**USAGE OF NEW TECHNOLOGIES IN PUBLIC RELATIONS ON THE EXAMPLE OF ELECTION OF MEMBERS TO THE EUROPEAN PARLIAMENT FROM THE REPUBLIC OF CROATIA**

**ABSTRACT**

Development of social networks, the availability of the 4th generation mobile networks that guarantees extremely high-speed Internet access, applications and hardware for recording and photography on smartphones, have created the conditions for a completely new approach to public relations, especially in political communication. Political parties, lists, candidates and political entities, in general, are slowly ceasing to depend on traditional media such as radio, television or the press, and are increasingly relying on their own profiles and pages on social networks. In fact, many of them use social networks to broadcast live meetings and speeches and after, such recordings are taken over by broadcasters.

The aim of this paper is to elaborate how political parties and candidates from the Republic of Croatia, who became members of the European Parliament, after the May 2019 elections, used modern technologies, such as smartphones and social networks. The paper presents an analysis of the social network profiles of political parties and candidates who have joined the EU Parliament - whether they are present on a particular social network, what percentage of posts are multimedia, whether there is a difference in the preparation of the same video depending on each social network and whether the candidates have personally submitted video messages through their private profiles, recording content with a mobile phone and reaching the voters in real-time or just moments after recording the message.

**Keywords:** PR, new technologies, political communication, European Parliament, social networks.