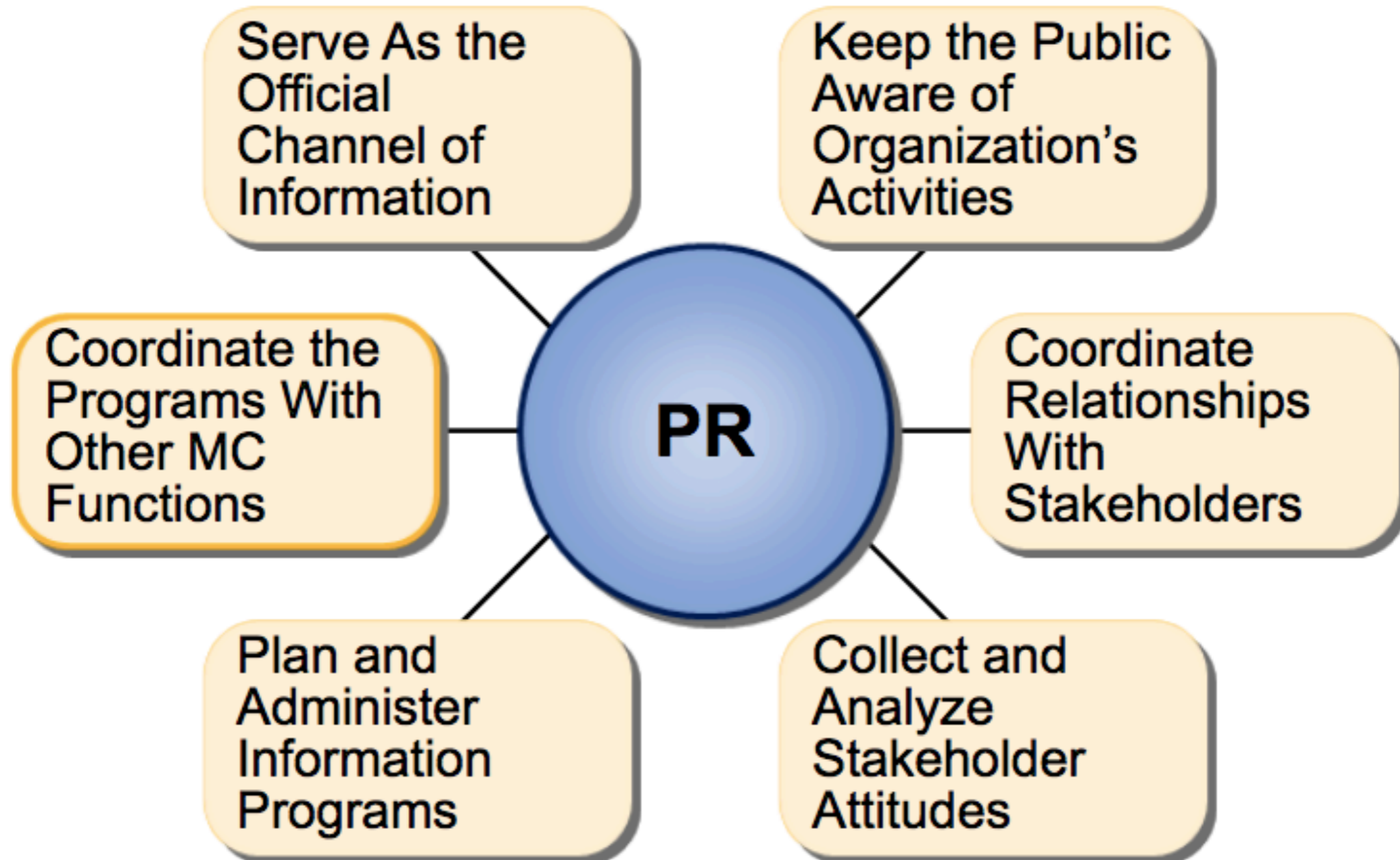


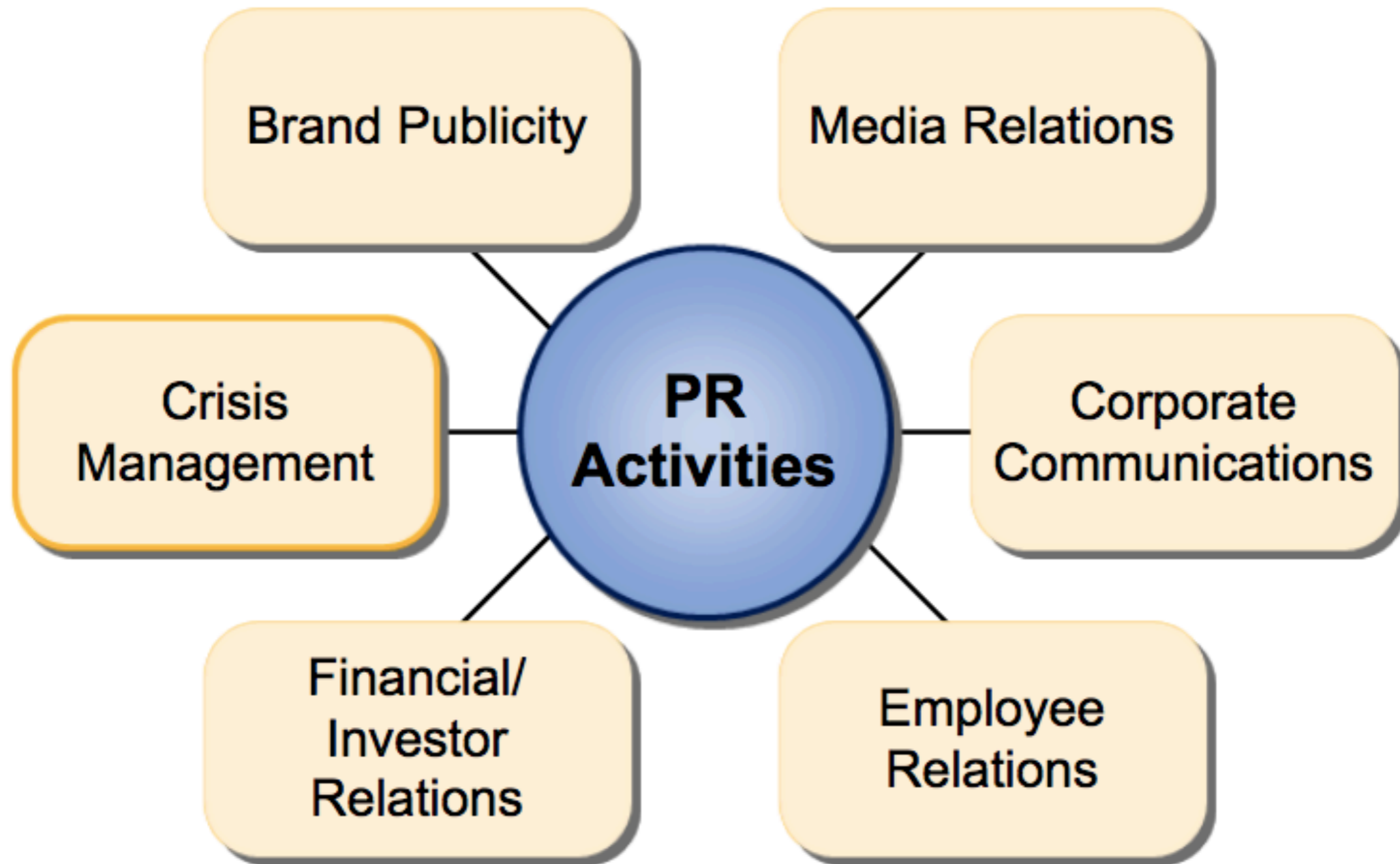
Public Relations Activity

Syifa Astasia Utari

PR Responsibilities



PR Activities



Public Relations

Major Public Relations Tools

News

Speeches

**Special
events**

**Written
materials**

**Corporate
identity
materials**

**Public service
activities**

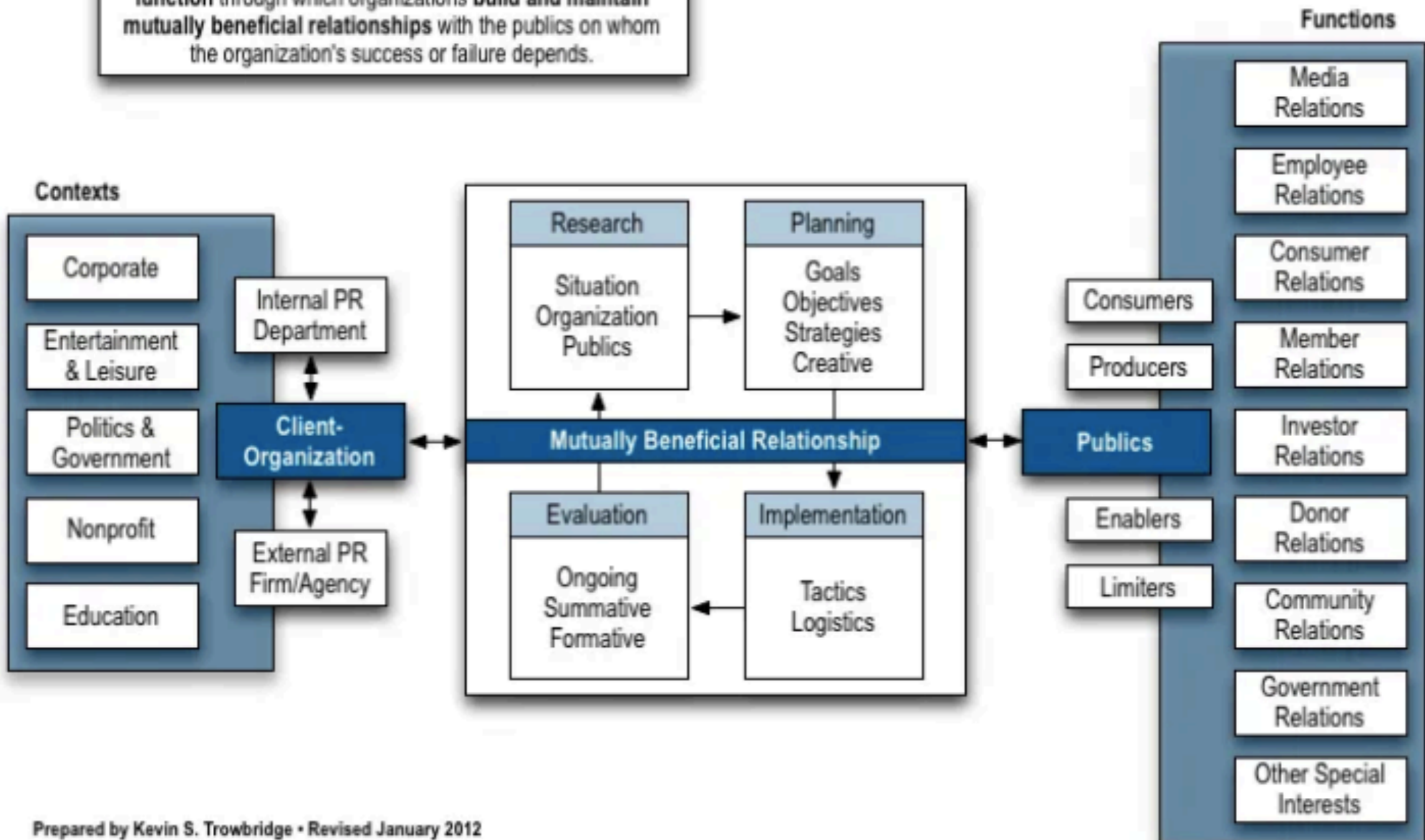
**Buzz
marketing**

**Social
networking**

• Internet

Model of Public Relations: Contexts, Functions and Process

Public relations is the communication management function through which organizations build and maintain mutually beneficial relationships with the publics on whom the organization's success or failure depends.



The Public Relations Process (RACE) JOHN MARSTON

⌘ Research

What is the problem or situation?

⌘ Action (program planning)

What is going to be done about it?

⌘ Communication (execution)

How will the public(s) be told?

⌘ Evaluation

Was the audience reached, with what effect?

PUBLIC RELATIONS CAMPAIGN



STRATEGIC PR PLAN TEMPLATE

	PLAN ELEMENTS	ACTION ITEMS	PERSON / TEAM RESPONSIBLE	DEADLINE	STATUS	FINAL OUTCOME
GOALS AND OBJECTIVES Use your research to identify goals and what you want to achieve						
TARGET AUDIENCES List everyone you want to reach with your plan including media, customers, investors, employees, etc.						
ESTABLISH THE STRATEGY Define general approach to achieving goals and objectives						
KEY MESSAGES Develop messages that are concise, informative, and compel people to take action						
TACTICS How will you use your key messages to reach your target audience?						
MEASUREMENTS Create a KPI or PR dashboard to monitor the effects of efforts						

Add...



