

## Checklist: How AI is applied in PR

### 1. **Content Optimization**

- Analyze audience preferences to craft targeted content.
- Use AI insights to refine messaging for better engagement.

### 2. **Real-Time Monitoring**

- Monitor social media and media coverage continuously.
- Get immediate alerts for potential PR issues.

### 3. **Sentiment Analysis**

- Analyze public opinion on your brand or campaign.
- Adjust strategies based on sentiment data.

### 4. **Targeted Outreach**

- Identify key journalists and influencers with AI tools.
- Personalize outreach to increase success rates.

### 5. **Crisis Management**

- Use AI to predict potential PR crises.
- Develop proactive crisis responses based on AI insights.