

Front Door Public Relations

Front door public relations includes those seemingly meaningless day-to-day interactions that take place during the course of doing business. It is often through these casual, incidental, and unplanned day-to-day encounters that the value, worth, and significance of an organization is perceived by the public, the media, or even current members. Just like with dating, first impressions count! And so do second, third, and fourth ones!

Here are some tips to ensure you build a good impression of your organization:

- Have a cheerful, helpful person answering the phone and greeting those who come into the office.
- Have an easy-to-use phone answering system; for example, make it clear how to leave a message and make sure the caller doesn't have to push a complicated series of numbers to speak to someone. Also, people get frustrated having to leave messages during business hours when it is perceived that businesses or organizations should be open. Whenever possible, be available to take calls from the public.
- Signage to help direct the public to your location can create a professional and helpful image.
- Nametags for staff members can help set the public or clients at ease. People appreciate the help in remembering names. Also, handing visitors a business card helps, too.
- Make the office's reception area and any other public or publicly-seen areas are welcoming and professional. Clear clutter and distracting items. Be sure what the public sees is what you want them to see.
- Have a private meeting spot for personal meeting or private interactions.
- Make sure communication tools (brochures, website, posters, etc.) are clear, user-friendly, and easily accessible to the public.