



PR: Who Needs It?







What is PR?



"Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics." - PRSA

To Accomplish Business Objectives



How Do People Find You/Your Company?



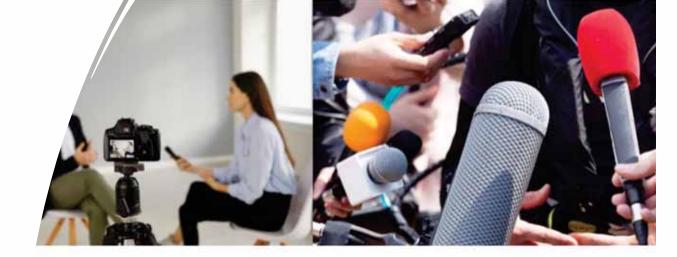


EXAMPLES:

SOUTHWEST AIRLINES

HARRY & MEGHAN VS. BUCKINGHAM PALACE

SILICON VALLEY BANK FAILURE



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LEVERAGING PR



POSITION YOU/YOUR COMPANY
GET AHEAD OF A PROBLEM
MAKE AN ANNOUNCEMENT

IT'S ABOUT YOUR BRAND IT'S CONNECTING WITH YOUR PUBLIC



TYPES OF PR COMMUNICATION

MEDIA RELATIONS | COMMUNITY RELATIONS INTERNAL (EMPLOYEE) COMMUNICATION CRISIS COMMUNICATIONS PUBLIC AFFAIRS | ONLINE/SOCIAL MEDIA

STRATEGIC COMMUNICATIONS



PR MEDIUMS

PAID | EARNED | SHARED | OWNED ADVERTISING MEDIA COVERAGE | REVIEWS | MENTIONS SOCIAL MEDIA CONTENT SHARING SOCIAL MEDIA | PRESS RELEASES | EMAILS VOICEMAIL | BROCHURES | LETTERS | WEBSITE BLOG | DIRECT MAIL



EVERYONE!

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