

# 7 WAYS TO IMPROVE PUBLIC RELATIONS



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# 7 WAYS TO IMPROVE PUBLIC RELATIONS

## INTRODUCTION

Public relations or PR is about communication and reputation. It governs how the public perceives your organization and has a significant impact on who engages in business with you because people make half their buying decisions based on the company's reputation and brand.

Your PR strategy is key to raising brand awareness, reaching your marketing goals, and boosting sales. So, prioritize it.

I will help you improve public relations and create the right image for your company so you can meet your goals.

Let's get started!

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## **LEVERAGE SOCIAL MEDIA**

Social media helps you reach your target audience, establish your reputation as an organization, and communicate the right message to the public. It is one of the most effective ways to form meaningful relations with prospects and build trust. Use it to strengthen your PR strategy, build your reputation, and achieve desired results.

Identify the top 3 platforms that are the right fit for your organization and use them to meet your goals faster. Understand your business needs and audience. Be active on all platforms that help you communicate your message clearly and effectively. For example, if your marketing processes involve a lot of storytelling, use Instagram to boost engagement.

Use Facebook or Twitter to connect with your audience at a personal level and share promotions and updates. Upload upcoming events and host live events. You can also take advantage of instant messaging. Encourage users to contact you directly and get timely responses to their inquiries. Respond to every comment and inquiry you receive to maintain your reputation and strengthen relations.

Run hashtag campaigns on Twitter to pique interest and attract the right people.

Conduct market research and be active on platforms that your target audience prefers.

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Connect with influencers and journalists to build your online reputation and create the right image for your business. Identify one or two influencers in your niche and ask for endorsements. They can mention you to their followers, share one of your posts, leave a comment on your business profile, or recommend your service. However, make sure you give them a compelling reason to do so. For example, always create and share high-quality content so they'll be interested in going through your profile.

Another option is to give away free products in exchange for honest and positive reviews. If the influencer likes your product it will have a great impact on your PR and marketing efforts.

Use social media to gain more control over how the public sees and thinks of your company. Pay careful attention to your social media strategy and create the ideal image for your brand.

Focus on the type of content you share, how you present it, as well as how you communicate with your audience. Decide on the kind of message you want to send out and come up with effective ways to ensure you send the right message. For example, have goals. Define your business purpose, mission, and values. Stick to your purpose and let it be the center of everything you do. Ensure all your posts or uploads are in line with your main goal or what you are trying to achieve as an organization.

If people trust your brand and have the right overall impression about your company, you can easily navigate fake news and handle misunderstandings or problems that surface along the way.

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## **BUILD STRONG COMMUNITY RELATIONS**

Focus on building and strengthening relations between your company and the community. Show the public that you don't just care about building your brand but helping them meet their goals as well. Be involved and become an active member of the community.

Do charity work as an organization. For example, identify challenges that the community has and help them meet those challenges. You can also work towards a common cause that you believe in especially if it's in line with your business. For instance, if your organization helps women launch startups and make their mark in the business world, you can create a campaign around that. Sponsor female founders and help them grow their business, for example.

If you are a sporting goods manufacturer, donate sporting equipment to schools or orphanages. You can also identify two or so institutions and offer to reconstruct or renovate their sporting fields for free.

You can also host one-day events like a cleaning program targeted to a particular group or organization. For example, a clinic cleanup weekend or an old orphanage cleanup weekend.

Aim to create lasting memories that keep people talking and reliving the experience. Use hashtags, share interesting or heartwarming moments, and so on.

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Community programs are one of the most effective ways to build strong public relations and show you care. They show how passionate you are about what you do and help you prove that you care for the community.

Don't forget to post your project on your business profiles and record the entire process. Share videos or images on Facebook and Instagram Stories. You can also tweet about it.

Create effective community programs and incorporate them into your business strategy to maintain good public relations. Come up with an effective strategy to ensure success.

Outline policies to govern the entire process and make sure everyone within the organization understands the importance and significance of community programs.

Invest human and financial resources and make sure all employees take part. Assign roles to team members and switch them each year. That way, everyone will understand what you are doing and be involved. Constantly monitor, track, and improve your strategy for ideal results.

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Make sure you sponsor, volunteer, or donate at least once each year to prove authenticity.

Identify the most important community initiatives and get involved. Get in touch with community leaders and find out how you can take part.

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## **BUILD INDUSTRY AUTHORITY**

Build authority around your niche to increase trust and influence how the public views your brand. Use content marketing and come up with an effective content strategy to accelerate results.

Decide on your niche and pick one that's in line with your business. Consider your audience and cater to their needs. Answer three questions; what sort of information does your audience prefer? What challenges are they facing? And how can you use your content to help them meet their personal or professional goals?

Once you gather enough information, focus on creating high-quality content that helps them meet their goals. You can start a blog or YouTube channel and share useful resources and offer valuable advice for free. The goal is to ensure your site or channel becomes the go-to place for specific information.

Stay relevant and avoid going off-topic. Share content that's related to your business and relevant to your audience. The kind that keeps your specified audience interested in what you are saying.

Show your audience that you are passionate about what you do. Connect with them at a personal level and encourage them to leave comments and questions on your blog or relevant pages.

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Use long-form content to retain attention and grow traffic. For example, if you are a blogger, you can write and share a 1500-word article. If you prefer videos, record a 60-minute video and teach a new skill.

Share your knowledge on Quora or Stack Exchange. Offer valuable advice and respond to questions around your niche. Help your audience improve their lives in some way.

Use how-to guides and videos to boost engagement and attract more people. Add reviews, ratings, and testimonials on your site to prove credibility and appeal to a bigger audience. Ask happy clients to rate your product or service after each purchase. You can send follow-up emails and ask about their experience with the product.

