

Course: Corporate Communication and Public Relations

Lecture 15: Revision

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Purpose

This module describes the skills, knowledge and attitude required to design public relation and corporate communication, engage in social media interaction and management, manage customer relation.

By the end of this module, the student are able to define functions of corporate communication and public relation, describe emerging technology in corporate communication and public relation, analysis of social media analytics, leveraging social media.

They are also be able to identify customer relations management process and discuss customer relations management in e-Commerce.

Meaning of communication

Communication can mean:

- ✓ A process through which individuals mutually exchange their ideas, values, thoughts, feeling & actions with one or more people.
- ✓ The transfer of information from the sender to the receiver so that it is understood in the right context
- ✓ The process of initiating, transmitting & receiving information.
- ✓ The means of making the transfer of information productive & goal oriented.
- ✓ The process of sharing information, ideas and attitudes between individual.

Types of communication

- Based on the means of delivering the message
- Based on the purpose of communication
- Based on the levels of communication
- Based on the pattern of communication

Facilitators of communication

Seven Cs of effective communication

- ❖ Completeness
- ❖ Clarity
- ❖ Courtesy
- ❖ Consideration
- ❖ Conciseness
- ❖ Concreteness
- ❖ Correctness

Barriers to effective communication

1. Physiological barriers

- Poor retention due to memory problem
- Lack of attention
- Discomfort due to illness
- Poor sensory perception
- Hearing problems
- Poor listening skills
- Information overload
- Gender Physiological differences

2. Environmental barriers

- Loud background noise
- Poor lighting
- Uncomfortable setting
- Unhygienic surrounding and bad odor
- Very hot or cold room
- Distance

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3. Psychological barriers

- Misperception and misunderstanding
- Distrust and unhappy emotions
- Emotional disturbances
- Psychotic or neurotic illness
- Worry and emotional disturbances
- Fear, anxiety and confused thinking

4. Social barriers

Difference in social norms, values and behaviour

Social taboos

Different social strata

5. Cultural barriers

Ethnic, religious, and cultural differences

Cultural tradition, values and behaviour.

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6. Semantic barriers

- Languages barriers
- Faulty language translation
- Individual differences in expression and perception
- Past experiences of an individual failure to listen

7. Organisation barriers

- Organizational policy, rules and regulations
- Technical failure
- Time pressure
- Complexity of organisation structure due to hierarchy
- Size of the organisation

Skills for effective communication

I. Conversational skills

- Focusing
- Paraphrasing
- Sharing information
- Providing information
- Asking relevant question
- Clarifying and summarizing
- Sharing humor

II. Listening skills

- Active listening
- Using silence
- Listening with purpose
- Acknowledgement of message
- Giving feedback

III. Technical skills

- Using touch
- Using nonverbal skills
- Sharing feeling
- Sharing observations
- Sharing hope
- Presenting reality
- Sharing empathy

When should you send a concept note?

- ✓ When requested
- ✓ To introduce yourself
- ✓ To test the water

What comes after a concept?

