

A STUDY BY  
**MUCK RACK**

THE STATE OF

**PR**

**2025**



# About this survey

## Company type:

- 51% agencies
- 19% brands
- 13% nonprofits
- 8% consultant
- 3% government

## PR team size:

- Solo: 15%
- 2–5: 33%
- 6–10: 16%
- 11–20: 11%
- 20+: 25%

## Location:

- 90% U.S.
- 5% Europe
- 2% Canada
- 1% Asia

## Primary audience:

- 27% B2B
- 26% B2C
- 40% B2B and B2C

## Industry:

- Advertising & Marketing: 24%
- Technology: 14%
- Entertainment & Leisure: 10%
- Nonprofit: 8%
- Healthcare & Pharmaceuticals: 7%
- Education: 6%
- Finance & Financial Services: 5%
- Food & Beverage: 4%
- Retail & Consumer Durables: 4%

# Methodology

We surveyed 1,089 PR professionals from June 5 to July 16, 2025.

This survey was designed to provide insights that help improve the workflow of public relations professionals.


Muck Rack distributed the survey primarily via email. We cleaned the results by removing low-effort responses, duplicate entries, spam-generated responses, and any major outliers, leaving us with a total of 911 usable responses.

Because the wording of some questions changed from previous years, direct year-over-year comparisons may not be valid. Percentages may not total 100% due to rounding or excluded categories.

The conservative margin of error is approximately 3%.

# Executive Summary

- **AI tops PR priorities:** 59% of PR pros say AI and automation will grow in importance over the next five years, ahead of media relations (35%) and strategic planning (33%). 77% already use tools like ChatGPT in their workflow.
- **Earned media is harder to secure:** 72% cite low journalist response rates, and 62% report shrinking media lists in relevant beats. Only 2% say it has not become harder to earn coverage.
- **Pitching is broad but often impersonal:** Nearly half pitch more than 20 journalists per campaign, and 36% have limited prior relationships. Most personalize only a few lines.
- **Measurement drives value perception:** 67% say producing measurable results is the best way to boost PR's perceived value, far ahead of delivering creative solutions or executive visibility.
- **LinkedIn gains ground as X declines:** 56% say LinkedIn is their most valuable platform. Only 11% say the same of X, and 39% have stopped using it professionally.
- **Brand-side pros feel less valued:** 50% of agency pros feel very valued by leadership, compared to just 16% at brands. Only 10% of brand pros say leadership fully understands their work.



**1**

# **PR's role and work environment**

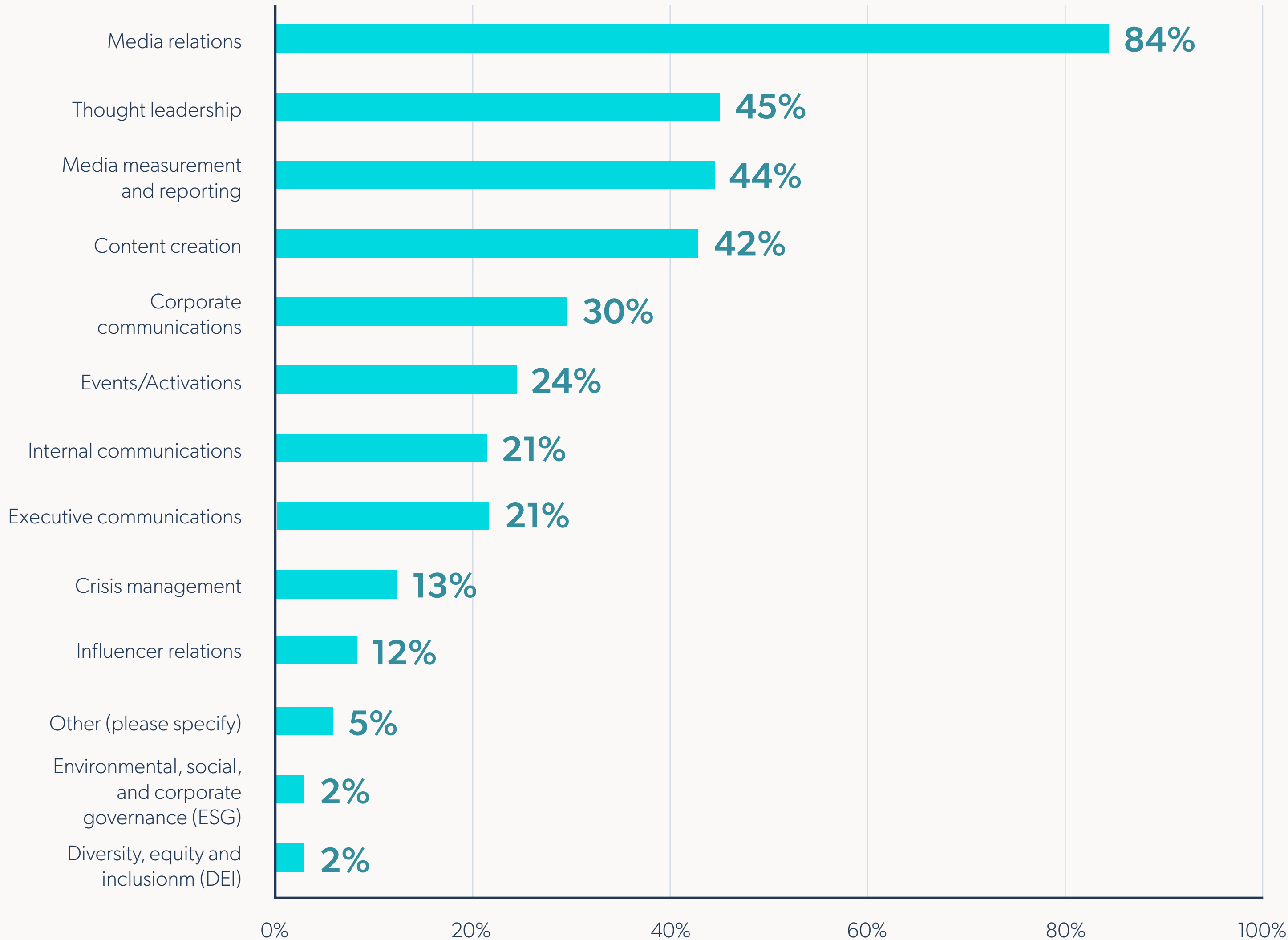
# Media relations dominates the PR job description

Media relations continues to be the cornerstone of PR work, named by **84%** of pros as one of their top job functions.

Secondary focus areas include thought leadership (**45%**), measurement and reporting (**44%**), and content creation (**42%**).

Far fewer PR pros spend a significant portion of their time on ESG, DEI, or influencer relations, each of which came in under **15%**.

Which of these constitutes at least 25 percent of your job as a PR professional? (select up to 4)

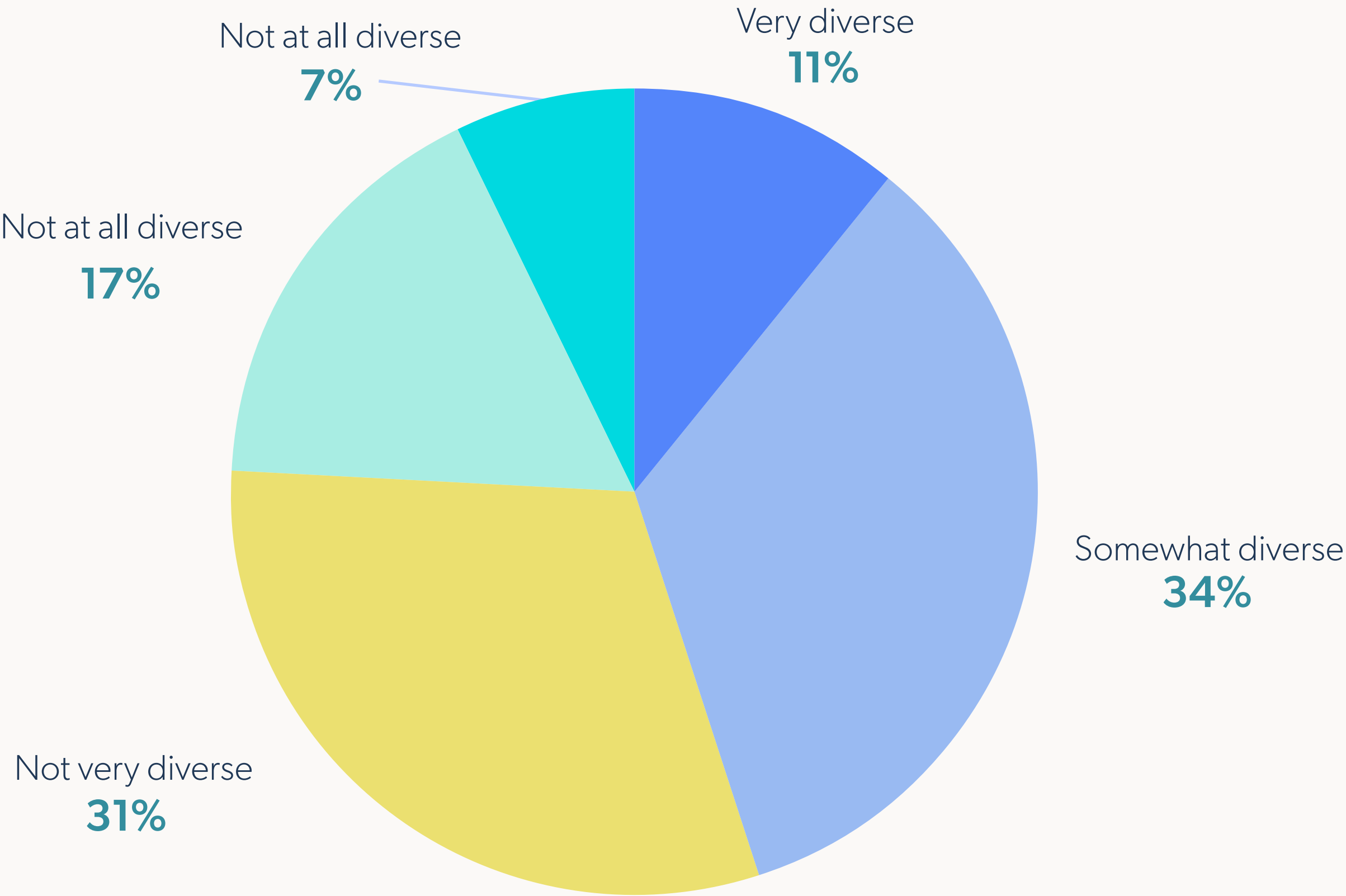


# 45% of PR pros say their teams are at least somewhat diverse

Nearly half of PR pros describe their teams as somewhat or very diverse, with 11% selecting very diverse and 34% choosing somewhat. But these numbers haven't budged since last year, suggesting little progress on improving team diversity.

