Script

# Slide 1: Fergal

The following video was created as part of the Introduction to Project management and leadership module 2015.

# Slide 2: Eoin

Hi everyone! We’re group 4. We were asked to do our project on the PR plan.

# Slide 3: Eoin

So after a long hard day listening to our normal lecturers.

# Slide 4: Fergal

We came to project management were we were asked to devise a PR plan for cybersafe Ireland

# Slide 5: Fergal

Now you’re probably wondering who are CyberSafeIreland and what is a PR plan?

# Slide 6: Ferga

Well Simon will explain now.

# Slide 7: Simon

CyberSafeIreland is a not-for-profit organisation, established in 2015, that works to empower children, parents and teachers to navigate the online world in a safe and responsible manner.

# Slide 8: Simon

Our PR plan was needed to discover a means of talking to parents, teachers and investors and to find out how we could best communicate the message of CyberSafeIreland to them.

# Slide 9: Cliona (theres a girl in photo kinda has to be you)

How did we devise our PR plan?

# Slide 10: Michael

Firstly we looked at many different Charities who provide a similar service elsewhere

# Slide 11:michael

For example Childnet. They have Small numbers of social media followers (around 7000 on Facebook) their funding comes mainly from Tech organisations – Intel, Facebook, etc. They also partake in Ribbon Selling & Awareness Days

# Slide 12:Fergal

Next we decided to research possible places to have talks. ie. The Late late or Ray darcy shows on rte. Or even conferences like websummit or the irish primary principals network

# Slide 13: Fergal

To do this we reached out via e-mail to see if they were interested in helping us to promote websummit.

# Slide 14: Fergal

Thankfully all the response has been extremely positive (cheer)

# Slide 15: Jack

We also researched possible investors who would be interested in helping get CyberSafeIreland up and running

# Slide 16: Jack

For example UCD is Ireland's Largest University and is also Home to the UCD Centre for Cybersecurity and Cybercrime Investigation

# Slide 17: jack

The Department of education and skills is also In charge of educating children of the dangers on the internet

# Slide 18: Fergal

We then gathered information on what media platforms to use and when to use them

# Slide 19 Clíonadh

On twitter we found that by posting relevant photos you could take up more of the persons feed, that posting links to your own website was also useful and that by getting celebrities to endorse you and posting at specific times during the day you are more likely to reach your target audience.

# Slide 20 Clíonadh

We found out that you have to pay Facebook to reach all of your target audience. Therefor e-mail list could prove useful, however Facebook does provide excellent analytics on your posts.

# Slide 21 Eoin

For television we discovered late night talk shows like the Late Late or ray darcy show would reach our target audience of parents teachers and principals best

# Slide 22 Eoin

Radio shows like Joe Duffy and Marian Finucane’s drivetime also appeal to our target audience

# Slide 23: Fergal

Finally we compiled everything into a short presentation which we distributed to the representatives of CyberSafeIreland

# Slide 24: Fergal

That’s all from us at group 4.