

Notes

Using Effective Communications to Survive Labor Relations



PAPILLION LA VISTA
COMMUNITY SCHOOLS

Annette Eyman, APR

Papillion La Vista Community Schools



“PR is about building relationships that bring about desired behaviors.”

— Pat Jackson



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Notes

Constructive PR is planned; destructive PR just happens

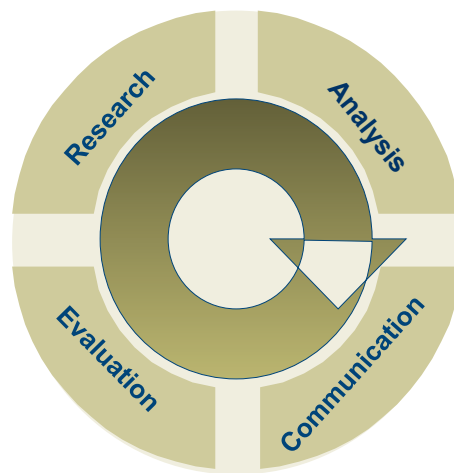
Lew Armistead, APR.

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Four basic steps in building a Communications Plan

- Research
- Analysis and planning
- Communication
- Evaluation



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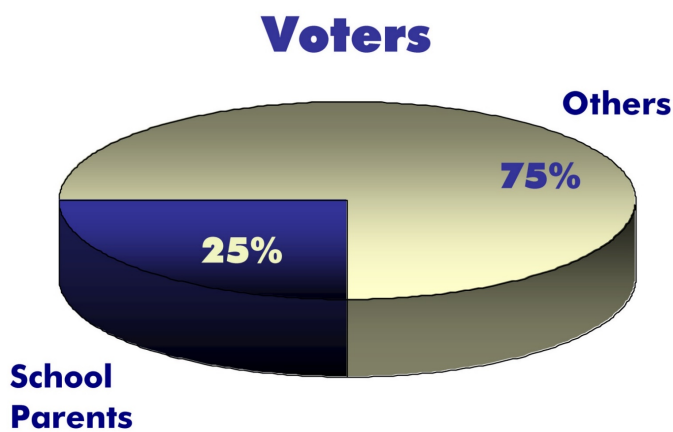
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When Planning Your Communication Ask...

- Who do we need to reach?
- What do they need to know?
- How are we going to reach them?

Who... Almost Every Community in America



Notes

Make sure every employee is in PR

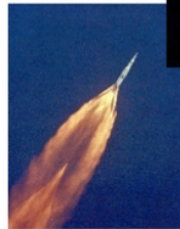


Communicate Internal First

President Kennedy once visited a NASA site and met a janitor.

Kennedy asked the janitor, "And what's your job?"

The reply was, "Mr. President, I'm helping to put a man on the moon."



Notes

What.... Messages Parents Want to Hear...

- #1 Concern – Is my child safe?
- #2 Concern – Who is in front of my child?
- #3 Concern – What is the curriculum?
- #4 Concern – How is my child doing?
- #5 Concern – Right Now – if child is struggling.

-Survey Banach, Banach & Cassidy

What...Framing the Message

- Identify talking points and stick with them.
- Be compassionate. Without it, no one will listen to your message.
- Be truthful -- admit mistakes.

Notes

What...Framing the Message

- Don't be defensive.
- Put in perspective – but don't dismiss.
- Tell the story – Don't over tell the story.

When Preparing to Speak

- ❖ 3 main points
- ❖ Prepare for worst question
- ❖ Be aware of Privacy Laws and policies related to issue
- ❖ Control the environment
- ❖ Never say "no comment"
- ❖ Never guess -- say "I don't know, I'll get back to you on that."

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How Do You Share Your Message?

- Have a system in place before you need it.
- Know your online audience.
- What is **quick and efficient**?
- Control the message – sharing your message first.

Where Does Social Media Fit In?

- Facebook has 2.0 billion users
- 1.32 billion daily users to Facebook
- 500 million tweets are sent EVERY day
- 95 million photos/videos shared on Instagram daily

Notes

Demographics- Facebook

79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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Demographics - Twitter

24% of online adults (21% of all Americans) use Twitter

% of online adults who use Twitter

All online adults	24%
Men	24
Women	25
18-29	36
30-49	23
50-64	21
65+	10
High school degree or less	20
Some college	25
College+	29
Less than \$30K/year	23
\$30K-\$49,999	18
\$50K-\$74,999	28
\$75,000+	30
Urban	26
Suburban	24
Rural	24

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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Demographics - Instagram

32% of online adults (28% of all Americans) use Instagram

% of online adults who use Instagram

All online adults	32%
Men	26
Women	38
18-29	59
30-49	33
50-64	18
65+	8
High school or less	27
Some college	37
College+	33
Less than \$30K/year	38
\$30K-\$49,999	32
\$50K-\$74,999	32
\$75,000+	31
Urban	39
Suburban	28
Rural	31

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
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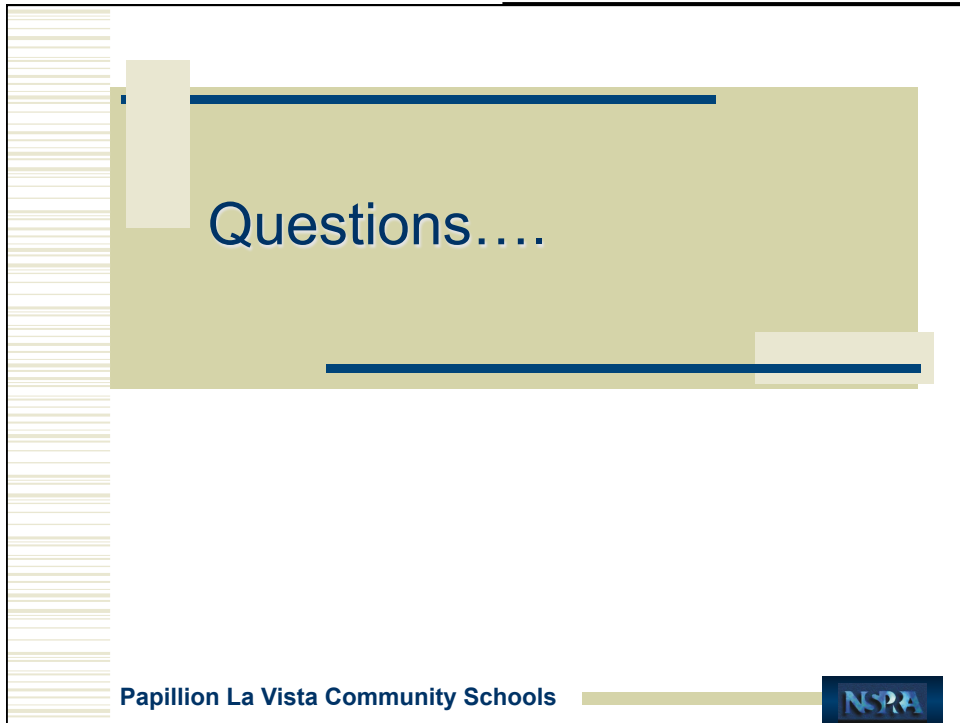
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Social Media Communication

- Your community is there talking about you...
- Develop a Social Media Strategy - be part of the conversation.
- Keep it in perspective.
- News travels much faster
 - Half of daily users get their news on social media
 - Be the first to share your message
 - **Be the source** for information not traditional media


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Questions....

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Role Playing

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Contact me...

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