

“How the Internet Has Changed PR”

An Historical and Practical Perspective

October 27, 2011



Wanted: Great PR

➤ What is Public Relations?

- the actions of a corporation, organization, government, individual, to promote goodwill between itself and the public, community, employees, customers, etc.
- the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which serve both the organization and the public interest
- the practice of managing communication between an organization and its target audiences



PR Practitioner

- Acts as a counselor to management, and plays an integrative role both within organization and between the organization and the external environment



History of Modern PR

- Turn of the century, public information, one-way persuasive communication
- Nation's first publicity firm founded in Boston in 1900 to help win political and social causes through use of newspapers
- Teddy Roosevelt knew how to leverage news media to get support for his policies
- Publicity effort during WWI – to influence public opinion/rally public support of war
- Wilson's Comm. on PI



History of Modern PR

- Post WWII, planned effort to influence opinion through two-way communication between an organization and its publics – interactive
- FDR used newspapers and radio to win public support
- Evolved to businesses, non-profits, any organization needing public voice and support for its goals, fundraising, to respond to public attacks, etc.



Trends

- One-way communication to shape public opinion
- Two-way communication – more interactive
- Newspapers and magazines, word of mouth
- Mass Media/Broadcast: TV and Radio
- Wire services: AP, UPI, Reuters, Business Wire, PR Newswire
- Computers: Information Age



Traditional PR

- Proactive Plan: situation analysis, objectives, audiences, strategy, key messages, tactics, implementation, timeline, budget, and measurement



Various Facets

- Corporate Communications
- Public Affairs
- Publicity
- Government Relations, Labor Relations, Investor Relations, Lobbying, Public Information, Crisis Communications, Issues Management, Development, Corporate Relations
- Marketing Communications



Traditional PR

- Tactics: press kits, backgrounders, fact sheets, news releases, speaking opportunities, press tours, press conferences, media relations, special events
- Measurement: press clips, calls to 800#, increased sales (uncontrolled; difficult to measure)



Digital Revolution

- 1950s, '60s development of computers
- 1970s used by government; DOD where networks could be joined together into a network of networks
- 1982 the Internet Protocol Suite (TCP/IP) standardized and concept of a world-wide network of fully interconnected networks called the Internet introduced
- Early 1980s PCs introduced



The Internet

- Commercial ISPs emerged late 1980s, '90s
- Internet was commercialized in 1995
- Since mid-1990s, the Internet has had drastic impact on culture and commerce, communication by e-mail, instant messaging, VoIP "phone calls," two-way interactive video calls



The Internet Today

- Continues to grow, greater amounts of on-line information and knowledge, commerce, entertainment and social networking
- Estimated in 1993 the Internet carried only 1% of the information flowing through two-way telecommunication, by 2000 this figure had grown to 51%, and by 2007 more than 97% of all telecommunicated information was carried over the Internet



Trends

- Global in reach
- 1-to-many in seconds
- Digital vs. analog
- Websites – electronic brochures – where users/consumers limited to the passive viewing of content created for them
- CD-ROM
- Video, videoconferencing
- Cell phones
- Smart phones



The Internet

“The Internet has turned what used to be a controlled, one-way message into a real-time dialogue with billions.” –

Danielle Sacks

Writer, *Fast Company*



More Trends

- Convergence of marketing and technology
- Information overload/spam
- Explosion of content and voices at scale and pace never seen before



Would you believe?

- Over the next 30 minutes, approximately 22,000 blog posts will go live, 2.3 million Tweets will fly, and Facebook users will post 2.77 million status updates and 41 million pieces of content



More Trends

- PR reach too broad: people seeking communities, commonalities: Social Media/Social Networking
- Change in journalism: on-line outlets, blogging
- Individualization of offerings/specialized messages/niches



Messaging

“ People don’t want to be sold. What people want is news and information about the things that they care about.”

-- Larry Weber

Author of *Marketing to the Social Web*



Exponential Change in PR

- PR no longer an industry where one tracks a small number of voices across a finite number of media outlets
- PR pros drowning in a sea of on-line voices
- Trying to get attention in 1/20 second



The Internet

- The medium of the Internet has become the media
- “Institutions that once had to go through the media to deliver information are now themselves media”
-- Andrew Nachison,
Founder, We Media



PR Tools

- Successful PR pros still need to identify (and engage) the opinion leaders, influencers, and voices who have the ear of their market
- New tools emerging to meet the realities of today's media landscape



Need New Tools

- Yesterday's approach won't keep up with today's media landscape



PR Tools

- Tools automate the “busy work” so PR pros spend time building relationships with the people that matter to their client’s market



PR Tools: Media Relations

- Influencer Measurement uses technology to identify which voices matter and who's most important
- Monitors voices across all forms of media (online publications, Twitter, blog) to find the voices that are topically relevant and most influential
- Narrows your target list to a manageable number



