



Vuelio Barometer of PR and Comms Leaders

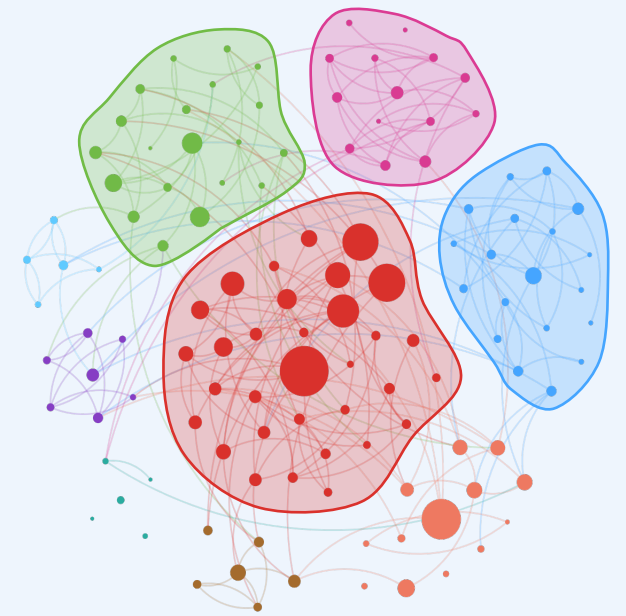
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Understanding industry reaction to COVID-19

- The COVID-19 pandemic has upended our economy with significant implications for every organisation in the UK and globally
- It has transformed the way in which brands have needed to communicate with key audiences whether stakeholders or customers, policy makers or local media
- The crisis has placed PR and Communications industry at the forefront of organisational response – including in preparing for lockdown easing and economic recovery
- To understand how PR and communications leaders had responded to the crisis and were preparing for the future, Vuelio commissioned research from our sister company Pulsar
- It is based on analysis of publicly available social data from 897 Heads of Communications and PR Directors to define the characteristics of senior leaders then sentiment, topics and outlook including how in recent weeks the industry has shifted from 'Action' to 'Recovery'.
- The Barometer is live, and Vuelio invites industry organisations that wish to collaborate on research and analysis to [get in touch](#) for future iterations of the project.

PR and Comms Leaders: personas

- Vuelio commissioned Pulsar to analyse publicly available data from the Twitter feeds of 897 Heads of Communications and PR from 1 October 2019 to 20 May 2020
- The first step was to understand the distinct characteristics of the demographic based on their similarities regarding online affinities, demographics and behaviours.
 - Each colour represents an audience segment,
 - The distance between segments is indicates the audience's distinctiveness. The *closer* these segments are to one another, the stronger and more frequent their connections are. The *further* away they are, the less they have in common.
- It reveals there are nine personas within the PR and Communications audience with the largest audience those who are defined as Skill Development Seekers; followed by Charity leaders; Tech sector leaders and Entertainment leaders.

