**Chapter 1**

**Class Activity 1: Mapping the Definition of Public Relations**

Write out features they think are major components of PR practice. In addition to these features, draw lines between the components that you think are related to each other. For example:

Each group will share their maps and explain the connections.

**Class Activity 2: Class Discussion and Vote**

Consider the following hypothetical situation:

Suppose you are a PR practitioner who is asked to represent an organization that has a terrible history of polluting the environment. You care deeply about environmental issues and you have even personally boycotted this organization because of their past transgressions. However, the client is willing to pay you a large fee to handle their PR. You need the money and know that getting this type of client would boost your reputation and career.

What should you do?

Is there a way to represent this client and remain true to your own personal values?

**Class Activity 3: Public Relations and Current Events**

Find a current PR crisis occurring in the news. Write a reflection paper on the ethical issues affecting the situation.

Students will be rotated each week so each person in the class will participate. The class can then discuss the ethical, managerial, and communication issues involved.

**Class Activity 4: Exploring the Limits of Ethics**

Write a short reflection paper on a time when your ethical values were challenged.

Did this challenge make you reconsider your ethics or did it reinforce preexisting ethical beliefs?

**Case Study Activity 1: Group Analysis**

Discuss your expectation of authenticity on social media.

Do you expect that all social media posts are made by the account holder?

If you found out that a person’s social media account was managed by a team, would that make you less likely to follow that account?

**Case Study Activity 2: Reconsidering the Case Study**

Discuss the following:

• Suppose Defren decided to not disclose that the posts made on the CEO’s account were made by a team. Does this create any ethical dilemmas?

• Suppose the organization did not like Defren’s suggestion of using #team or the use of a pre-disclosure about team posts. How should a practitioner handle this type of situation?

• How does authenticity relate to specific social media platforms? For example, is there a greater expectation of authenticity on Twitter than, say, on Instagram?

**Case Study Activity 3: Delete That Tweet?**

Discuss or write on the use of social media in customer relations. Specifically, address the ethical issues implicated when organizations delete negative comments and posts from their social media accounts.

The following is a hypothetical situation:

Suppose that instead of hiring Defren to tweet on behalf of the CEO, the company asked Defren to monitor tweets and Facebook posts made by customers. The company asks him to respond to what he thinks are small complaints, but also asks him to delete any serious complaints that would attract negative attention to the company.

Would this be ethical?

Is there any way this could be done without violating ethical standards in PR practice?