**PUBLIC RELATIONS**

**(BAJMC-204)**

**Unit – 2**

**PR Agency – Tools and Techniques**

**By**

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## PR - AGENCY

PR department performs the function of creation and discrimination of information to press. This is known as publicity.

• Product publicity- the product information presented in the paid space of media is read or heard by a company's customers or prospects. The department publicizes the product through sponsoring effect.

• Corporate Communications- PR department promotes the understanding of the company and its products and services for this purpose. They undertake external and internal communication.

• Lobbying- Professional Lobbyists are employed in order to influence key decisions of the governments affecting company's prospects.

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## PR - AGENCY

- Counseling- PR department advice the top management on matters related to public issues. This also includes advertising the company in the event of product mishap.
- Facilitate the brand image or message through content distribution Incorporate social sharing into Press Release Create and leverage campaign hash tags.
- Bloggers and online journalists will think it is worth checking out and may even include links to it – or a mention – within their own content. To ensure your website climbs the search rankings, make sure everything you write is strong, topical and has lots of good information in it that will continue to engage

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## PR - AGENCY

- There is some evidence that _likes' and links in Twitter are recognized by search engines – potentially improving your search rankings.
  • Social media is a great way for companies to keep their finger on the pulse of public opinion, increasing your company's customer base, learning about their preferences and then using this information to successfully tailor future PR activity.
- If you need a sense of the importance of social media channels remember that face book accounts for nearly one in four of all web page views in the US.
- In conclusion, social media's main benefit is keeping your company in the public spotlight, ensuring it is current and in touch with potential customers.

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## Stages of Public Relations

Stages of Public Relations

1. Planning

Define the opportunity, or the potential threat. This begins with a review of the organization's mission statement or strategic plan; then conduct a situational analysis that investigates.

- A review of what's happened in the past, or a historical perspective. An internal and external analysis of what employees, neighbors, competitors and other audiences believe. A review of management and its actions and practices.
- A forecast of where the company or organization is heading.

2. Research

Conduct research and develop a plan. Once the specific opportunity or threat is defined, initiate.

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## Stages of Public Relations

Stages of Public Relations

research to determine how to execute your plan. In broad terms, there are two types of research Primary and secondary. There are a myriad of research tactics, including surveys, an analysis of existing data or reports and focus groups.

3. Implementation

Execute the plan. An underlying principle of public relations is to communicate effectively in order to build mutually beneficial relationships. The tactics employed to deliver the message through media relations, via special events or promotions, presentations to community groups, etc. should be structured to help realize the goals, strategies and objectives identified in the initial plan of course, the plan should be built upon a set budget that includes professional services.

## Stages of PR

4. Evaluation

Evaluate and Make Adjustments. While the program is being executed, monitor the results of the program tactics. Are they on track to meet the objectives as initially defined?

If not, then analysis is should take place to determine whether errors were made when the program was conceived and executed. Adjustments made during the course of the program could put it back on track

## Media Relations

**Multi-Media Release in PR**

Media release or news release is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news values.

• It is the most used tool in the field of PR. Sometimes news releases are sent for the purpose of announcing news conferences at which other communication tools are used to reinforce a central theme or message

• It contains videos, images and anything else that will help influencers discover, share and write about your story

• It creates a deeper story – With a written press release, you have a very specific press release length you need to meet. You need to keep your words to a minimum so journalists can quickly get an idea of what your story is about.

## Media Relations

Press conference:- A news conference or press conference is a media event in which newsmakers invite journalists to hear them speak and, most often, ask questions. A joint press conference instead is held between two or more talking sides.

Press tours:- Press tours are trips paid for by the sponsor with all expenses covered including air transportation, lodging and meals.

In exchange, the writer agrees to become part of the press tour group, stay on schedule with the group, either have an assignment in advance or work toward getting a published story about the destination.

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## Media Relations

Press Release

A press release is a form of written communication with short and attention seeking headline to be delivered to media houses for publication. Earlier, when print media was the only media available to the readers, this term was used, but now we may have audio release, video release or media release.

Written in an inverted pyramid format answering 5Ws and 1H, the release gives some specific information about the organization.

Writing a Release: Press release is the most used and most abused tool of media relations. A person who is not well versed with the language and news writing may information.

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## Media Relations

Press Conference

There are many ways to develop media relations andpress conferences are the most pivotal of them. A press conference is a technique designed to get media coverage for your organization on special occasions.

Organising a Press Conference involves expenses, efforts and planning. But before organising a press conference a PR practitioner needs to ask the management about the kind of coverage, headlines and photographs that they expect.

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## Media Relations

PRESS RELEASE

A seven-point news release
- Subject - what is the story about?
- Organization - what is the name of the organization?
- Location - where is the organization located?
- Advantages - what is new, special or beneficial about it?
- Applications – how can the product or service be used?
- Details - what are the sizes, colors, prices or other details?
- Source - this is different from location. Location might be where the work is done

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## Media Relations

Internal and External PR media - corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising Exhibition is another PR tool to enhance public relations activity.
- The exhibits or items displayed leave a lasting impression on the minds of the people.
- It involves participation of people on a large scale
- Products can be exhibited and demonstrated in a relaxed atmosphere.
- Exhibitions provide scope for generating business.

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## Media Relations

Journalists aren't your only audience – With online press release distribution, journalists are no longer your only audience. In addition to sending your press releases to key influencers, you can also publish them yourself on PR distribution websites, blogs, and other online medium.

