

The Evolution of Public Relations:

Analog to Digital, Earned to Owned



Agenda

1 History and Principles

How did we get here?

2 Media Trends

The shifting media landscape

3 A New Framework

Owned, Earned, Shared, Paid

4 Companies as Content Producers

A change in approach

In the beginning...

...there was “*word of mouth.*”



Mass advertising...

History and Principles



The Rise of Public Relations:

- Earned media v.s. paid media
- Editorial credibility
- Broad reach

Tools:

- News release
- News conference
- Story pitch



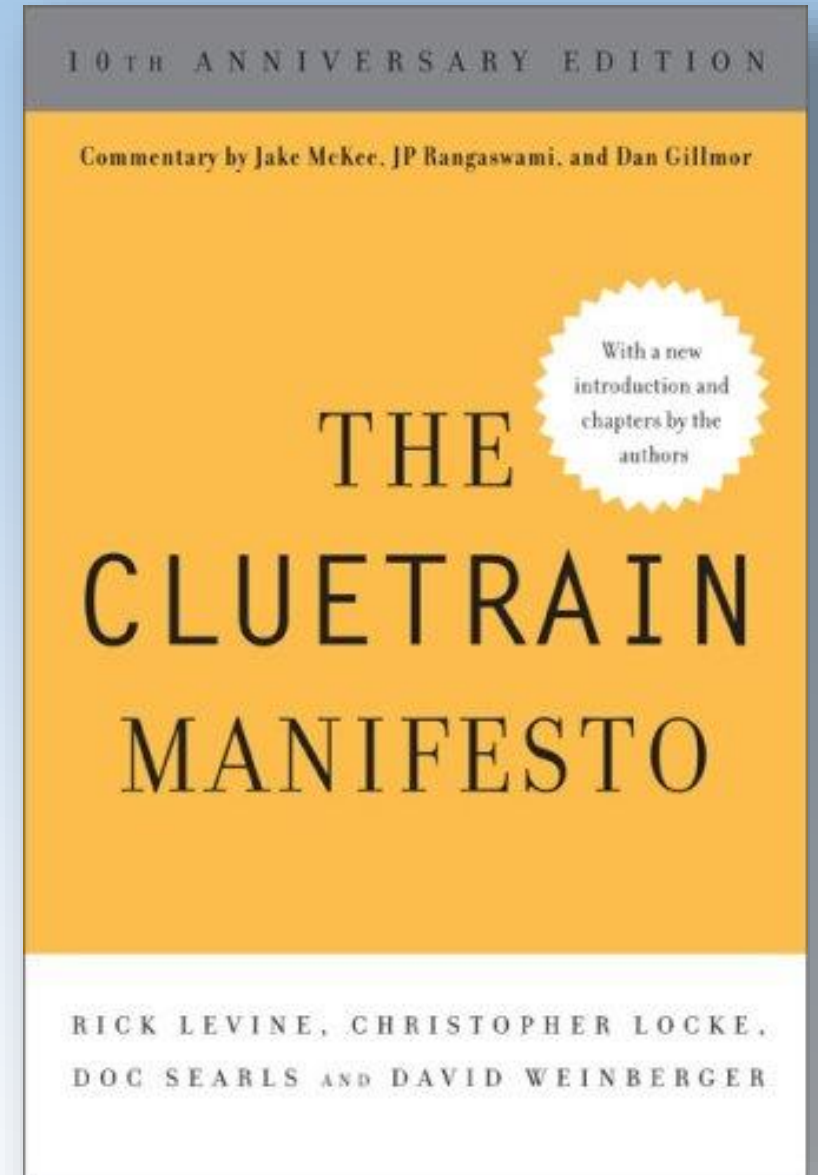
A close-up, low-angle shot of a massive blue wave crashing. The water is a deep, vibrant blue, and the crest of the wave is curling over, creating a thick spray of white foam and water droplets. The lighting is bright, highlighting the texture of the water and the intensity of the crash.

Then
everything
changed...

It all began back in 1999...



History and Principles



History and Principles



All about conversation, engagement and trust.

