

BE OBJECTIVELY S.M.A.R.T.

BUILD STRONG OBJECTIVES FOR PUBLIC RELATIONS CAMPAIGNS

1. INFORMATIONAL

- Knowledge oriented
- Lays a foundation of understanding and awareness necessary for any persuasive effort
- Addresses the dissemination of information
- **What do you want the audience to know?**

2. MOTIVATIONAL

- Action oriented
- Lays a foundation for persuasive efforts by making them aware of the issue
- Directly tied to behavior
- **What do you want the audience to do?**



TYPES OF OBJECTIVES



WAYS TO MAKE PUBLIC RELATIONS OBJECTIVES MORE EFFECTIVE AND SMARTER

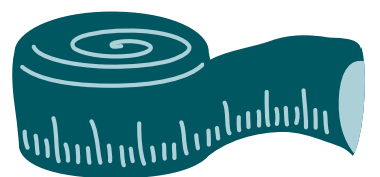
SPECIFIC

- Free from ambiguity
- Clearly articulated
- Addresses only one outcome
- Helps you clearly understand what publics you need to reach and what you need each public to do



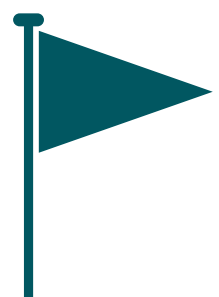
MEASURABLE

- Improvement-oriented and quantifiable
- A way to count improvement (numbers, percentages)
- Has a clear starting point



ATTAINABLE

- Set your sights on significant improvement without being too out of reach
- Stretch a little and take some risks



REALISTIC

- Can happen within the restraints of the campaign (time, budget, resources)



TIME SENSITIVE

- Clearly outline when you expect to achieve a specific outcome
- Give the project the momentum it needs
- State when you will measure your success or failure