Meanwhile, 48% say their teams are not very or not at all diverse, and 7% are unsure.

How would you describe the level of diversity on your PR team?



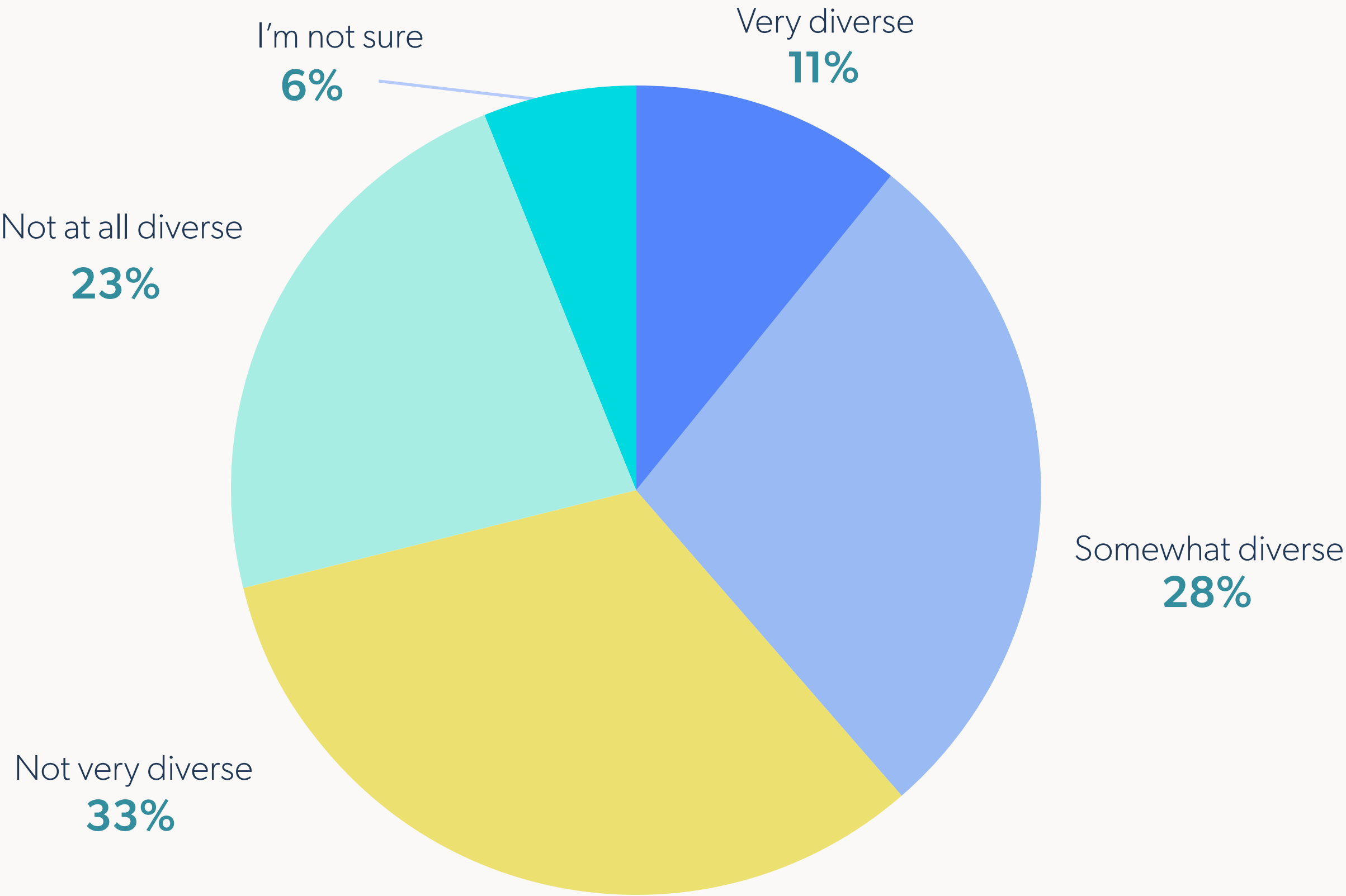
# Only 39% of PR pros say their leadership teams are diverse

Perceptions of leadership diversity continue to lag behind team-level representation.

Just 11% of PR pros say their leadership teams are very diverse and 28% say they're somewhat diverse. That compares to 45% who say the same about their overall teams.

More than half of PR pros say leadership is not very or not at all diverse, a figure that has held steady since last year.

How would you describe the level of diversity on your company's leadership team?







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# **Perception and alignment**

## 80% of PR pros say leadership understands their work, but agency teams are better understood

Overall, **88%** of PR pros say leadership understands what they do.

The gap between agency and brand teams is especially wide. Nearly half of agency pros say leadership completely understands their work, compared to just **10%** of brand-side PR pros. Brand pros are also more likely to feel only somewhat understood or not understood at all.

Do you feel leadership understands the work you do in PR?



Yes, completely  
**33%**



Yes, somewhat  
**47%**



No, not really  
**17%**



No, not at all  
**4%**

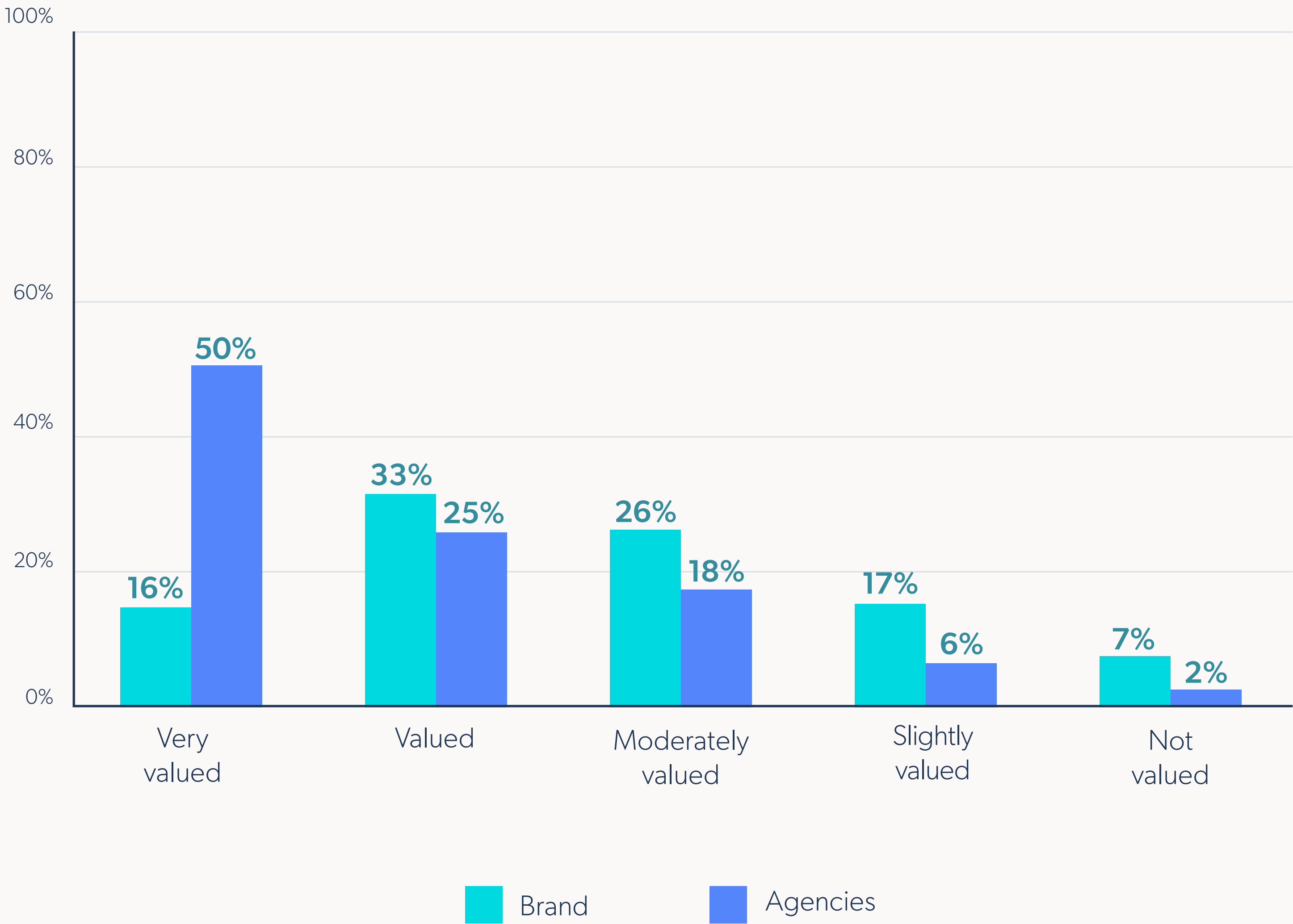
# Only 37% of PR pros say they feel very valued by leadership, with brand teams far behind

Overall, 37% of PR pros say they feel very valued by leadership. At agencies, 50% say they feel very valued, compared to just 16% at brands.

This 34-point gap mirrors last year’s findings, when agency pros were also 30 percentage points more likely than brand pros to say they felt very valued.

Brand-side pros are also more likely to feel undervalued, with 24% saying they feel slightly or not at all valued, compared to just 8% at agencies.

How valued do you feel the PR/Communications function is by your company’s leadership?



