

PRNews

Digital PR Next Practices Summit



What You Need to Know About Google+ @ PR News Digital PR Next Practices Summit

Presented by Romey Louangvilay
Euro RSCG Worldwide PR
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The Basics

- Google+ integrates social services such as Google Profiles and Google Buzz, and introduces new services Circles, Hangouts, Sparks and Huddles
 - **Circles** enable users to organize contacts into groups for sharing
 - **Hangouts** are places used to facilitate group video chats of up to 10 people
 - **Huddle** is a feature available to Android, iPhone and SMS devices for communicating through instant messaging within circles
 - **Instant Upload** is specific to Android mobile devices
 - **Sparks** is a front-end to Google Search, enabling users to identify topics they might be interested in sharing with others
 - **Stream** allows users to see updates from those in their circles
 - The “+1” button allows people to recommend sites and parts of sites; similar in use to Facebook’s “Like” button

Google+



Romey

Welcome

Stream

Friends

Family

Acquaintances

Following

Incoming

Notifications

Sparks

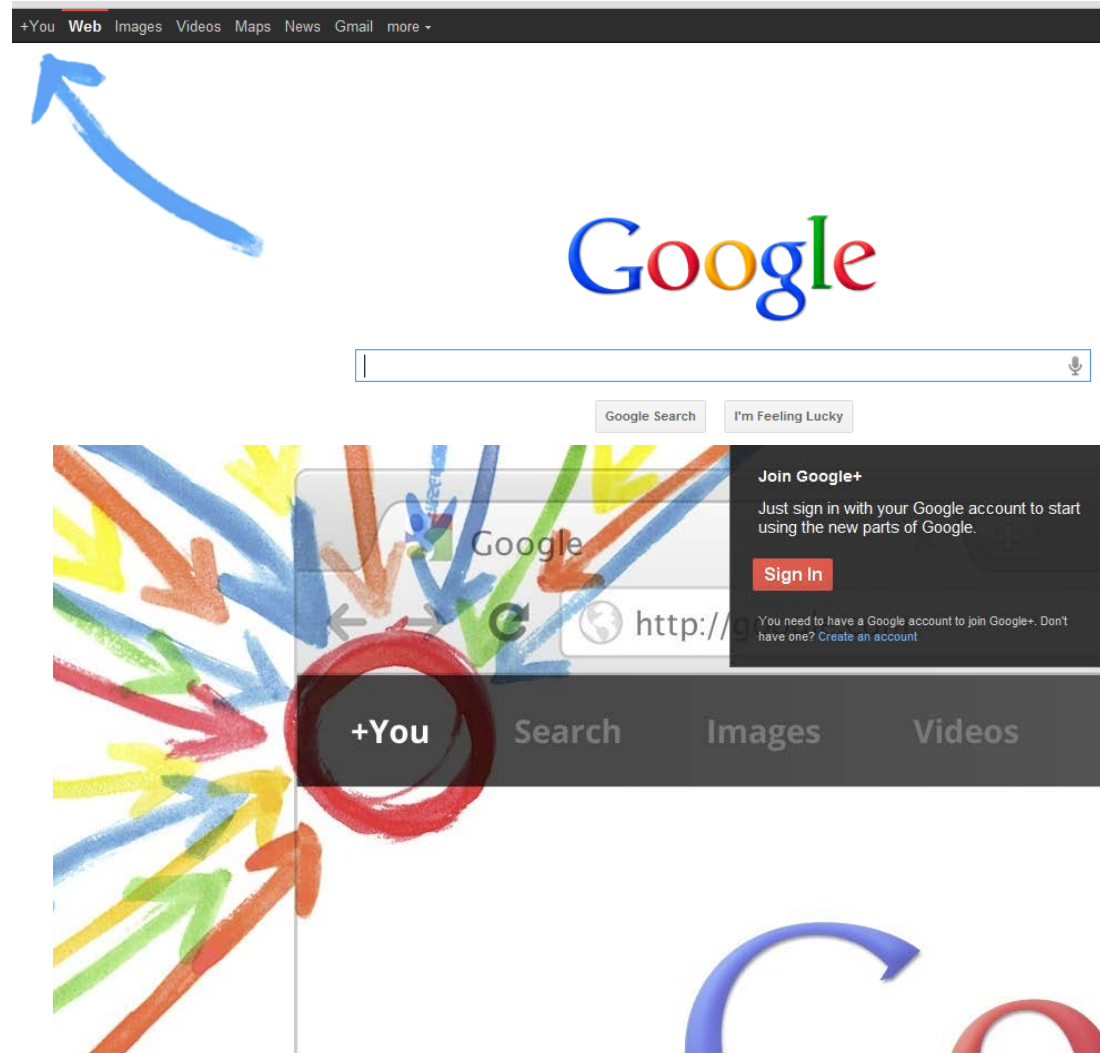
No Longer Invitation Only

The Profile

- Your profile is your personal gateway that allows you to share information with your friends, coworkers and key influencers

