
Overview

This standard is about developing audience insights and perceptions. It includes agreeing a plan, with timescales and budget, to collect the required information and checking the quality, validity reliability and any limitations of the information. It also covers identifying insights and perceptions that will inform public relations messages and activities and making the information available to the organisation in line with legal, regulatory and ethical requirements. It is for public relations professionals who are involved in developing insights, internally and externally as well as in-house or for client organisations.

**Performance
criteria**

- You must be able to:
- P1 identify and clarify the requirements for, and uses of, audience information for public relations within the organisation
 - P2 assess existing audience information and identify further sources
 - P3 establish how the audience information will be analysed and used to identify insights
 - P4 assess the risks, resources, costs and benefits associated with accessing the audience information
 - P5 agree a plan to research and collect audience information including timescales and budgets
 - P6 collect audience information in line with the agreed plan
 - P7 check the quality, validity and reliability of audience information and identify any limitations of the data
 - P8 analyse and structure audience information in an appropriate format
 - P9 identify insights from audience information to inform public relations messages, measurable objectives and activities
 - P10 assess current perceptions of the organisation amongst its key target audiences
 - P11 develop procedures for storage, use and update of audience information, in line with legal, regulatory and ethical requirements
 - P12 inform colleagues, stakeholders and publics, ensuring agreed procedures for access and use are followed
 - P13 ensure that confidential information is accessed securely

Knowledge and understanding

You need to know and understand:

- K1 data protection legislation and other legal, regulatory and ethical requirements relating to the collection, storage and use of audience information and data
- K2 the vision, objectives and culture of the organisation
- K3 the organisation's market and publics
- K4 the factors to assess when determining audience information requirements and uses
- K5 potential types of information to be collected (e.g. audience attitudes, values, behaviours, opinions, characteristics)
- K6 potential sources of audience information
- K7 how to identify and assess potential risks in relation to audience information
- K8 common data collection and reporting systems used in gathering audience information
- K9 methods of developing briefs for external research agencies
- K10 how to check the quality, validity and reliability of audience information
- K11 potential limitations of data and how to identify them
- K12 how to identify insights and current perceptions from audience information that will inform public relations messages, measurable objectives and activities
- K13 how to develop procedures to store, use and update audience information that meet legal, regulatory and ethical requirements
- K14 methods of ensuring the security of confidential data

CFAPRE002
Develop audience insights



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