

What on earth is PR?

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Hello Matcom family, we are your new PR team! You may be super curious about what exactly we do. Why are we always snapping pics with our phones? Why are we asking about aspect of your job? Why are we always planning initiatives and events? Public Relations is defined as *“the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organization goals, and serve the public interest.”* Though this definition is true, below is an easier and more simple description of how we spend our day at Matcom!

The Matcom PR team spends the day.....

Scanning the news - We are news junkies, often we are deep into our laptops or smart phones staying on top of the daily news and industry trends. This is the best way for us to know when to pitch a Matcom story to relevant media and to also ensure we keep Matcom’s interest at the top of mind.

Looking for “the” story - Communicating is at the heart of all that we do. We are the voice of the Matcom brand. We look for the exciting and innovative stories happening within the company and share it with relevant media outlets including newspapers, TV, radio, magazines, blogs and websites. What we do not do is create paid advertisements, rather we gain coverage through earned media!

Building relationships - Relationships are the backbone of PR – from customers to media and you, the employees! Building strong relationships on a foundation of trust is essential to PR success. Customers need to trust our brand and the media want to work with trusted sources.

Revamping Social Media – We love social media and it is so valuable within today’s industry. There are so many valuable stakeholders using social media on the regular basis. We want to be sure we can reach these stakeholders in creative and engaging ways. By sharing Matcom stories and pictures we can easily captivate people, making the Matcom brand known and trusted.

Planning - We have many great events and initiatives on our list for Matcom staff, your families and customers. Whether it is a charity event for a deserving cause or an event with a community partner, we coordinate and manage it from start to finish.

Writing - Being a strong written communicator is essential for us – we spend a lot of our time writing plans, news releases, emails, pitches, website content, tweets, Facebook posts and more. Our brand is important to us and reputation is huge in today’s industry. Poorly written messages can quickly diminish our credibility, so we are always double then triple checking!

Translating – No, we don’t speak other languages (unfortunately) but we *are* busy translating messages to meet the needs of our audience. For instance, the same message may change if being shared with our customers versus the employees.

Putting out fires - Every organization is vulnerable to crisis, especially so in a world where information can be transmitted in an instant. In the industrial machinery industry there are potential risks in regard to safety, which could lead to a crisis. We work with relevant departments to forecast such risks and threats. Then we ensure we develop the right strategy to deal with them.

Ultimately, the PR team works to strengthen the Matcom brand both externally and internally. This in turn helps to make Matcom the brand of choice when it comes to machinery moving and service, leading to more business and happy customers.