How to Set It Up

- Click the "+You" icon on the top left of the Google.com screen
- Sign in via Google Mail and follow on screen directions
 - Or create an account and follow on screen directions



Next Step: A) Create A Page



Create an Account

Your Google Account gives you access to Google+ and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength:](#)
Minimum of 8 characters in length.

Re-enter password:

Stay signed in


Enable Web History [Learn More](#)

Get started with Google+

Location:

Birthday:
MM/DD/YYYY (e.g. "9/23/2011")

Word Verification: Type the characters you see in the picture below.


Letters are not case-sensitive

Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

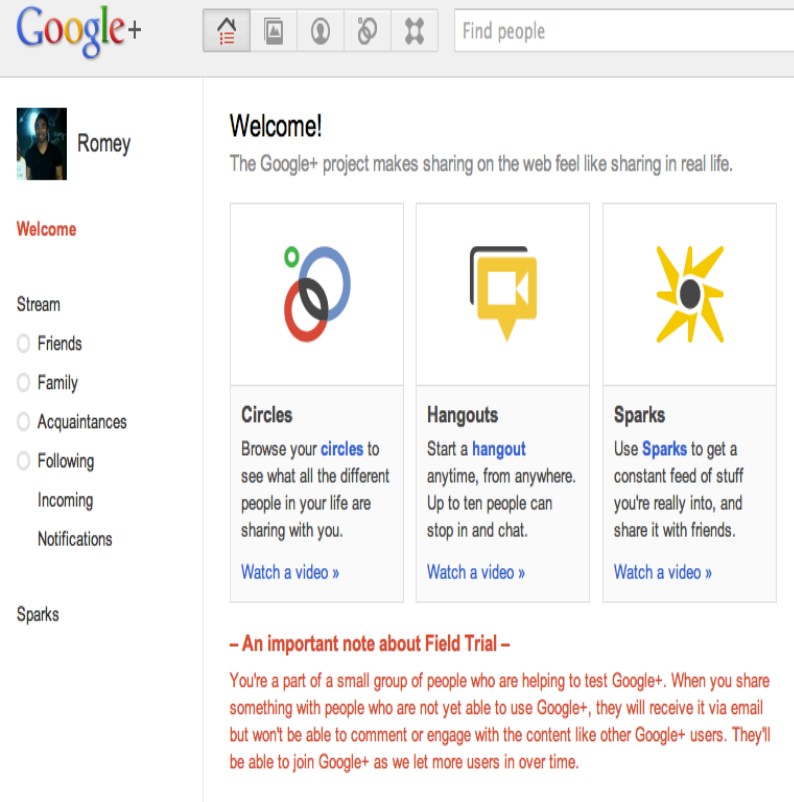
```
Google Terms of Service
Welcome to Google!
1. Your relationship with Google
```

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

A Good Profile

Characteristics:

- **Fresh Content:** PR professionals need to think of their Google+ page as their personal magazine, think of the content you think will keep people reading
- **Define The Voice:** From the news you share in your stream to the associates in your “circles,” clearly define the voice
- **Clutter-Free:** No one likes a mess. Keep profile pages clean, simple and easy to navigate
- **Keep it Transparent:** Always be truthful in the “About Me” section – list your profession and nuggets of information about you; this informs viewers what they can expect in regards to content

