

PROMOTING PROPERTY / COMMUNICATING CONSTRUCTION CONTENT GUIDELINES

1. Possible content for consideration

Context

- The context for PR within this specific area; what it can achieve
- The purpose of PR for this sector and how it differs from that of other sectors
- The specific challenges facing this sector – political, economic, social, technological, legal, regulatory – and how comms can respond to these challenges.

Strategy

- The scope of PR for this sector?
- Why reputation is important
- How PR functions as a strategic management discipline
- How a strategic approach is implemented (eg, consideration of research, formation of aims and objectives, putting in place a strategy, evaluation); communications models / theory used to support practice – specific to the sector
- How the PR strategy for this sector must integrate with other communications strategies within the company – eg, branding, marketing, advertising
- To what extent is it necessary to adhere to a strategy; to what extent does that strategy need to be flexible?
- How the PR strategy for this sector must integrate with that of other sections within the construction / property lifecycle
- The relationship with other business functions including sales, internal comms, HR and IT. What role does PR have in supporting these sectors?
- How the online and offline strategies are integrated
- To what extent is your approach reactive / proactive? To what extent is it governed by external circumstances?
- How does your strategic approach vary depending on different clients / projects?

Informing the strategy

- Political
- Economic
- Social
- Technological
- Regulatory
- Legislative
- The green agenda

Messages

- What needs to be communicated?
- How do you ensure that messages get through?
- How do you refine and improve the effectiveness of your messaging?

The audience

- Its scope, how diverse it is
- Is the audience changing?
- Is it UK, international or hyperlocal?
- Are the audiences' requirements changing?

Communications tactics

- The wide-ranging techniques which may be deployed
- Which are the most commonly used PR tactics in your work?
- What works, what doesn't and why?
- How are new PR tactics being used to benefit work in this sector?
- What is the role of media relations? Is it increasing / decreasing? How is it changing?

Mitigating risk

- Common problems; how they can be resolved
- Effective issues management and crisis management

Creativity

- Examples of creativity and how it is used to achieve the strategic aims
- The new communications tactics being used and how they are evolving
- Overcoming constraints on creativity
- Interesting / new / surprising examples of creativity
- The impact of new technology and communications channels; issues faced and how they are resolved

Measurement

- How is success analysed and evaluated?
- How is PR and comms evaluation used to inform strategic management decisions?

Change

- What has changed in the past decade in this sector and how is communication responding to this?
- Relevant legislation impacting on work of this nature; current debates / discussions / changes that are affecting change in this sector
- Looking ahead – what is likely to change in the future either in relation to external factors (political, economic, social, technological) or developments in the way in which tactics are implemented?
- How is the changing media landscape impacting on PR for the sector?
- How are skills needing to change in response to changes in the sector?
- Consider the increase in curation of information, the need to innovate, the deal to distinguish between real and 'fake' news
- Consider decreasing tactics – what is considered 'old fashioned'?
- Cultural change
- Technical innovation

Resourcing

- The skills needed to provide good comms in this sector
- The in-house / consultancy balance
- Is resourcing changing?
- Budget and financial return on investment

Comparison to other sectors

- Is property / construction lagging behind other sectors (based on your experience of this specific sector)?
- What can property / construction learn from other sectors?
- What are we excelling at compared to other sectors?

Case studies / comment

- Case studies are key to a successful chapter and should be used to provide an illustration of the majority of the points made. A wide range of examples is beneficial and they need not be from your own work, but you must gain permission for any case studies used
- Case studies can either form part of the body of the text or can be include as boxed text
- Alternatively you might want to make the chapter case-study led

Further reading

2. What to avoid

- Promoting your company / service. This is not advertorial! People will buy the book because they want to learn about the subject, so the emphasis needs to be on best practice advice and guidance. The best way to do this is through case studies, but case studies need to demonstrate a point made rather than being empty accolades.
- Explaining how to compile a PR strategy – this will be covered in the opening chapters.
- Explaining communications tactics in details *without* reference to their application in your specific sector. You need to avoid providing the content that can be found in a general PR book; everything should relate back to your chapter heading.
- We need to avoid all chapters simply explaining how strategy and tactics work – everything written needs to relate to the specific sector

3. Further guidance

- If you have any questions, please get in touch with Penny Norton (01480 471000; penny@pnprlimited.co.uk) or Liz Male (01234 712 279; liz@lizmale.co.uk).