

Beyond Public Relations

BP's trouble is not about PR

As 45 percent of marketers reading AdAge say they'd take up the communicating for BP and 'Leroy Stick' continues to publish the satirical @BPGlobalPR Twitter handle, let's take a minute to reinforce what is required for BP (and all companies in crisis) to retain their social license to operate.

What do you think of BP's action and communication in the wake of the oil spill?

Please join us at hanser.com for additional perspective and discussion.

First, do the right thing. Act as required to fix problems quickly.

Take the additional actions required to mitigate damages. Do yet more work to ensure that the problem will not happen again.

Then, talk about it. Sure, communicate while acting, but communicate in support of action.

Efforts to distract, distort or do anything other than directly and contritely fix it will fail.

Reputation is often forged by crisis – behavior in the face of adversity. Communication is important, but people want to see actions.



Hanser & Associates was on PR Newswire's jumbotron in New York City's Times Square announcing our April 29 PRSA "Best of Show" award for social media work.

clientnews

Three New Clients

Hanser & Associates is pleased to announce new client relationships:

Common Ground Iowa is a Clive, Iowa-based regional partner of the national Common Ground Alliance, encouraging public safety through damage prevention education. CGI hired us, along with Screenscape Studios, for educational video production.

The Greater Des Moines Partnership is the economic and community development organization serving the Greater Des Moines metro covering a three-county region. We are providing national news media placement services.

Urbandale Public Library has 45,000 cardholder patrons. The library's board of directors hired us to help them understand and serve the needs of non-patrons.

hanserhappenings

11 Awards for PR Campaigns, Tactics

Hanser & was honored this spring to win 11 awards for public relations work – events, videos, social media, media relations, crisis communication, etc. – that produced measurable results.

Visit hanser.com for details on our more than 80 awards, including the recent:

- American Marketing Association's 2010 Nova Awards
- International Academy of the Visual Arts-sanctioned Communicator Awards

- Public Relations Society of America, Central Iowa Chapter PRIME Awards
- Telly Awards

Pinnacle News

Pinnacle Worldwide, Inc. has added new member offices in New Orleans and Santiago, Chile. Hanser & Associates is a partner in Pinnacle to provide global PR services to our clients.

more at hanser.com

Social media questions? Check out our research and resources at hanser.com

casestudy

Building attendance with social media

Public voice of customers creates organic growth

Situation

Stephenville, Texas-based Downunder Horsemanship (DH) teaches horsemanship skills to thousands of people across the USA. Founder and Australia native Clinton Anderson retained Hanser & Associates in fall 2009 to develop a social media program to increase awareness of the DH brand, including the 2010 Walkabout Tour, Anderson's horsemanship training method and related products and services.

PR Action

Our social media program focused on creation and management of a Facebook page and Twitter handle,

integrated with customer e-mails, newsletters and other channels. Content highlighted the Tour and generated dialogue with DH fans and other horse-lovers.

Results

- A substantial following on Facebook (6,896 fans) and Twitter (426 followers) by June 1, averaging 14 percent monthly growth with as many as 562 fans commenting on a single Facebook post.
- Increased awareness of the DH brand (measured by referrals and clicks)
- DH reports increased attendance at 2010 Tour



Facebook profile features Downunder Horsemanship founder Clinton Anderson with his horse Diez.