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Professional Certificate in CSR and Nonprofit Partnerships

## Community Relations and Public Relations

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**\*\*Accountability:\*\*** The obligation of an organization to answer to its stakeholders for its actions and decisions. In community relations and public relations, accountability involves being transparent, ethical, and responsive in dealing with communities, the public, and other stakeholders.

**\*\*Advocacy:\*\*** The act of publicly supporting or recommending a cause or policy. In community relations and public relations, advocacy involves promoting the interests of a community or a cause, and engaging stakeholders to support it.

**\*\*Community:\*\*** A group of people who share common interests, values, or geographical location. In community relations, a community can be a neighborhood, a city, a region, or a virtual community that is connected through social media or other online platforms.

**\*\*Community Benefit Agreement (CBA):\*\*** A contract between a developer or a corporation and a community that outlines the benefits that the community will receive in exchange for supporting the project. A CBA can include provisions for jobs, affordable housing, environmental protection, and other community needs.

**\*\*Community Engagement:\*\*** The process of involving community members in the decision-making and implementation of programs, projects, or policies that affect their lives. Community engagement can take many forms, such as public meetings, surveys, focus groups, and advisory committees.

**\*\*Community Relations:\*\*** The practice of building and maintaining positive relationships between an organization and the communities it serves. Community relations involves understanding the needs and concerns of communities, addressing their issues, and working together to create mutual benefits.

**\*\*Corporate Social Responsibility (CSR):\*\*** The commitment of a corporation to manage its social, environmental, and economic impacts in a responsible and sustainable way. CSR involves integrating social and environmental concerns into the core business strategy and operations of a corporation.

**\*\*Corporate Volunteering:\*\*** The practice of encouraging employees of a corporation to volunteer their time and skills to support community causes. Corporate volunteering can enhance employee engagement, skills development, and community relations.

**\*\*Crisis Communication:\*\*** The practice of managing communication during a crisis or emergency situation that threatens the reputation, safety, or operations of an organization. Crisis communication involves preparing a crisis plan, identifying spokespersons, monitoring social media, and providing timely and accurate information to stakeholders.

**\*\*Dialogue:\*\*** A two-way communication process that involves listening, understanding, and responding to the perspectives and concerns of others. Dialogue can be used in community relations and public relations

to build trust, resolve conflicts, and create shared solutions.

**\*\*Digital Media:\*\*** The use of online platforms, such as social media, websites, and mobile apps, to communicate with stakeholders. Digital media can be used in community relations and public relations to engage communities, provide information, and gather feedback.

**\*\*Engagement:\*\*** The level of involvement, interest, and participation of stakeholders in a program, project, or policy. Engagement can be measured through surveys, feedback, attendance, and other indicators.

**\*\*Ethics:\*\*** The principles of right and wrong that guide the behavior and decision-making of an organization and its stakeholders. Ethics involve respecting the rights, dignity, and interests of others, and acting with integrity, transparency, and accountability.

**\*\*Evaluation:\*\*** The process of assessing the effectiveness, impact, and value of a program, project, or policy. Evaluation can be used in community relations and public relations to improve performance, demonstrate results, and learn from experience.

**\*\*External Communication:\*\*** The communication between an organization and its external stakeholders, such as communities, customers, investors, and the media. External communication involves conveying messages, building relationships, and managing reputation.

**\*\*Focus Group:\*\*** A facilitated discussion with a small group of stakeholders to gather feedback, insights, and ideas on a specific topic or issue. Focus groups can be used in community relations and public relations to inform decision-making, develop strategies, and test messages.

**\*\*Internal Communication:\*\*** The communication between an organization and its internal stakeholders, such as employees, volunteers, and board members. Internal communication involves conveying information, building culture, and fostering engagement.

**\*\*Media Relations:\*\*** The practice of managing communication with the media, such as journalists, reporters, and editors. Media relations involves building relationships, providing information, and responding to inquiries.

**\*\*Multi-Stakeholder Engagement:\*\*** The practice of engaging multiple stakeholders, such as communities, organizations, and government agencies, in a collaborative process to address complex issues or conflicts. Multi-stakeholder engagement can be used in community relations and public relations to build trust, share knowledge, and create shared solutions.

**\*\*Narrative:\*\*** A story or a message that conveys the identity, values, and goals of an organization or a community. Narratives can be used in community relations and public relations to communicate a vision, inspire action, and build relationships.

**\*\*Nonprofit Partnerships:\*\*** The collaboration between a nonprofit organization and a corporation or a government agency to achieve common goals, such as social or environmental impact. Nonprofit partnerships can take many forms, such as sponsorships, grants, joint programs, and shared services.

**Peer-to-Peer Communication:** The communication between stakeholders who have similar roles, interests, or experiences. Peer-to-peer communication can be used in community relations and public relations to build trust, share knowledge, and foster engagement.

**Public Affairs:** The practice of managing the relationships between an organization and its public stakeholders, such as government agencies, regulatory bodies, and interest groups. Public affairs involves monitoring policy, engaging policymakers, and influencing decisions.

**Public Relations (PR):** The practice of managing the reputation, image, and relationships of an organization with its stakeholders. Public relations involves communication, engagement, and advocacy.

**Reputation:** The perceptions, opinions, and attitudes of stakeholders towards an organization or a community. Reputation can be influenced by factors such as performance, values, leadership, and communication.

**Shared Value:** The creation of economic value and social value through collaboration and innovation between business and society. Shared value can be achieved through solving social problems, improving community well-being, and enhancing competitiveness.

**Social Media:** The online platforms, such as Facebook, Twitter, LinkedIn, and Instagram, that enable users to create, share, and interact with content, information, and each other. Social media can be used in community relations and public relations to engage stakeholders, build relationships, and gather feedback.

**Stakeholder:** A person, group, or organization that has an interest, influence, or impact on an organization or a community. Stakeholders can include employees, volunteers, customers, investors, communities, government agencies, and media.

**Stakeholder Engagement Strategy:** A plan that outlines the objectives, approaches, and tactics for engaging stakeholders in a program, project, or policy. A stakeholder engagement strategy can help to build relationships, gather input, and manage expectations.

**Sustainability:** The ability of an organization or a community to maintain its social, environmental, and economic well-being over time. Sustainability involves balancing the needs and interests of different stakeholders, and integrating social and environmental concerns into decision-making and operations.

**Transparency:** The practice of openly and honestly communicating information, decisions, and actions to stakeholders. Transparency involves being accountable, responsive, and ethical in dealing with stakeholders.

**Triple Bottom Line:** The three dimensions of sustainability: social, environmental, and economic. The triple bottom line approach involves measuring and reporting the social, environmental, and economic performance of an organization or a community.

**Two-Way Communication:** The exchange of information, ideas, and feedback between an organization and its stakeholders. Two-way communication involves listening, understanding, and responding to the needs, concerns, and interests of stakeholders.

**\*\*Values:\*\*** The principles, beliefs, and ideals that guide the behavior and decision-making of an organization or a community. Values can be expressed through mission, vision, and code of conduct.

**\*\*Vision:\*\*** The desired future state of an organization or a community. A vision statement can inspire and guide the actions and decisions of stakeholders.