Specific	Measurable	Attainable	Relevant	Time-Bound
<p>Make sure your goals are focused and identify a tangible outcome. Without the specifics, your goal runs the risk of being too vague to achieve. Being more specific helps you identify what you want to achieve. You should also identify what resources you are going to leverage to achieve success.</p>	<p>You should have some clear definition of success. This will help you to evaluate achievement and also progress. This component often answers how much or how many and highlights how you'll know you achieved your goal.</p>	<p>Your goal should be challenging, but still reasonable to achieve. Reflecting on this component can reveal any potential barriers that you may need to overcome to realize success. Outline the steps you're planning to take to achieve your goal.</p>	<p>This is about getting real with yourself and ensuring what you're trying to achieve is worthwhile to you. Determining if this is aligned to your values and if it is a priority focus for you. This helps you answer the why.</p>	<p>Every goal needs a target date, something that motivates you to really apply the focus and discipline necessary to achieve it. This answers when. It's important to set a realistic time frame to achieve your goal to ensure you don't get discouraged.</p>

Add...



✓ KEY MESSAGE CHECKLIST

- 1. IS IT A SINGLE SENTENCE?**
- 2. IS IT EASY TO UNDERSTAND?**
- 3. IS IT MEMORABLE?**
- 4. IS IT ENGAGING?**
- 5. IS IT THE CORRECT INFORMATION?**
- 6. IS IT TAILORED TO YOUR AUDIENCE?**

NOW TEST IT.

Add...