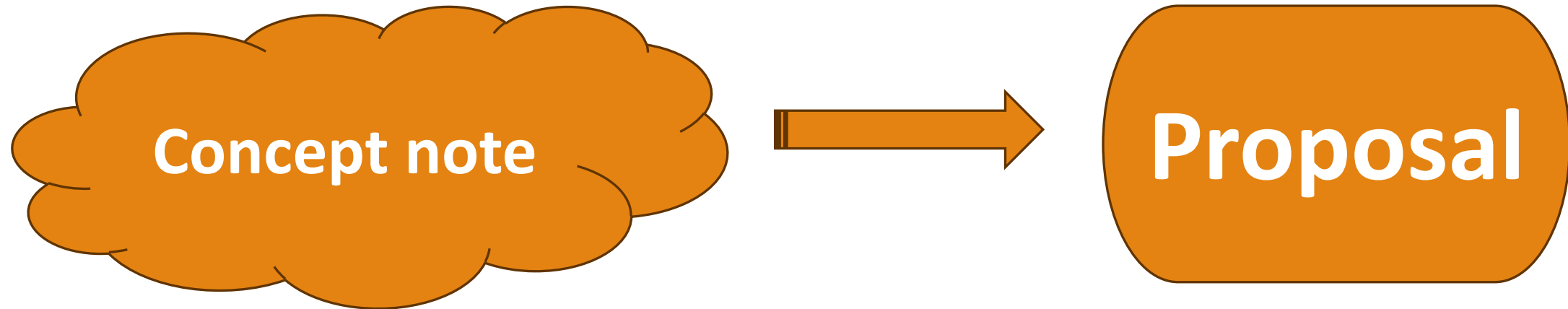


Image made by Protais Niyonshima

Tips for presentation of a concept note

- ✓ A good presentation of a concept note is very important to attract funds. Therefore, it is important to proofread a concept note before submission.
- ✓ The content should be positive and definite. Donors will be more impressed if you sound as though you know where you are going and how you will get there.
- ✓ A document should be neat and presentable.
- ✓ If you do not have a template to follow, make sure your document
- ✓ follows a clear and logical sequence.
- ✓ To avoid any ambiguity acronyms should be explained, and annexes for further details should be availed.
- ✓ Diagrams and figures should have captions.

Common mistakes to avoid in concept note writing

To ensure that your concept note attracts the attention of funders, avoid common mistakes such as:

❑ Lack of clarity and precision

Make your concept note clear and precise in its description of your project idea, methodology, and budget.

❑ Including irrelevant information

Ensure that your concept note does not contain unnecessary or irrelevant information. This can complicate the narrative and reduce the clarity of your message.

❑ Failure to meet the requirements of the call

It is important to read and understand the funder's requirements. Failing to follow the guidelines and requirements may disqualify your concept note.

Importance of a user manual

Generally, a user manual serves as a document that informs customers how to use a given product/equipment.

- ✓ Step-by-step instructions,
- ✓ Best practices,
- ✓ Troubleshooting techniques.

A user manual can:

- ✓ Come with the product
- ✓ Be purchased separately

It presents procedural steps, content clarity, glossary of terms, table of contents, and precautionary information.

Use of communication skills at workplace

Effective communication skills can assist you when:

- ✓ Resolving complaints and handling confrontations
- ✓ Participating in meetings
- ✓ Maintaining your personal rights as an employee
- ✓ In a learning and/or training situation
- ✓ Customer/client presentation
- ✓ Writing reports

Organising an argument

Organizing an argument is crucial for presenting your ideas coherently and persuasively. Whether you're writing an essay, giving a presentation, or engaging in a debate, a well-organized argument enhances your ability to convey your message effectively.

Here is a step-by-step guide on how to organize an argument:

- 1. Determine your main claim (thesis):** Start by identifying the central point or claim you want to make. This is the core idea or conclusion of your argument. Your entire argument will revolve around this claim.
- 2. Identify your audience:** Consider your audience's knowledge, values, and beliefs. Tailor your argument to resonate with your target audience.
- 3. Gather supporting evidence:** Collect relevant evidence, examples, facts, statistics, or expert opinions that support your main claim. Ensure that your evidence is credible and well-documented.

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4. Outline your argument: Create an outline that provides a clear structure for your argument.

Introduction:

- Present your main claim (thesis statement).
- Provide context or background information.
- Preview the main points of your argument.

Body:

- Present your reasons and evidence in a clear, logical order.
- Start with your strongest or most compelling points.
- Address counterarguments or opposing viewpoints if necessary.
- Use clear transitions between points to maintain coherence.

Conclusion: Summarize the main points of your argument, restate your main claim, reinforcing its importance, and close with a call to action or a thought-provoking statement (if applicable).

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5. Write or Present Your Argument

- Use the outline to guide the writing or presentation of your argument.
- Develop each point in a clear and concise manner.
- Use persuasive language and rhetorical devices to engage your audience.

6. Consider Counterarguments: If there are opposing viewpoints or counterarguments, address them within your argument. Acknowledging and refuting counterarguments strengthens your position.

7. Use Transitions: Employ transitional phrases and words to ensure a smooth flow between ideas and points. Transitions help your audience follow your argument.

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- 8. Provide Examples and Illustrations:** Use concrete examples, anecdotes, or illustrations to make your points more vivid and relatable to your audience.
- 9. Cite Your Sources:** If you're using external sources, provide proper citations to give credit to your references and enhance the credibility of your argument.
- 10. Revise and Edit:** Review your argument for clarity, coherence, and persuasiveness. Ensure that your main claim is supported by compelling evidence and that your argument is free from grammatical and typographical errors.

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11. Provide Examples and Illustrations: Use concrete examples, anecdotes, or illustrations to make your points more vivid and relatable to your audience.

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13. Revise and Edit: Review your argument for clarity, coherence, and persuasiveness. Ensure that your main claim is supported by compelling evidence and that your argument is free from grammatical and typographical errors.