## 65% of comms pros say they're at least somewhat aligned with marketing

Most comms pros report some level of alignment between their communications and marketing teams. **30%** say they're very closely aligned and **35%** say they're somewhat aligned.

Still, **10%** report low or no alignment.

How closely aligned do you feel your communications team is with your marketing team on strategy and goals?



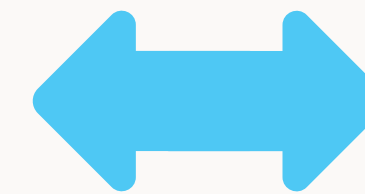
Very closely aligned  
**30%**



Somewhat aligned  
**35%**



Not very aligned  
**7%**



Not at all aligned  
**3%**



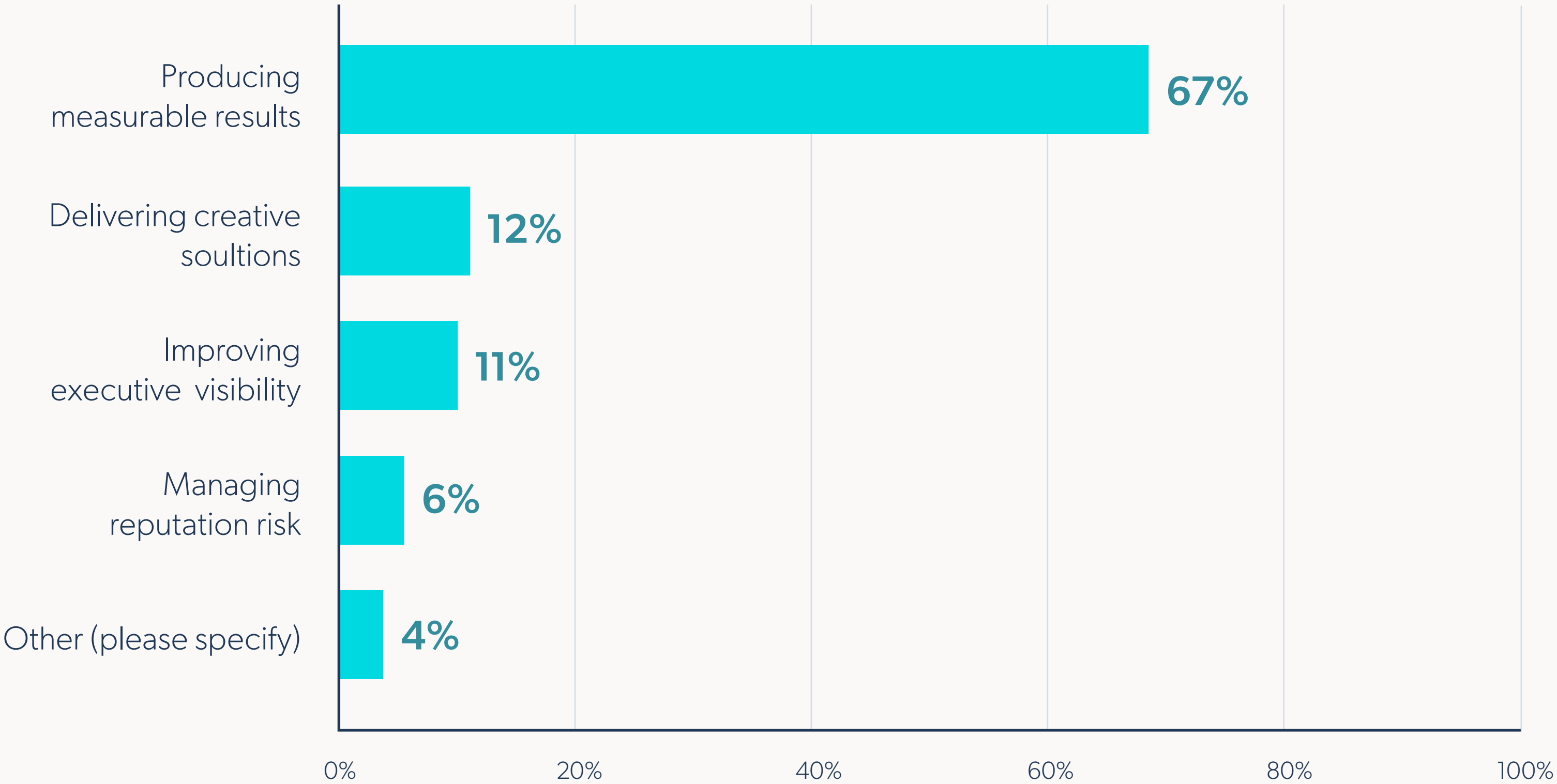
Not applicable/We don't  
have a marketing team/  
It's the same team  
**26%**

# PR pros say measurable results are the key to increasing PR's value

When asked how to boost the perceived value of PR to leadership or clients, PR pros overwhelmingly point to one strategy. **67%** say producing measurable results is the most effective approach.

Creative solutions (**12%**), executive visibility (**11%**) and managing reputation risk (**6%**) trailed far behind.

In your opinion, what's the best way to increase the perceived value of PR to company leadership or clients?





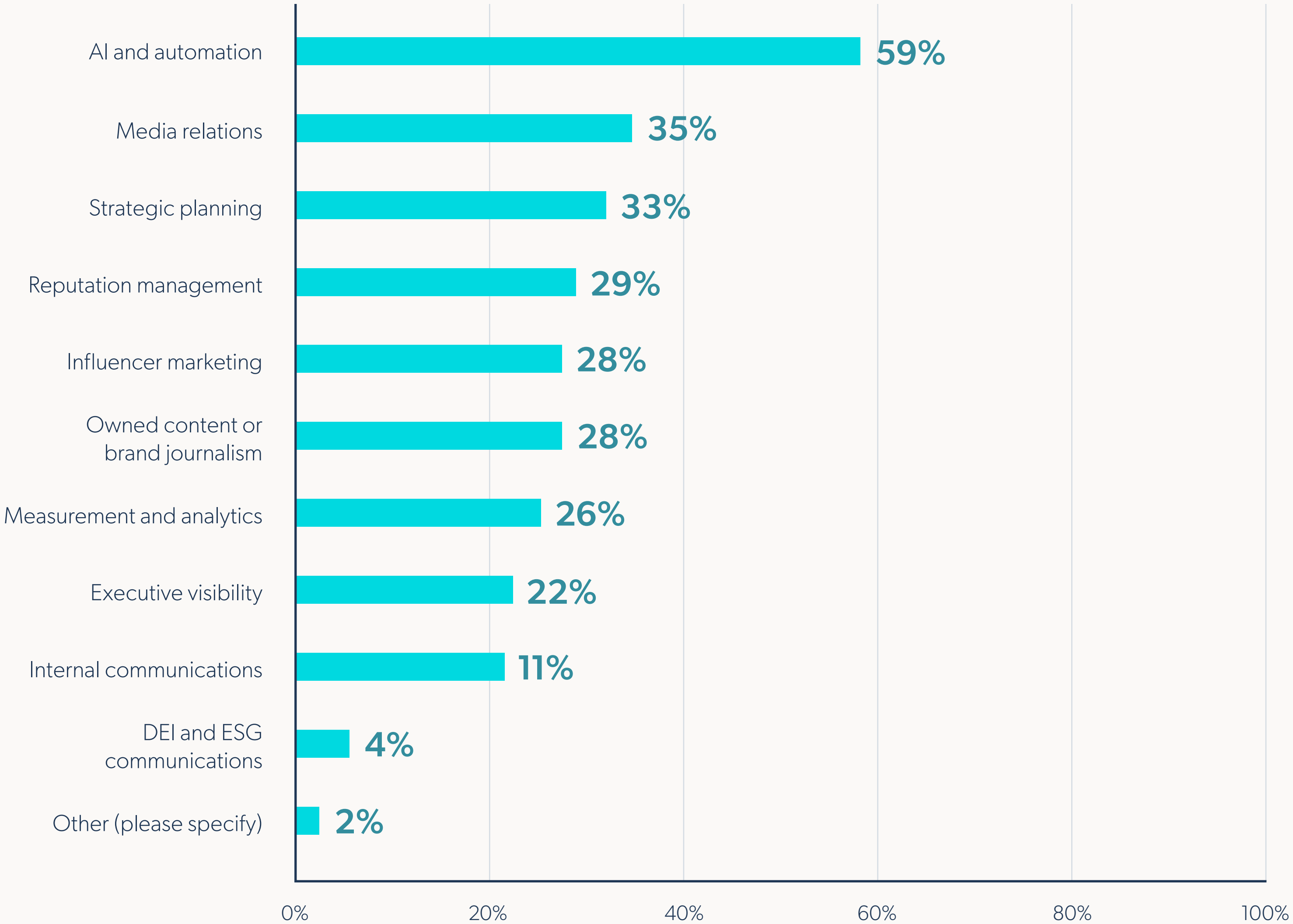
# **Trends and priorities**

# AI tops the list of PR priorities for the next 5 years

59% of PR pros say AI and automation will grow in importance over the next five years, making it the most cited future priority by a wide margin.

Media relations (35%), strategic planning (33%) and reputation management (29%) followed, along with influencer marketing and owned content (both at 28%). Just 4% pointed to DEI or ESG communications.

