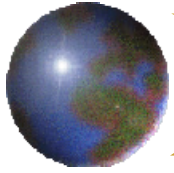


Online Public Relations

Robert Marston And Associates, Inc.

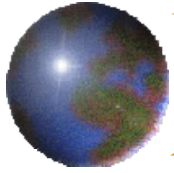
www.marstonpr.com

www.online-pr.com



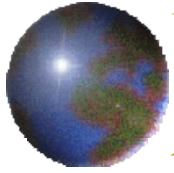
Online Public Relations

- Public relations principles expressed through a packet-switched medium.
 - Techniques change: Principles don't
 - Some techniques and tactics are old, some new
 - An essential communications medium for PR practitioners



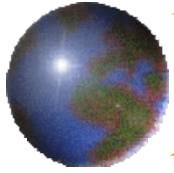
What Online Is

- Powerful and integrated into the fabric of our lives. A worldwide network using standard communications protocol – TCP/IP
- A medium with a broad applications internally and externally.
- A medium that has shrunk relationship distance worldwide. We are neighbors.



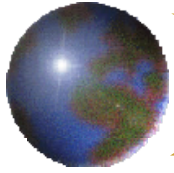
What Online Isn't

- New. The Internet was invented in 1970
- Totally different and requiring whole new ways of thinking
- A medium requiring entirely new PR tactics and technologies
- A medium that can be ignored.



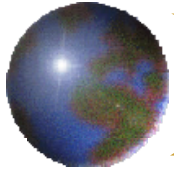
Online Public Relations

- PR principles remain the same
- Technologies differ
- Communications ability is expanded
- What you can do is limited only by your imagination
- Audiences are self-selected by personal interest and no longer geographical.



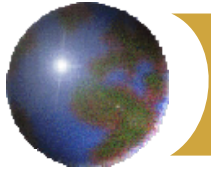
Online Audiences

- Many users of online-pr.com are in India.
- A colleague grew up in Lima, Ohio and still reads the Lima newspaper daily online from New York City
- Audiences are global and local



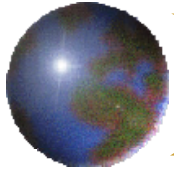
Credibility and Online

- ❶ Credibility is key to public relations and essential to online
- ❷ Online lacks independent gatekeepers who vet information for you. Hence, online information is more suspect.
 - ❸ Insist on placing online as much information as possible that reveals the background and authority of organizations and individuals. The more you provide, the easier it is for your visitors to check and satisfy their skepticism.



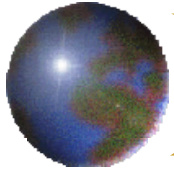
Interactivity

- Online is closer to direct than mass media.
- Interaction with individuals online is an element of public relations.
 - Relying on one-way communication misunderstands the power of online
 - Implementing poor two-way communication harms one's reputation



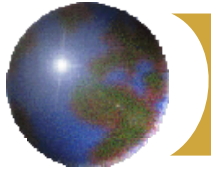
Online and Craft

- All media assume craft skills
- Public Relations practitioners are craftspeople and message managers
- Online is a craft PR practitioners need to learn along with other communications skills.



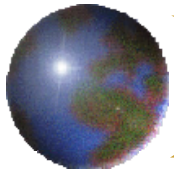
Online and Message

- Online does not supplant message: it communicates a message persuasively to achieve a desired result
- PR Practitioners lost in online craft are as ineffective as PR practitioners who don't know online craft



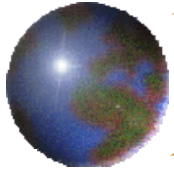
Online and Effectiveness

- Online lets one know more quickly how effective communications are. One-to-one to one-to-many.
 - Don't be disappointed when you learn you are often ineffective in getting your point across online. Some people won't listen
 - Online communication is no different than any other. It is, and always has been, hard and chancy work.



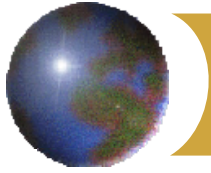
Online and Communications Principles

- Online follows the same principles of corporate communication as other media:
 - Simplicity: Sharp focus of messages and media on ideas and themes
 - Timeliness: Providing information that a person needs when he or she needs it in order to influence decisions and actions
 - Openness: Information collected anywhere can be communicated anywhere to ensure an organization's survival and success.



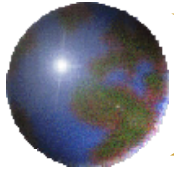
Principles - 2

- **Definition:** Purposeful communication that determines who communicates what messages through which media to message receivers to ensure survival and success
- **Flexibility:** The ability to adapt messages, media and audiences as needed
- **Individuality:** Recognition that communications persuade one person at a time and not groups.



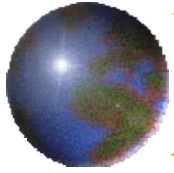
Principles - 3

- **Meaningful:** Messages whose intent and purposes ideally have one meaning, one subtext and one intent.
- **Measurable:** Answers whether a message has contributed to or detracted from organizational survival and success. There is no neutral communication because all message sending uses resources and competes for attention.



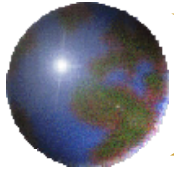
Online and Universality

- Online serves all tasks and types of content in organizational communication.
- Online is the closest an organization can come to one channel carrying all forms of communication from plain text through multimedia.