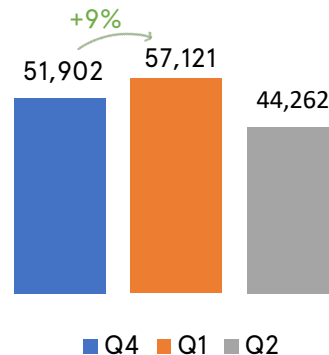
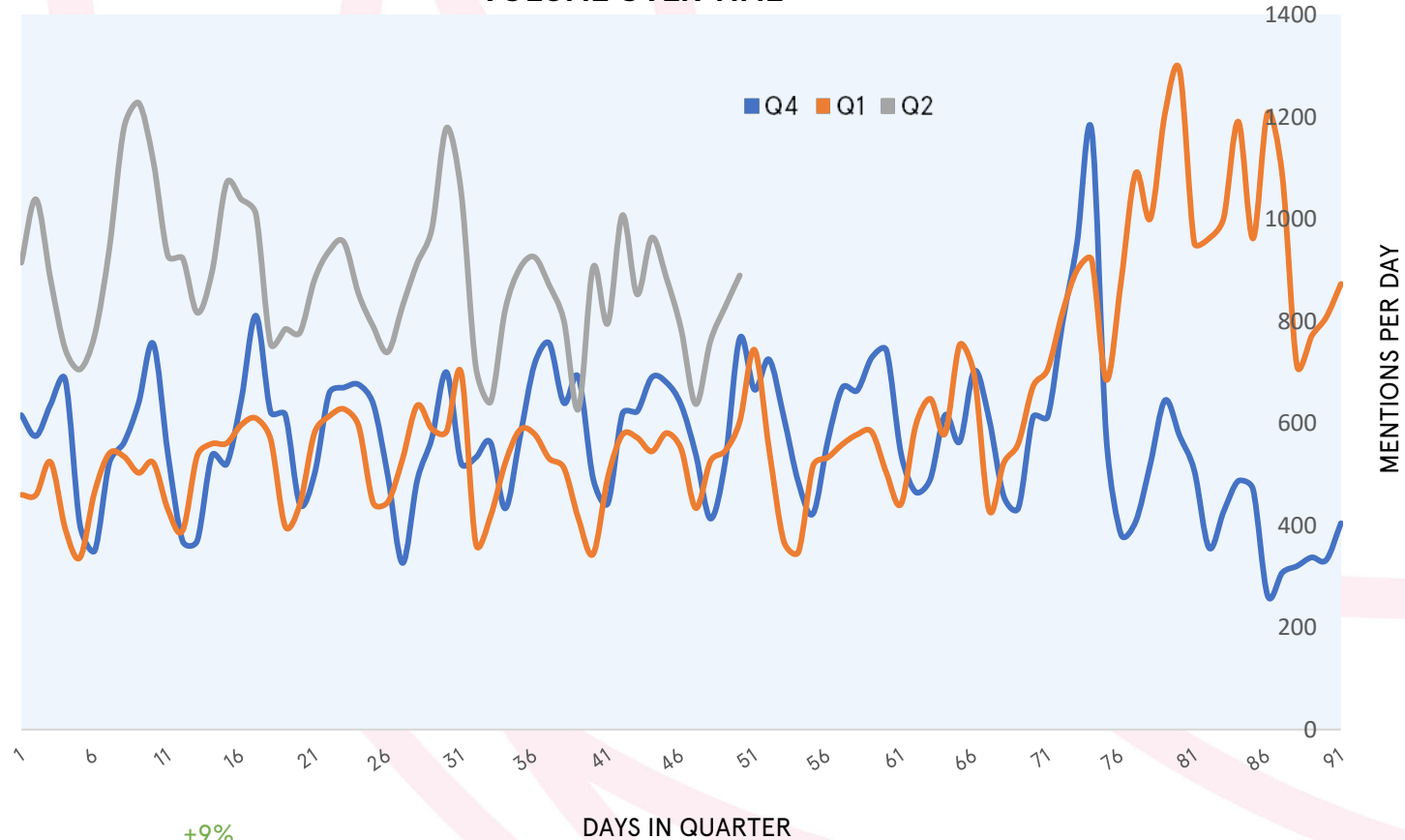


- **Skill Development Seekers, 13%**
People who follow PR and comms consultancies, and training networks
- **Charity Leaders, 8%**
Communications professionals who either work in or show support for the Charity sector
- **Tech Sector Leaders, 8%**
A more female skewing audience interested in the Tech sector, often following other expert individuals
- **Entertainment Leaders, 6%**
A younger & more female audience in charge of comms in the Entertainment industry – including film, TV and gaming

Conversation

- The conversation volumes among PR and Communications Leaders remained largely stable from Q4 into Q1 2020, with a slight increase in Q1 accounting for the Christmas period in Q4.
- Conversations through Q2* are at a much higher level, despite being just over halfway through the official quarter.
- Overall, there is set to be significant increase between Q1 and Q2, which suggests PR and Comms Leaders are increasingly turning to social media to discuss plans for recovery.

VOLUME OVER TIME



Quarterly Conversation Volumes

*Q2 to date, covering 1 Apr – 20 May 2020, The Benchmark Audience is based on an average of 11 panels within an Entertainment vertical, based primarily in the US.

Topics of conversation

- The analysis looked at the topics dominating conversation among heads of comms and PR leaders.
- In Q1, COVID made up half the conversation, increasing to account for 65% of all social media discussion in Q2.
- Over the same period, non-COVID-19 topics such as Charity (-5%), Employee Wellbeing (-2%) and Green Business (-2%) declined.