Which areas do you expect to grow most in importance over the next 5 years? (select up to 3)



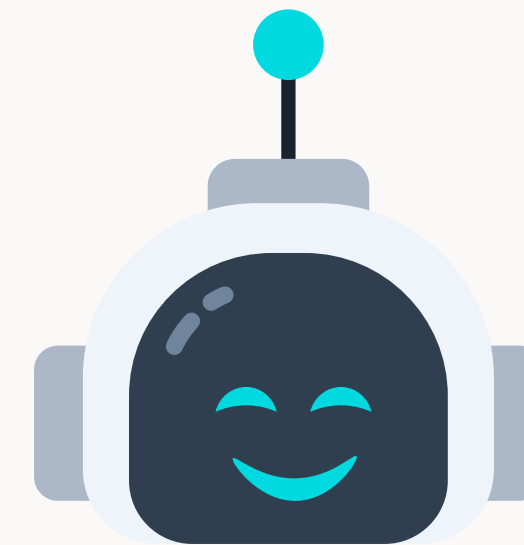
## More than three-quarters of PR pros already use generative AI in their workflow

**77%** of PR pros say they already use tools like ChatGPT or DALL·E as part of their work.

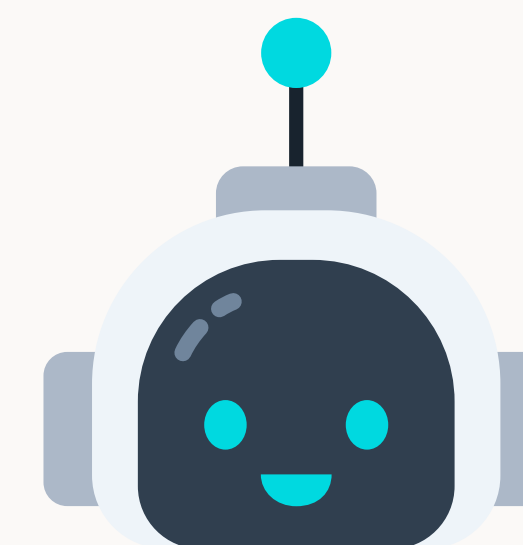
Another **11%** plan to explore it, while just **8%** say they don't plan to use it.

Only **3%** are unsure.

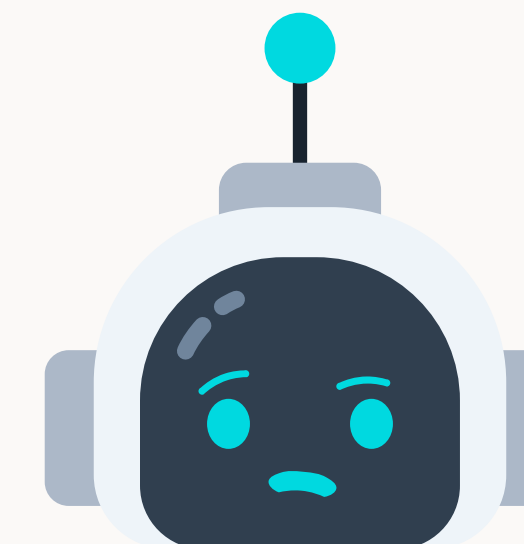
Do you use generative AI, like ChatGPT or DALL-E, in your workflow?



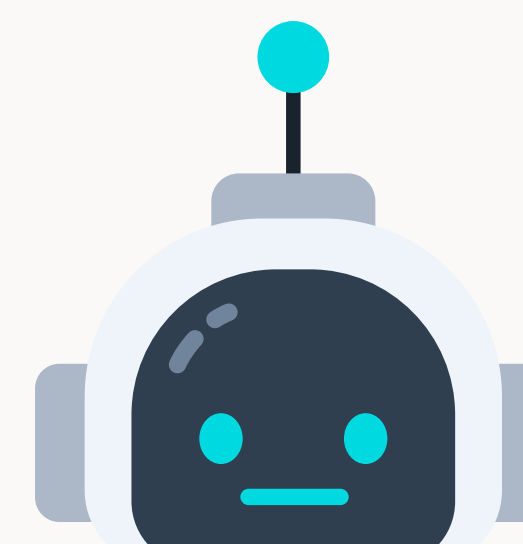
I already use  
generative AI  
**77%**



I plan to explore  
generative AI  
**11%**



I'm not sure  
**3%**



No, I do not plan  
to explore generative AI  
**8%**



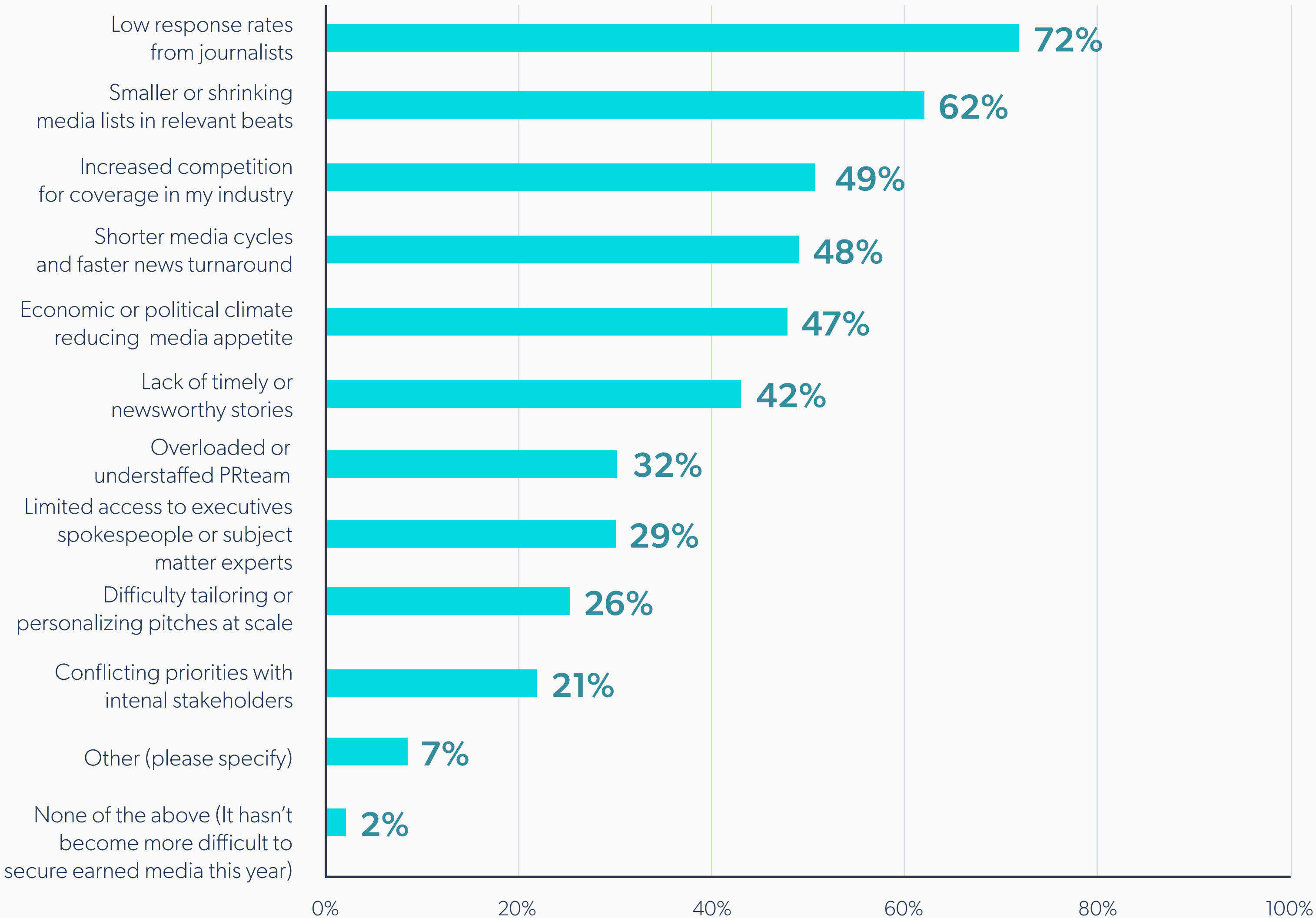
# Low response rates and shrinking media lists top the list of earned media challenges

72% cited low response rates from journalists as a key obstacle to securing earned media, and 62% pointed to smaller or shrinking media lists in their target beats.

Other major challenges included increased competition (49%), shorter news cycles (48%) and reduced media appetite due to the economic or political climate (47%).

Only 2% said it hasn't gotten harder to earn coverage.

## Which of the following challenges made it more difficult to secure earned media this year? (Select all that apply)





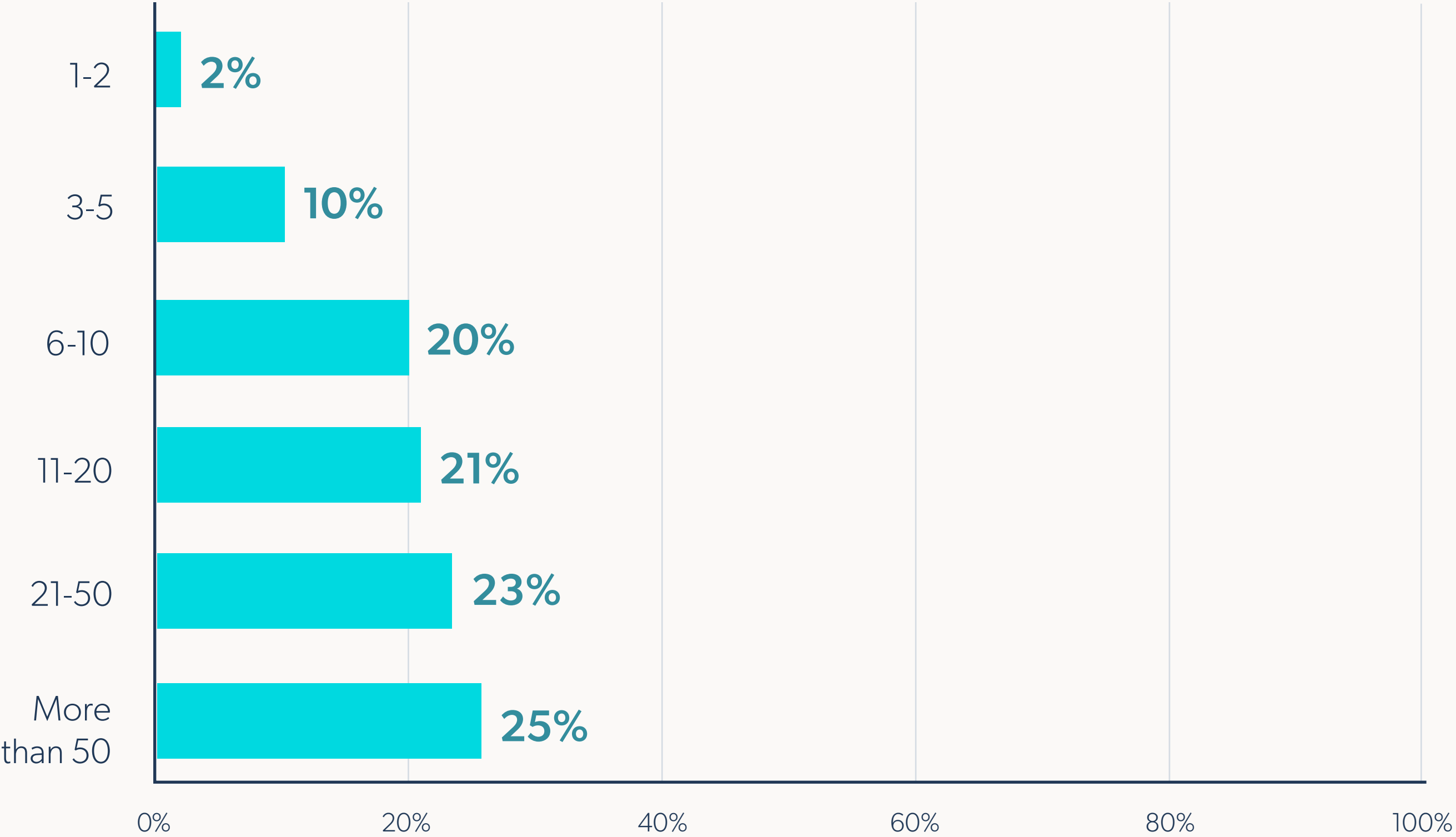
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# **Pitching and media relations**

