

What is PR?

PRSA: "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."



CPRS: Public relations is the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals, and serve the public interest.

Help!
The "old" PR definitions don't seem to work very well any more...



What today's PR does...

Public Relations
strategic planning, strategic PR, PR counsel, reputation management, corporate social responsibility, external affairs, environmental communications, corporate communications, corporate affairs, crisis/issues management, crisis communications, PR writing, editing, editor, press releases, news releases, publicity, media relations, publicist, media monitoring, media training, speaking & presentations, speechwriting, community relations, government relations, public affairs, lobbying, public information, spokesperson, stakeholder relations, public consultation, research, PR professional development, PR industry liaison, training and PR professional development, corporate donations and sponsorship, event management, promotions, producer, project management...

Social Media
content marketing, blogging, curation, posting, brand journalist, editor, website content, webmaster, community engagement, community management, online crisis management, social media monitoring, social media measurement, online research, Facebook, Twitter, Pinterest, Flickr, Slideshare, Instagram, YouTube...

Marketing PR
marketing communications, promotions manager, scriptwriting, video production, copywriting, media buying, customer service, brand management, technical editor, promotions, event management, special event coordination, market research, consumer research, focus groups, customer relations, member relations...

It's not the definition that counts...
It's the PR results that matter most!



Infographic created by Jeff Domansky

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