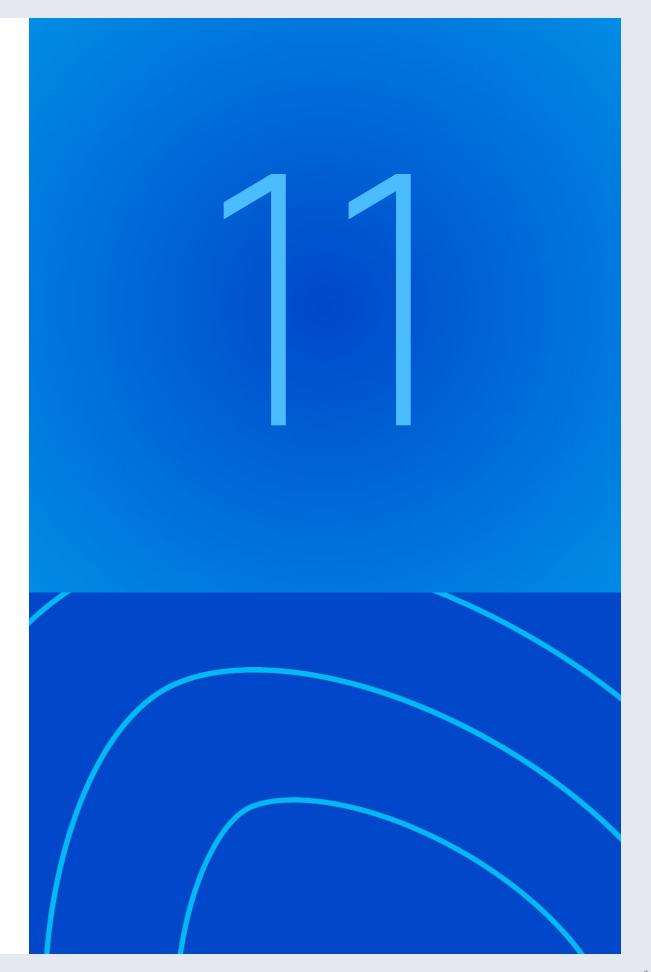# Public Relations

> Reputation management

> Media relations

> Thought leadership

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Reputation management

build

> Determine current Dito reputation

- Determine current reputation and our intended reputation (what do we want to be known for?)

- Prepare surveys for current and previous clients

- Why Dito? What differentiates us from our competitors? What do they like/dislike about Dito? How does the market perceive Dito? Why do/don't we work together?

> Research Dito's reputation via online resources (GlassDoor, LinkedIn, Twitter, Facebook, etc.).

> Prepare summary of surveys, interviews, and research

> Develop intended reputations for Dito, sectors and offices

> Present reputation ideas to leadership

> Initiate PR plan to build new reputation and maintain

> Reputation/brand/image protection

- Monitor key press websites, publications and resources; setup alerts and notices for Dito and other key words

- Determine competition and monitor social media and media relations

Media relations

build

- Develop comprehensive press contact list featuring technical and non-technical media
  - Press contact list catered to regions and national
  - Include publications, blogs, TV, radio, podcasts, etc.
  - Google press release function
- Perform media outreach to introduce the company; schedule informal meetings and/or phone calls to learn about the publication and how we can work best with them
- Foster and promote meet & greets with editors and reporters with key staff
- Determine and define primary press, secondary press, unique issue- or department-based press (e.g. tech reporters)

- Determine goal publications, goal press contacts, and develop plans to initiate contact and determine how to place articles and/or introduce staff as a resource
- Determine thought leaders and subject matter experts, writers and presenters, i.e. define skill sets and cater PR efforts for strengths
- Determine publications for interviews, firm introductions, and other company opportunities
- Introduce thought leaders to press contacts and detail how they can provide services (as a resource for issues, for quotes about issues, to explain issues, as a writer or subject matter expert, etc.)
- Investigate and determine primary press opportunities (Geekwire, Inc., TechCrunch, etc.)

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Media relations (continued)

build

- › Investigate and determine secondary press opportunities (print, radio, TV, blogs, etc., as well as regional and national)

- › Collaborate with key staff contacts to determine specialized client publications and trade organization publications

- › Create PR library of publications and online opportunities
  - ○ Develop tracking system for editorial calendars, style guides, pertinent reporters/editors
  - ○ Develop a PR calendar for editorial calendars, pitch deadlines, article deadlines, ad deadlines, etc.
  - ○ Determine individual publication and editor preferences, and ensure materials meet these needs

- › Initiate press training for key staff that would cover print, online, radio, television and podcasts

- › Develop a press release calendar to make sure we are continuing to promote the company and keep Dito on 'top of mind' of key contacts

- › Write/ghost-write and publish articles, white papers and case studies in technical and non-technical publications

- › Research press tradeshows and events; setup meetings and introduce the firm/services

- › Monitor key press for breaking news or major stories related to our services and market sectors, and pitch staff immediately
  - ○ Prepare pitch templates
  - ○ Ensure staff information is ready and up-to-date
  - ○ Ensure staff are ready and able to respond
  - ○ Develop pitches and distribute

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Thought leadership

build

› Collaborate to determine where Dito is providing thought leadership

- Determine how to leverage this leadership and craft messaging
- Determine who within the company is driving this leadership
- Determine who (press, associations, clients, etc.) would be interested in this leadership and develop plans to introduce and promote these ideas

› Determine where Dito could be leading and develop concepts, messages, etc. to move in the right direction

› Collaborate to identify key thought leaders

- Determine strengths, potential opportunities, objectives and milestones, i.e. brand, message, etc.
- Develop PR resumes highlighting expertise, publications, appearances, presentations, etc.

› Develop plan for each thought leader – publications, presentation, panel and conference opportunities, press contacts, and resource opportunities

- Initiate contact with press contacts, setup informal meetings and pitch story ideas, subject matter expertise, etc.
- Research presentation, panel and other speaking opportunities
- Develop a presentation calendar
  - Assist staff with presentation pitches, panel ideas, and other speaking opportunities
  - Pitch staff to trade show organizations, conferences, etc.

› Assist staff with developing blog posts, social media (LinkedIn, Twitter) posts, vlogs, etc.

Thought leadership (continued)

build

> Assist with building a network for key staff

> Develop a plan

- ○ Determine key sites, events, conferences and trade shows
- ○ Determine organizations and associations
- ○ Develop elevator speeches and unique communications to share with colleagues
- ○ Assist with social media – linking to, friending and following key contacts (press, thought leaders, influencers, leaders, etc.)

> Determine awards and other recognition possibilities through trade organizations, associations, etc. and nominate staff

- ○ Develop an award calendar
- ○ Monitor deadlines
- ○ Assist with/prepare awards submissions

> Assist staff with social media – Twitter, LinkedIn, Facebook, etc.

- ○ Preparing social media profile for PR
- ○ Who to follow/who they want to follow them
- ○ Develop a social media calendar – posts, tweets, etc.
- ○ Create posts and tweets – topics, subjects, ideas, innovations, etc.

> Google

- ○ Press release function
- ○ Marketing MacGyver
- ○ Webinar hosting
- ○ Ben as a resource for Slides, Tables, Docs, etc.
- ○ Promoting staff to Google counterparts

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