Note: The effectiveness of your argument not only depends on the strength of your claims and evidence but also on how well you organize and present your ideas. A clear and logical structure will help your audience follow your argument and be more likely to accept your point of view.

Presentation of arguments

Presenting arguments smoothly and in a style appropriate to the context is crucial for effective communication, whether it's in a formal presentation, a meeting, an academic paper, or a casual discussion. Here are some tips to help you present your arguments effectively:

- ✓ **Know Your Audience:** Understand your audience's background, knowledge level, and expectations. Tailor your style and level of detail accordingly. Use language and terminology that your audience can easily understand.
- ✓ **Organize Your Thoughts:** Structure your arguments logically. Start with an introduction that provides context and outlines your main points. Then, present your arguments in a clear and organized manner. Finish with a conclusion that summarizes your key points and reinforces your main argument.

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- ✓ **Use a clear and concise language:** Choose your words carefully. Avoid jargon or technical language that your audience may not understand. Be concise and to the point, eliminating unnecessary words or phrases.
- ✓ **Provide evidence:** Back up your arguments with credible evidence, examples, data, or research. Use specific examples to illustrate your points and make your arguments more convincing.
- ✓ **Use visual aids:** If appropriate, use visual aids like charts, graphs, images, or slides to supplement your arguments. Visuals can enhance understanding and engagement.

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- ✓ **Maintain a professional tone:** Adapt your style to the formality of the context. In formal settings, maintain a professional and respectful tone. In more casual situations, you can be more relaxed but still respectful.
- ✓ **Engage your audience:** Encourage audience engagement through questions, polls, or interactive elements, depending on the context. Engaged listeners are more likely to follow your arguments closely.
- ✓ **Address counterarguments:** Acknowledge potential counterarguments or opposing views. Address them thoughtfully and respectfully, demonstrating a well-rounded understanding of the topic.

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- ✓ **Control nervousness:** If you're nervous, practice relaxation techniques such as deep breathing before your presentation. Nervousness can affect the smooth delivery of your arguments.
- ✓ **Vary your tone and pace:** Avoid a monotonous speaking style. Vary your tone, pace, and volume to emphasize key points, maintain audience engagement, and add expressiveness to your arguments.
- ✓ **Seek feedback:** After your presentation or argument, ask for feedback from colleagues or peers. Constructive feedback can help you improve your style and effectiveness.

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- ✓ **Be open to questions:** Be prepared to answer questions or address comments from your audience. This demonstrates your knowledge and reinforces your arguments.

Remember that effective argumentation is not just about winning debates but about persuading others and fostering understanding. Adapt your style and approach to the specific context and audience to achieve your communication goals successfully.

Technology in corporate communication and public relations

Today's communication technology encompasses a wide range of tools and platforms that facilitate communication and information exchange.

They are used in day-to-day activities, and they have significantly contribute to the growth of corporate communication and public relations.

Some of prominent communication technologies used in today's digital business are the following:

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a) Internet and Email: The internet is the backbone of modern communication technology, providing connectivity and access to a vast array of communication tools and platforms.

Email remains a primary method of electronic communication, enabling individuals and organizations to exchange messages, documents, and files efficiently.

b) Social Media: Social media platforms, such as Facebook, Twitter, LinkedIn, Instagram, and YouTube, have revolutionized communication by allowing individuals and organizations to share information, engage with audiences, and build communities. Social media enables real-time interactions, content sharing, and targeted messaging to reach a wide range of audiences

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c) Instant Messaging and Chat Apps: Instant messaging and chat applications, such as WhatsApp, Slack, Microsoft Teams, and Telegram, provide real-time communication channels for individuals and teams. These apps facilitate quick and convenient text-based conversations, file sharing, and collaboration, enhancing productivity and efficiency.

d) Video Conferencing and Webinars: Video conferencing tools like Zoom, Microsoft Teams, Google Meet, and Webex have become essential for remote collaboration and virtual meetings. They enable face-to-face communication, screen sharing, and document collaboration, making it possible for individuals and teams to connect, regardless of their physical locations.

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d) Voice and Video Calling: Voice and video calling applications like Skype, FaceTime, and WhatsApp allow for direct communication between individuals, either through voice calls or video calls. These apps enable real-time conversations and can be accessed on various devices, including smartphones, tablets, and computers.

f) Collaboration and Project Management Tools: Collaboration tools like Google Workspace (formerly G Suite), Microsoft Office 365, and project management platforms such as Trello, Asana, and Basecamp facilitate teamwork and streamline communication within organizations. These tools provide shared document editing, task management, and communication channels to enhance collaboration and productivity.

