

Chapter 1 : SAGE Books - Tools for Internal PR

Public Relations in India is a review of the history of Public Relations (PR) in the world and India and an in-depth critical an.

It also means a competitive environment for cause-oriented nonprofits. In order to stand out, grow and improve their impact, organizations can, and should, take advantage of the online tools at their disposal. The utilization of technology in the nonprofit world, like in the business world, comes in two pieces: Internal management systems and tracking tools are integral to keeping an organization well-oiled and effective at what they do. Equally as important are the external systems organizations use to communicate their work to the public. This includes having a website that uses up-to-date and modern design standards, is mobile friendly, and mimics social media browsing and sharing capabilities. Go Beyond the Spreadsheet Many tools exist these days to track impact, starting directly from the field. Whether delving into Open Data Kit or Formhub for surveying and collecting data from the field, or using tools like Streak or Salesforce for Nonprofits to organize contact communication, it is imperative that organizations collect and track a wide variety of information. A majority of nonprofits collect and track some sort of data, but more so as a mechanism to satisfy investors rather than to actually improve operations and impact. As long as nonprofits seek improvement for themselves and their beneficiaries, they will enjoy maximum returns on the adoption of new technology. As Vera Solutions co-founder Karti Sumramanian smartly points out in the Stanford Social Innovation Review , there is no app for being human and utilizing technology is futile if the nonprofit is not sure how or why they should be taking advantage of it. Hire a good and young web developer and focus on shareable content Hire a good web developer or, at least, graphic designer, especially one who is young and in touch with how younger donors will be interacting with your site. One of the greatest and mostly free tools that organizations have at their disposal is social media. Social media allows organizations to amplify their impact by spreading the word about their work, almost infinitely. Because of this, millennials – the cohort of people born after and who are most engaged in these social media outlets – are becoming key to the success of nonprofit organizations. From volunteering, to donating, to disseminating information, millennials are participating in the world in which they live with active interest in the products they buy and the social impact they make. Millennials are wired to use social media and like and share the things that move them – and not only is it almost inherently natural to do so, but they want to do it. Social media thought leaders, like Mashable, HubSpot and Kissmetrics have repeatedly noted increased engagement from visual posts and content versus text. Visual storytelling is becoming more popular, especially amongst those trying to increase their online presence. Displaying work and social impact through photos, videos, maps and infographics are great ways to track impact and encourage site visitors to be part of the journey. Terri Harel Terri Harel is the co-founder of ImpactFlo, a tool for organizations to manage, map and showcase projects for good. She and the ImpactFlo team are currently living in Santiago, Chile, where they are participating in a start up accelerator called Start Up Chile.

Chapter 2 : Internal and External Tools that Can Help Your Organization Be More Effective – NTEN

PR Tools for External Communication by Lauren Nelson - Updated September 26, Public relations practitioners say that the ability to effectively conduct external communications is the cornerstone of professional success.

Types of Public Relation Tools Organizations hire public relations experts to position themselves strongly in the minds of target audiences, investors, stakeholders, employees and all others associated with it. Public relations activities are designed specially to create a strong brand image. Public relations experts should ensure their target audiences agree to what they intend to sell and thus in a way enhance as well as maintain the reputation of their organization through ethical means. There are various ways public relations activities take place: **Press Kits** Press kits include written material about the organization and its top people. **Audio Releases** Audio releases or video releases are prerecorded messages distributed to various media channels. **Matte Releases** Small local newspapers accept articles written by organizations when they do not have sufficient articles or stories to publish. Such releases are called as matte releases. **Media Tour** Public relations experts publicize their organization and its products through media tour where key people of the organization travel to important places and locations and promote their products through various interviews to media people. Organizations also hire celebrities or other people popular among the masses to promote and publicize their organization. **Newsletters** Newsletters are nothing but publications which are distributed on a regular basis monthly, quarterly among target audiences. Public relations experts collect complete information name, address, agegroup of their target customers and distribute newsletters to create awareness about their products. Newsletters should include information about the organization, interview from key people, product information, testimonials from clients and so on. People from media are also invited for coverage. **Speaking Engagements** One of indirect ways of publicizing an organization and its products is through interacting with potential customers and target audience. Company officials address the target audience and do not only discuss about their products and services. They generally prefer any topic which would interest the target audiences. **Employee interactions on a regular basis** It is really essential for employers to stay in constant touch with employees and keep them abreast with the latest developments and happenings within the organization. Management or public relations experts should circulate latest events, new product launches among employees through emails, circulars, notices or simply communicating with them. Organizations distribute products among target audiences to create a goodwill of their organization.