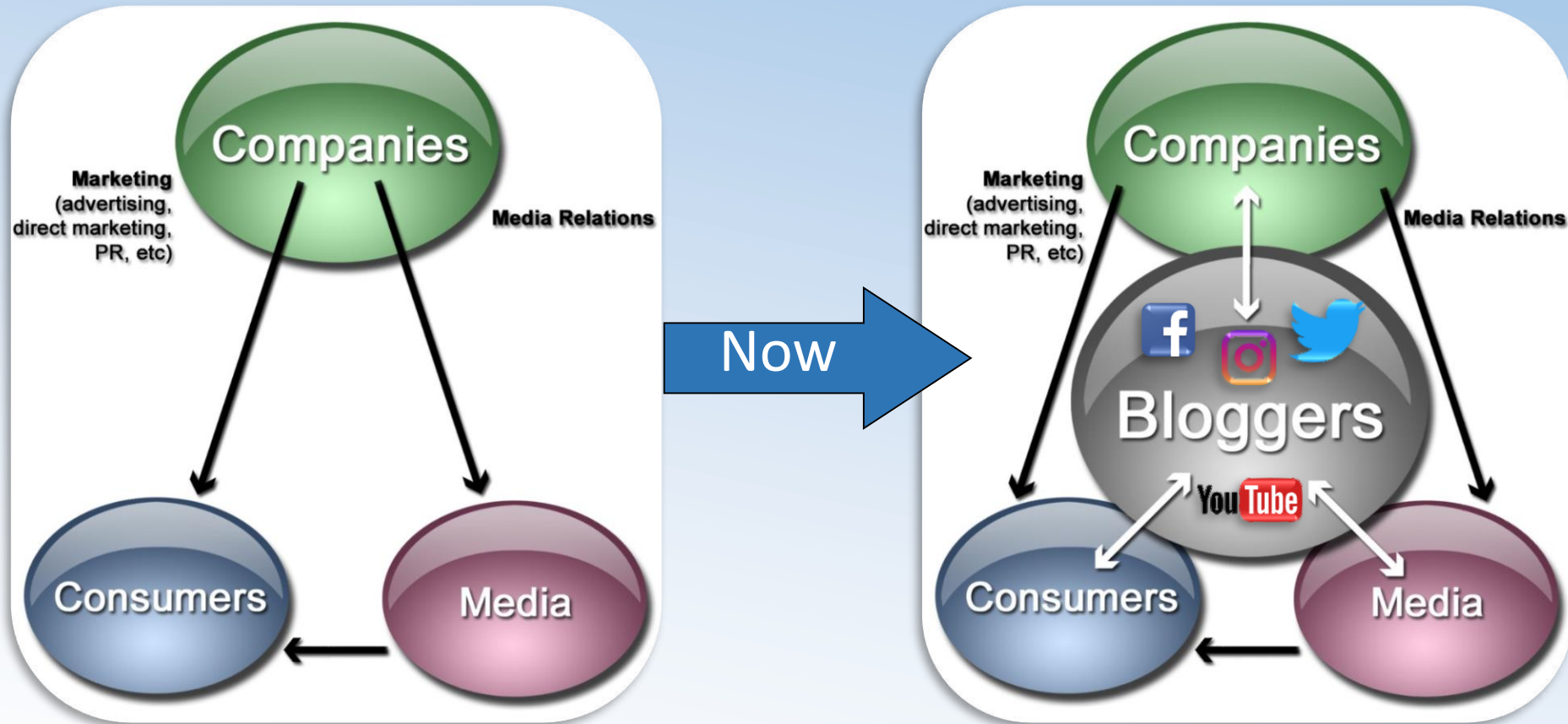
The Social Media Revolution Hit

- Blogging
- Podcasting
- Facebook (preceded by MySpace)
- Twitter
- YouTube
- Instagram
- LinkedIn

History and Principles



History and Principles



2006...