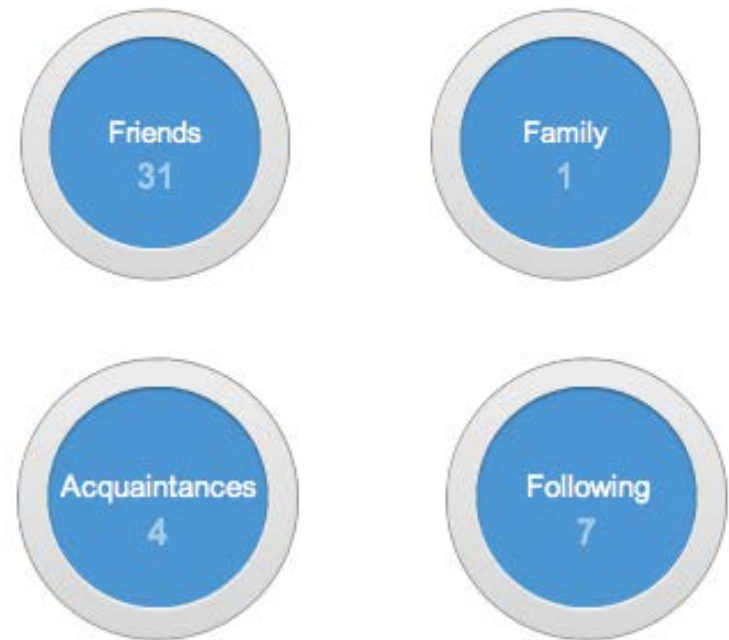
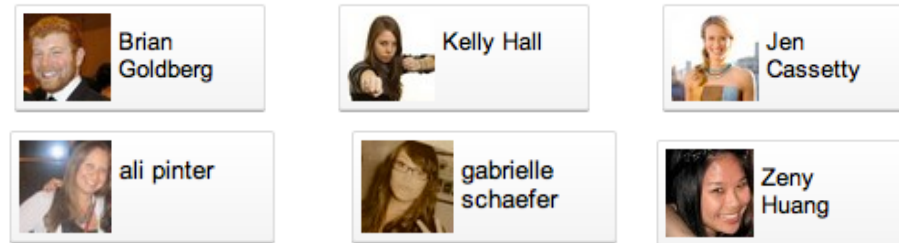


The screenshot shows a Google+ profile for a user named 'Romey'. The profile page includes a header with the Google+ logo and navigation icons. Below the header is a profile picture and the name 'Romey'. The main content area features a 'Welcome!' message and three featured sections: 'Circles', 'Hangouts', and 'Sparks'. Each section has a brief description and a 'Watch a video' link. A red note at the bottom of the page reads: '- An important note about Field Trial - You're a part of a small group of people who are helping to test Google+. When you share something with people who are not yet able to use Google+, they will receive it via email but won't be able to comment or engage with the content like other Google+ users. They'll be able to join Google+ as we let more users in over time.'

