

Public Relations Mistakes to Avoid

GoSkills online course syllabus

Skill level

Beginner

Lessons

25

Pre-requisites

No prior experience needed

Video duration

56m

Estimated study time

56m 9s

Instructor

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Introduction

1 Avoid common PR mistakes

When working as a public relations professional, there are many costly mistakes that can hurt your career or your brand.

Planning Mistakes

2 Misunderstanding what is newsworthy

What you think is a great PR story might not be a great story for the press.

3 Hiring PR when you're not ready

Hiring PR before you're ready can be detrimental to your reputation as well as your business.

4 Choosing the wrong spokespeople

If you've ever wondered who the right person to deliver a message is for your company or product, you're not alone.

5 Missing proactive story opportunities

From upcoming holidays to cultural celebrations, planning ahead is key to identify how your company fits into guaranteed conversations.

Pitch Writing Mistakes

6 Writing a long pitch

The easiest way to get your email pitch trashed is by making it too long.

7 Getting the reporter's name wrong

When you get a reporter's name wrong, you lose all trust with that journalist.

8 Using buzzwords to make your point

People use too many phrases that they can't backup.

9 Withholding supporting documents

In order to tell a full story and strength a pitch, you should include hyperlinks and attached visuals.

10 Attacking your competition

People often want to prove they are better than their competition by attacking them by name.

Media Outreach Mistakes

11 Sending mass email pitches

When pitching the same exact pitch to a massive list of reporters, you run the risk of being received as annoying and unprofessional.

12 Misunderstanding media relations

Simply writing a press release will not get you press, you need media relations to accompany and complement the process.

13 Poor timing

You can have the most newsworthy media story, but if your timing is off, you run the risk of not getting reporters to listen to you.

14 Selecting the wrong publication

A great story in a big publication means nothing if it's not where your customers are.

15 Pitching multiple reporters

When pitching multiple reporters the same story, you risk being perceived as unprofessional.

16 Not building reporter relationships

Ever wonder why when you pitch a reporter after finding their email, they're not quick to respond?

Media Correspondence Mistakes

17 Using "off the record"

PR is not like the movies.

18 Asking a reporter to proofread

Asking a reporter to proofread their story before it gets published to make sure it's positive is not appropriate.

19 "Following up" without intention

When following up with a reporter via email, there is a right and wrong way to do it to receive a response.

20 Commenting with "no comment"

The statement "no comment" actually means you have a comment and is the worst thing you can say.

Ethical Mistakes

21 Unethical PR

It's easy to want to bash your competitors, stretch the truth to get a reporter's attention or tell a quick white lie to get ahead.

22 Don't capitalize on a crisis

Communicating with the media during a crisis the wrong way, can cause a crisis for your business.

23 Missing the human element

How is what you're pitching, impacting the everyday-person?

24 Burying the lead

Asking a reporter to proofread their story before it gets published to make sure it's positive is not appropriate.

Conclusion

25 On the correct path

Thanks for watching this course!

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