

Plan and manage your public relations activities

Relevant news and information about companies, competitors, and industries, spreads quickly and can easily become viral across an ever-growing variety of media, including social networks, blogs and websites, television, and radio. An effective public relations team must be able to coordinate quickly and communicate in real-time among team members and with different company executives and departments, to ensure timely and accurate information is provided to customers, shareholders, and the public at large. **Microsoft Teams** provides a chat-based workspace in Office 365 that allows team members to move quickly from conversations to content and tasks, with context, continuity, and transparency to the entire team.



This guide will help you organize your team activities as you manage your public relations initiatives using **Teams**, the chat-based workspace. Some typical team-based activities associated with public relations might include:

- Creating and collaborating on company **Press Releases**
- Collecting, reviewing, and sharing relevant **News and Updates**
- Verifying details and **Fact Checking** information, whether its source is internal or external

Once you've created your **Public Relations team** in **Teams**, you can add a few channels and seed those channels with content so that your team members don't see a blank web page the first time they log in. For example, you might **start a new conversation** by posting a few questions or wiki topics in each **channel** to get a few discussions started and @mention specific team members to pull them into the conversation. A few channels for a **Public Relations team** might include:

Press Releases Channel



This channel is used to create and store current and past company press releases. You can use **Conversations** to get alignment on key messages for upcoming press releases and share updates with the team. Under **Files**, you can add relevant documents such as:

- Draft press releases (an easy way to review and co-author press releases)
- Press release guidelines (clear and concise rules for the team to follow when creating press releases)
- Brand templates (company branded press release templates)
- Historical press releases (these can be mined for content or referenced for questions and posterity)

Tip: You can also add tabs that link directly to specific files. This may be helpful for files that will be frequently referenced by the team.

News and Updates Channel



This channel is used to share and comment on third-party news stories about your company, your product, your competitors, and your industry. Team members can use **Conversations** to discuss and share relevant stories with each other. You can also add helpful **Connectors** to this channel, such as:

- Twitter (for example, you can follow specific accounts or hashtags, which will post updates to the **Conversations** area immediately or in a daily digest)
- Facebook (for example, receive updates when a new post is created on Facebook pages that you specify or when someone posts a new message to your page)
- Bing News (for example, a news digest can be posted once a day in the **Conversations** tab, based on keywords or topics you define)
- RSS Feed (for example, you can subscribe to any news source and post to the **Conversations** area when a new article is posted)

Fact Checking Channel



This channel is used to ensure that all information used in company press releases and marketing materials is factually accurate. Team members can use **Conversations** to ask each other questions and post answers, verify their facts and findings with subject matter experts inside the company, and help each other reference and cite reliable third-party sources. Under **Files**, you can add relevant documents such as:

- Frequently Asked Questions (monitoring and maintaining an FAQ list ensures the PR team always has the correct answers available to them)
- Guidelines from your legal department (such as procedures for disputing factually inaccurate information published by third-party sources)
- Drafts of blog posts and other materials (which can be co-authored by subject matter experts)