History and Principles



History and Principles

Transparency



Timeliness



Authenticity



Conversation

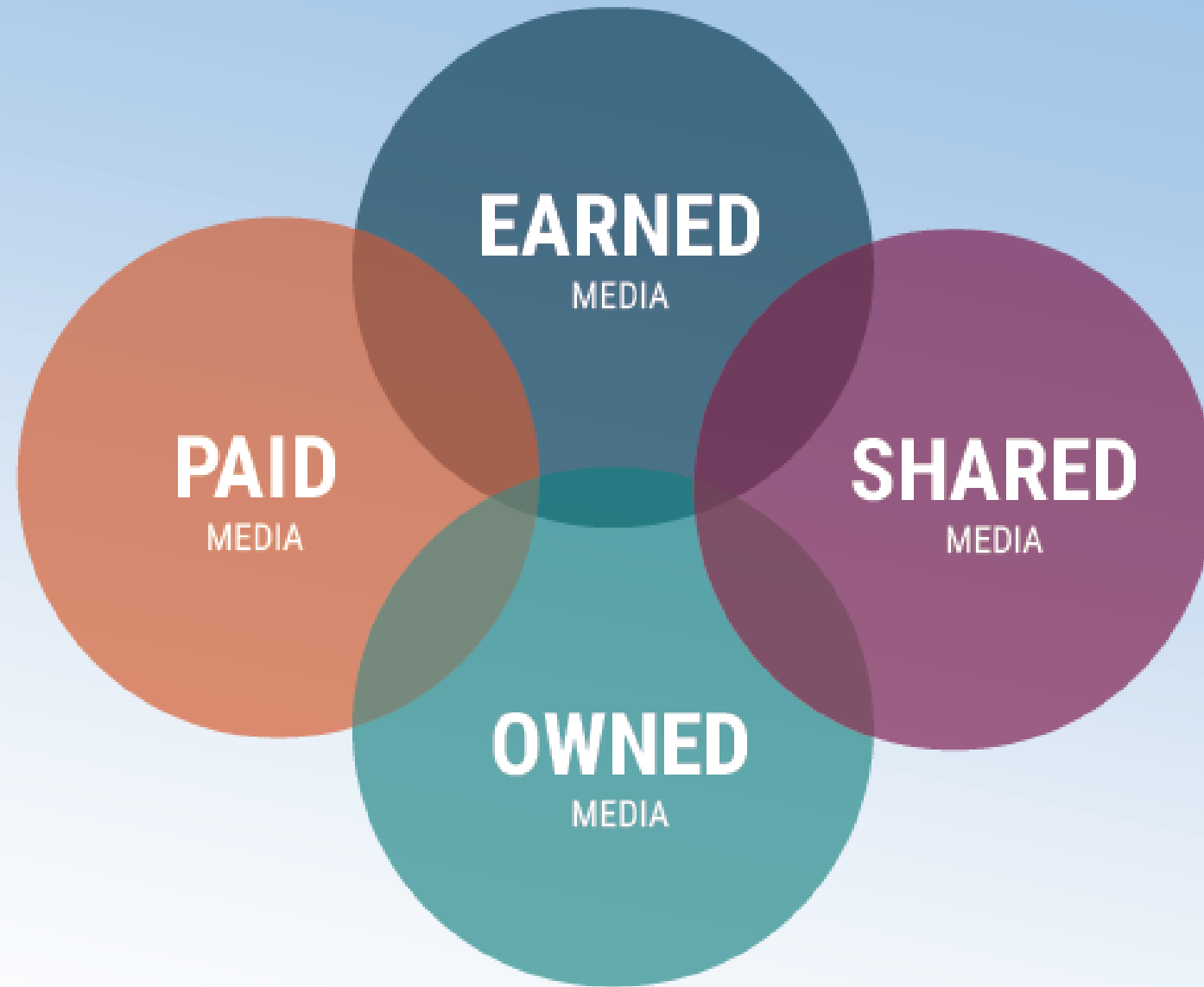


TRUST

Media Trends



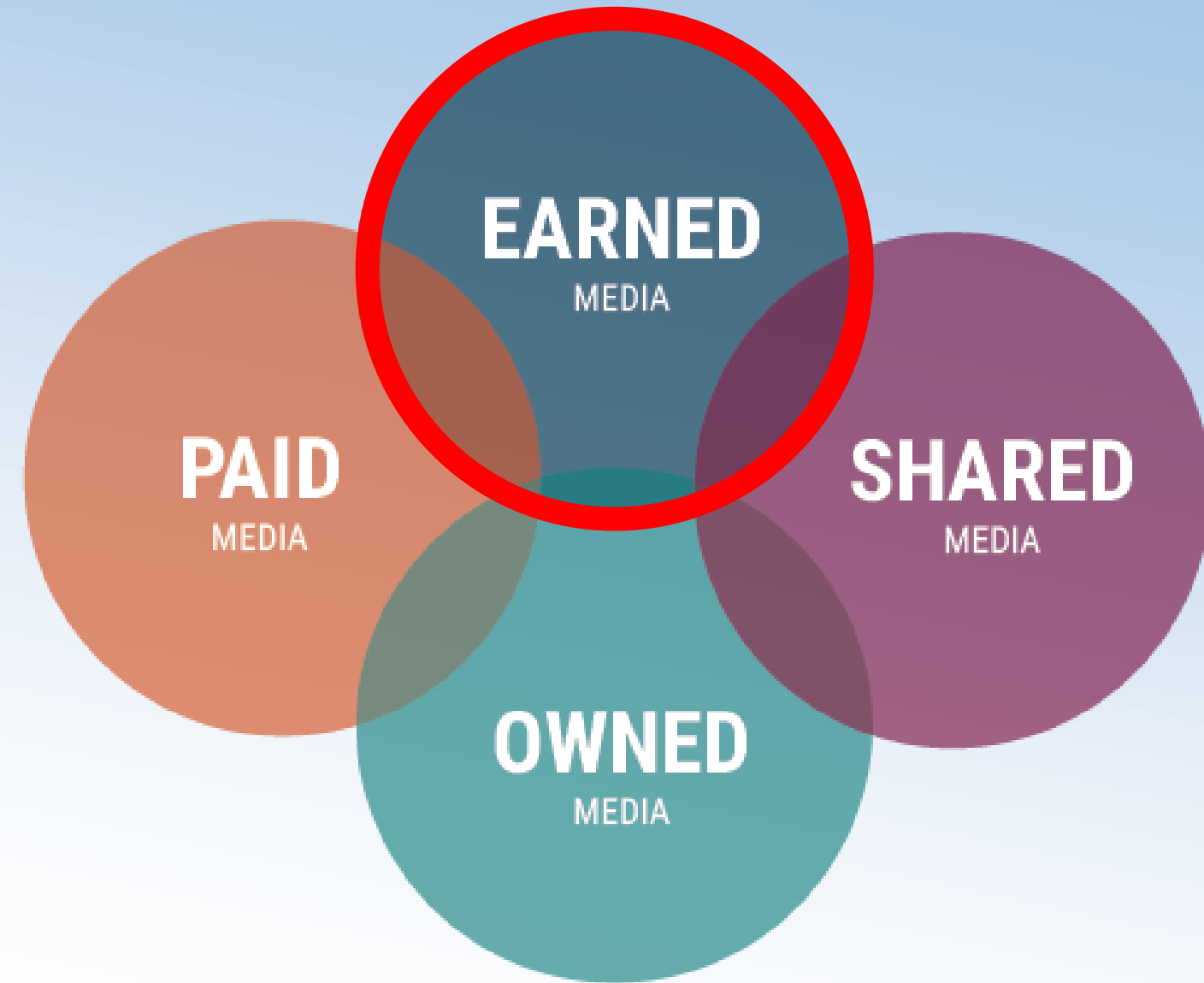
A New Framework



