

A microphone is positioned on the left side of the image, pointing towards the right. The background is a solid red color with a subtle, repeating pattern of small, light-colored shapes. The microphone has a silver mesh grille and a black handle.

# BUSINESS TOOLKIT

## PR Toolkit



West & North  
Yorkshire Chamber  
of Commerce  
British Chambers of Commerce  
Accredited

# 6 TOP TIPS

## for your PR Toolkit



**PR and Digital Manager Shona England-Lees from Ilkley-based Approach PR looks at six key things to include in your internal PR toolkit**

**Public relations is often considered a luxury and something that can be avoided until there's budget available to 'give it a go'.**

**But when reputation is everything and your customers want to do businesses with a brand which is socially aware, ethical and relatable, can you afford not to take reputation management into your own hands?**

**Chances are, your competitors are doing it already...**

### 1 Plan

PR and social media activity can take time, and businesses often say it's the main reason for not undertaking or putting off their own communications campaigns – they just don't have the time. Rather than seeing it as a time-consuming add-on, plan in PR as an integrated part of your business strategy. How are you going to grow, develop and nurture your business without reputation management, relationship building and creating awareness of the great work you and your team are doing?

### 2 Write!

Intro is everything. The first two lines in a press release usually determines whether people will be engaged or not – make it punchy, catchy and interesting... make the reader want to know more!

### 3 Pictures

When 'they' say "a picture is worth a thousand words," 'they' really mean it. We can't count the number of times journalists have fed back on some of our creative, colourful and illustrative press shots on behalf of clients – and how they've taken a potential NIB story (news-in-brief) to be a page lead.

### 4 Social

If you're developing a social media voice for yourself, remember to be authentic. Personality is everything when it comes to trust and engagement. If you want to make true connections, channel as much of yourself as you can into your communication... whatever 'platform' or means you are using.

### 5 Practice

It's easy to be afraid of sending that first tweet or picking up the phone to a journalist, but the more you do it and the more it becomes part of your daily activity and business strategy, the easier it becomes.

### 6 Measure

Set goals and time-frames so you can measure your own success and note potential improvements. If there are areas you're unsure of or new developments you want to be the first to adopt, explore training options with the experts or networking groups with your peers to talk about your industry is moving forward.

Approach PR delivers regular Learning Lunch workshops for West and North Yorkshire Chamber.