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g) Web and Mobile Apps: Web and mobile applications play a vital role in communication technology. They provide platforms for accessing information, interacting with brands, and communicating with others. Applications like news aggregators, social networking apps, messaging apps, and productivity tools contribute to seamless communication experiences on various devices.

h) Webcasting and Livestreaming: Webcasting and livestreaming technologies enable organizations to broadcast live events, conferences, webinars, and presentations to a global audience. Platforms like YouTube Live, Facebook Live, and Twitch provide the infrastructure for real-time streaming and audience engagement.

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i) Podcasting: Podcasting has gained significant popularity as a communication medium. It allows individuals and organizations to create and distribute audio content on various topics, reaching audiences through platforms like Spotify, Apple Podcasts, and Google Podcasts.

j) Virtual Reality (VR) and Augmented Reality (AR): VR and AR technologies are transforming communication by creating immersive experiences. They enable virtual meetings, interactive training sessions, and virtual tours, offering new possibilities for remote communication and engagement.

These communication technologies have become integral to both personal and professional communication, enabling individuals and organizations to connect, collaborate, and share information in diverse and innovative ways. They have reshaped how we interact, conduct business, and exchange ideas in today's digital era.

Importance of social media analytics

Social media analytics is of significant importance to organizations for several reasons:

Measuring ROI: Social media analytics allow organizations to track the return on investment (ROI) of their social media efforts. By analyzing metrics like conversion rates, customer acquisition costs, and revenue generated through social media channels, businesses can determine whether their social media marketing is financially viable.

Data-driven decision making: Social media analytics provide data and insights that support informed decision making. Organizations can use this information to refine their social media strategies, allocate resources effectively, and adapt to changing market conditions.

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Understanding audience behavior: Analytics reveal how the audience interacts with content and responds to marketing efforts. This data helps organizations gain a deeper understanding of their audience's preferences, enabling them to create more engaging and relevant content.

Optimizing content: By analyzing which types of content perform best, organizations can optimize their content strategy. This includes identifying the best posting times, content formats, and themes that resonate with their audience.

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Competitive analysis: Social media analytics provide a basis for comparing an organization's performance with that of competitors. This information helps in identifying strengths and weaknesses and allows organizations to adjust their strategies accordingly.

Customer insights: Analytics data can help organizations understand customer sentiment and preferences, providing valuable insights for product development, customer service enhancements, and brand reputation management.

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Trend identification: Social media analytics can help organizations spot emerging trends and industry developments, enabling them to stay ahead of the competition and capitalize on new opportunities.

Enhanced customer engagement: With analytics, organizations can identify customer engagement patterns and tailor their social media efforts to boost customer interaction, strengthen relationships, and foster brand loyalty.

Crisis management: Social media analytics can assist in crisis management by monitoring public sentiment during a crisis. Organizations can use this data to gauge the severity of the issue, craft appropriate responses, and mitigate reputational damage.

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Influencer collaboration: Analyzing data helps identify potential influencers and assess their impact. This allows organizations to make informed decisions when partnering with influencers to expand their reach and credibility.

Content personalization: Analytics insights enable organizations to create more personalized content that speaks directly to the interests and needs of individual audience segments.

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Budget allocation: By understanding which social media platforms and campaigns yield the best results, organizations can allocate their marketing budget more efficiently and effectively.

Continuous improvement: Social media analytics promote a culture of continuous improvement. Regular analysis of performance data helps organizations adapt to changing market conditions and audience preferences.

Enhanced accountability: Analytics hold teams and individuals accountable for their social media efforts. They provide concrete data that can be used to evaluate performance and set specific goals for improvement.

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In summary, social media analytics are crucial for organizations looking to derive maximum value from their social media marketing efforts. By providing actionable insights and data, analytics enable businesses to make more informed decisions, improve their social media strategies, and achieve their marketing and business objectives effectively.

Maintaining a positive corporate image after a crisis

Maintaining a positive corporate image after a crisis is essential for rebuilding trust and credibility with stakeholders.

Here are steps and strategies to help you manage and enhance your corporate image in the aftermath of a crisis:

Acknowledge and accept responsibility: Start by acknowledging the crisis and taking responsibility for any mistakes made. Admit any wrongdoing or areas where improvements are needed.

