

Social Media & Public Relations

Tips to Build Relationships & Awareness



Before: Do Your Homework

You only get one reputation, so ensure you know the space before you act.

1. Follow the media outlets **AND** reporters' social media channels. Work with your PR contact to help build a list if you need; most media databases now include all social handles for outlets and reporters.
2. Watch what they post and think about how you can add value. Watch what types of graphics or visual content they use or formats that appear frequently.
3. Every now and then outlets and reporters post queries on social media for sources and submissions on different ideas. Watch and reply if so.
4. Like, share and/or comment on posts that are relevant to your subject matter. For your share or comment text consider a takeaway point, your perspective, an additional idea to build on, etc.
5. Ensure you have just one "owner" of this approach in your company.

During: Create a Game Plan

1. Identify what you have that is "newsworthy" to share **AND** who from your organization would be the person quoted or interviewed. Think of both evergreen topics as well as where you could support a breaking news or time-sensitive topic.
2. Ensure you have a point of view and perspective. Can you support that with facts, stats, anecdotes, examples, etc.
3. Think visual impact. Do you have photos, charts, infographics, videos, stats or other items that are quickly visible and scannable that could provide value for a content piece a reporter may like.

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4. Ask yourself: Is it relevant to the outlet's readers/viewers? Is it timely? Are you qualified to comment on this topic?

Time is of the essence for breaking-news formats. For example...

- A craft brewery could reply to coverage/offer to be a source on the recent Beer To Go legislation that just passed the Texas legislature.
- A lawyer can comment on recent law enforcement and cases.
- A staffing firm, HR person, economist could comment on the local impact for company relocations, layoffs, unemployment numbers.
- A consumer product company could look at ties for seasonal stories for gift guides, holidays, trends.

During: Make the Ask

1. If the topic is breaking news related, reach out via direct email and phone call to the reporter if you have that detail. If not, send a DM with you quick details about what value you add as a source for that story. If it's a developing story that will be updated over a day(s), consider DM as the social media folks at the outlets are actively monitoring those channels for these topics.
2. If the topic is more evergreen, reach out via direct email first and give 2-4 days for the reply. Be short in your pitch...think social media short. You want to share your perspective as efficiently as possible and mention any supporting graphics, introductions, etc. that you can make to help the reporter. Follow up via phone.

After: Share the Love

Just like with your social media engagement metrics, media outlets and reporters also measure their engagement. Be a good partner to share the love.

1. Like the post and comment with a thank you for the opportunity.
2. Share the post (or article on the outlet's website) on your company's social channels. If a significant feature, consider making this a penned post on your own channel.
3. Forward the link to coverage to your leadership to like and share in their networks.
4. Feature the coverage on your website in your "News" section.
5. Thank the reporter directly for the time and coverage; happy to chat on other topics in future, etc. (This is best via direct email though you can use DM as well.)