Social Circles

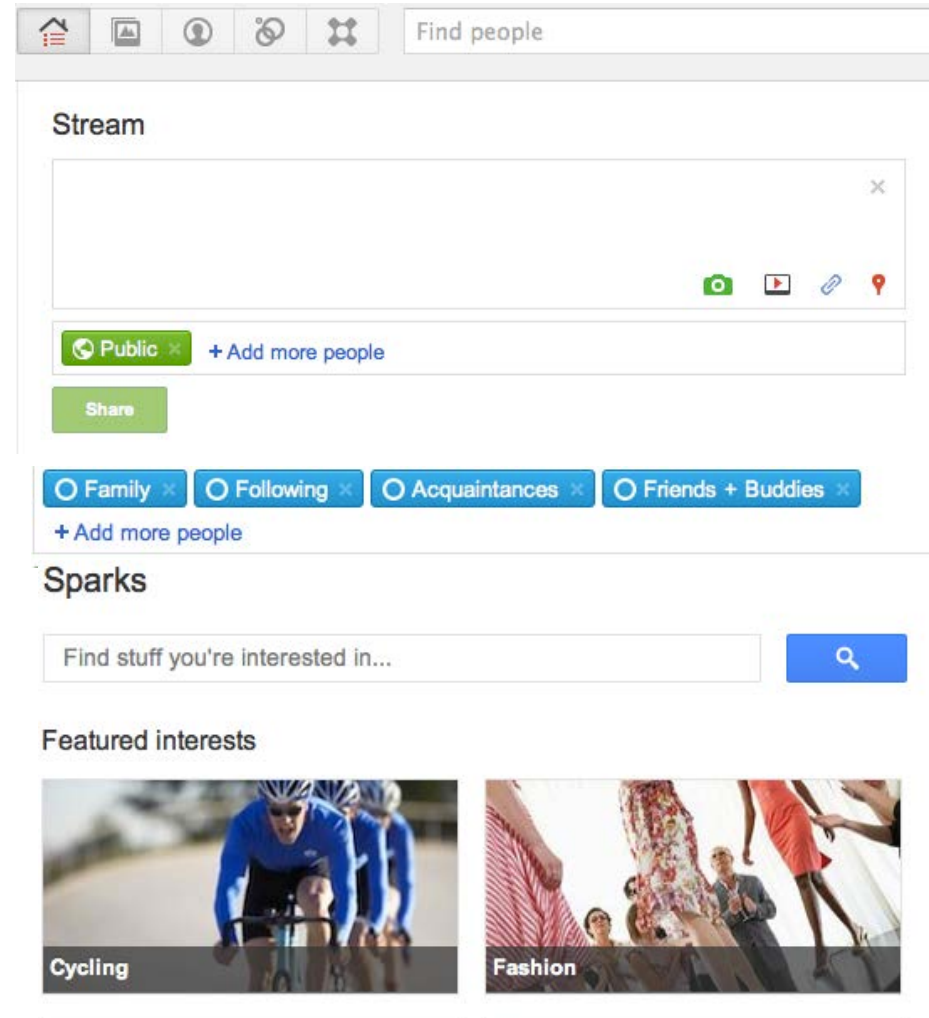
Organize Circles

1. Log in and click the Circles option
 - This will take you to the circles page, which allows you to manage everything circle related, including your contacts
 - You will be presented with some premade circles—but in PR, we're all about customization
2. Click one of the premade circles, the option to "Edit or Delete" should appear; click edit to change the name of the circle or delete to remove it
 - Click "Create Circle" to make an entirely new one
3. Add people: Click on the **Add a new person** button and begin typing the name or email address of the contact you wish to include in this new circle
4. Circles allow you to control who sees what content



Sharing Is Caring

- The Google+ Stream allows you to share news with your circles, and it's comparable to functions on Facebook, Twitter and other social profiles
 - From there, select who should see your news stream—the public, extended public or designated circles
- Other sources of a new stream:
 - Sparks: serves as an extension of Google search
 - Chat: direct messaging with circles



Developing Stories

- Forget the idea that there is one specific formula for creating engaging and viral content
- Understand there are similar characteristics for viral content, including:
 - Storytelling
 - Catch phrase
 - Humor
 - Relevancy

 Romey Louangvilay · Sep 21, 2011 · Public
Nice to see my colleague Jaclyn Gold in the NY Post video from last night's event
[Celebrities support Haiti revival](#) · [New York Post](#)





youtube.com – Fashion designer Donna Karan, musician Wyclef Jean and more show their support for the "Haiti: After the Earthquake." <http://nyp.st/p8upLJ> The Post ...

 - [Comment](#) - [Share](#)


1 share · Stephenson Delice

Romey Louangvilay · Sep 16, 2011 · Public
I'm so proud of my friend, and fellow FIGHT! Mag writer, Bear Frazer
<http://www.roanoke.com/news/roanoke/wb/298454>

 [Small movie, big dreams for 2 area men - Roanoke.com](#)



Small movie, big dreams for 2 area men. "The Bam Theory" features lead actor Matt Coleman of Forest and director Bear Frazer of Bedford. By Duncan Adams 981-3324. Sam Dean | The Roanoke Time...

 - [Comment](#) - [Share](#)

Romey Louangvilay · Sep 8, 2011 · Public
I'm especially proud of this photoshoot since I had a bigger hand in the model selection and creative.... check it out and enter the contest! <http://www.stylecaster.com/fashion/15066/15-pieces-15-ways-uk-style-by-french-connection#140105>

 [15 Pieces 15 Ways: UK Style by French Connection on StyleCaster](#)



Sears and French Connection have teamed up to bring the fresh and cutting edge design of UK Style to the Sears customer. Since this past spring, seasoned fans of the brand have been able to shop for UK...

 - [Comment](#) - [Share](#)

Google+ PR Opportunities

- **Google+ Opportunities:**
 - **Dialogues:** Transparent dialogue conversations between the brand, the brand representative and circle associates
 - **Bridge The Social Gap:** Currently, Google+ only allows personal pages, offering brands a platform to connect with their targeted customers without the red tape that traditionally limits brand's messages
 - **Connecting via Video:** Google+ opens dialogues to video formats, allowing sharing to be seen visually all in one place, opposed to using third-party tools
- **How PR Professionals Should Prepare:**
 - Assess the campaign goals
 - Understand Google+'s features from a personal page perspective
 - Realize the flaws in Google+
 - Think like a news reporter/blogger; "Why would your Google+ initiative make it in my story?"

Digital Rx...

1. You + Google = Google+ Profile
2. Create a profile—Google+ allows you to customize your profile with links and information
3. Create a structure for your Circles by removing or customizing the pre-made circles
4. Learn how to use the News Stream to your advantage
5. Create engaging content
6. Break down barriers between the brand and customer

Thank You

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Traditional

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