Lesson 16- P.R. in the globalization era

The (globalization) that phenomenon which changed and affected on every part of our life, work, communicate and leisure, the main aspect of this phenomenon is the (Internet) which presents tremendous opportunities for persons ,companies and organizations ,by allowing them to communicate with current and potential members ,and publics

Creating a Web Site:

P.R. management responsible for Creating and investing a Web Site to promote their message of serving the guests of the whole world, stimulate membership growth, and even conduct service and fundraising projects. There are many software programs on the market that can help in this process.

The organizations' International Web site offers tips and guidelines, as well as templates and logos, to assist hotels in developing their Web sites.

What to Include

P.R. managers should think about the Web site as a computerized brochure.

here are a few basic guidelines to get you started:

1- Display the organization's logo.

2- Provide the organization's defining statement and a brief description

   3- Describe the organization and its purpose.

4- Feature service projects and describe impact on the community.

5- Include meeting time and place.

6- List the organization's membership roster.

7- Make contact information easily identifiable for prospective members.

8- Consider adding photos, projects, programs sponsored by the organization, the Worldwide Service Project and any other information that explains the essence of the company picture.

9- Make a commitment to keep the site current and to make it the most effective tool for the members and the public.

10- Post news regularly to encourage members and supporters to return to the Web site regularly.

11- Promote the site whenever, wherever possible on the organization's letterhead, news releases.