

# Using Copilot in Communications



## Goals and challenges

The goal of a communications professional is varied, encompassing PR, employee communications, crisis communications, social communications, executive communications, public affairs, analyst relations and more. The overall aim of these functions are to support the business goals to help inform and shape perception with a wide range of audiences, internal and external.

## Microsoft Copilot opportunity to impact key functional KPIs



### Time to plan and execute

With its different capabilities, Copilot can streamline tasks, enable faster decision making and enhance cross team collaboration when multiple and global stakeholders are involved.



### Connect to and expand audiences

Copilot can help tailor messaging that resonates with different types of media and influencers.



### Create engaging content

Copilot can help create engaging, informative, and positive communications and experiences with audiences to encourage dialogue and earn love for your brand.



## Comms roles



Analyst Relations



Employee & Executive Communications



Public Affairs



Public Relations



## Copilot can assist with...

Copilot assists Communications teams with numerous tasks that impact critical areas like engagement opportunities, writing copy, and conducting interviews.

- Drafting social media copy
- Conducting a media interview
- Preparing a blog post
- Authoring an internal comms post



Revenue growth



Cost savings and avoidance



Improve employee experience