Open and honest communication: Maintain open and transparent communication with all stakeholders. Share regular updates on the crisis, what steps are being taken to address it, and how you plan to prevent similar issues in the future.

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Empathy and apology: Express empathy and apologize to those affected by the crisis. Showing genuine concern and regret can go a long way in rebuilding trust.

Review and assess: Conduct a thorough post-crisis review to identify the root causes, areas of improvement, and lessons learned. This review can guide future actions.

Implement corrective measures: Take swift and effective corrective actions to address the issues that led to the crisis. Implement new policies, procedures, and safeguards to prevent a recurrence.

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Engage with stakeholders: Actively engage with stakeholders, including customers, employees, investors, and the public, to gather their feedback, concerns, and suggestions. Listen and incorporate their input into your action plan.

Rebrand and reposition: If necessary, consider rebranding or repositioning your organization to signal a fresh start and a commitment to change. This can include a new mission statement, logo, or branding elements.

Highlight positive initiatives: Emphasize your organization's positive initiatives, contributions to the community, and corporate social responsibility efforts. Showcase the good work you're doing to offset negative perceptions.

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Crisis Response Plan: Develop and maintain a crisis response plan to be better prepared for future crises. This plan should include roles and responsibilities, communication protocols, and a strategy for handling various types of crises.

Media and Public Relations: Engage with the media and public relations experts to help control the narrative and ensure that accurate and positive information is disseminated.

Continuous Monitoring: Continuously monitor social media, news outlets, and other sources for mentions and discussions related to your organization. This allows you to address concerns and rumors promptly.

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Internal training: Train your staff and employees in crisis communication and response, so they are prepared to handle challenging situations effectively.

Celebrate milestones: Highlight milestones and achievements that show your organization's commitment to change and improvement. Celebrating these accomplishments can help rebuild confidence.

Third-party validation:

Seek endorsements or validation from third-party organizations, industry experts, or trusted authorities to vouch for your commitment to change and improvement.

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Patience and consistency: Rebuilding a corporate image takes time. Be patient and maintain consistency in your messaging and actions. Trust is earned gradually.

Solicit Feedback: Ask for feedback from your stakeholders on how your organization is doing in the post-crisis period. Use this feedback to make further improvements.

Maintaining a positive corporate image is an ongoing process. It requires genuine commitment to change, transparency, and consistent effort. By demonstrating your organization's dedication to learning from the crisis and improving, you can rebuild trust and credibility with stakeholders over time.

Role of influencer

The role of an influencer in influencer marketing and in the broader context of social media and online presence is multifaceted. Influencers play a central role in bridging the gap between brands and their target audience which contribute in boosting the corporate image of different companies/organisation, thus, the customer retention and attraction.

Let us go through some of their role and responsibilities.

Content Creation: Influencers are content creators. They produce high-quality content in the form of videos, photos, articles, or other media that resonates with their target audience. This content is not only engaging but also aligns with the influencer's niche and brand partnerships.

Audience Engagement: Influencers actively engage with their followers. They respond to comments, answer questions, and foster a sense of community within their audience. Building a personal connection and trust with their followers is vital.

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Product Recommendations: Influencers are often trusted sources for product recommendations. Their role includes sharing their genuine opinions and experiences with products or services they promote, helping their audience make informed purchasing decisions.

Storytelling: Influencers often tell stories about their personal experiences, incorporating the brand's message or product into these narratives. Storytelling can make the content more relatable and memorable.

Credibility and Authority: Influencers build credibility and authority in their chosen niches. They are seen as experts or enthusiasts, and their recommendations carry weight with their audience.

Trendsetter: Influencers often set trends and introduce their audience to new ideas, products, or styles. Their role as trendsetters can influence consumer behavior and preferences.

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Transparency: Maintaining transparency is a crucial responsibility. Influencers are often required to disclose when they are promoting sponsored content or have affiliate relationships with brands. This transparency helps maintain trust with their audience.

Adaptability: Influencers need to adapt to changing trends, algorithms, and audience preferences. They must stay up-to-date with social media platforms and adjust their content strategies accordingly.

Metrics and analysis: Influencers often analyze engagement and performance metrics to understand what content is resonating with their audience. This information helps them tailor their future content and helps brands measure the success of influencer marketing campaigns.

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Inspiration: Influencers can inspire their audience, whether it's through lifestyle choices, fitness routines, fashion styles, or other aspects of their lives. Their role often extends to motivating and empowering their followers.

Advocacy: Some influencers become advocates for social or environmental causes. They use their platform to raise awareness and support important issues.

