

## A study of the public relations for disaster prevention from the standpoint of advertising, and some problems of social

SHIBAZAKI, Miyoko<sup>1\*</sup>

<sup>1</sup>Osaka City University

There are many potential problems on social networking sites and the many people that use them. Social networking sites can be a great way for younger people to get connected to the public relations for disaster prevention, but there are some dangers. Initially, there are some people who cannot use. They are vulnerable groups in disaster, people with a handicap, elderly people, children, and people who cannot have a computer or a smartphone. Since they cannot use a computer technology, it is difficult for them to join a community, but they tend to produce 'digital divide' by the social stratum. Next, it is different at the time of usually and a disaster.

Of course, by use of social media, there is a big possibility. Therefore, public relations for disaster prevention needs 'Media mix', combination of advertising channels employed in meeting the promotional objectives of a marketing plan or campaign, is major methods of advertising.

Keywords: social media, disaster prevention, digital divide, media mix