Chapter 3 : COME AND SEE: Internal and External Public of Public Relations

The focus of internal communication function has shifted from pursuing outputs to achieving outcomes - and that is a significant step forward. Matt Gonring, Vice President of global marketing and communication, Rockwell Automation Internal communications is changing with the times. Or it should be.

Prevention is better than cure. Public relations is a professional field to keep the image of a person, company or corporations. Public Relations is the state of the relationship between a company or other organization or a famous person and the public. Public relations professionals work to build long-term relationships among individuals and institutions. Relationship of Rahul Gandhi with the youth. First of all let us understand the meaning of the concept Public: Publics are the interested audiences that are important in some way to an organization including current and potential customers, current and potential employees and management, investors, vendors and suppliers, media, government, and opinion leaders. They can be internal within an organization or external from an organization. If we want any good things to happen there should be change first from within. Understanding oneself or within is the basis of all transformation. It is in this context that internal public of public relations comes in. Internal publics are people employed by a firm or members of an organization and they are intimately related with the functioning of the organisation. Internal public relations is a special PR discipline which concentrates on enhancing companies relationships with the employees by facilitating good communication among the management and the employees, boosting their morale and giving them the right information at the right time. Whether it is employees of the company or its suppliers or shareholders, each one of them has special affinity and attachment with the company. He provides finances to the company either as shareholder or as a long-term or short-term creditor. Shareholders deserve fair treatment, get statutory information, transfer of shares to them, information on change of address or non-receipt of dividend. It is through them that the company fulfils its objectives. It needs their cooperation and understanding on a continuous basis in all its activities including the public relations activities. The principle of self-respect, self-determination and self judgment are to be applied when dealing with employees. If the company is able to communicate well with the employees and seek their participation and cooperation, they can act as the best public relations agents of the company while dealing with their friends, relations, neighbours, and business associates. The leadership and management styles of our executives, their values, attitudinal profile, all have undergo a sea-change in order to effectively deal with the situation. Suppliers have a direct and crucial role in the functioning and profitability of the company. They have to supply the right quality and quantity of materials for the company. Suppliers need the company and the company need the suppliers. When the good gestures of supplier to the company are not responded with an equally good gesture relationship get strained. A good company cannot be happy if its suppliers are not happy because they are its business associates and they also have to make profit. Like Maruti Udyog, Telco, Eicher etc. They are the link between the company and its dealers. In order to build up the company relationship Internal PR needs to announce the various schemes available for them like prizes, discount, and provide them alternatives both monetary and non-monetary benefits. These people may not be forefront of the company but their role and influence on the working of the company cannot be undermined under any circumstances. Company needs to show care and give them due recognition for their work and support. Copies of company publications, annual reports, new issues, preferential issues etc. Congratulatory letters on their birthdays, marriage anniversary, and special achievement is a good gesture. What should Internal Public of Public Relations do? They should Share key messages with all the members. Give recognition to people during birthday or when they receive award. Internal Publics professionals keep the image of the company fly high. Internal Publics of an organisation looks into the goodwill of its collaborators and maintain good relations. They take corrective actions when problems arise within the company. No company or organisation can survive and flourish and survive without the active support and cooperation of publics. A consumer is a person who purchases goods and services for personal use. An External PR needs to educate the audience pertaining the product or about the organisation and then get the suggestions of the audience. Present era of management belongs to marketing where every