Guest blog on top blogs and share your post on social media platforms. Improve your link-building strategy and use backlinks to build your reputation and prove expertise. Identify reputable blogs or bloggers and ask them to link back to your content. You can also offer to link back to theirs in exchange.

Use **Monitor Backlinks** or **Ubersuggest** to get more backlinks and track your link-building strategy.

Once your content gets featured on authority sites you can easily grow traffic and build trust.

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## HOST BUSINESS EVENTS

Host business events to increase exposure and help prospects understand your brand better. Run a campaign and talk about the upcoming event on all business pages. Talk about what the event is about, what you aim to achieve, and how attendees are going to benefit. Encourage people to join by offering freebies to everyone who attends. For example, you can give away t-shirts or mugs with your branding.

Make the event memorable. Include interesting activities that your audience is interested in. The kind that will encourage them to take interest in your business and hopefully become customers.

Interview thought-leaders and ask them to share their knowledge. Offer practical solutions to problems and share valuable advice.

You can also talk about your latest product, how you met your goal, the challenges faced along the way as well as how you overcame them. Encourage your audience to keep moving towards their goals. Ask them about some of the challenges they are facing and provide solutions.

Host virtual events and share interesting information about your organization. For example, take your audience on a behind-the-scenes tour. Take pictures of your team working on a certain project. Share a 3-minute video of a recently launched product during the production phase. Post on your social pages and make sure you respond to comments.

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Attend business events in your area to connect with like-minded people. Ask them about their professional lives and encourage them to do the same. Mention upcoming promotions, events, or offers when asked about your line of work. The goal is to network and build meaningful connections.

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## **BOOST YOUR INTERNAL PR STRATEGY**

Next, concentrate on your internal PR strategy. The success and impact of your external PR depend largely on your internal PR. So, ensure your employees are engaged with your brand and passionate about what they are doing. You want to make sure everyone understands the role they play in growing the company and keep them working towards a common goal.

Prioritize internal PR to grow your brand, increase trust, and build your reputation. Create effective communication methods to improve employee engagement and boost productivity.

Use the best tools to help team members work effectively and communicate efficiently. Use **Slack** or **Basecamp** to share updates on projects, track progress, and ensure everyone remains on the same page.

Encourage your workers to share their opinion and comment on business strategies such as the marketing strategy, content strategy, and social media strategy. Where are you succeeding? What areas need improvement? And how can you boost engagement metrics?

Your workers are on the front line of your organization so empower them and ensure they present the right image. Ask them to post about your brand, mission, and upcoming promotions on their social pages. Empower them to become brand ambassadors, connect with prospects, and help them understand your brand better.

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Use awards or rewards to keep them motivated. You can have an employee of the month program or award team members based on the number of people they convert to customers, and so on.

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## IMPROVE MEDIA RELATIONS

Form meaningful relations with news outlets to gain exposure and build trust. Connect with journalists and other publications and form relationships with them. Give them a compelling reason to write about your business or services. Work on your pitch and send it to a local news outlet or well-known journalist.

You can send an email or contact them via social media and search for their preferred method of communication. Get straight to the point to command attention and keep the reporter interested in what you have to say. Mention who you are writing to, why you are writing, as well as what you aim to achieve.

Share newsworthy content. The kind that the magazine or news channel is willing to share with its audience.

Briefly talk about your company and your line of business. Include important details such as your contact information to make the journalist's job easier. This way, they can easily get in touch with you for further questions. Don't forget to share links to your business pages and website for social proof.

Make sure you research the person or organization you are pitching to before sending your email. Work with individuals or companies that already feature content related to your industry and ensure they accept your pitch.

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If you get featured on reputable magazines, blogs, and other news outlets you can easily combat fake news and disinformation.

You can also hire a public relations agency or a PR officer to handle all your PR processes and speed up the process. A PR professional can help you build your brand image, increase your brand's credibility, improve your return on investment, and ensure you stay relevant.

Developing your media relations strategy is the most effective way to build trust, raise brand awareness, and get people invested in your business.

## **CREATE A CRISIS MANAGEMENT PLAN**

Have a crisis management plan to recover from snags or emergencies that may threaten the organization. A crisis management plan helps you to manage relations with prospects and protect your business's reputation.

So, design a plan to guide you through emergencies, react professionally, and prevent your business from going under.

First, identify your crisis management team and assign roles. Who do employees report to when an emergency occurs? What actions should the crisis response team take? What solutions should they provide?

The most effective way to handle and overcome disasters is by identifying common issues that are likely to occur. Compile a list of potential vulnerabilities or risks and specify how you are going to handle each crisis. Assess the impact that each crisis may have on your organization and come up with a plan to minimize the damage.

Your strategy must also include proper communication channels. For example, who will notify employees, shareholders, and investors? How are you going to communicate sensitive news or confidential information?

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Appoint a spokesperson to communicate with customers especially if they are directly affected. Send out personalized emails and mention that you are available for further questions. Identify at least one media outlet to communicate your message clearly and ensure you reach everyone affected.

Next, assign a social media spokesperson to keep your online audience in the loop and respond to questions and comments around the emergency. Pay attention to customer feedback and respond appropriately.

Create copies of your crisis management plan and hand it out to key employees, your business partners, and the crisis response team. Make sure everyone understands their roles as well as the processes involved.

Hold monthly or quarterly employee meetings to ensure everyone in the company knows what steps to take in case of an emergency.

Use **Hubspot's Crisis Communication and Management Templates** for the best techniques and strategies.