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. 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 designed to allow team members to move quickly from chats to content and tasks, with context, continuity, and transparency to the entire team. This guide will help you successfully organize your team activities as you plan and manage your public relations activities 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 your team owner invites you to join the **Public Relations team** in **Teams**, you can log in and familiarize yourself with how it is organized. Your team owner may already have created a few channels, such as the examples below, and added some content. Check under the **Conversations** and **Wiki** tabs to see if there are any discussions that you need to participate in or questions that you need to answer for the team. There may also be connectors to external content.

The following examples are channels that your team owner may have created for your team (**Tip:** Use the **General** channel to suggest creating any other channels that may be helpful to the **Public Relations team**):

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 work with 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)

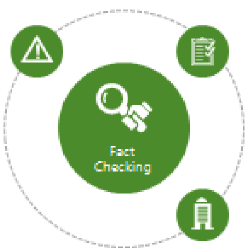
Tip: You can also add tabs that link directly to specific files. This may be helpful for files that will be frequently referenced by the team.

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 work with helpful **Connectors**, 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 work with 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)