



PR in an internet mediated era

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The Revolution

- Many channels for communication
- Majority of content is digital
- Content is created internally but also (a lot) by external interested parties.

What we have to do

- Follow developments
- Be certain about what PR is and does
- Must be confident (even assertive)
- Be grounded
- A management profession (less fluff & and more professional)
- Demonstrate real value
- Be involved - now

Unique to PR

- Monitor
 - Media
 - Societal, political and cultural
 - Competitor, sector, industry environment, community.
- Values
 - Non-exec, CEO, Board, Managers, employees.
- Corporate Responsibility – real or fluff?
- Knowing the nature of relationships and their significance
- Understanding of Media influences
- These are unique to PR – strategic contributions

Neo-radical Transparency

- We are moving into an era of neo-radical transparency
 - Competitive advantage
 - Regulatory demands
 - Wider availability of data + mashed-up knowledge
 - Niche (often citizen) media
- Monitor, aggregate, interpret
- Planned response (with more issues management planning)
- Values led
- Multi-stakeholder
- Relationship facilitators (You can't & shouldn't do it all)

The online asset

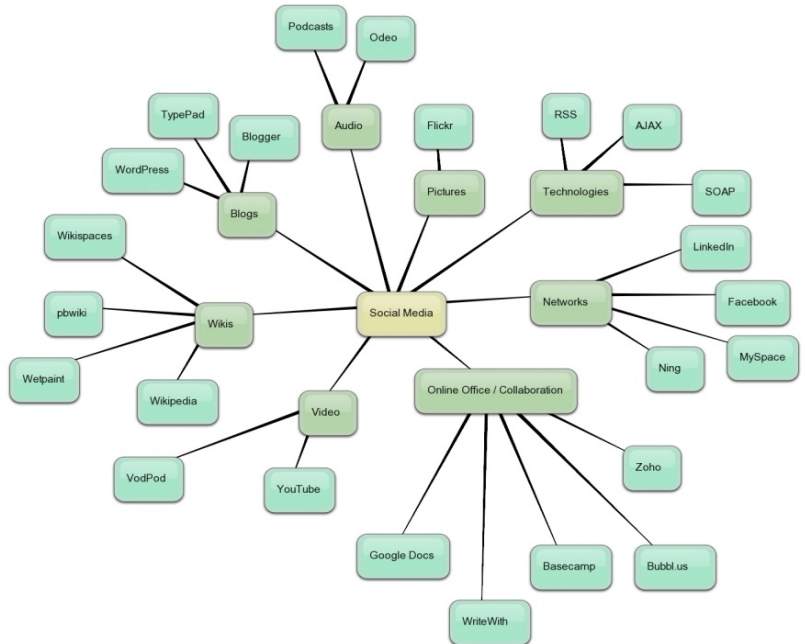
- All media is online
- Organisational content online
- The hidden content
- The aggregation machine
- SEO, Customer relations, Procurement, HR, CR.
- Online content is an asset – is it all positive?

Need for clarity

- The need for clarity of purpose
- Vision, Mission, Values, Objectives, Culture
 - Exposed in transparency and porosity
 - Disseminated, aggregated and served up cold to stakeholders – worse – the organisational constituency.
- Clarity in PR management
 - Not just promotion
 - Facilitation
 - Issues management



Clarity in a storm cloud of influences



Moving to an internet of things

- We live with a mix and match of information.
- In modern society the aggregation of information creates new insights (for our organisation and many ... many third parties)
- Information is served up in a number of different ways
- Information served up in very human ways – and very non-human ways
- With QR codes, Augmented Reality etc.
- Also information served up to help devices ‘understand’ the social and physical environment.

What is real – managing the virtual



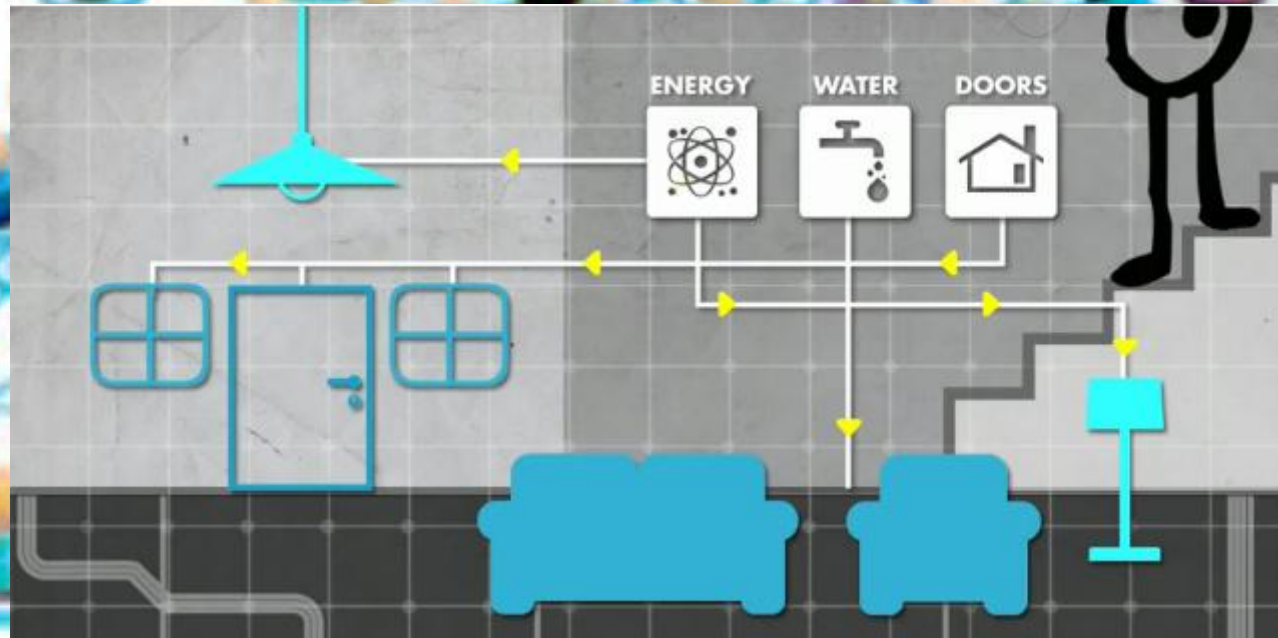
Adding to the real



Augmented reality



Internet of Things



Being digitally connected



As more devices communicate

- We get a web of data – the semantic web
- Do you have the internal policies to protect your organisation
- How can such developments be used:
 - Internally
 - Externally
 - For promotion, information and to develop the vision, mission, values, objectives and culture of the organisation (internally and externally)

Is this really PR

- It is about communication
- It is about developing relationships
- It requires sentient reputation management
- We can't wait till the online community starts using it
 - And be wrong footed
 - And be less competitive
- And miss the revolution



Thank you

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Questions?