PR Tools

- On-line news release distribution
PRWeb, PR.com,
Vocus/BusinessWire,
PRNewswire, UPI,
AP, Reuters



PR Tools: Internet Marketing

- Websites 2.0:
interactive, 24/7,
e-commerce
- It's all about SEO:
Search Engine
Optimization



On-line PR Tools

2.0 Websites

- Content is King: allows users to interact and collaborate with each other in a social media dialogue as creators (prosumers) of user-generated content in a virtual community
- Web 2.0 examples: social networking sites, blogs, wikis, video sharing sites
- Google: Search Engine Optimization (no Flash)
- Keyword strategy
- Title slides
- Metatag descriptions
- Make \$ while you sleep



It's about Conversation...Not Technology

- Social Media:
Facebook, Twitter,
Groupon, Foursquare,
LivingSocial, Tumblr
- Professional Social
Networking: LinkedIn,
Plaxo



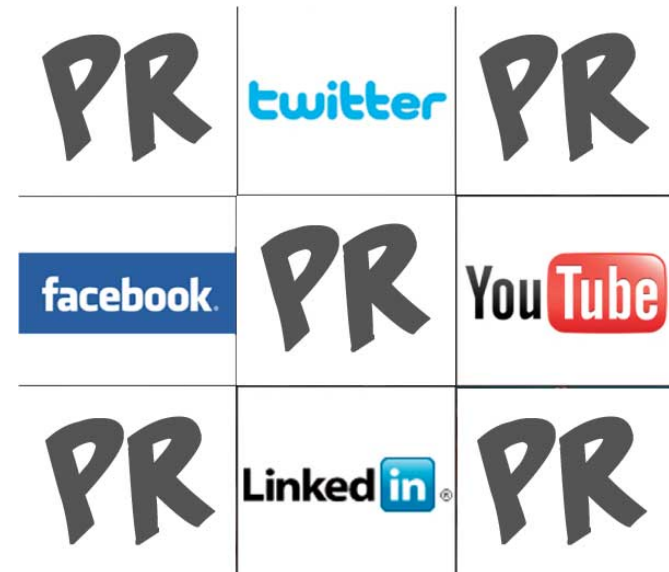
Sample Websites

- www.kidskabaret.com
- www.myprtools.com
- www.foleylymanlaw.com
- www.cnn.com
- www.google.com
- www.edelman.com



On-line PR Tools

- Blogging: changed face of journalism
- Authentic, honest, credible, personal voice
- Video blogging, YouTube
- Review sites: Yelp, Yahoo!Neighbors



PR Tools

- Create blog and other content: Wordpress, e-blogger, blogger.com
- Promote content and participate in Social Media
- Convert site traffic into leads – create calls to action: e-books; white papers
- Nurture leads with email marketing



PR Tools: E-Mail Marketing

- e-Newsletters
- E-Blasts
- Electronic Media Kits
- E-News Releases
- Press Room
- Investor Relations



Relevancy

“What makes content engaging is relevancy. You need to connect the *contact* information with the *content* information.”

-- Gail Goodman,
Pres. & CEO
Constant Contact



PR Tools

- Webinars – live seminar/information
- Podcasts – previously distributed info
- Skype, GoTo meeting, and more for Press Conferences



Be Mobile Friendly

- Viewed correctly?
- How calls-to-action and offers work on mobile devices
- Will downloads work?



Measurement

- Repeat visits/Google Analytics
- Online Reputation Management (ORM) track what is written about a client on the Internet
- On-line mentions
- Click Through Rates (CTRs)
- PR Web, PR.com



Measurement

- Google Alerts
- Monitor Twitter: Twitter Search
- Monitor Twitter, Facebook, LinkedIn, Foursquare, Ping.fm, Wordpress: HootSuite
- Google Reader and RSS Feeds
- Facebook Insights: metrics i.e, fan growth and page views



Conclusion

- Daunting and constant change
- Internet here to stay
- The tactics and measurement have changed!
- Forever remain a vigilant student



Take a Deep Breath

Still the same:

- Good, clear, consistent messaging over time builds relationships, affects public opinion and behaviors
- One size does not fit all



Still the Same

- Need to know your target audience(s) and reach them with key messages/calls to action/appropriate vehicles
- PR strategy/PR pro skills mainly the same



Still the Same

- You can't be replaced by technology: build outreach campaigns
- Engage with each influencer on a personal level per writer's previous work/his or her particular interests and angles
- Determine where your news or product fits
- Plan, Measure, Refine



Conclusion

“Your organization is becoming hyperlinked whether you like it or not. It’s bottoms-up, it’s unstoppable.”

-- David Weinberger

Author, *Everything Miscellaneous:*

The Power of the New Digital Disorder



Questions?

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