TOP TOPICS OF CONVERSATION BY SHARE OF VOICE



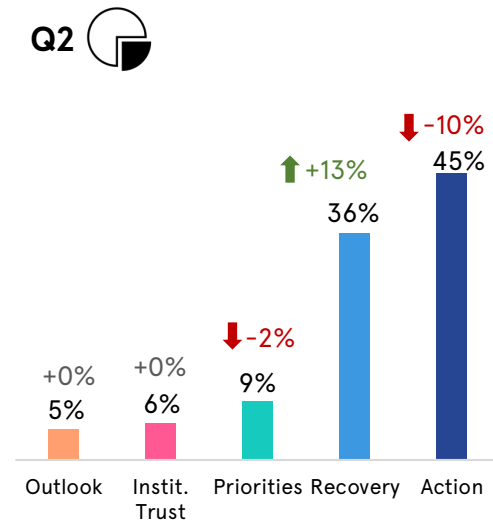
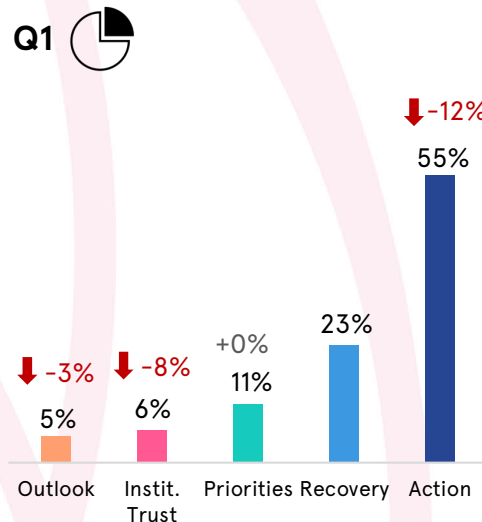
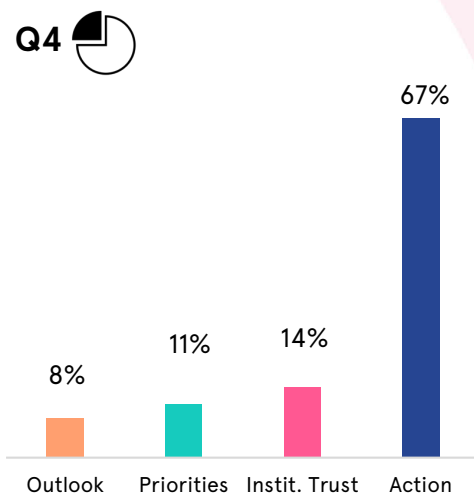
Indicators of behaviour

- We sought to better understand people’s intentions relating to key drivers of PR and comms strategy
- We used Boolean logic to comprehensively index five strategic terms. These are defined by their relationship to the following phrases:

Index of Action	Index of Institutional Trust (paired)		Index of Outlook	Index of Priorities	Index of Recovery
action	Government	trust	“business growth”	“the right thing”	Recover*
leader	administration	“know what to do”	forecast	citizenship	“when this is over”
“we’ve decided”	“a policy”	“is right”	forecasted	“brands focus”	“return to work”
“we decided”	“the policy”	“is wrong”	“future trend”	“our focus”	“back to work”
“we need”	“prime minister”	false	“future is looking”	“we value”	“back to normal”
“reduce spend”	president	“hit target”	“economy outlook”~6	ethics	“new normal”
“budget cuts”	Boris	“let down”	“my view”	“green business”~2	#newnormal
“interest rates”	Trump	unnecessary	“my outlook”	Priorit*	“learn from”
“slow down”	politicians	true	“companies view”	“my goal”	“get back to”
“to stop”	politics	“are wrong”	“our thought’s are”	“our responsibility”	“build on”
“to start”	policies	“are right”	“we’ve recruit*”	“need to think about”	“learn from”

The shift in importance of Action and Recovery

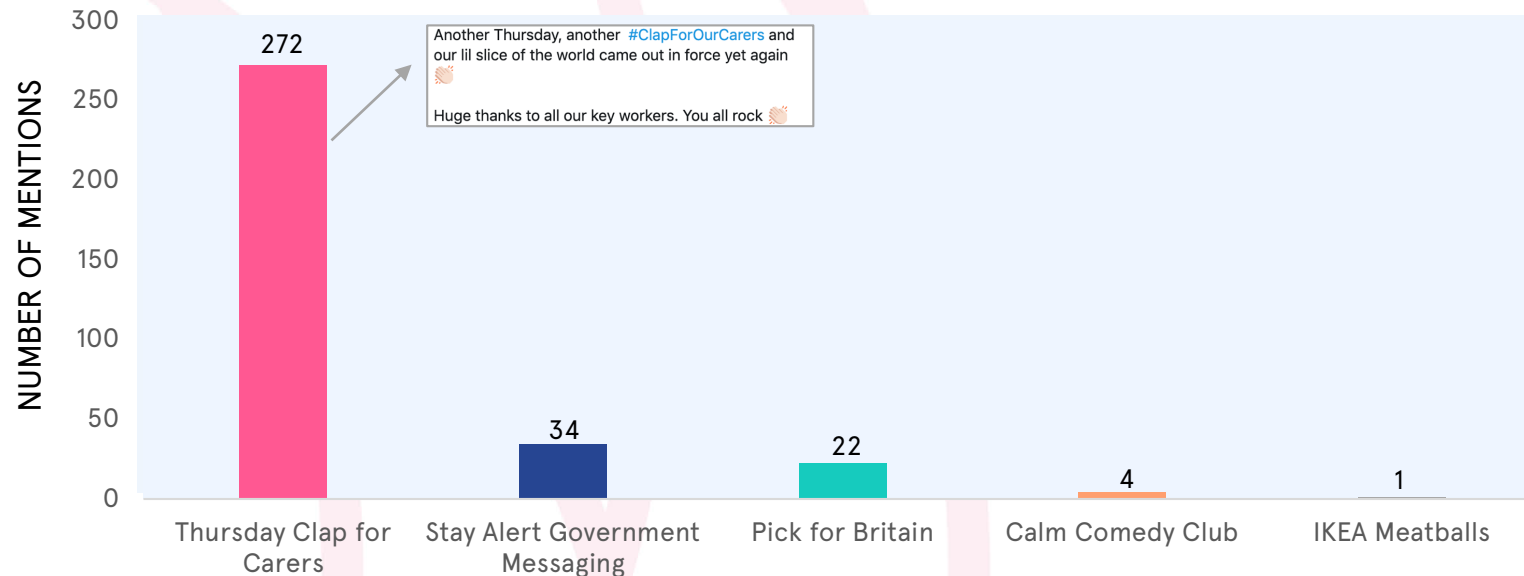
- The Barometer shows that Recovery has become more important since the start of lockdown and most recently accounts for nearly two in five (36%) of all online discussions among PR and Comms Leaders – up from 23% in Q1. This shows that leaders are preparing for an imminent end of lockdown and return to work.
- In contrast, Action has decreased over the same period. In Q4 2019, two thirds (67%) of all conversations were about Action, which fell to less than half (45%) in Q2 2020.
- Institutional Trust fell from accounting for one in seven conversations (14%) in Q4 2019 to just one in 20 (6%) in Q2 – reflecting recent issues the Government has had with consistency, messaging and performance.



