

Communications: is providing information to your audience in a way that works for them and for a clear purpose. It is an umbrella term covering many aspects of how an organisation may speak with its stakeholders.

Public relations: is about reputation - the result of what you do, what you say and what others say about you. Although used interchangeably with communications, there are differences. All public relations is communication, but not all forms of communication are PR.

Engagement: is an ongoing two-way communications process, often informal, where relationships are built and information and views are exchanged by all parties. This can be to gather insight, build understanding, or discuss ideas.

Consultation: is a formal process where views of the public and other stakeholders are gathered in varying ways around proposed changes. Decision makers then take into account all the views given before making a decision.

Campaign: is a planned sequence of communications that use a compelling narrative over time to deliver a defined measurable outcome.

Stakeholder: is a person or entity who has an interest in what you do, because they are directly or indirectly involved in or impacted by your work, or represent people who are.

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