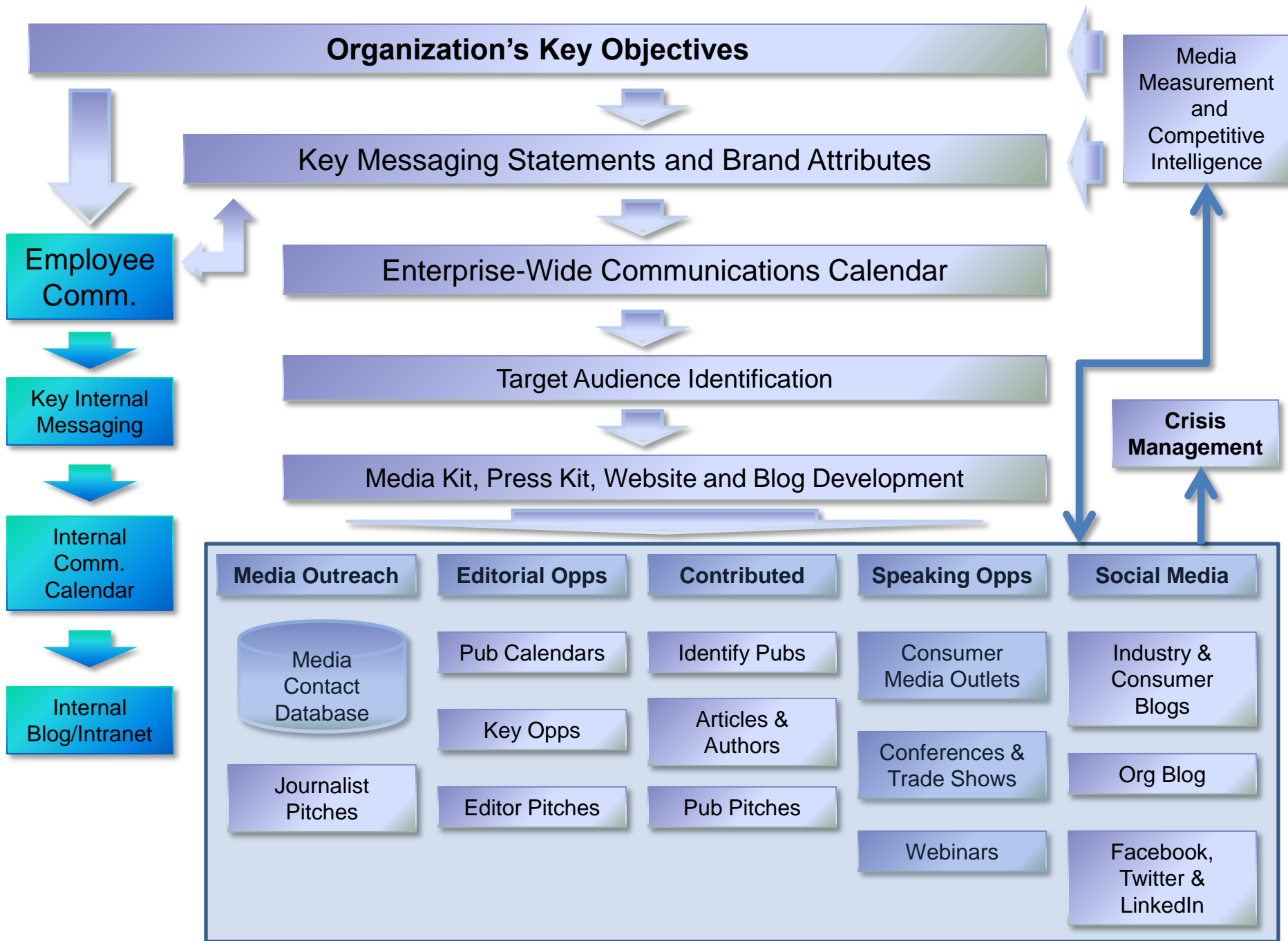


Anatomy of a Public Relations and Communications Plan

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Public Relations and Communication Plan Fundamentals

THE FOUNDATION

Before any PR and Communications plan can begin the organization's key objectives must be established. These objectives, combined with the previous year(s) media measurement, competitive research and identified brand attributes drive key messaging.

MESSAGING PLATFORM

Development of a messaging platform takes place with the creation of a communications calendar that is adjusted for target audiences. Messaging is brought to life through the creation of content in the form of media kits, press kits, website and blog content.

TACTICAL EXECUTION

After development of the messaging platform the tactical portion of the plan is driven by the best possible tactics to drive results.

Media Outreach – Driven by the continued improvement of a media contact database and well-positioned pitches.

Editorial Opportunities – Provide the chance to not only expand the reach of key messaging but also improve relationships with media outlets

Contributed (Bylined) Articles – Excellent for exposure and establishing industry expertise; case studies are another viable approach

Speaking Opportunities – Consumer media, trade shows, conferences and the like provide the opportunity for high-profile exposure

Social and Digital Media – Provide ongoing opportunity for exposure and two-way conversations

Public Relations and Communication Plan Fundamentals

CRISIS MANAGEMENT

An unfortunate but necessary part of every PR plan is to prepare for crisis management procedures. Creating a plan for every possible negative scenario is not feasible, however it is important to identify as many as possible and assign resources as necessary.

REPORTING AND ADJUSTMENTS

Regular reporting is important for determining success as well as making adjustments. Typically, a well integrated PR plan will require multiple reporting resources for media measurement, competitive intelligence and digital media measurement. These reporting mechanisms will help make necessary adjustments to the plan which should be reviewed quarterly.

EMPLOYEE COMMUNICATIONS

Internal communication efforts help ensure that employees are continually well informed of the organizations key objectives as well as the plan to reach these objectives.

Key Internal Messaging – Much like the external communication plan, an internal communication plan requires the identification of key messages

Internal Communications Calendar – Ensures that employees are receiving important communications on a regular basis

Intranets and Internal Blogs – The use of digital communications tools provides the best opportunities to provide employees with timely updates in an easy-to-access manner