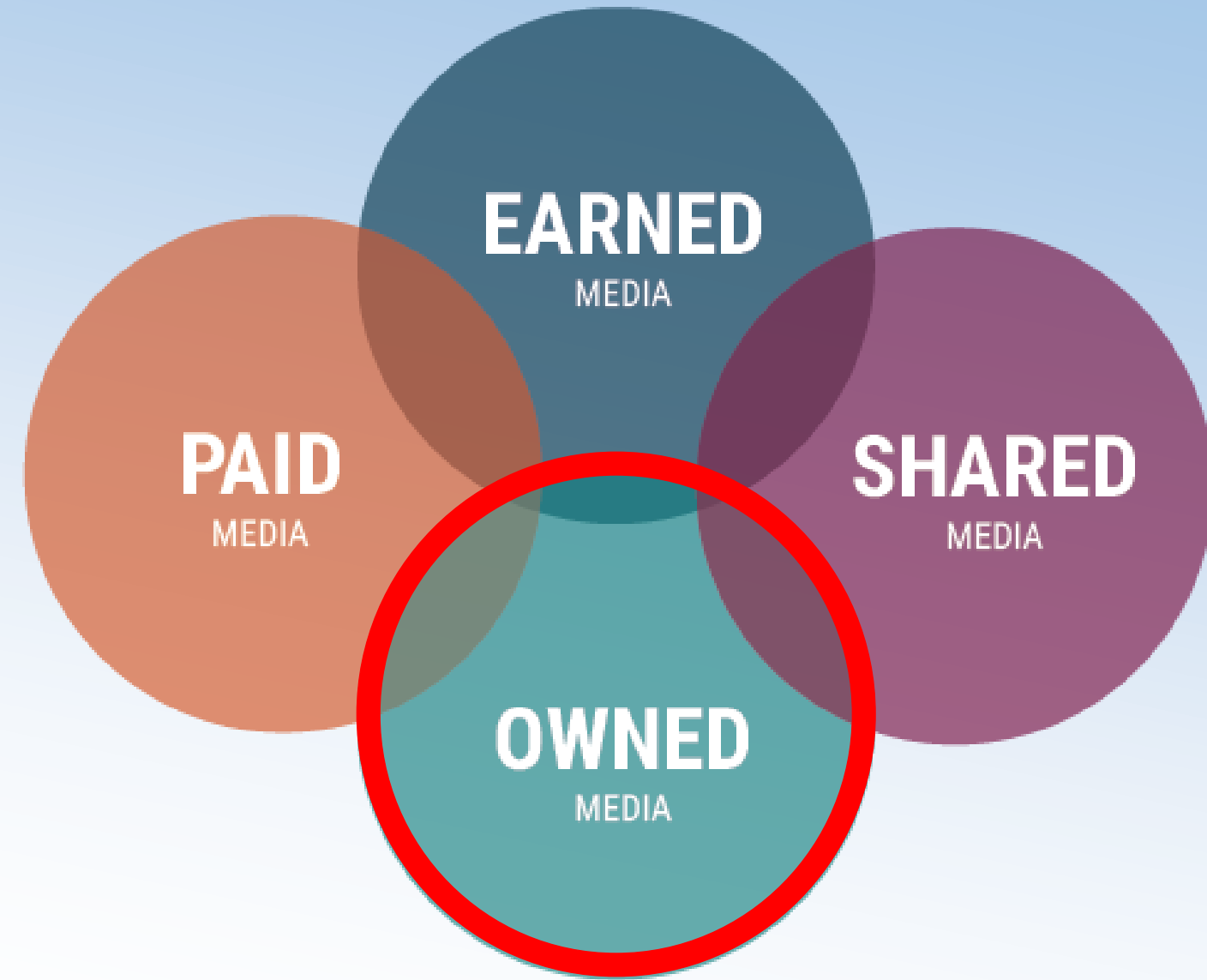
A New Framework

Earned:

- Traditional media relations is still part of the mix, but not as important.



