The impact on the public relations industry of the economic downturn that afflicted the United States and the world in the second decade of the 21st century was rather muted. The understanding and mastery of social media proved a primary reason for the renewed popularity and staying power of public relations in during difficult economic times. As the chapter states, keys to public relations success include diversity of experience, performance, communication skills, relationship building, proactivity and passion, teamliness, and intangibles such as chemistry and likeability. As important as many other skills are to a public relations career, writing stands as the number-one skill one must have to succeed in the industry. After watching the videos, discuss how launching a career in public relations has changed in the 21st century, especially with respect to the role of technology. https://youtu.be/68I-7IINMqc https://youtu.be/8LRDm19ssjE https://youtu.be/GReTADrnZGQ