

6 CODES OF ETHICS



for Public Relations Professionals
by Faith Derkenne



Number One Selflessness

Selflessness ensures that as professionals, we are thinking about the client first and foremost. When we show care and consideration to the client, a mutually-beneficial relationship is occurring.

Number Two Transparency

Transparency is incredibly important because it exemplifies truth. When we are truthful, we can be trusted by the publics and strive to get our goals across.

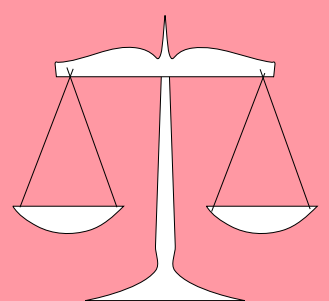


Number Three Loyalty

To be loyal, relationships need to be in place. We can be loyal by showing allegiance to the publics through devotion and firm-standing relationship.

Number Four Fairness

Fairness is important in all aspects of life. In PR specifically, we can ensure fairness in the ways that we treat the public and ensuring all people are being taken care of.



Number Five Integrity

Integrity shows how we uphold ourselves through our thoughts, words, and actions. When we show integrity, we show strength in and through character.

Number Six Top-Down Model

A Top-Down Model looks like having every PR Professional within an organization on the same page. This shows immense amounts of unity and creates a place for the goal and vision to expand into something much larger than yourself.

