

* Write and distribute press releases
* Speech writing
* Write pitches (less formal than press releases) about a firm and send them directly to journalists
* Create and execute special events designed for public outreach and media relations
* Conduct market research on the firm or the firm’s messaging
* Expansion of business contacts via personal networking or attendance and sponsoring at events
* Writing and blogging for the web (internal or external sites)
* Crisis public relations strategies
* Social media promotions and responses to negative opinions online

FACT SHEET

PUBLIC RELATIONS

Persuassion Business

What is public relations?

Public relations are a strategic communication process that builds mutually beneficial relationships between organizations and their publics. PR can be used to protect, enhance or build reputations through the media, social media, or self-produced communications. A good PR practitioner will analyze the organization, find the positive messages and translate those messages into positive stories.

Earn the attention

It means that you work to earn the attention of a journalist for a news story on your business, rather than pay for it. It means that you’ve worked to create a compelling news story around your business to help consumers understand why they should care about your company and how it will make a difference.

PR MAIN WEAPONS

Can we measure PR?

This is not an exact science. There are many people and firms who have created many models, spreadsheets, and estimates. And let’s be clear. They are all estimates. Some are much better than others. This is easily the most emotionally charged subject in the PR industry.

Digital PR essence

Digital PR is about “developing strong relationships with all the players in your social graph. The techniques include SEO, content development, social media, online newsrooms, websites, blogs and online media coverage.

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