



6 PUBLIC RELATIONS TACTICS

TO USE AT CHRISTMAS TO BUILD GOODWILL FOR THE NEW YEAR



Merry Christmas

Christmas time is one of the happiest times of the year. The Season of Good Cheer comes with a number of expectations from stakeholders. Both individuals and companies can benefit if the spirit of giving is embraced for the season, as this is one investment that can bear fruits of goodwill throughout the coming year. Here are some of the public relations tactics that you can use:



SEND A CARD

Yes, I like the old fashion cards. Not e-cards that are deleted and forgotten the same time they are read or not opened at all. Cards get place on bulletin boards, or they are stacked on desks as trophies of how well a person is thought of for Christmas.



"Electronic cards are cold and impersonal and can't be put on display in the home in the same way as traditional cards." David Harrison, The Telegraph

Make sure your card is designed so that it stands out from the crowd.



GIVE A MEAL

If you are a small agency, it will do you good to take your staff to a lunch or dinner Large companies may choose to have a formal dinner and awards. In this way, the event would be a collaboration between all the departments of the company.



GIVE GIFTS

This is one time it is ok to give gifts to persons who contributed to your success during the year. The gift should be appropriate for the relationship. Agencies should be careful that the gift is not so elaborate that it could be considered a bribe. Companies should also look into a bonus system for staff.



You may not be able to give as generously as Savjibhai Dholakia as quoted by the Guardian for giving his staff cars, diamonds and apartments, but the expected result of staff retention is the same.

"The diamond polishing industry in India has been suffering for a while, so giving away such eye-catching gifts – to be paid for by the company in installments over the next few years – may help retain talent at a difficult time."



GIVE TO THE LESS FORTUNATE

At Christmas, a number of companies step up and give to the less fortunate. Enough contributions cannot be given to help persons in need. Do not be concern with duplication of effort; everyone deserves to be happy at Christmas and the more the merrier.



Special consideration should be given to poor and elderly in your area. From experience, gift hampers are always well received. This is also an initiative that could be driven by staff to get them involved. The company could match donations of staff and the staff could be mobilized to feed the poor and deliver the hampers. A good all-round relationship building exercise.



GIVE TIME OFF

A half-day to shop at Christmas means a lot to most employees. Acknowledging that staff has basic needs and allowing the time demonstrates the human side of the company. With this kind of flexibility from the company, there is then hardly any push back from staff to working the extraordinary hours that Christmas demands.



DRESS UP FOR CHRISTMAS

It might seem obvious, but all companies should spend a few dollars on decorating the office with a Christmas theme. Decorating helps put everyone in the Christmas spirit. Wikihow's first three points on how to get into the Christmas Spirit says to dress inside and outside Christmassy and to put up a tree.