# Nearly half of PR pros pitch more than 20 journalists at once

Pitching tends to be a wide-net strategy. One quarter of PR pros say they pitch more than 50 journalists per campaign or announcement, and just under a quarter pitch between 21 and 50.

On average, how many journalists do you pitch per campaign or announcement?



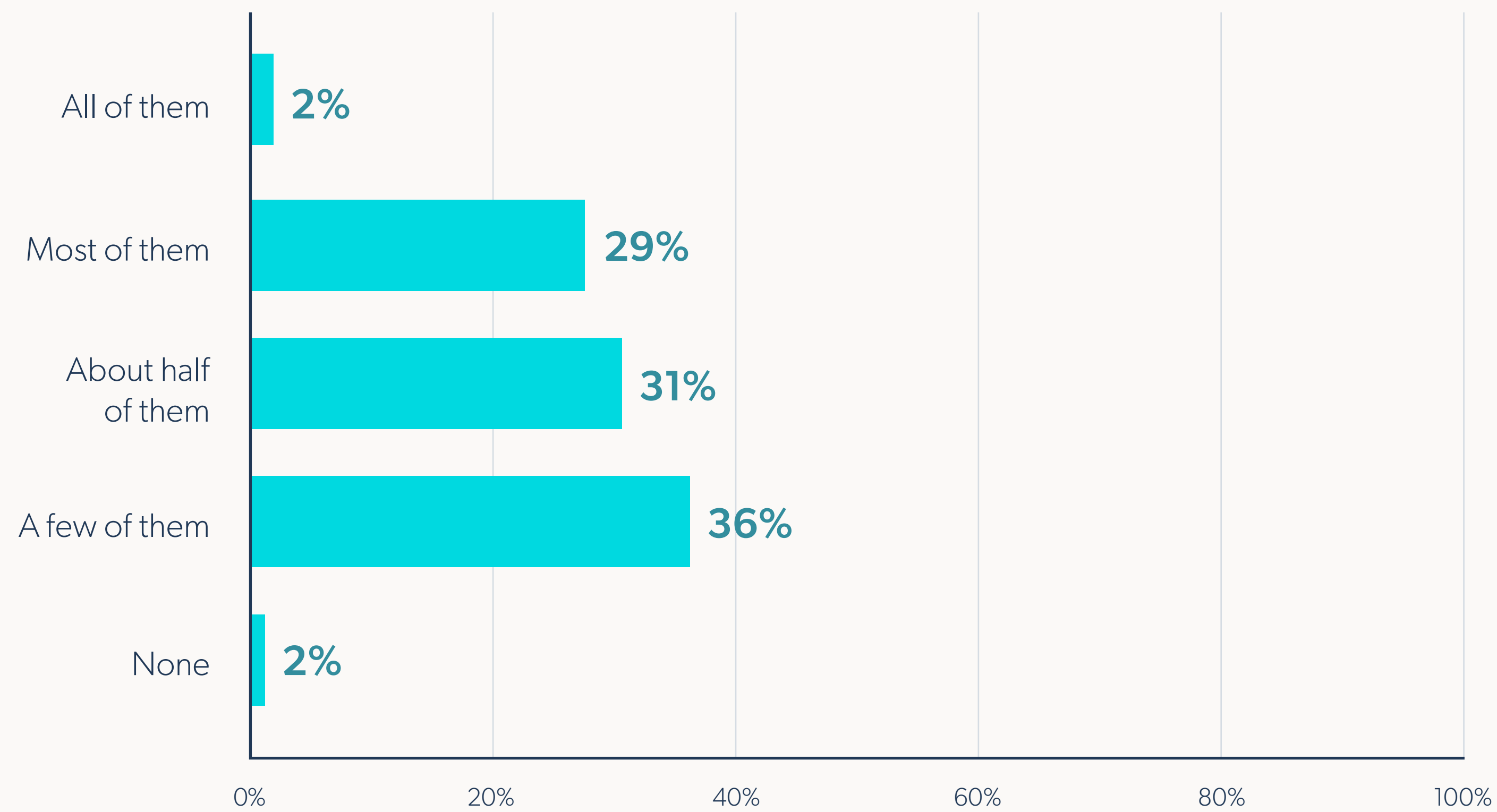
# Most PR pros pitch reporters they haven't worked with before

Only 2% of PR pros say they've worked with all the reporters they pitch, and just 29% say they've worked with most.

The largest group, 36%, say they've worked with only a few, and another 31% say about half.

Just 2% say they're pitching entirely cold.

Generally, out of the reporters that you pitch, about how many have you worked with before?



# 70% of PR pros say they usually or always personalize their pitches

34% of PR pros say they always personalize their pitches, and another 36% say they usually do. 18% personalize about half the time, while 11% do so only occasionally.

Just 1% say they never personalize.

## How often do you personalize your pitches?



Always  
34%



Usually  
36%



About half the time  
18%



Occasionally  
11%

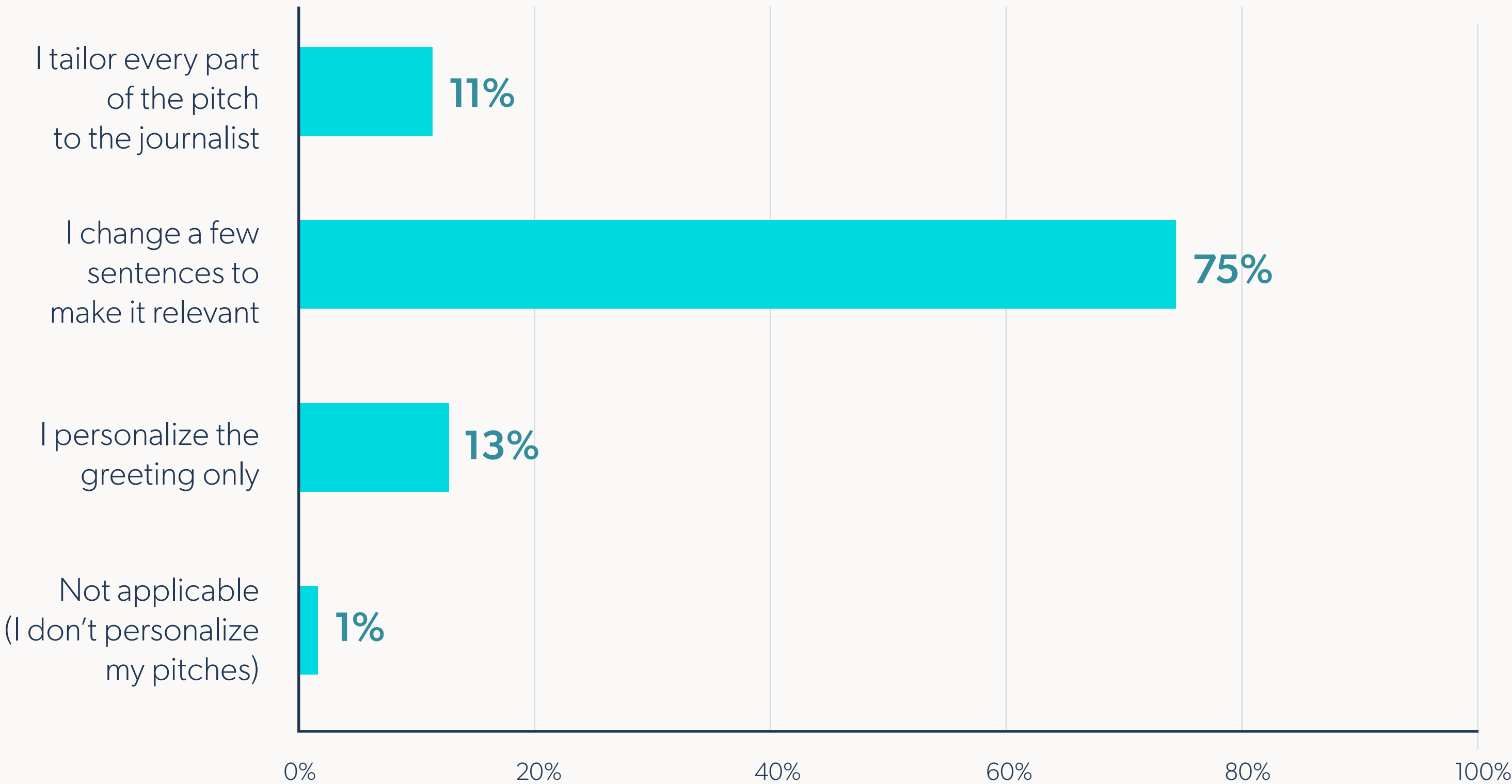


Never  
1%

# Most PR pros personalize pitches by changing just a few sentences

Among PR pros who do personalize their pitches, **75%** say they change a few sentences to make the message relevant. **13%** personalize only the greeting, while **11%** tailor every part of the pitch to the journalist. Just **1%** say they don't personalize at all.