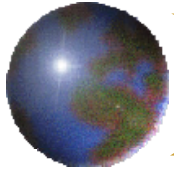
Online Now

- The rise of broadband. Rapid implementation of high-speed lines are expanding online content.
 - Movies, radio, chat.
 - 24-hour news channels – ABC News on Demand <http://abcnews.go.com/>



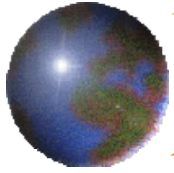
Online Now

- E-mail: A primary communications tool
 - Internally
 - Externally
 - To national media
 - Need for concision, economical expression
 - Need to avoid spam – targeting more important than ever. E.g., MediaMap online.
<http://www.mediamap.com/>
 - E-mail amplified with animation, HTML



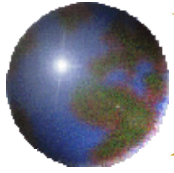
Online Now

- Imagery: Gif, JPEG, MPEG, digital cameras.
 - Imagery available worldwide
 - Media accept compressed digital photos.
 - Credibility of images an issue. Photoshop advocacy.








Online Now

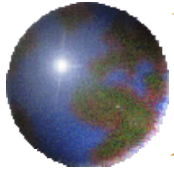
- Telephony: Voice Over Internet Protocol (VoIP) is growing rapidly.
 - Voice sent in data packets – bypasses phone company
 - One phone number everywhere
 - All calls local
 - All features of enhanced regular phone
 - Vonage: www.vonage.com



Online Now

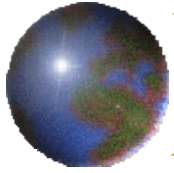
Measurement

-  Counters
-  Server log analysis
-  Cookies
-  Sniffers
-  Clicks, click rate, clickstream



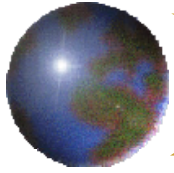
Online Now

- ❶ Primary information source about companies and organizations
 - ❷ Consumers, journalists, shareholders, activists check the Web site first
 - ❷ Your statement to the world 24/7
 - Online newsrooms are essential
 - Online shareholder/financial information is essential
 - Brochureware is poor representation
 - Dated web sites hurt you
 - Imagery over content harms your reputation. Eye candy over substance



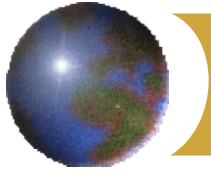
Online Now

- ❶ Primary information source in crises.
 - ❶ Shuttle disaster. Web pages changed instantly to news gathering, dissemination
 - ❶ Airline disaster. Web page is official information distribution point
 - ❶ Floods, fires, major accidents. News media develop own disaster focus pages.
 - ❶ See <http://www.disasterlinks.net/> to get an idea of how many resources there are within the government and elsewhere for disaster information.



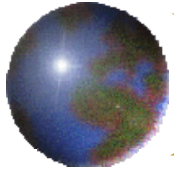
Online Now

- ❏ Primary customer contact source
 - ❏ Major direct sales like Amazon.com and Landsend.com. Tens of thousands of retailers
 - ❏ Customer info, involvement and entertainment
 - <http://www.candystand.com/>
 - <http://www.nascar.com/>
 - <http://www.buick.com/>
 - ❏ Customer service and care – FAQs, direct help, call center extension.
 - ❏ Alternate customer contact – bulletin boards
 - <http://www.dpreview.com/>



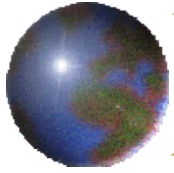
Online Now

- Primary Information retrieval source
 - Do you Google?
 - Information of every kind
 - Chaotic and poorly indexed
 - Need for search strategy
 - Reason for online-pr.com



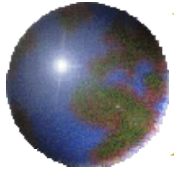
Online Now

- ❏ Primary internal medium - Intranet
 - ❏ Company directories/maps
 - ❏ Employee handbooks/benefits
 - ❏ Resource materials and training
 - ❏ Sales/marketing information
 - ❏ General company information and news
 - ❏ Suggestion boxes
 - ❏ Discussion groups
 - ❏ Videoconferencing
 - ❏ Much, much more



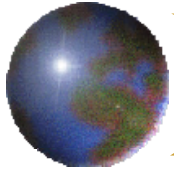
Online Now

- Primary Public Affairs source
 - Parties, candidates, congressmen and senators, issues advocacy.
 - Media
 - Blogs
 - See online-pr.com



Online Now

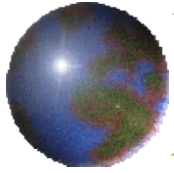
- Major source of commentary
 - Blogs – influence news coverage
 - Andrew Sullivan: www.andrewsullivan.com
 - Talking Points memo: www.j-marshall.com
 - PR blogs, tech blogs, library blogs
 - See online-pr.com



Online Now

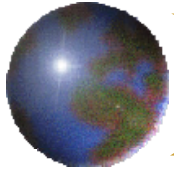
🌐 Activism:

- 📄 Worldwide protests against war organized through Web pages
- 📄 Protests against companies – McDonald's, United Airlines, Sony
- 📄 Stealth sites that misuse corporate names
 - Pornography – whitehouse.com
 - Protest – microsfot.com



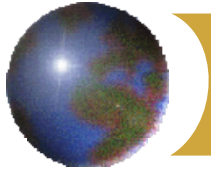
Online Now

- ❶ Copyright Issues: Threats and arguments over intellectual capital and fair use
- ❷ Privacy Issues: How much information is too much about an individual
- ❸ Spam: More than a nuisance
 - ❶ Huge cost on Internet system
 - ❷ Credibility gap with recipients. Don't look at e-mail from parties they don't know



Online Now

- Online is a major medium. Deal with it.
- Online has matured quickly as a communications medium. Learn it.
- Online is a nearly inexhaustible topic. But, PR principles remain the same.



Your Questions

Thank you