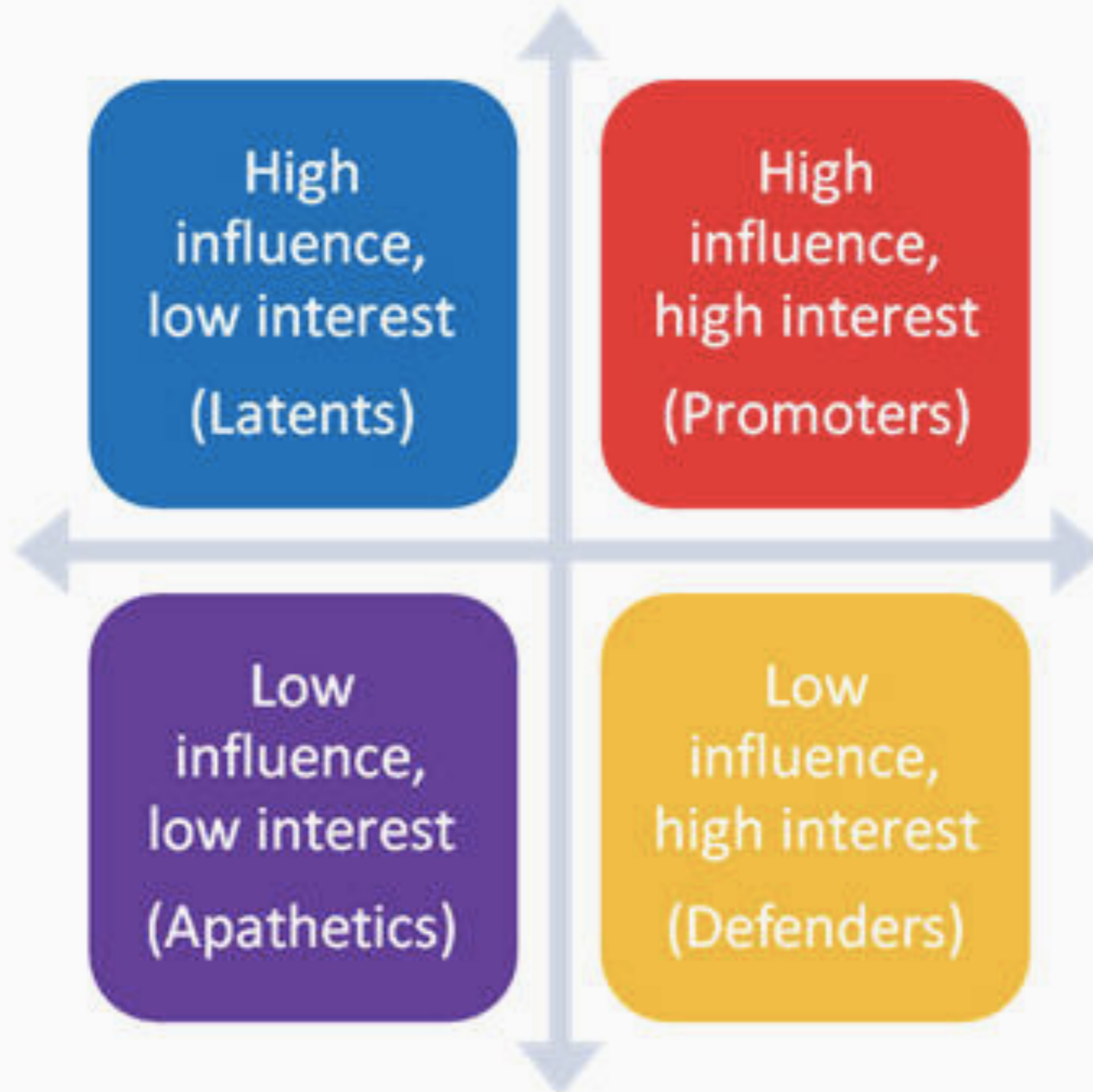
STAKEHOLDER IDENTIFICATION

Stakeholder can be





Add...



Crisis Communication

Crisis

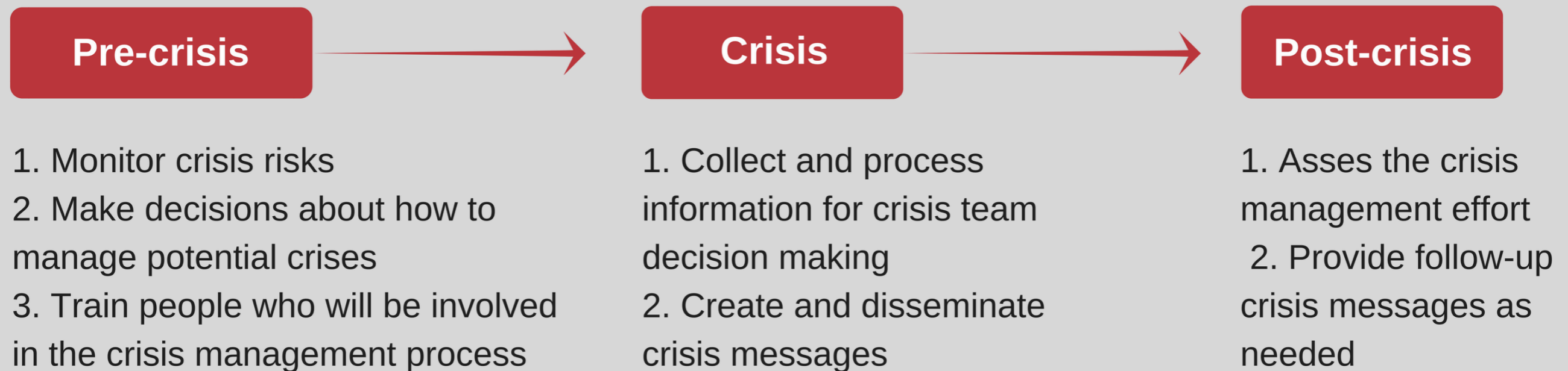
An event that is an unpredictable, major threat that that can have a negative effect on the organization, industry, or stakeholders if handled improperly. A crisis is unpredictable but not unexpected (Coombs, 199)

Communication Crisis

Those messages that are given to audiences during an emergency event that threatens them either immediately or at some foreseeable point in the near future. Because of the urgency of the situation, the time needed to develop a partnership with audiences and come to consensus on appropriate actions is rarely available

(Walaski, 2017)

Stages of Crisis Communication





principles to keep while communicating during a crisis



Do

create a pre-emptive response protocol

track media & online conversations to gauge opinion

Tips for Handling Crisis Communications

When a crisis occurs, companies should have a plan in place that helps them provide a calm, reassuring response. During a crisis, a communication team should:



Discuss responses
before reacting



Communicate with
public promptly and
clearly



Prioritize customer
risks and concerns



Educate and
support employees



Use modern
communication
technology tools



Monitor sentiment
and assess business
impacts

Thank You