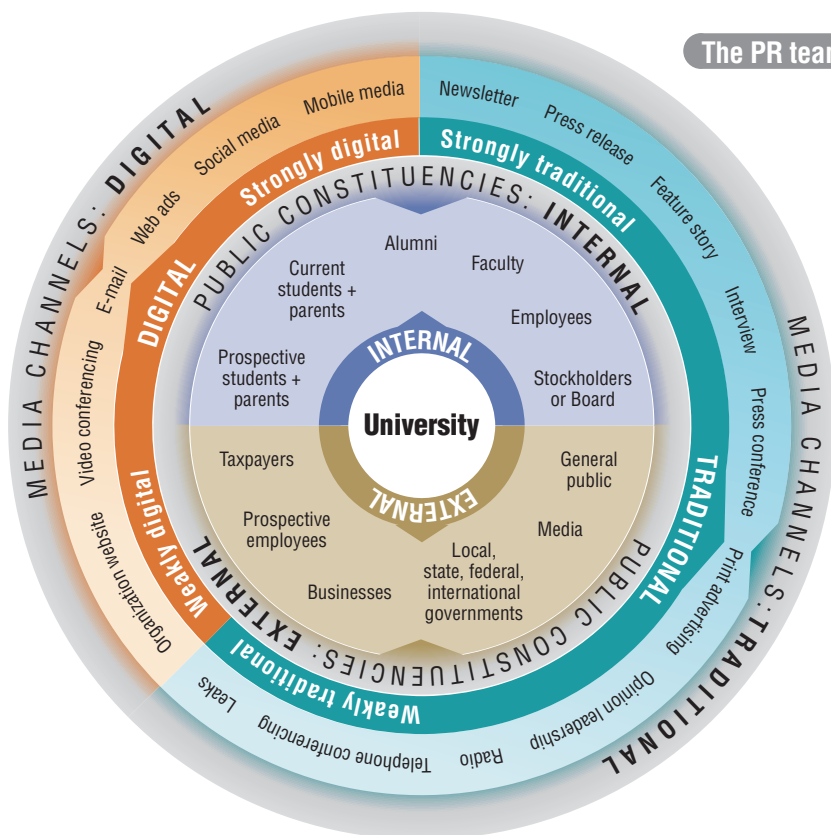


A University's Integrated Communication Strategy for the Digital Age

Various media channels available to public relations teams have changed. Organizations, in this case a major university, now must use integrated strategies to connect to their constituencies.



The PR team ...

PROGRAMMING

... researches, analyzes need, crafts message

Is there a problem or crisis to respond to, or some kind of special message or information that needs to be delivered?

... identifies target publics

Is the issue one that needs to be pitched slightly differently to each public? Do all of the publics need to know? What stakes do each of these publics hold with respect to the issue?

... selects channels to best reach target publics

Is the message best conveyed through traditional channels or through new media, or both? What kind of timing is required—an immediate response via social media or a more formal traditional print advertising? Both?

EVALUATION

... tests and evaluates responses to the various strategies

Did the campaign have the desired effect? Were there missed opportunities or unintended consequences?

STEWARDSHIP

... maintains ongoing relationships through stewardship

Modify PR message through iterations that respond to lessons learned.

PR Teams

\$5.7 billion was spent on traditional and digital PR campaigns in the U.S. (2010)

Traditional

Spending on traditional PR is expected to grow 8% by 2015

New or Digital

Spending on digital-era PR is expected to grow by 22% by 2015

Email

97% of all U.S. households use e-mail

Social Media

61.5% of all households in the U.S. use social networks

Platforms used by PR pros

31% Facebook
29% Twitter
18% LinkedIn