A New Framework

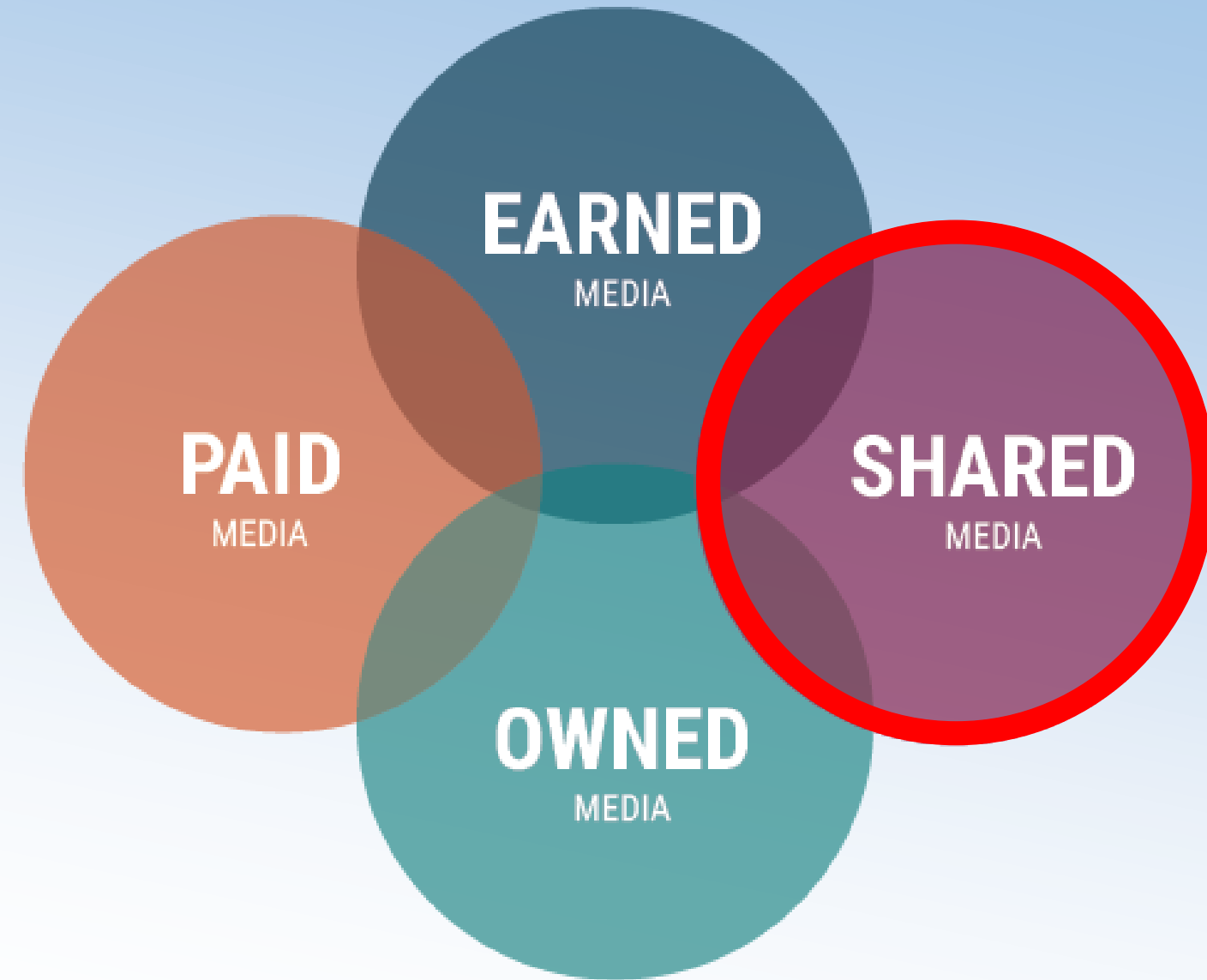


Owned:

- Your own content:

- Blog posts
- Facebook posts
- YouTube videos
- LinkedIn posts
- Instagram posts

