

# The Latest Research from IPRRC



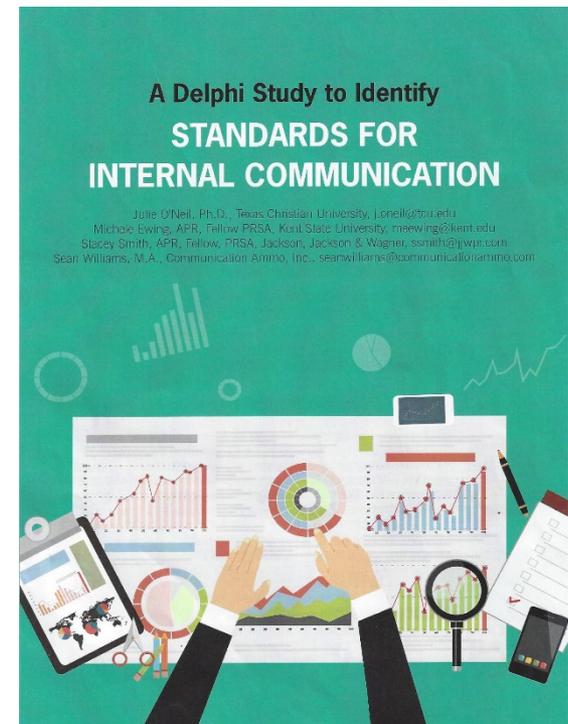
Measurement Hour  
April 18, 2017  
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Paine Publishing

# The highlights of IPRRC

- ▶ Internal Communications Standards
- ▶ The role of Character Assassination in PR
- ▶ PR is now lobbying
- ▶ The fine line between love and hate (hint, beware of identity branding)
- ▶ The role of network mapping in PR
- ▶ How top CCO's are using measurement
- ▶ Impact of negative press on stock price



International Public Relations Research Conference



# Internal Communications Comes to the Fore

- ▶ New Standards
  - ▶ Engagement is out, outtakes, outcomes and impact are in.
  - ▶ Outtakes = Awareness, understanding etc.
  - ▶ Outcomes = Discretionary Effort, Collaboration, Teamwork
  - ▶ Impact = Productivity, Continuous improvement, retention
- ▶ Employees play a larger role in a crisis than you think



# Social Media's Changing Role

- ▶ Use it to leverage your alumni
- ▶ It may or may not help you in a crisis
- ▶ Avoid jumping in to a trending crisis
- ▶ Snap Chat use
- ▶ Exactly How *Are* your stakeholders engaging with you | social media?
- ▶ Using Social Media to promote good health
- ▶ How activists are shaping CSR



# New Best Practices for Crisis Communications

- ▶ Don't overreact
- ▶ Prioritize the safety and well-being of the public.
- ▶ Tailor messages to affected audiences.
- ▶ Acknowledge and account for vulnerable populations.
- ▶ Complete and communicate recovery effort.
- ▶ Provide instruction for self-protection.
- ▶ Accept uncertainty.
- ▶ Do not speculate.



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