reputation and learn to protect them by our responsibility, intention, and ability,

we will be successful in protecting our reputation. Therefore, protecting your image is significant to reputation. Besides, we have to give importance on demand of target audiences and make them understand your identity, your organization, and your message.

5. Corporate Social Responsibility

Corporate social responsibility or CSR creates image for an organization. Most of activities tend to give back advantages to societies. It will connect with communities and local areas by public relations and online media such as Facebook, Instagram, Fanpage, and owned media.

6. Building a new generation of personal media

Responsibility is what personal media have to possess most. They have to build their self‑confidence, dare to think outside the box that is still based on appropriation. At present, new personal media who have succeeded have changed their behaviors and that is the most risky situation because negative image and reputation can let organizations refuse to hire them. Hence, the most significant points that a new generation of personal media has to stand for are paying attention in works and protecting reputation, do not always look for benefits and fame, but constantly care for the corporate image.

Conclusions

Most of the personal media emphasize on thinking, analyzing, and processing before they speak, type, or write to communicate with their target audiences. They customize the language usage to tailor the right message for each target group, to reduce communication breakdown, while reaching their target more efficiently.

Personal media are not only recognized through their verbal communication, but they are also attracted the public by their appearances and behaviors. Generally, most of the personal media can represent their organization, in which the public can connect the presence of individuals with the image of the organization they work for.

The popular communication platforms for today's personal media include hosting or being a guest for television or radio programs. Communicating through the person's own media and social media: Facebook, Instagram, and Twitter, are also convenient and able to reach the target audiences quickly.

In addition, Corporate Social Responsibility, or CSR programs, can help enhancing corporate reputation. In general, organizations start charitable initiatives to give back to society. They then promote those activities, to build a good corporate reputation.

In promoting a new generation of the organization's personal media, Executives have some common selecting criteria for the right person: appropriate characters, work ethic, personal reputation, outstanding, and abilities in managing corporate reputation.

Discussion

Large organizations that use communications to transfer their information to target audiences for the most efficient communication rely on personal media. Especially gaining attention, creating inducement, and understanding need to depend on various speech aspects; moreover, the organization prefer to increase recognition and attention by using personal media, which are compared as their agents to present image and identity to the targets. Personal media nowadays are represented by executives, who present a clearly corporate image. Super stars or net idols are personal media who present government activities and projects. The project, Kaokonlakao, hires celebrity as Toon Bodyslam to be a personal medium who participates in running activity for charity and presents information to people. The project is very interested because Toon Bodyslam has a nice profile and a good image which conform to the project design. As a result, this project was supported by many people and mass media in promoting the news. These are in accordance with Passornnun Anekthammakul's studied The Effects of Using Multiple Product Celebrity in Advertising (2010) that indicates that the use of celebrity endorsement strategy is nowadays more frequently used by marketers due to positive aspects such as gaining attention, increasing credibility, improving brand image, etc. Hence, it makes a celebrity is in need of many brands, especially the popular one

who have been highly appreciated by people such as Aum, Pancake, Ken, Nadech, etc.

Suggestion for the next research

This research was studied using in-depth interview only; and the personal media was selected by the researcher. Thus, the next study should use mixed method research for measuring perception, recognition, and awareness of personal media from people for gaining more information and applying to image presentation of organization efficiently.

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