

How to do Public Relations:

"I think PR is creating the most positive image of your company that you can then share with the public," Simonian said. "Whether that's through traditional media or social media ... PR means getting your name out there and building your business's image." Deanna Simonian – founder of Mediafy

Every organization should be prepared to engage with the media and external audiences to tell their story. In fact, the difference between the successful company and the not-so successful ones may be public relations. If you would like to join the “conversation” about your industry, here is how you can get started.

- Make sure your website is up-to-date factually and using the latest technology – Your website gives the outside world a window into your organization.
- Get “Social” – Build your own organizational social media platforms! This is where consumers are, and you must meet them there. Facebook is a great place to start. Brand the social properties with images of your organization, people and services and whenever possible – of your residents/patients and their families.
- Subscribe to your local newspaper(s) – It is important that we support local journalism. These are the people who will tell your stories.
- Sponsor local events – This will do several things for you: 1. Increase your visibility; 2. Enhance your reputation as a corporate citizen; 3. Create important new relationship.
- Contact local reporters and editors – As mentioned, newsrooms are being depleted and news sources need good content. You can provide that content for them.
- Announce your organizational news – this is a great way to establish a relationship with news outlets. Some of the news you could share include: sponsorships, new hires, new contracts, innovative business practices; important organizational milestones...
- Hire a freelance public relations professional – This person can work with journalists to place positive news stories on your behalf. If your budget allows, hire a public relations agency.
- Hire an in-house media relations professional – This person can also manage your social media sites in addition to acting on your behalf with the media.
- Be patient, a good PR program takes time – If you don't see results immediately that's okay. Every organization starts that way.

Tony Berry

Anthony.berry@umassmemorial.org