Peer campaign recognition

- We sought to understand which campaigns had cut through to win peer recognition on social media.
- We selected five campaigns according to those that had secured greatest industry coverage during April, including being shortlisted for PRWeek's Campaign of the Month for April.
- Thursday Clap for Carers was the most popular, accounting for 82% of total campaign mentions. While this can be partially attributed to the fact that this campaign is the most established and perhaps the most socially salient, it also indicates that feelings of gratitude and pride, the emotions most associated with this campaign, resonate with Comms Leaders.

TRACKED CAMPAIGNS BY VOLUME [Q2 ONLY]



Looking to the future

- We commissioned this study to better understand the behaviours, personas and outlook of PR and Comms Leaders using first of its kind analysis of social media conversations from Q4 2019 to May 2020
- It revealed that how significant COVID-19 is to PR and Comms leaders with the topic accounting for nearly 65% of all conversation
- In the last three months, there has been a shift in focus from Action to Recovery as the industry prepares for the lockdown easing and a return to “business as usual”
- While at the same time, there has been a decline in Institutional Trust embodied by the lack of engagement with the Government’s ‘Stay Alert’ messaging
- If like other PR and Communications Leaders you are planning for recovery, here are six steps to help:
 1. Establish a post-crisis communications plan which will be as important to your organisation as your crisis comms. [This guidance](#) from Nigel Sarbutts provides a useful starting point.
 2. Listen and prepare your team – your colleagues may have been furloughed or had a challenging time in lockdown. Check in to ensure they have the support they need as individuals to make the return to work
 3. Focus your efforts – the economy and political landscape is volatile making it tempting to keep switching focus to keep up. Make sure you evaluate what could have greatest impact to your organisation and allocate resources accordingly.
 4. Be true to your values – now more than ever it is essential to be authentic and keep your messaging consistency so your key stakeholders including customers feel reassured.
 5. Review and improve – analyse your lockdown communications and what you can learn from the experience. What if it happened again: what would you do differently? What positive behaviours do you want to continue?
 6. And for more inspiration check out the Vuelio webinar [After the Storm: Planning for Preparedness Post COVID-19](#).

Ready for recovery?

Based on the insight from this Barometer, we have developed a range of products and services to support organisations as they move from crisis management in lockdown to proactively managing reputation for recovery.

Each product comes with **up to 25% off** until the end of August.

We have designed these packages for different teams, but feel free to mix and match to make your own.

Create a recovery package

vuelio make
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matter

Get up and grow 🌱

Build new connections and receive PR opportunities directly.

Perfect for: *smaller agencies, charities and start-ups.*

- ResponseSource Journalist Enquiry Service
- Database and Distribution

+ FREE Freemium newsroom

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Re-start-up 🔄

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Perfect for: *medium-sized businesses, charities and agencies.*

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- Single Canvas

+ FREE Freemium newsroom

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your story
matter

The full works ✨

Manage your whole team, wherever they are, and make PR and communications the heart of your growth strategy.

Perfect for: *Enterprise businesses and public sector organisations.*

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- Unlimited Canvas

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