happening in the company revolves around the customer. He is not an intruder on our premises, he is our quest. Customer education, Market research, public opinion polls, customer satisfaction level, after sales services and constant relations is a must for company to public. Customer meets, free servicing by Usha Sewing machine, Godrej typewriters 2. Community represents that public which stays in the close vicinity of the company, its office, plants and godown, warehouse etc. Therefore it becomes a social and moral obligation of the industry to compensate community for these losses by making its humble contribution. It includes Print Media and Electronic Media. With the improvement in transportation system, technology and increase in the literacy rate, newspapers, magazines, story books, comics, weekly newspapers, Radio, TV, and Internet are becoming more and more popular. The wining, dining, or gifting image of public relations practitioners is greatly due to how they interact with media. Mass media have always remain a very strong source of voicing opinion, building propaganda and influencing masses. The purpose of the relationship with government seems to be disappearing because of vested interest of Individual or corporate. From the point of view of public relations government and its machinery can be divided into two categories depending on their characteristics. The public relation professionals have to ensure that without hurting the feelings of either of them and equally balancing their relationship with them, they have to pursue the objectives of their company, department and the profession. Sugar and cement industry as a whole make substantial donations to political parties to seek favours after elections 2. Financial institutions have very important role in all commercial transactions of the company, commencement of business, its expansion and growth and even in retardation. Timely submission of progress reports, payment of principal and interest amount and keeping financial institution abreast with the latest relevant information further helps the company to strengthen its credibility and goodwill with financial institution. The enactment of Consumer Protection Act, , and the framing of the rules in have been a major milestone in the role of Action group. It is small in number but very high in terms of their potential in building or exposing malpractices or inflict setback to the image and reputation of the company. They have high ego and esteem profile because of power, credibility and ability to influence masses. Relationship with them could be build up by regular dialogue, include them in the PR list and appreciate them. Tarun Tejpal ruin the image of Tehelka 2. Interaction with general public is through Radio, Television, exhibitions, banners, hoardings, leaflets etc. What should External Public of Public Relations do? External publics need to determine target outlets. Consider what local newspapers, Web sites, newsletters, radio stations, cable outlets and television stations provide news in your community. Make a list of these top outlets and find contact information usually available on their Web site for each one. Build relationships, Prepare PR tools like fact sheet of the organisation or company, its background and its plans for the year. Enjoy news release success, Evaluates the and consider your audience. Summary The internal publics of an organisation are part of that core group which has very intimate relationship and a stake in the company. Company need to win their loyalty, confidence, trust them and provide them facilities. Lukewarm attitude to them exposes the company to high risk. It is the image and credibility that it enjoys in the minds of external publics which makes an organisation successful. Conclusion The public relations activities of the company are confined to its internal and external publics. If internal publics respect the company and hold it in high esteem, directly and indirectly, they create a favourable environment for the company to approach external publics. Communication with external publics is the lifeline of the organisation as it gives identity, image, reputation and credibility and based on which a company will get their support. Good internal and external public relations are like the blood in the human body. As long as it circulates, the man is hale and hearty and the moment it stops it causes to human life like heart attack, cancer, stroke and so on. Companies have to design specific and special communication channels with each group of publics to enjoy their continued support and patronage.

Chapter 4 : Types of Public Relations Tools Tutorial - theinnatdunvilla.com

Press releases are a traditional method of handing out information and is a useful tool with the PR professionals. Press Tour Several times many organizations are invited journalists to visit their production houses where their products are formed.

In addition to listing the trends that were already top-of-mind for me, I sought out thought leaders in the internal communications space to see what was on their radars. Here are the 11 trends that every employee communicator should bear in mind as approaches. The truth is, BYOD is a grass-roots movement that is happening in your organization whether you like it or not. Regardless of the motivation, however, there are opportunities to reach employees who were relegated to the have-not class when companies abandoned print for the cheaper but not necessarily more strategic intranet. More and more companies are adopting a YouTube-like approach to video, introducing video libraries that let employees search for videos, comment on them, tag them, embed them and importantly upload their own as a means of sharing information and knowledge. Communicating for engagement Employee engagement has always been the province of Human Resources, but research from the PR Academy supports the notion that good communications contributes to higher levels of engagement. The focus on engagement is being accelerated by articles in communication publications and sessions at conferences from communicators who have been able to connect the dots. There are ample opportunities for communications to bolster engagement. Another is to recast communications based on the stakeholder groups with which employees self-identify: Activity streams Nothing succeeds like success. With employees able to see instantly what their work team peers, project peers, bosses and other employees are doing, they feel more connected and, as a result, get more engaged. Within organizations that have adopted the activity stream as the dominant homepage feature, communicators are giving up their magazine-style approach to sharing news and simply injecting their articles and other content into the stream. At least three organizations I know have seen this approach result in three or four times the views of their content. Think of the activity stream as Radian 6 for the enterprise. Social visual communication Images are dominating shared content, and with good reason. Engagement levels and interaction with images are significantly higher than narrative text as content consumption shifts from fixed desktops and laptops to mobile smartphones and tablets. Smart communicators will get ahead of the trend and innovate ways to use images to tell stories and deliver messages, along with the channels for delivering them. I wrote a post recently suggesting six ways communicators can use images for internal communications. These devices are activated by touch or motion, incorporate video, and can be tailored to deliver relevant information to employees based on their location, even floor-by-floor. Gamification Gartner projects that most big companies will employ gamification by next year. Gamification, stated simply, makes it fun to do things that usually are mundane and tedious by applying one or more of the elements of game-play. These typically include badging, leveling, leader boards, and completion bars. Communicators who acquaint themselves with the principles of gamification will be able to apply it to communication challenges. Why not, for instance, reward employees who consume a lot of internal communications content with recognition on their intranet profiles? How about quizzes on key communications with a leader board recognizing those who scored best? The potential to gratify human desire for intrinsic reward in the context of internal communications goals is pretty massive. Print Was that a double-take I just saw? The abandonment of print by most companies was a budgetary decision, not a strategic one. Yes, it has long production lead times. But it also works. Employee influence measurement As employee-to-employee communication moves into the jurisdiction of internal communications departments, identifying and tapping into those employees with high levels of influence will grow more important. I have little doubt that Chatter and other internal networking tools will follow suit, but in the absence of such automated scoring, communicators will find other ways to figure out which employees to tap for advocacy and ambassadorship roles. Which of these trends are you your radar? The client to which I presented these trends told me the list served to validate the work they were already doing. Which of these is already part of your internal communications plan and which caught you by surprise? Do you disagree with