If you personalize your pitches, how in-depth are those personalizations?



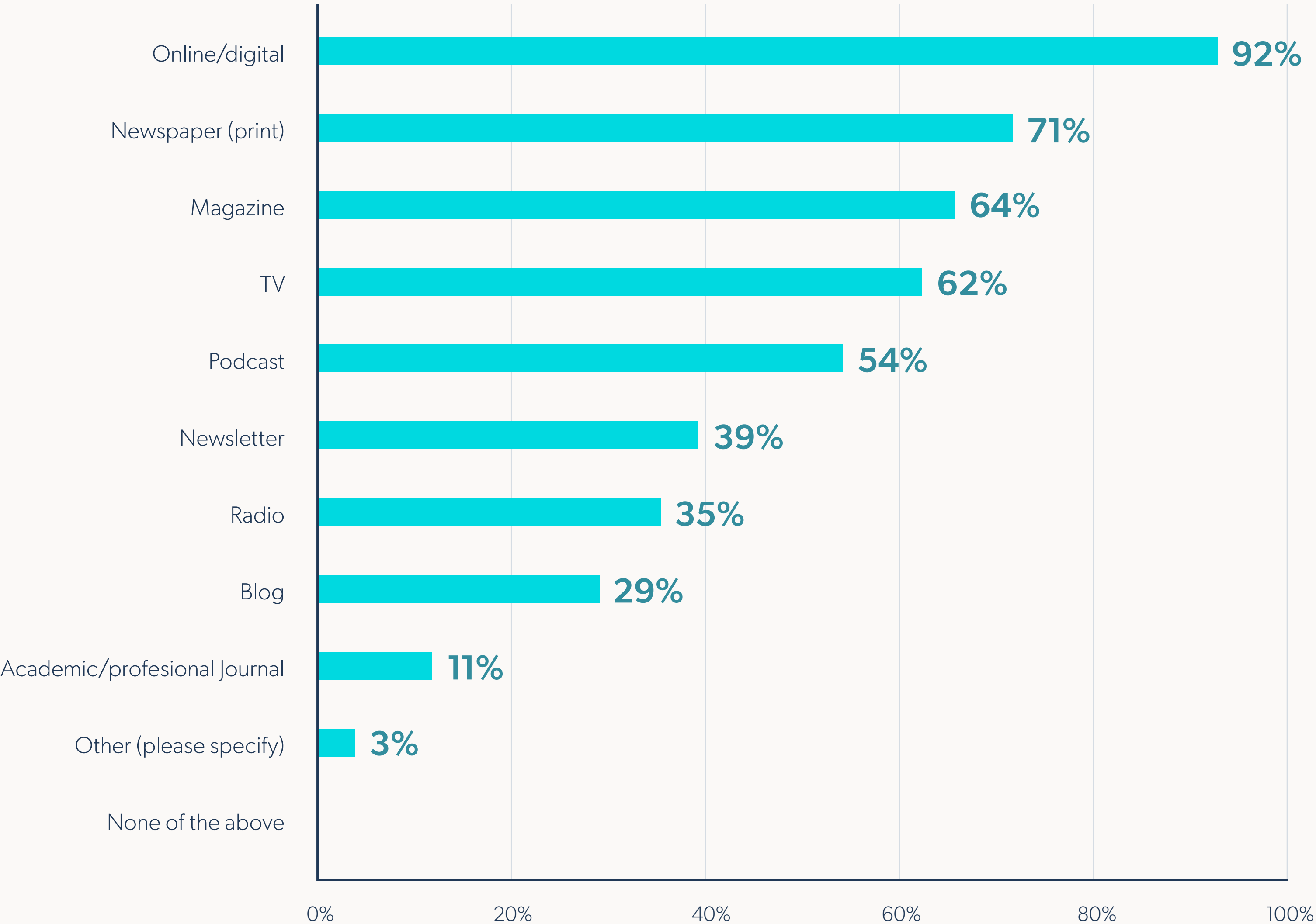
# Online media dominates, but PR pros still pitch across formats

92% of PR pros say they pitch to online or digital outlets, making it the most commonly targeted media type.

Traditional formats still see significant outreach as well, with 71% pitching newspapers, 64% pitching magazines and 62% pitching TV. Podcasts are also a major target, pitched by 54% of respondents.

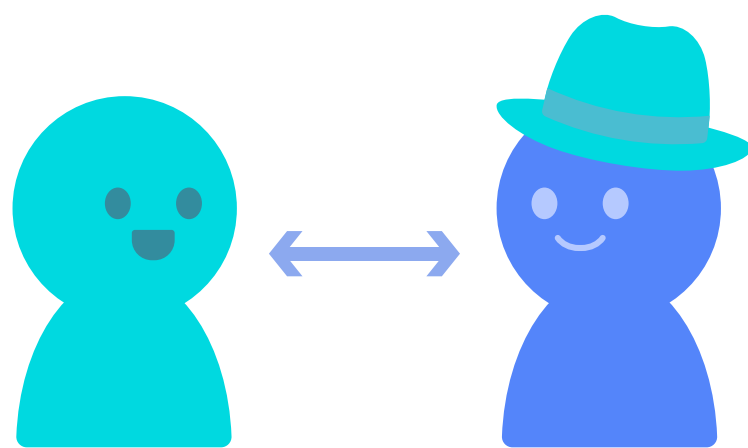
On average, PR pros pitch to 4.6 different types of media, highlighting the broad scope of their outreach strategies.

Which types of media do you commonly pitch?  
(Select all that apply)

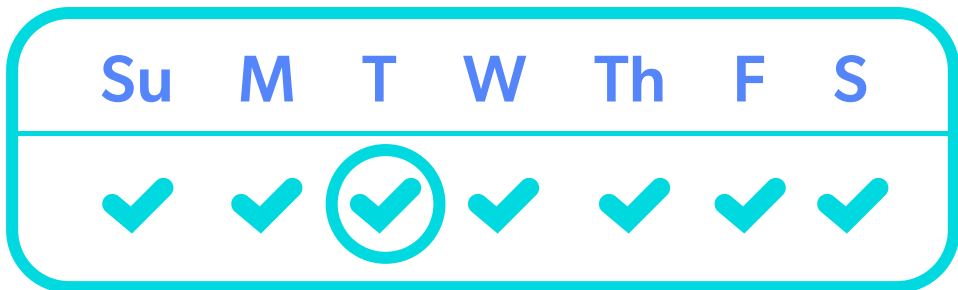


# HOW TO PITCH

According to five years of surveys



Almost **70%** prefer to pitch via 1:1 emails



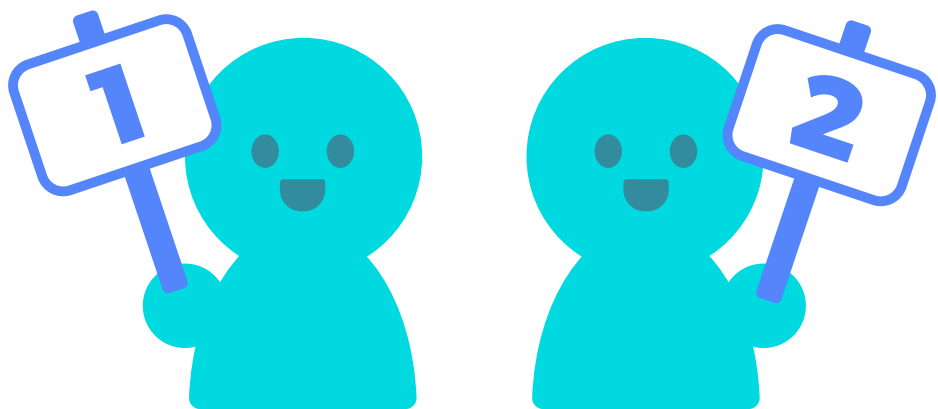
**51%** prefer to pitch on Tuesday



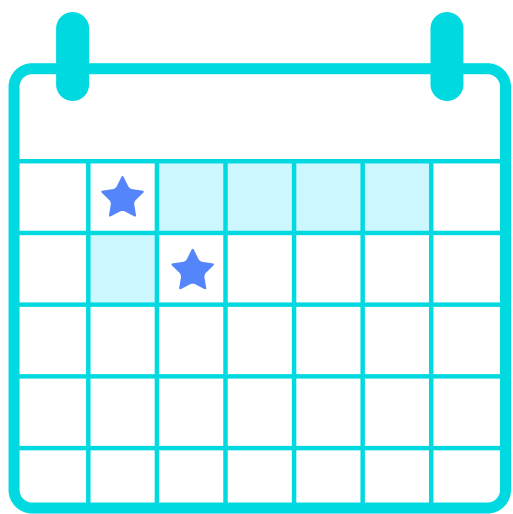
**80%** prefer to pitch before noon



**87%** keep their pitches under 300 words



PR pros are split when it comes to follow-ups: **41%** say one is acceptable, **40%** say two



