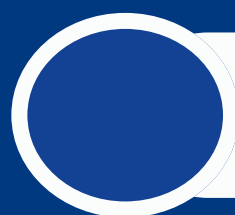


7 DIFFERENCES

BETWEEN PUBLIC RELATIONS & COMMUNICATIONS



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PR IS 100% EXTERNALLY FOCUSED

Public Relations is 100% focused on external stakeholders. It is concerned with building relations with those who are considered to be outside of the business.

This is a stark contrast to *Internal Communications which is directed at employees who are privy to confidential information. A different* approach is required; with greater focus on transparency and authenticity





PR FOCUSES ON GOOD NEWS & SPIN

PR tends to be highly promotional. It is designed to focus on telling/***showcasing the most positive story possible*** – even if it means embellishing facts or minimizing negatives.

Strategic communication takes a holistic approach to messaging and is excellent at highlighting dilemmas; discussing hard truths and sharing uncomfortable narratives.



IN PR - IMAGE & PERCEPTION IS EVERYTHING!

Public Relations elevates image-making and perception management to a very high level, while communications tends to focus on immediate to long-term reputation. For instance, a PR approach in crisis management would focus more on making the organization look good.

A strategic communications approach would be more concerned with managing reputation by doing the right thing and being seen to do so. ***In strategic communications, action is as important as optics.***
In traditional PR, optics is everything





PR IS **IN-PERSON**, **EXPERIENTIAL** **AND RELATIONAL**

Public Relations prioritizes in-person relationship-building. E.g. red carpet interviews, podcast appearances etc are all part of the PR plan for a new movie release or product launch. Meet-and-greet with customers, consumers, fans etc is PR.

Communications focuses on reaching and influencing the targeted hearts and minds – irrespective of presence, proximity or location. ***Both work towards the same goal but in different ways***



PR STRUGGLES TO COMMUNICATE HARD TRUTHS

PR finds it difficult to communicate hard truths
because by nature it is positive in tone.

Communications can adjust tone and language to the need of the moment. For instance, if responding to media inquiries about a tragic incident, strategic communications would use the appropriate tone and language without having to weave a “positive” spin at the expense of credibility and trust.





PR LEANS **MORE** ON PERSONAL **INSIGHTS, FLAIR** AND **INTUITION**

Public relations relies on the ability to drill down to the most personal preferences at an individual or community level to ensure that desired outcomes are met. Personal touch, flair and individual style is inherent to PR practise. ***No 2 PR practitioners handle PR the same way.***

Communications help to craft messaging for events and campaigns and ensures there is alignment and consistency in digital and onsite messaging. ***But the in-person protocol, welcome and experiential hosting and hospitality is 100% a PR skill.*** Ability to read body language in real-time (and adapt) is also native to PR.



PR USES **BIG DATA** & **ANALYTICS** DIFFERENTLY

PR uses big data and analytics to monitor sentiment and relationships ie. track brand mentions, evaluate earned media, gauge audience sentiment, and manage crises. *It however still relies a lot on human intuition, storytelling, and creativity to shape narratives.*

Communications adopts a strictly evidence-based, data-driven approach to map clear Key Performance Indicators (KPIs) directly to return on investment (ROI). It relies on data to test message effectiveness, guide resource allocation, and map the customer journey across paid, earned, owned and shared media



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