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# Introduction to Public Relations

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# Definition

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“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

- PRSA

## What Is Public Relations?

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

*Public Relations Society of America*



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- At its core, public relations is about influencing, engaging and building a relationship with key stakeholders across numerous platforms in order to shape and frame the public perception of an organization



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# Below are some of the disciplines/functions within PR:

Corporate Communications	Crisis Communications	Executive Communications	Internal Communications	Investor Relations Communications
Marketing Communications	Integrated Marketing/Integrated Marketing Communications	Media Relations	Content Creation	Events
Social Media	Multimedia	Reputation Management	Speechwriting	Brand Journalism

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- Corporate communications refers to **the way in which businesses and organizations communicate with internal and external various audiences**. These audiences commonly include: Customers and potential customers. Employees. Key stakeholders



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- Crisis communication can be defined broadly as **the collection, processing, and dissemination of information required to address a crisis situation**. It is the “dialog between the organization and its public(s) prior to, during, and after the negative occurrence.





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- Executive communications are **leadership informational exchange**. It's what happens when key people from the executive team have something to say. A key person may be the CEO, or any departmental head or a representative.



- Internal communications (IC) is the **function responsible for effective communications among participants within an organization.** ... Internal communication is meant by a group of processes that are responsible for effective information circulation and collaboration between the participants in an organization.





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- What does an investor relations person do?
  - IR teams are typically tasked with **coordinating shareholder meetings and press conferences**, releasing financial data, leading financial analyst briefings, publishing reports to the Securities and Exchange Commission (SEC), and handling the public side of any financial crisis.



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- Marketing communications (also known as marcom) is **the messages and media that marketers use to communicate with target markets**. Examples of marketing communications include traditional advertising, direct marketing, social marketing, presentations and sponsorships.



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- Media Relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means **coordinating directly with the people responsible for producing the news** and features in the mass media.



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- Content creation is **the process of identifying a new topic you want to write about**, deciding which form you want the content to take, formalizing your strategy (keyword or otherwise), and then actually producing it.



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- What is a PR event? A PR event is meant to **showcase a company, client, product, or service to the general public**. What does PR mean? PR stands for public relations, and is the practice of managing the distribution of information from an organization to the public.



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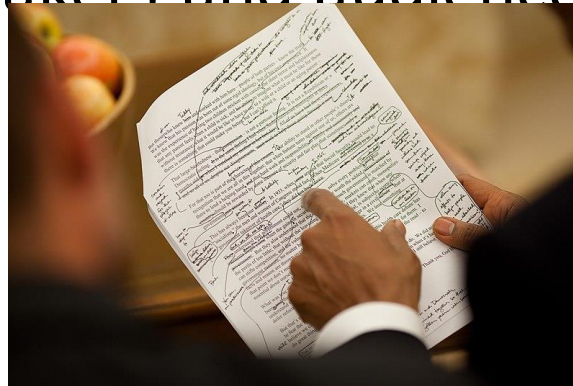


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- PR and social media are **based on communication** but social media, with its real-time messaging, amplifies your message, allowing PR to be stronger and more impactful. ... Social media has made PR more “friendly” to all stakeholders of a business, resulting in a new area of marketing called “relationship marketing”.



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- **Speechwriters** will have to write in a way that anticipates oral encounters between speakers and audiences, helping the listeners to stay attentive



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