



PUBLIC RELATIONS

EFFECTIVE, AUTHENTIC COMMUNICATION

BENEFITS

PR can help with profile and position you or your organisation as the 'go to' within your niche.

It can benefit businesses of all sizes.

Yet smaller businesses often fail to integrate PR within marketing plans.

Social media enables you to communicate directly with the public, quickly.

PITFALLS

A minority of journalists might try to bait you to get a controversial or sensational story.

Reacting make you look immature or incapable. Keep calm.

'Off the record' is a tricky issue. Generally, there's no legal weight to this.

You can't control what people say about you on social media. It can lead to reputational damage.

“ THE MEDIA'S THE MOST POWERFUL ENTITY ON EARTH. THEY HAVE THE POWER TO MAKE THE INNOCENT GUILTY AND TO MAKE THE GUILTY INNOCENT, AND THAT'S POWER. ”

Malcolm X



MEDIA HANDLING

It's important for you and your brand to have strategies in place for dealing with the media when you don't have time to prepare. Here are a few considerations.

Do your homework



Get as much information about the topic the reporter is contacting you about in advance of your interview. Perhaps prepare a few angles for consideration and chat to the reporter about these before you start your interview.

Keep calm



Being calm and measured is the golden rule - whether on a TV or radio interview.

Be polite and listen to exactly what the reporter is asking. When answering difficult questions, simply keep your answers straight to the point.

Crisis Management



Whatever your organisation size, you should have a crisis management plan in place. Reputational damage can happen overnight, but it can take a long time to win back trust.

Consider having a crisis management team and/or designate a lead person to regularly monitor social media and reply to issues professionally.

Dress for Impact



Dress simply in block colours such as blue. Red, black and white should be avoided, and small or distracting prints, such as checks.

Dangling jewellery or too many rings are also a distraction for viewers - you want people to focus on your message, not your accessories.

You will also need to consider microphone cables, which either need to be fed underneath your clothing or clipped onto a belt at the back.



SOCIAL MEDIA IS CHANGING THE WAY WE COMMUNICATE AND THE WAY WE ARE PERCEIVED, BOTH POSITIVELY AND NEGATIVELY. EVERY TIME YOU POST A PHOTO, OR UPDATE YOUR STATUS, YOU ARE CONTRIBUTING TO YOUR OWN DIGITAL FOOTPRINT AND PERSONAL BRAND.



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