PUBLIC RELATIONS

Public Relations & Social Media Center

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## Tools and Techniques

- **House Journal**
- A house journal is a selective media and we can identify the audience who received it or not. The target audience is identifiable in this case. In other mass media, it is difficult to know whether or not the target audience has read, seen or listened to a message.
- House journals can be Internal, External and combination of both internal and external. The internal journal is meant for internal public's mainly employees.
- The external house journal is meant for external public's like dealers, shareholder or consumers. The external house journals can also be meant for employees as well as external public.
- **Exhibitions**
- Exhibition is a tool to display a work of art or show of many items at a public place like art gallery, museum, library or an open ground. It may be a large event like international exhibition or display of solo paintings by an artist. Exhibition may be used as a tool to create awareness, maintain reputation or sell products of your company.

## Use of Digital Media

**1. Social Media Engagement:**
- **Platforms:** Utilizing popular social media platforms like Facebook, Twitter, Instagram, LinkedIn, and others.
- **Strategies:** Creating engaging content, participating in conversations, and fostering community interactions.
- **Benefits:** Real-time engagement, broader reach, and direct interaction with the audience.

**2. Content Marketing:**
- **Creation:** Developing high-quality and relevant content, including blog posts, articles, videos, and infographics.
- **Distribution:** Leveraging digital channels to distribute content and reach a wider audience.
- **Impact:** Establishing thought leadership, improving SEO, and providing value to the target audience.

## Use of Digital Media

**3. Influencer Marketing:**
- **Identification:** Partnering with influencers who align with the brand and have a significant online following.
- **Collaboration:** Co-creating content and leveraging influencers' credibility to enhance brand visibility.
- **Credibility:** Building trust among the audience through authentic endorsements.

**4. Digital Storytelling:**
- **Narrative Techniques:** Using multimedia elements to tell compelling stories.
- **Platforms:** Leveraging websites, blogs, podcasts, and video channels for storytelling.
- **Engagement:** Capturing audience attention through emotionally resonant narratives.

## Use of Digital Media

- **Use of Digital Media in Public Relations:**

**5. Data Analytics and Measurement:**

- **Tools:** Utilizing analytics tools to measure the impact of PR efforts.
- **Metrics:** Tracking key performance indicators (KPIs) such as website traffic, social media engagement, and sentiment analysis.
- **Insights:** Gaining actionable insights for refining strategies based on data.

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## Use of Digital Media

Websites and Blogs

Now a days, whenever you want to know about an organisation, you surf the internet and visit its websites. Websites have become an important tool to inform target publics about the products/services/ideas of an organization.

As internet services are getting cheaper day by day and net has become more accessible even in the rural areas, government has also started delivering its services through internet. From birth certificate to driving license, you can apply for any service through the websites. As millions of users surf the internet daily, companies make their websites more attractive and informative to increase traffic on their websites. Thus, website plays an important role in two-way communication with target publics. If an influencer with a large number of followers on the internet,

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## Emerging Trends of PR

**1. Artificial Intelligence (AI) Integration:**

- **Chatbots:** Using AI-powered chatbots for real-time interaction with the audience.
- **Automated Analytics:** Employing AI for data analysis, trend identification, and personalized content recommendations.
- **Efficiency:** Enhancing efficiency in responding to queries and understanding audience preferences.

**2. Virtual and Augmented Reality (VR/AR):**

- **Immersive Experiences:** Creating virtual events, tours, or product experiences.
- **Enhanced Engagement:** Offering interactive and immersive content for increased audience engagement.

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## Emerging Trends of PR

- **Innovation:** Exploring new and creative ways to showcase products or services.
3. **User-Generated Content (UGC):**
- **Authenticity:** Encouraging users to create and share content related to the brand.
- **Advocacy:** Leveraging user-generated content as a form of endorsement.
- **Community Building:** Fostering a sense of community around the brand.
4. **Purpose-Driven PR:**
- **Social Responsibility:** Emphasizing the organization's commitment to social and environmental causes.

## Emerging Trends of PR

## Emerging Trends of PR

- **Transparency:** Communicating organizational values and practices transparently.
- **Impactful Storytelling:** Aligning PR efforts with a broader purpose to resonate with socially conscious audiences.
5. **Interactive and Multimedia Content:**
- **Podcasts and Webinars:** Engaging audiences through audio and video formats.
- **Interactive Infographics and Quizzes:** Making content interactive for increased participation.
- **Personalization:** Tailoring content based on user preferences and behaviors.

## Emerging Trends of PR

The use of digital media in public relations involves leveraging online platforms and technologies to enhance communication strategies, while emerging trends focus on incorporating cutting-edge technologies and aligning PR efforts with societal values and preferences.
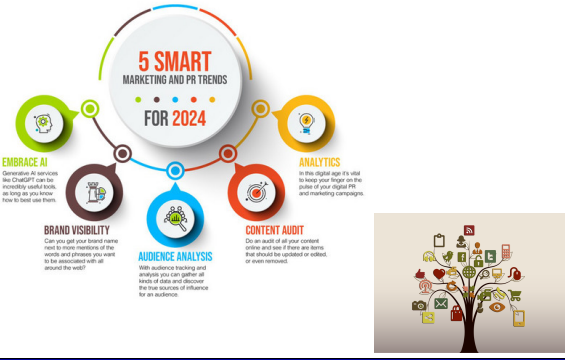
Adapting to these changes allows PR professionals to stay relevant, connect with diverse audiences, and achieve their communication objectives effectively.

## Emerging Trends of PR