

Public Relations Strategy Foundation Builder

Use this guided worksheet to start visualizing and constructing your PR strategy.

Vision

To set your vision, consider the following:
What do you want your brand to be?
Where do you want to be in 1 year - 5 years?

Mission

Create your mission statement - a declaration of purpose
that your brand will follow in its communications efforts.
What problems in society does it aim to resolve?
What services does it provide and to who?

Goals

Set your PR goals - attainable, high-level aspirations for
your brand (ie. Building brand awareness, managing
reputation) What do you want to accomplish through PR?

Objectives

Build out tangible, measurable items that support your goals (ie. Create new product
launch campaigns, bolster social media accounts)

Tactics

Map out your tactics - action items to pursue in order to reach your objectives and
goals (ie. Set up media background meetings with 5 outlets by 7/15/2020)