Brand Collaboration: Many influencers collaborate with brands to promote products or services. They play a crucial role in crafting content that showcases the brand in a positive and authentic light. This may involve creating sponsored posts, reviews, or unboxing videos.

In summary, influencers serve as content creators, brand advocates, trendsetters, and trusted sources of information within their niche. Their primary role is to build and engage with their audience authentically, which, in turn, can lead to successful brand collaborations and influencer marketing campaigns.

Why is CRM important?

- ✓ In nowadays businesses, the importance of CRM system is unquestionable as it boosts sales workflows, automate marketing campaigns, streamline reporting and gain insights into customer behavior
- ✓ Today's businesses compete with multi-product offerings created and delivered by networks, alliances and partnerships of many kinds. Both retaining customers and building relationships with customers and building relationships with other value-adding allies is critical to corporate performance.
- ✓ The adoption of CRM is being fueled by a recognition that long-term relationships with customers are of the most important assets of an organisation.

Challenges vis-à-vis CRM

CRM helps to manage interactions with customers and prospects, however sometimes there are some challenges, including but not limited to:

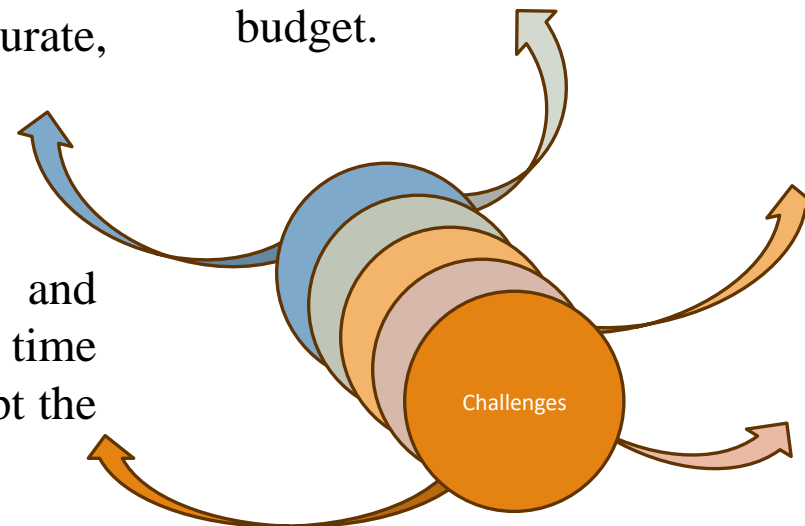
1. Data quality: CRM software relies on the quality of the data inputted, which may be inaccurate, incomplete, or outdated.

2. Time: Choosing and implementing a CRM takes time and resources, and may disrupt the normal workflow.

3. Cost: CRM software and implementation can be very expensive and require a large budget.

4. Communication: CRM software needs to be communicated and aligned with the goals and expectations of the stakeholders, users, and customers.

5. Technology: CRM software needs to be compatible, scalable, and secure with the existing technology and infrastructure of the business



Stages of CRM process

To understand the steps of the CRM process, you have to understand the customer lifecycle. It's one of the first concepts you learn as a sales rep to understand how a person becomes a loyal customer.

The CRM cycle involves marketing, customer service, and sales activities. It starts with outreach and customer acquisition and ideally leads to customer loyalty.

There are five key stages in the CRM cycle:

- ✓ Reaching a potential customer
- ✓ Customer acquisition
- ✓ Conversion
- ✓ Customer retention
- ✓ Customer loyalty

Advantages of e-commerce

- Faster buying/selling procedure, as well as easy to find products.
- Buying/selling 24/7.
- More reach to customers, there is no theoretical geographic limitations.
- Low operational costs and better quality of services.
- No need of physical company set-ups.
- Easy to start and manage a business.
- Customers can easily select products from different providers without moving around physically

Professional code of ethics

A professional code of ethics is a collection of values and rules that specify the moral obligations and behavior required of members of a certain profession. The purpose of these standards is to guarantee that professionals behave honorably, competently, and in the best interests of the people they assist. Various professions have particular codes of ethics that are designed to address the particular obligations and difficulties that each sector presents.

The rules that guide an individual's or group's behavior in a business setting are known as professional ethics. Professional ethics, like values, offer guidelines for how one should behave with other individuals and organizations in such a setting. Professional ethics, in contrast to values, are frequently outlined in a set of guidelines that are followed by a specific group of individuals. This implies that members of a certain organization will adhere to the same standards of professionalism.

Thank you!