


# Personal PR



**COMM 386R**  
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# Agenda

1. Organizational PR vs. Personal PR?
2. Types of attributes: search, experience, credence
3. Personal brand
4. Exercise: personal brand → personal PR



**How does **personal PR**  
differ from  
**organizational PR**?  
How are they similar?**

# Judging a book by its cover?

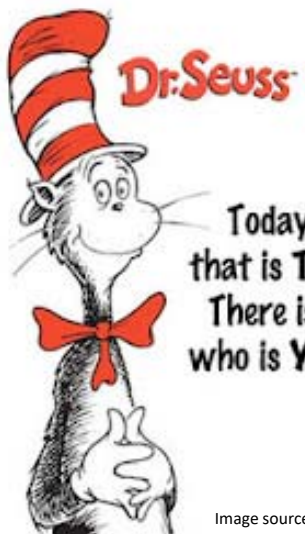
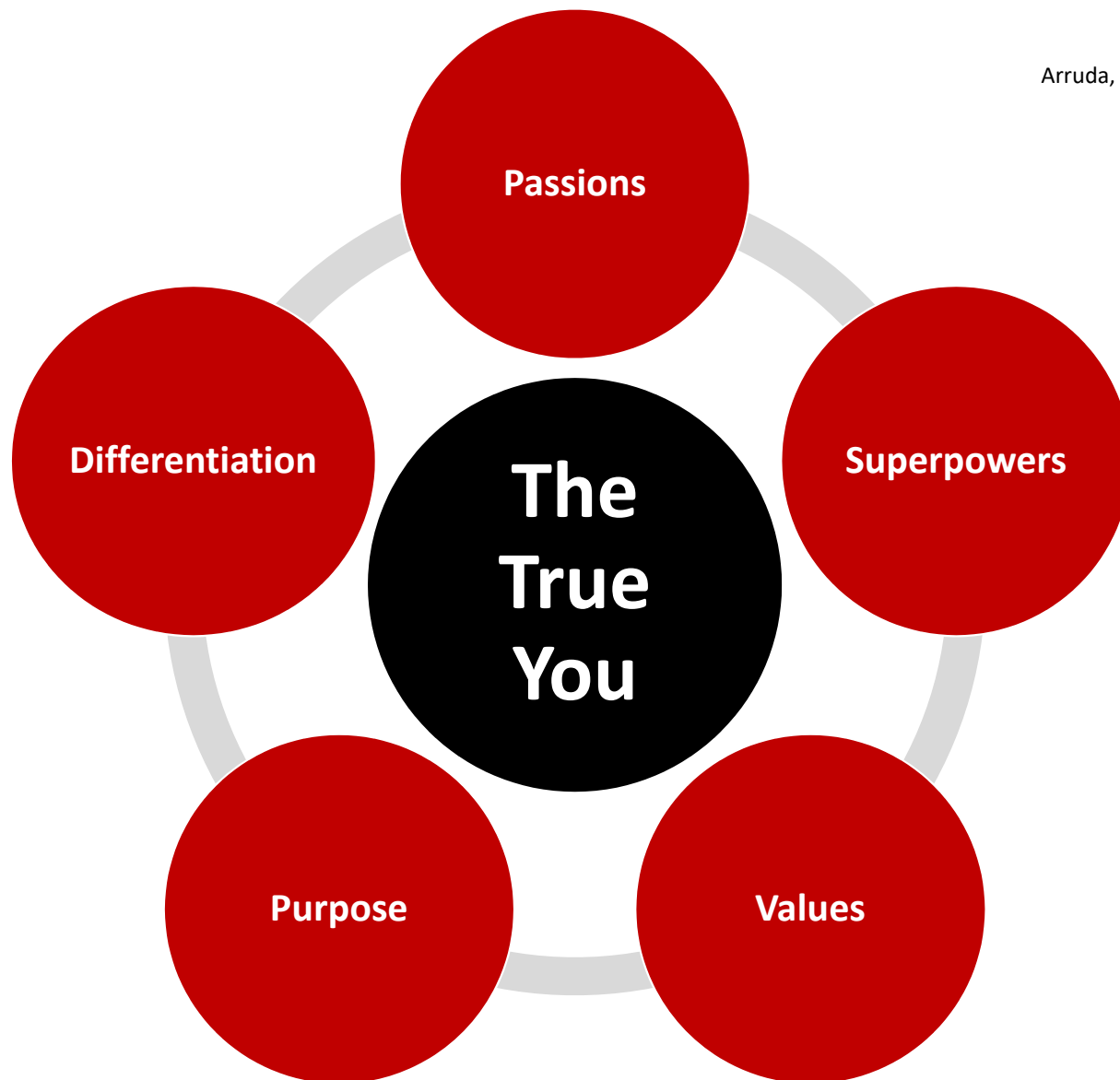
**Search attributes:** product characteristics that can be researched in advance to determine quality

**Experience attributes:** product characteristics whose quality can only be judged through consumption/use of the product

**Credence attributes:** product characteristics whose quality can generally not be determined; customer/audience must “trust” or not



Adapted from:  
Arruda, *Forbes*, June 9, 2015



Today you are **YOU**,  
that is **TRUER** than true.  
There is **NO ONE** alive  
who is **YOUER** than **YOU**!

Image source: sites.google.com

# Key Takeaways

What are your key takeaways?

- Everything communicates: managing personal and professional
- Be who you are: authenticity
- Search, experiential, and credence attributes
- Personal PR is personal: relationships



# 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

Guest speaker on Monday:

Avoid workout apparel, fashion hats

Be on time

No coming and going

No food (beverages OK)

Come prepared to engage

