



WHAT IS PR?

PR is **promoting** your **reputation** and positively managing it. It encompasses any message you send out to an audience you want to influence. PR should be a **two-way process**, with feedback from the public and other stakeholders being important.



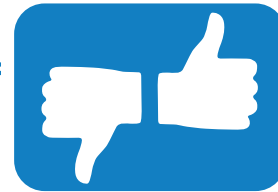
AN EXAMPLE OF GOOD PR

Being **winners** of a local community award, UK Farm Shop and Retailer of the Year and featuring on Gordon Ramsay, Gino D'Acampo and Fred Sireix's Tour of Scotland **TV show** boosted staff morale at Ardross Farm Shop and made the **community proud**. It has also led to an expansion of the mail order customer base and Claire Pollock and family are on track to become local food heroes.



USING SOCIAL MEDIA FOR POSITIVE PR

Key to good PR on social media is having a **strong story**, which should be told in a way suitable for the platform being used. Use your **assets** e.g. photography, video, spokesperson, recipes etc. to help back up your story and create engaging content. **Tagging** brands related to your content can improve your social media reach. Influencers and brand ambassadors can be useful PR, but they need to be a good fit for the brand and can be expensive. If posting anything that could be controversial, **get it sense checked** before posting.



HOW TO DEAL WITH NEGATIVE PR?

Remember negative PR can happen to anyone! You should respond **timely** and in a **confident** manner. Avoid responding to a comment twice as this can appear argumentative, instead **take it offline** and respond away from the public sphere.

TOP THREE TIPS FOR POSITIVE PR

- Look at your business through a **consumer's** eyes – if you don't like it, change it.
- **Trends and tribes** are key to any business, so research what these are and what interests your audience.
- Avoid trying to do too much too soon, instead **target your approach** using what you perceive to be the most effective platform for your audience. You can always reflect on the effectiveness afterwards.



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