**54%** send their first follow up 3–6 days later



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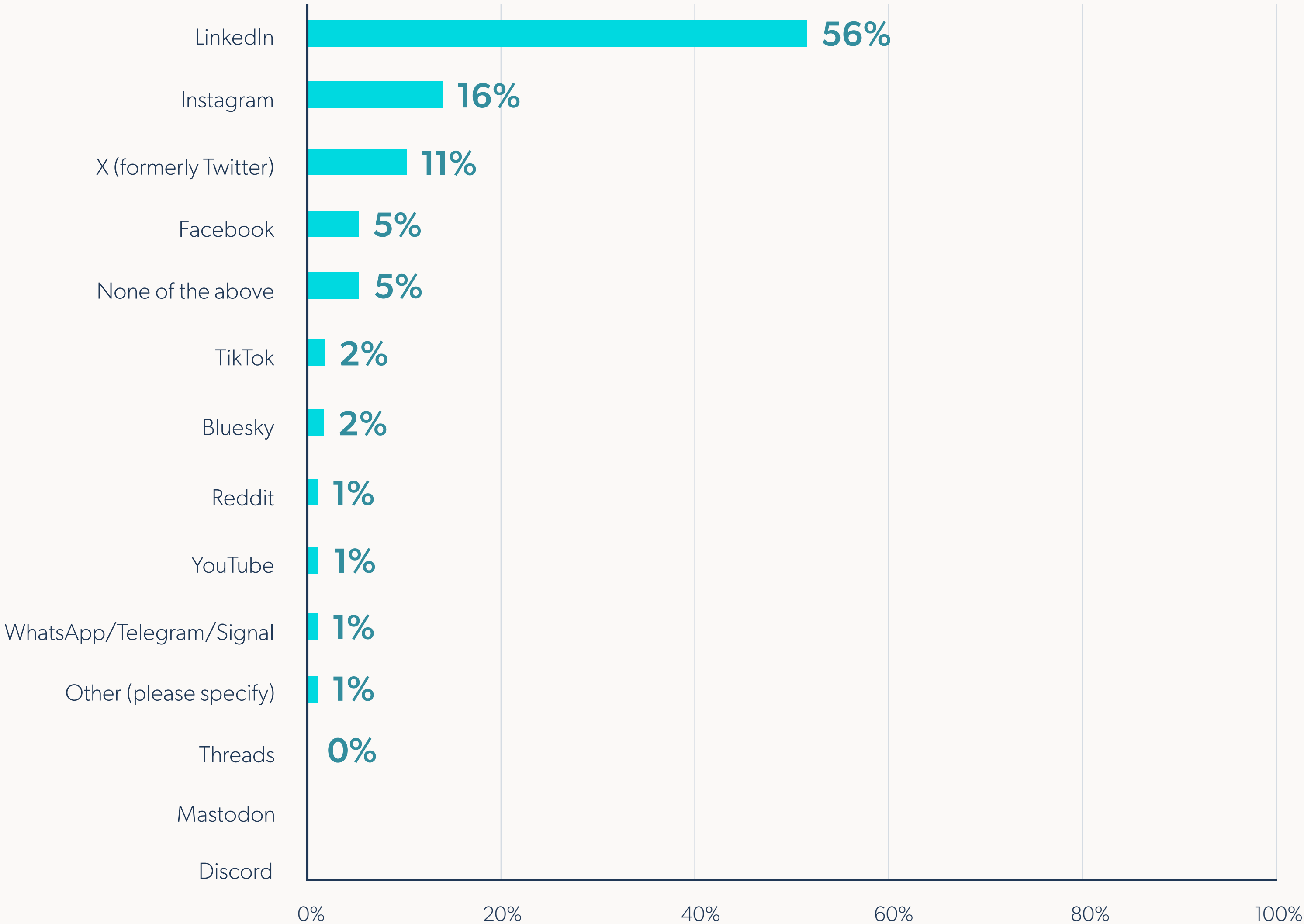
**Social media  
usage**

# LinkedIn is the most valuable social platform for PR pros by a wide margin

56% of PR pros say LinkedIn is the most valuable platform for their work, up from 50% last year.

X declined to 11%, down from 16% in 2024. Instagram held steady at 16%, while all other platforms trailed in the single digits. The data shows PR pros increasingly view LinkedIn as the central hub for professional communications.

Which social media platform is most valuable to your in PR?



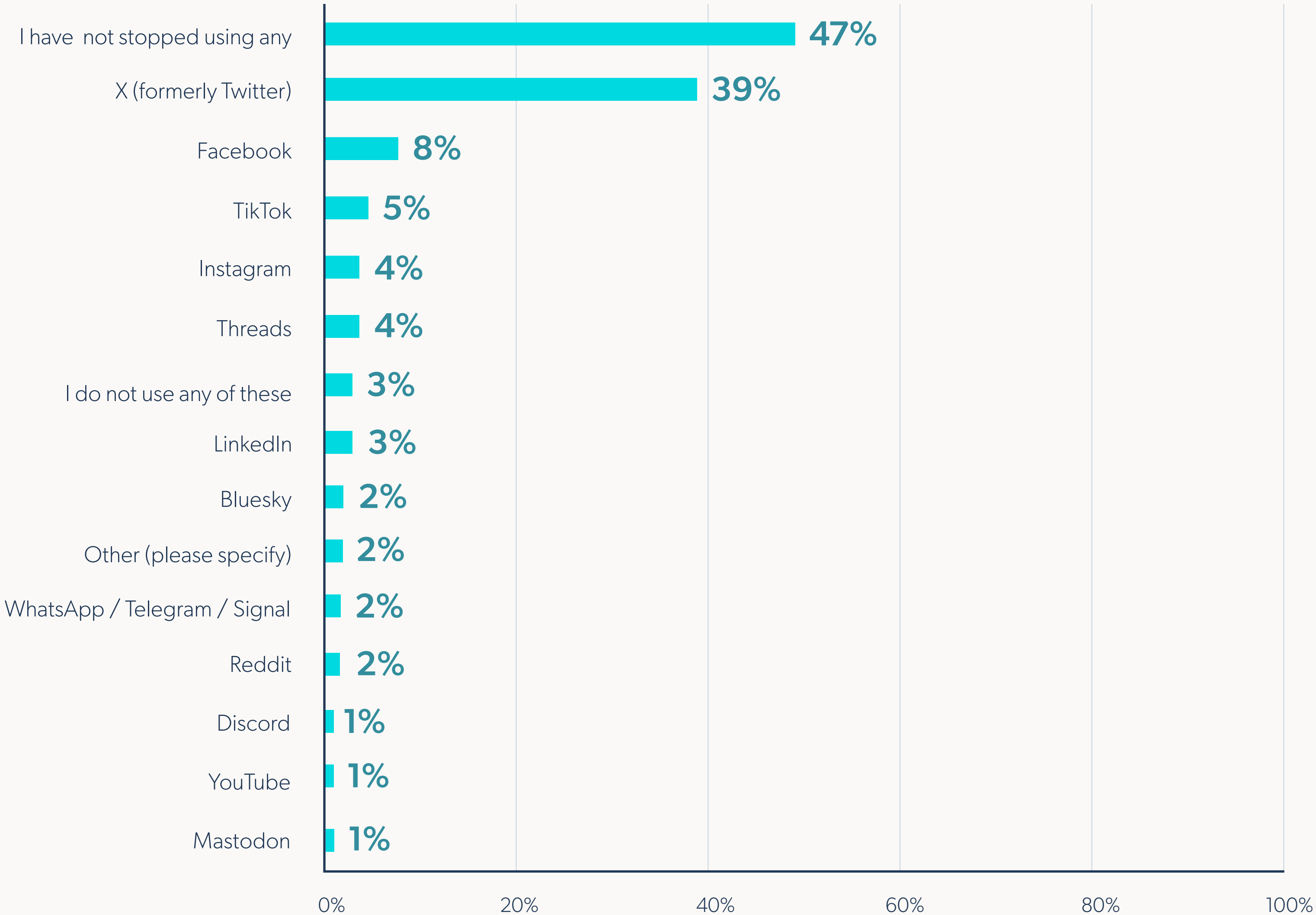
# Fewer people are using X for professional use

39% of PR pros say they’ve stopped using X for professional purposes in the past year, making it the most frequently abandoned platform by a wide margin.

Nearly half (47%) say they haven’t stopped using any platform.

Other platforms saw much lower drop-off rates—8% for Facebook, 5% for TikTok and 4% for Instagram and Threads. Only 3% say they’ve stopped using LinkedIn.

## Have you stopped using any social platforms for professional purposes in the past year? (Selected all that apply)

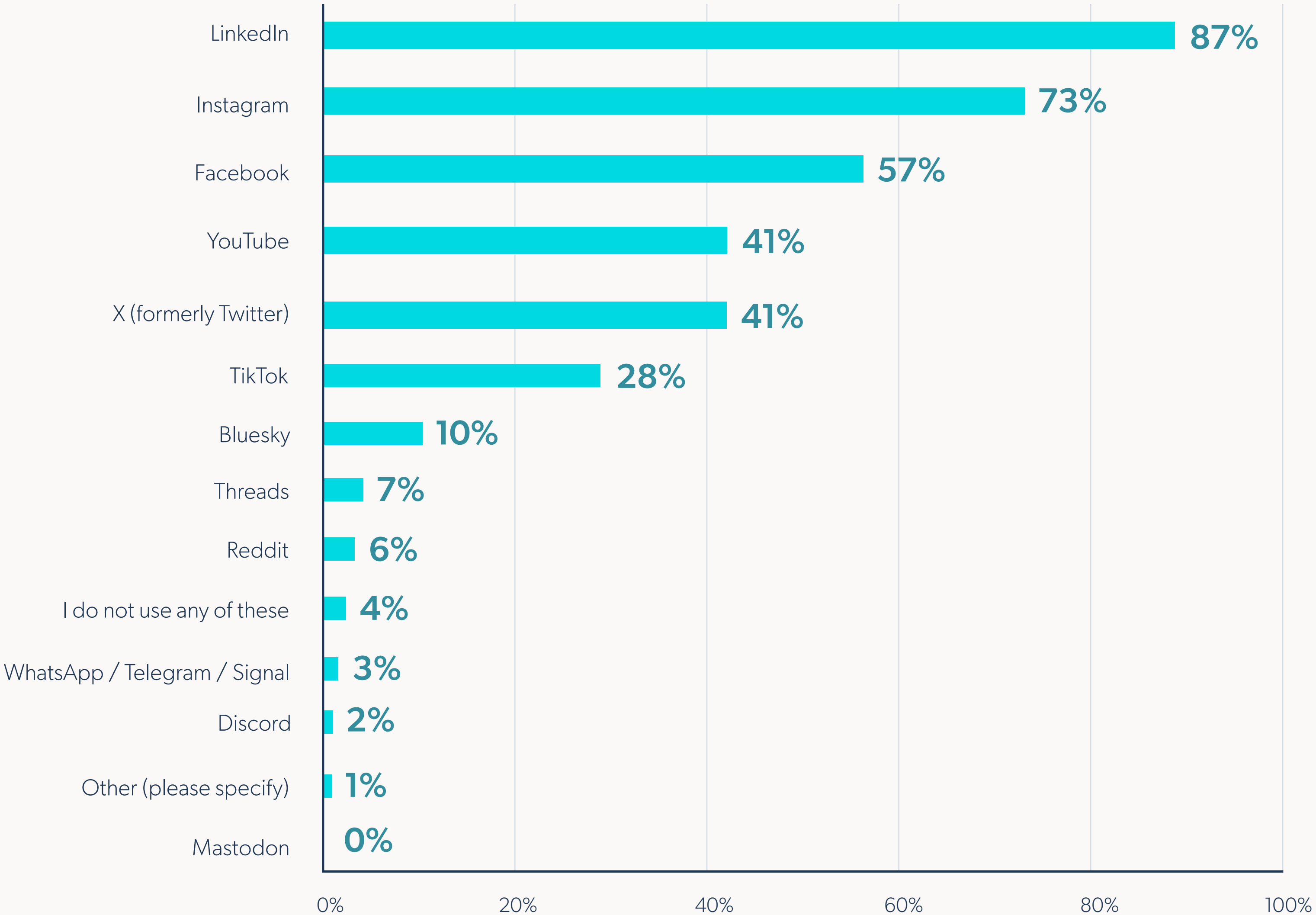


# LinkedIn and Instagram lead PR social media strategies

87% of PR pros say LinkedIn is part of their company’s social media and communications strategy, followed by 73% who include Instagram. Facebook (57%), YouTube (41%) and X (41%) are also common.