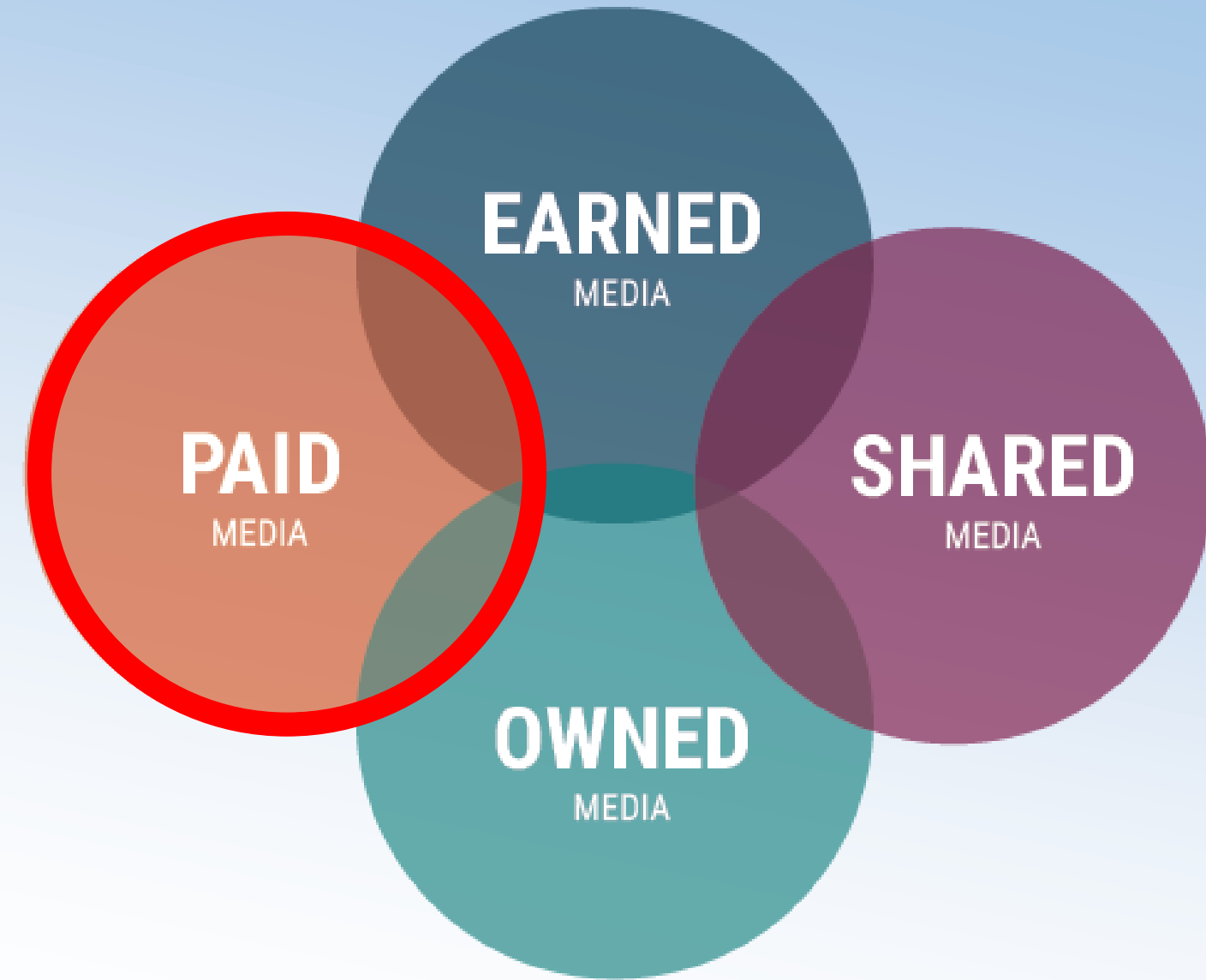
A New Framework



Shared:

- Curated content you can share through your channels
- Sharing of your content by others
- Helps build a following and connections with others

A New Framework



Paid promotion:

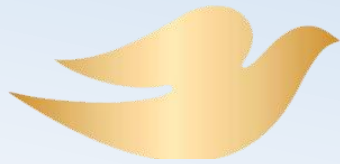
- Ads/sponsored posts to drive larger and targeted audiences
 - Facebook
 - LinkedIn
 - Twitter
 - Instagram

Companies are becoming Content Producers



Companies are becoming Content Producers

Dove



Create an integrated plan

- Integrate digital/social media into broader comms plan.
- Messages and storytelling to be consistent across channels.
- Collaborative approach to strategy from the beginning.
- One integrated plan, not four plans.



The Evolution of Public Relations:

Analog to Digital, Earned to Owned