any of them? Did I miss any?

Chapter 5 : Public Relations Strategies and Tactics | Chehou OUSSOUMANOU - theinnatdunvilla.com

PR Tools and Techniques. Creation and maintenance of a good public reputation is a complex and ongoing process. Without an effective PR, it is very difficult to reach the attention of the target audience and much less to influence their opinion and decisions.

These are usually the most visible outlets on college campuses, especially school newspapers, and in the local community. These documents provide a brief, yet thorough, description of an upcoming activity, whether it is rush or a service project. Control over message, pay lesser than an advertisement. It is a strategic tool, but should not be used too often. Here there is lot of room for different interpretations. More often than not, press releases will not be printed verbatim. Even though your media contact will likely rewrite them, possibly including additional quotes or information they research on their own your press releases should be written well enough. However, there are also times that a press release will encourage a reporter to do more, such as conduct a full interview with chapter members or write a feature article on an upcoming project. While doing sponsorships one should try to brand it with the event simultaneously. The ingredients are time, place, people, activities, drama, showmanship; one special event may have many subsidiary events, such as luncheons, banquets, contests, speeches, and many others as part of the build up. This also gives an opportunity for any member to submit a letter on their chapter for printing in a local or campus newspaper. It is done to influence the stock buyers, analysts, employees and media. It contacts associations and tells them to give numbers of their members so that they can talk to them. The members are contacted through telephones and asked to attend seminar on General Insurance. In the seminar they talk on General Insurance for 20 minutes and then the next 10 minutes they talk about the company products. Pharma Companies when they do any research say for example, diabetic research, they would launch the product and before or after the launch they would call doctors for a conference to discuss about the research INTERNET: This one medium has helped transform the whole business of marketing and public relations. In a way, it gives any organization the ability to promote themselves without having to rely solely on other media outlets. Websites and e-mail are the two most common methods to use the Internet for PR purposes. Brief descriptions of chapter history, past projects and activities, and long-standing relationships with other organizations may give an outsider a positive impression of the fraternity. E-MAIL Today, this has become the most common method used for communication between fraternity members. It can also be used to promote a chapter to fellow students and others, but it should be used carefully. Any sound-only program, including telephone hot lines and other recorded messages, radio programs, public service announcements and audio news releases. Any internal or external audio-visual presentation using still illustrations, with or without sound, using one or more projectors. News is something that interests many people today. Special events are acts or news development. The ingredients are time, place, people, activities, drama, and showmanship. One special event may have many subsidiary events, such as luncheons, banquets, contests, speeches, and many others, as part of the build-up. The special event is the coup de maitre of publicity, propaganda, and public relations.

Chapter 6 : Types of Public Relation Tools/Activities

Internal communications tools - create one version of the truth With email and other ways that documents have traditionally been passed back and forth among members of an organization, there is the danger that multiple people will all be working off different versions of a document.

Chapter 7 : PUBLIC RELATIONS: Emerging use of internal communications - Le Mauricien

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Chapter 8 : PR Tools for External Communication | Bizfluent

Sometimes employee communication feels like an afterthought “ getting the budget crumbs left behind by advertising, marketing, and PR. One of the most glaring examples is the lack of sophisticated tools for internal comms.

Chapter 9 : 5 tools for improving your construction firm’s internal communication

Internal public relations is the communication that takes place within an organization. Internal PR plays an essential role in the company's success because if the communication does not flow.