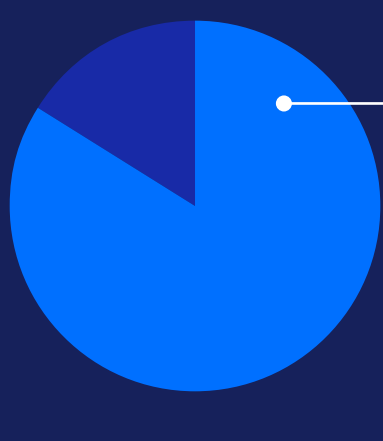


BY THE NUMBERS

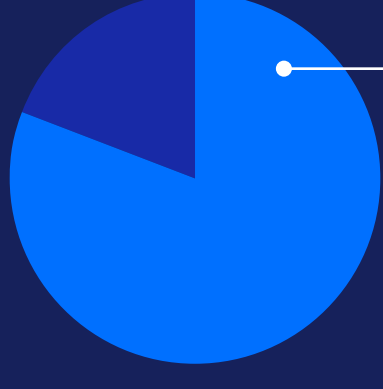
2025 Comms Report Top Industry Insights

Cision and PRWeek surveyed more than 300 PR and communications professionals to get their perspective on the industry's biggest trends and challenges for 2025. Here are some of the key findings:

Priorities & Expectations



84% of comms leaders agree the C-suite has sought their counsel more this year than in previous years.



81% of comms leaders feel pressure to "do more with less."

No.1

priority from CEOs for comms:
To build sustainable growth and value for their brand.

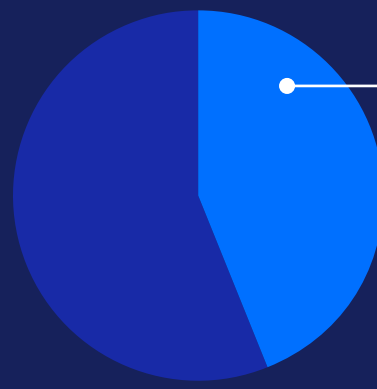
Biggest Comms Challenges

No. 1 challenge to comms efforts:
Being "too reactive" (versus proactive).



68% say they have the tools to show the impact of their work on business objectives...

No. 2 challenge to comms efforts:
Inability to measure impact effectively.



but **44%** struggle to align metrics to revenue or business KPIs.

Generative AI Adoption



37% use generative AI to review or optimize content – up **9 percentage points** from last year.

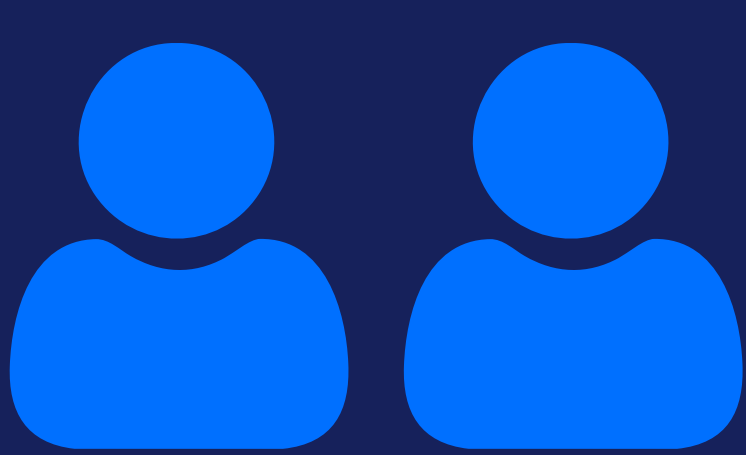


65% say generative AI tools are notably improving their data/analytics capabilities.

3 in 4

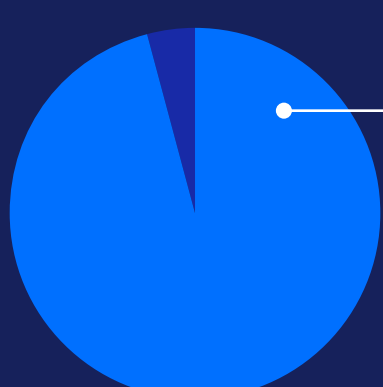
feel confident in their organization's ability to take advantage of AI – **30%** feel "very confident."

Driven by Data

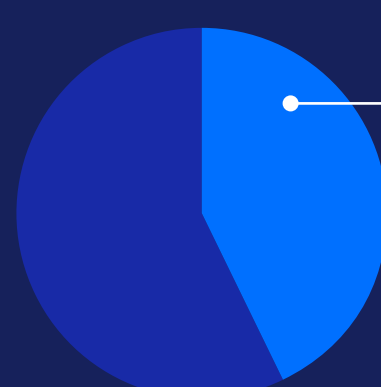


2 in 3

comms teams employ or have access to a dedicated data analyst.

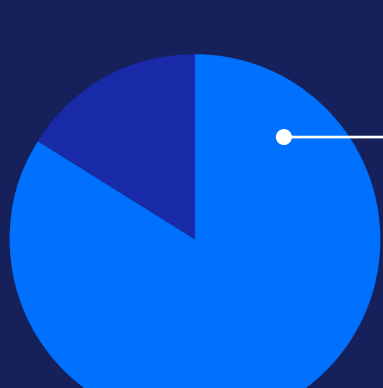


96% say they are relying on data "more than ever" (audience targeting is the top use case); yet...

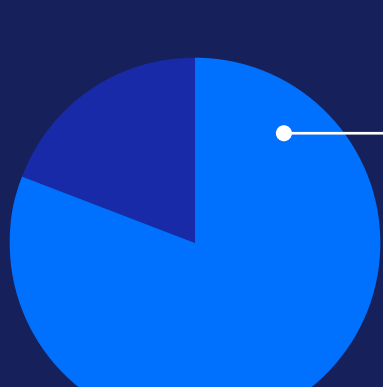


43% still struggle to convert data into actionable insights.

Social Media Tactics



51% plan to rely more on earned social media to support their strategies in the next year...



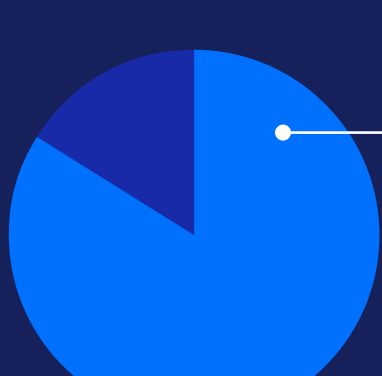
...and **41%** are relying more on paid social media.



Facebook emerged as the **#1 social platform** for comms strategies, with Instagram at **#2** and LinkedIn at **#3**.

The Right Influencers

More than 1 in 3 are relying more on influencers to support their strategies this year...



...yet a mere **21%** rate their ability to identify "the right" influencers for their brand as "excellent."

Employees



rank as the **No. 1 most effective** influencer for brands – far above social media influencers and celebrities.

Making Sense of the Numbers

These statistics shed light on how communications teams like yours are operating amid technological innovation and industry challenges. Use these insights to shape your own plans and take advantage of the opportunities ahead.

For more industry insights, download the full [2025 Comms Report](#).

Get the Full Report