



Organizational PR

Agenda

1. In the News
2. Responding to employee criticism
3. Internal communication
4. Organizational brand
5. Employee advocacy

Responding to Criticism from Employees










Disrupting Unions?



Internal Communication: Common Stumbling Blocks

1. Organizational (in)justice: inconsistent application of rules
2. Misleading and withholding information
3. Dishonest business practices
4. Pseudo open-door policy
5. Invisible leaders
6. Others?

Crowdsourced Employer Branding

SEVEN EMPLOYER BRANDING VALUE PROPOSITIONS						
SOCIAL VALUE	INTEREST VALUE	APPLICATION VALUE	DEVELOPMENT VALUE	ECONOMIC VALUE	MANAGEMENT VALUE	WORK/LIFE BALANCE
						
Is this a fun place to work with talented people and a great organizational culture?	Is this an interesting place to work, with challenging but achievable goals?	Is the work meaningful and does it invite the application of knowledge and skills?	Are there opportunities for employees to grow and advance professionally?	Is work rewarded appropriately through salaries, benefits and perks?	Are managers good, honest leaders who inspire, trust, protect, enable and respect employees?	Are work arrangements flexible enough to achieve success on and off the job?

Source: Dabirian, Kietzmann, & Diba, *Business Horizons*, 2017

Crowdsourced Employer Branding

Praises

Complaints

**Best places
to work**

Social (35%)
Interest (23%)
Economic (16%)
Application (14%)
Work/Life Balance (9%)
Development (3%)

Interest (31%)
Economic (31%)
Work/Life Balance (21%)
Social (9%)
Application (5%)
Management (3%)

**Worst places
to work**

Work/Life Balance (29%)
Application (24%)
Social (20%)
Economic (13%)
Interest (10%)
Development (4%)

Economic (38%)
Management (30%)
Application (8%)
Interest (7%)
Social (7%)
Work/Life Balance (6%)
Development (4%)

↑
This is why people come
and stay!

↑
This is why people
leave!

Employee Advocacy: Amplifying Social Reach

Official Channels



Employee Amplification



Corporate Social Media Team

Employee Advocacy: Recommended Approach

1. Provide the tools for employees to share content.
2. Provide clear guidance (official policy) for social media at work.
3. Reward employees and offer training and courses.
4. Executives should lead by example.

Questions re: Reputation Audit Assignment?

- **Part 1: Audit Plan**

- How will you gauge the organization's reputation with key audiences?
- How will you understand the company's reputation-influencing activities and channels (incl. owned, earned, paid media)

- **Part 2: Reputation Audit**

- Implement plan (from above)
- Summarize and highlight
- Evaluate: Poor, Weak, Average, Strong, Exemplary
- Recommendations



Reminder

Still some people to register to do Reputation
Audit assignment individually or as a pair

