

# THE LIFE OF A PR PROFESSIONAL

## OVERVIEW

# Public Relations Department



With the sheer volume of brand-related mentions on social media, there is no way to effectively manage the social media space on your own.



Social measurement, monitoring and listening already in place, but is it enough?

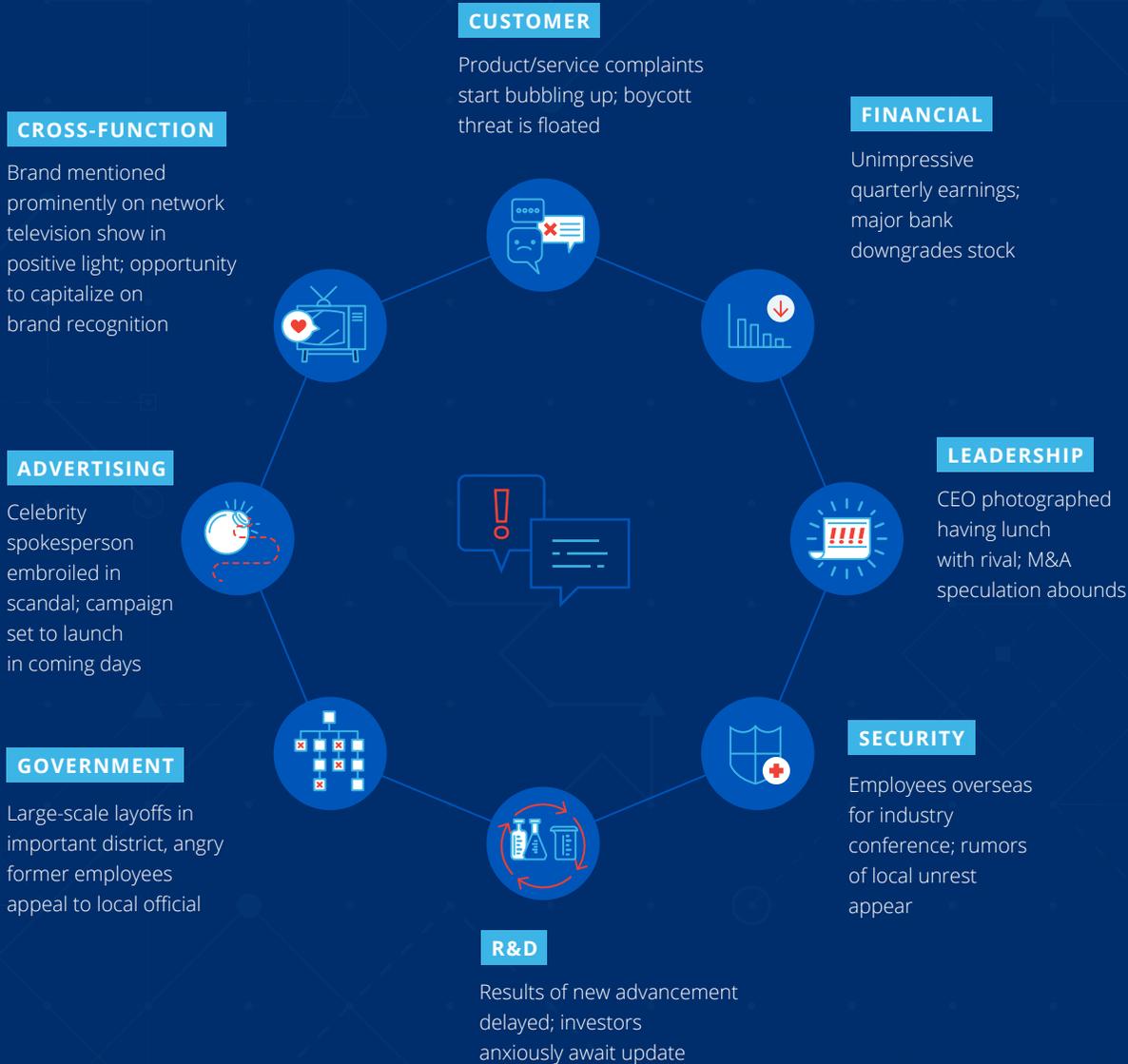


You need real-time alerting to discover high-impact events instantly and critical breaking information long before it's in the news that easily fits into your existing workflow.



Public relations needs a constant birds-eye-view of the whole organization; many business functions impact public perception.

Public relations is often the flag-raiser for brand-impacting situations affecting multiple business units. On a given day, public relations professionals are faced with any number of scenarios requiring immediate attention. Be the first to know when any area of your business is affected:



Dataminr ingests every tweet in real-time and delivers the most urgent brand information instantly, before it goes viral, alerting you wherever you are—on email, our app or the web, and gives you the gift of time to:

-  **VET INFORMATION**
-  **COORDINATE WITH INTERNAL TEAMS**
-  **DETERMINE A RESPONSE STRATEGY**
-  **PREPARE FOR INCOMING MEDIA INQUIRIES**
-  **ORGANIZE OPERATIONAL CHANGES**
-  **PLAN PROACTIVE COMMUNICATIONS**

... all prior to widespread public knowledge



Once response plans are in motion, Dataminr remains relevant for:

-  **ONGOING ALERTING**  
as current situation develops or new ones appear
-  **GAUGING MEDIA RECEPTION**  
to proactive or responsive media outreach
-  **UNDERSTANDING DYNAMIC PUBLIC PERCEPTION**  
on social media