On average, PR pros say their company uses about 3.6 platforms in total, highlighting a broad, multichannel approach to strategic communications.

Which of the following social platforms are part of your company’s social media and communications strategy? (select all that apply)

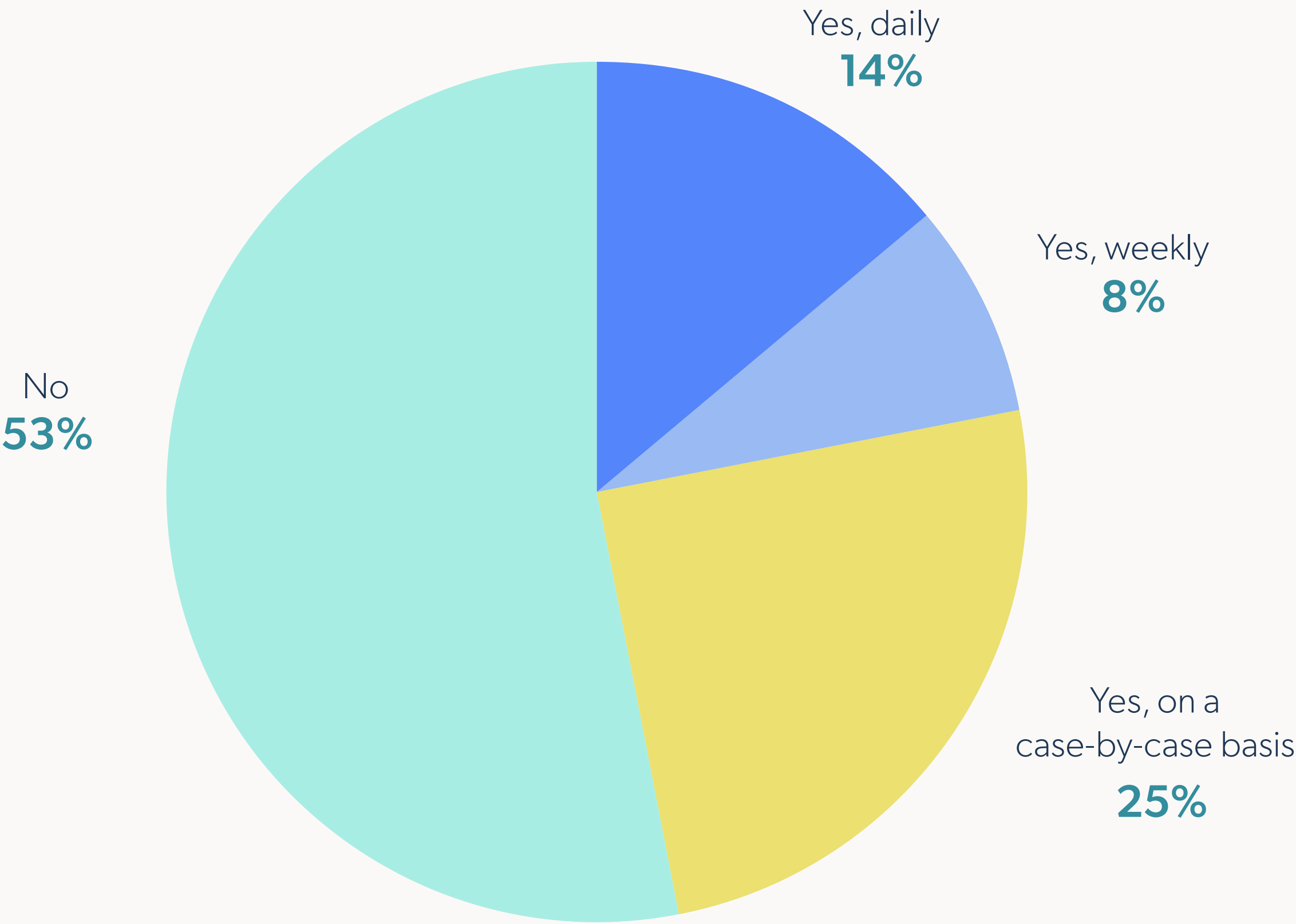


# More than half of PR pros don't use social listening tools

53% of PR pros say they don't use social listening tools at all.

Among those who do, 14% use them daily, 8% use them weekly and 25% say they use them on a case-by-case basis.

Do you use social listening tools?

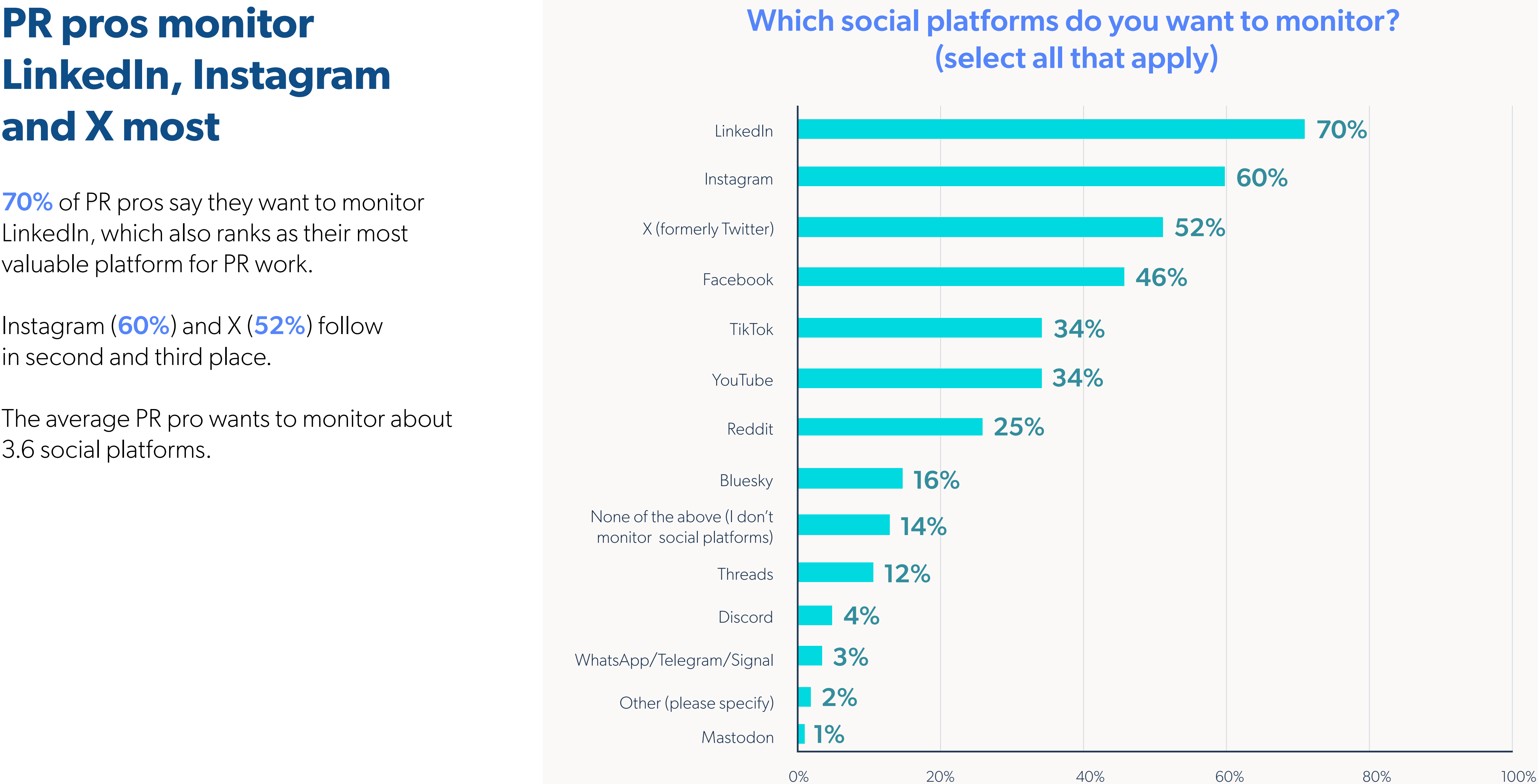


# PR pros monitor LinkedIn, Instagram and X most

70% of PR pros say they want to monitor LinkedIn, which also ranks as their most valuable platform for PR work.

Instagram (60%) and X (52%) follow in second and third place.

The average PR pro wants to monitor about 3.6 social platforms.



# MUCK RACK

# Thank you!

Muck Rack is the leading provider of AI-powered PR software built for how brands and agencies work. The only platform powered by intuitive, AI technology and the most accurate, comprehensive data provided by journalists themselves, Muck Rack combines media database, monitoring and reporting for seamless team collaboration, pitching and measurement.

[Learn more](#)