



2026 Comms Decision Guide

Given your 2026 goals and objectives, how important will greater visibility and credibility-building be to your success?

7+ Points | Public Relations is Strategically Critical:

You expect several major announcements that will define your company in 2026. In order to build momentum and industry awareness, and to outpace your competitors to realize funding and partnerships, you need a steady and strategic cadence of news and owned content to build stakeholder interest and fuel growth.

Fully Integrated PR Program: Plan for an integrated program that captures and builds momentum by pairing steady owned content with timed media moments, plus executive visibility, speakerships and awards. Look for a full-service PR agency with expertise in your industry and a proactive, nimble mindset to lead your communications strategy with creativity and efficiency.

3–6 Points | Intermittent PR Pulsing, Steady Social Media Cadence:

You expect to reach a couple of key milestones this year but will otherwise continue to keep a fairly low profile.

Modest PR Program/Scalable Support: Consider engaging a PR agency on an hourly basis to support 2–4 milestone announcements throughout 2026. Make sure your agency partner has strong knowledge of the media landscape in your industry and can advise on the best strategies for maximizing the value of your news across an integrated PR approach. The risk with this model is a loss of momentum between media engagements. Work with your PR partner to create a strategy that ensures you don't go completely dark between media campaigns.

0–2 Points | Opportunistic PR/Intermittent Social:

While you might plan for speaking at an industry event, or presenting new data, this isn't a year to drive major interest in your company as you are not planning to raise money, hire, or reach any significant inflection points that you would want to share publicly.

Light PR Support or Manage In-House: Even if you aren't planning for any major news in 2026, investing a bit of time (1–2 hours a week) on LinkedIn for both your company and your founder will help you start to build greater credibility. This will also help lay the foundation so that when you are ready for media and speakerships, you'll be better positioned. Consider a refresh of your website copy if it doesn't tell a clear story that aligns with your key audiences.

