

PR CHECKLIST:

12 WAYS TO BUILD TRUST AND INFLUENCE IN THE PUBLIC SECTOR



Government decision-makers operate in an environment shaped by budget pressures, workforce challenges, cybersecurity threats, regulatory requirements, and growing expectations for better public services. They aren't looking for marketing hype or the latest buzzword. They're looking for trusted partners who understand their mission, can demonstrate measurable outcomes, and bring credible expertise to the conversation.

How do you connect with them? Traditional media remains important, but decision-makers are also influenced by analysts, industry associations, practitioner communities, peer recommendations, podcasts, newsletters, LinkedIn thought leaders, and independent research. Reaching a public sector audience requires building trust, establishing authority, and creating meaningful influence through all of these vehicles.

THAT CAN BE A CHALLENGE. THIS CHECKLIST WILL HELP.

Here are **12 practical ways** to strengthen your public sector communications strategy, increase your visibility with government stakeholders, and position your organization as a trusted source in the communications shaping the future of government.

1. CRAFT PUBLIC SECTOR-SPECIFIC MESSAGES FOR UNIQUE AUDIENCES

Replacing the word "enterprise" with "government" is not enough when crafting a message for public sector audiences. Government agencies speak their own language, shaped by mission priorities, budget realities, cybersecurity concerns, workforce

challenges, AI adoption, and regulatory requirements.

Federal, state, and local organizations all have different needs and face unique challenges. Create messaging that is tailored to their priorities and demonstrates a clear understanding of the environments in which they operate.

2. DEFINE WHAT MAKES YOU STAND OUT IN THE GOVERNMENT SPACE

Reporters, analysts and government stakeholders have access to more information than ever before. To stand out, you need to provide something they can't find anywhere else.

Original research, proprietary data, implementation insights, and expert analysis can help differentiate your organization and establish your position as a trusted source of information rather than just another vendor competing for attention.

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4. LEAD CONVERSATIONS ABOUT EMERGING PRIORITIES

Government leaders are constantly evaluating how emerging technologies and policy shifts will affect their organizations.



Topics such as AI governance, cybersecurity resilience, workforce modernization, digital services, and data interoperability continue to shape public sector conversations.

Rather than chasing headlines, focus on helping audiences understand the implications of these trends and how agencies can navigate them successfully. The organizations that lead meaningful conversations are often the ones that earn long-term credibility.

5. INVEST IN ORIGINAL RESEARCH

Nothing builds credibility faster than proprietary insights. Surveys, benchmark reports, readiness assessments, and trend

studies can help your organization contribute something new to the conversation while generating valuable content for media outreach and marketing campaigns.

Original research gives reporters, analysts, and government leaders a reason to pay attention. It also creates a foundation for thought leadership that extends well beyond a single announcement.

6. IDENTIFY AND USE CUSTOMER REFERENCES WHEN POSSIBLE

Customer references are still solid gold in public sector communications, but they can be difficult to secure. Many government customers prefer to avoid the appearance of endorsing a particular vendor, making the references you can provide even more valuable.

If you have customers willing to speak publicly, participate in media interviews, or share their experiences, use them. Real-world success stories provide validation that no marketing message can replicate.



7. OFFER ADDITIONAL PROOF POINTS

Customers are powerful advocates, but they aren't your only source of credibility. Analysts, industry associations, systems integrators, strategic partners, and academic experts can all help reinforce your expertise and validate your perspective.

The more independent voices that support your message, the stronger your organization's reputation becomes within the public sector ecosystem.

8. CONTRIBUTE THOUGHTFUL – AND THOUGHT PROVOKING – CONTENT

Government-focused publications love contributed content that educates their audiences. Editors are especially receptive to articles that provide practical guidance, lessons learned, and informed perspectives on emerging issues.

Focus on helping readers solve problems rather than promoting products. The most effective thought leadership positions your organization not as a vendor, but as a trusted advisor and resource for government decision-makers.

9. ACTIVELY PROMOTE YOUR CONTENT AND EXPERTISE

Share articles, reports, research, and thought leadership across your social media channels, executive platforms, and owned properties to maximize visibility and engagement.

Reporters, editors, and event organizers notice organizations that actively contribute to industry conversations. Consistent promotion can help strengthen relationships, increase awareness, and amplify the impact of your content.

10. EXPLORE NON-TRADITIONAL MEDIA

In addition to traditional media, decision-makers increasingly consume information through newsletters, podcasts, webinars, association publications, practitioner communities, and industry events.

Identify the channels your audience trusts most and ensure your organization has a meaningful presence across those environments. A diverse communications strategy expands both reach and credibility.

11. AMPLIFY YOUR MESSAGES THROUGH INTEGRATED CAMPAIGNS

Research findings, customer stories, partnership announcements, and thought leadership content can all be repurposed across multiple channels and formats.

Turn media coverage into social content. Turn research into webinars and infographics. Turn thought leadership articles into ebooks and speaking opportunities. Continuously repurpose your best content to create integrated campaigns that reinforce your message over time.

12. MEASURE INFLUENCE AND IMPACT

Historically, measuring communications success has been a challenge. While media placements remain important, today's organizations have access to far more meaningful performance indicators.

Track metrics such as audience engagement, website traffic, share of voice, executive visibility, analyst engagement, inbound opportunities, and message pull-through. These insights can help you justify investments, optimize future efforts, and measure the true impact of your public sector communications program.

ABOUT REQ

Successfully reaching decision-makers in the public sector requires building awareness, credibility, and influence. It takes a deep understanding of government audiences and the issues that matter most to them.

At REQ, we've helped public sector-focused organizations navigate that challenge for more than two decades. From media relations and thought leadership to content strategy and integrated campaigns, we help brands build trust, shape conversations, and drive meaningful results across the public sector market.

Learn more about our public sector experience and how we can amplify your business to Own What's Next: req.co