

# Introduction to Online Public Relations



## Getting Started

- Craft an overall message that **compliments** your general communications plan
- Use as a **guide** for your organization's online presence
- **Identify** online outlets or channels to reach your target audience
- **Share** newsworthy content (events, internal changes, industry news...)
- React and **engage** with audience and media responses
- **Measure** impact against your communication objectives



## Tools, Outlets and Channels

### Social Media

- Increase business transparency
- Encourage/engage conversations in designated space
- Respond quickly to both positive/negative criticism

### eNewsletters

- Expands communication base
- Easy access to target markets
- Establishes trusting relationship w/ consumers
- MailChimp (<http://mailchimp.com>)
- ConstantContact (<http://www.constantcontact.com>)

### Blogging

- Establishes corporate personality
- Allows for opinions to be formed
- Serves as space for more specific in depth conversation

### Social Media Press Release Services and Outlets

- PitchEngine (<http://www.pitchengine.com>)
- Marketwire (<http://www.marketwire.com>)
- PRNewswire (<http://www.prnewswire.com>)
- BusinessWire – See worksheet on back (<http://www.businesswire.com>)

## “If You Build It and They WON’T Come”

### Give a Reason

- Contribute to existing conversations
- Create your own

### Regular Updating

- Actively listen across communication channels
- Promptly respond to inquiries/issues

### The 60/40 Split

- 60% contribute to conversations (both inside & outside own platforms)
- 40% contribute new and original content



Find more topics and cheat sheets by ProWorks at <http://www.proworks.com/blog/social-media-for-business>.

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## SOCIAL MEDIA PRESS RELEASE TEMPLATE, VERSION 1.0

### CONTACT INFORMATION:

#### Client contact

Phone #/skype  
Email  
IM address  
Web site

#### Spokesperson

Phone #/skype  
Email  
IM address  
Blog/relevant post

#### Agency contact

Phone #/skype  
Email  
IM address  
Web site

### NEWS RELEASE HEADLINE

Subhead

### CORE NEWS FACTS

- Bullet-points preferable



### LINK & RSS FEED TO PURPOSE-BUILT DEL.ICIO.US PAGE

The purpose-built del.icio.us page offers hyperlinks (*and PR annotation in "notes" fields*) to relevant historical, trend, market, product & competitive content sources, providing context as-needed, and, on-going updates.



### PHOTO

e.g., product  
picture, exec  
headshot, etc.

### MP3 FILE OR PODCAST LINK

e.g., sound bytes  
by various  
stakeholders

### GRAPHIC

e.g., product  
schematic;  
market size  
graphs; logos

### VIDEO

e.g., brief  
product demo  
by in-house  
expert

### MORE MULTIMEDIA AVAILABLE BY REQUEST

e.g., "download white paper"

### PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS

Recommendation: no more than 2 quotes per contact. The PR agency should have additional quotes at-the-ready, "upon request," for journalists who desire exclusive content. This provides opportunity for Agency to add further value to interested media.

### LINKS TO RELEVANT COVERAGE TO-DATE (OPTIONAL)

This empowers journalist to "take a different angle," etc.  
These links would also be cross-posted to the custom del.icio.us site.

### BOILERPLATE STATEMENTS



### RSS FEED TO CLIENT'S NEWS RELEASES

### "ADD TO DEL.ICIO.US"

Allows readers to use the release as a standalone portal to this news



### TECHNORATI TAGS/"DIGG THIS"

