

GAP VIII

Generally accepted practices study #8

PR TREND

Three factors related to internal creditability (p. 17):

1. PR/Comms participates in strategic planning
2. PR/Comms recommendations are taken seriously by senior management
3. C-suite believes that PR/Comms contributes to financial success

all *are correlated with comms and org success*

PR TREND

C-Suite Access, or “a seat at the table” is strongly correlated with Comms success (p. 38)

PR TREND

Comms/PR integration and/or coordination is beneficial to the organization (p. 26)

PR TREND

C-suite reporting is ideal (p. 38)

PR TREND

Increase in use of digital technologies (p. 57)

PR TREND

PR/Comms leads in use/control of social, but it is in use company-wide by different groups

PR TREND

Measurement is of increasing importance (p. 68)

PR TREND

Use of multiple (often specialist) agencies rather than a single agency of record

BEST PRACTICES

Excellence and Best Practices: Insights for Success

- Measurement: use it to enhance PR/Communication's internal position of strength:
 - Adopt a rigorous approach to strategic planning tied to business goals/strategies, data, etc; objectively assess sacred cows.
 - Focus on measurable objectives tied to business strategy and goals; measure business outcomes rather than communication outputs.
 - Use the best available, most credible measurement tools.
- Media environment:
 - Recognize that the traditional mass media relations model is no longer the overriding priority.
 - Embrace a two-way engagement model of communication.
 - Assess the usefulness of specific platforms based on strategy and data rather than buzz or popularity
- Agency relationships: Focus on strategic and creative ROI rather tactical execution and/or arms and legs alone.

Excellence and Best Practices:

Most Importantly, Embrace Change; The Transition from Old School to New School is Gaining Speed

Old School

- Perspective limited by experience, training
- Lacks C-Suite access
- Communicates, doesn't formulate, policy
- Is non-integrated, silo'd
- Doesn't seriously measure
- Emphasizes tactics over strategy
- Uses agencies primarily for arms and legs
- Is satisfied with limited role

New School

- Constantly seeks, evaluates and adopts beneficial practices, characteristics
- Embraces full potential of social media – not shiny objects
- Uses the best of available measurement tools, and pushes for better ones
- Has C-Suite access
- Formulates *and* communicates policy
- Champions integration/collaboration
- Has strong business, organizational and professional skills
- Emphasizes strategy over tactics
- Recognizes and seeks to achieve the discipline's full potential