

New Media Press Releases

A Digital PR Strategy

PRESS feed

The Social Media Online Newsroom



Agenda

- Communicating in a Web 2.0 World
- Google Caffeine
- 3 Types of Press Releases: Traditional, Optimized, Social Media
- Social Media Press Releases
- Optimizing Your Release: Detailed Steps
- Optimization Toolbar
- Images
- Video
- Social Media Newsroom
- Takeaways

Search Trends: Consumers

- 93% of Internet surfers look for company information through search
- 80% use search to make purchases on the Web
- Top search engine rankings can generate up to 900% more traffic to a site, potentially increasing exposure up to 80%

Google's Caffeine Algorithm

More real-time and social content

Indexing constantly looking for fresh content

Instant processing of the indexing

Annotating more info to documents

Citations – social mentions



SEO Practices for Google Caffeine

Sustainable organic growth requires a commitment to *unique and valuable content creation on a regular basis* and the *wherewithal to deliver it effectively*.

Source: Search Engine Guide

Search Trends: Media

- 98% of journalists start a story by doing a Google search
- 76% of journalists search for sources/experts
- 73% of journalists search for news releases

Source: Middelberg/SNCR Survey

Social Media Use

In a survey of 900 journalists over half said PR pros don't use the social tools that help them do their job

3 Types of Press Releases

1. **Traditional**: for newspapers, radio, TV, magazines - top down, rely on media to reach target audience
2. **Optimized**: for online audiences and buyers – online press kit, unique Web page, direct communication, searchable
3. **Social Media Press Releases**: for digital media, bloggers, consumers – viral, word of mouth, conversational

Keywords

- What is the release about
- What phrases would be keywords
- Brand is not always a keyword



Keywords

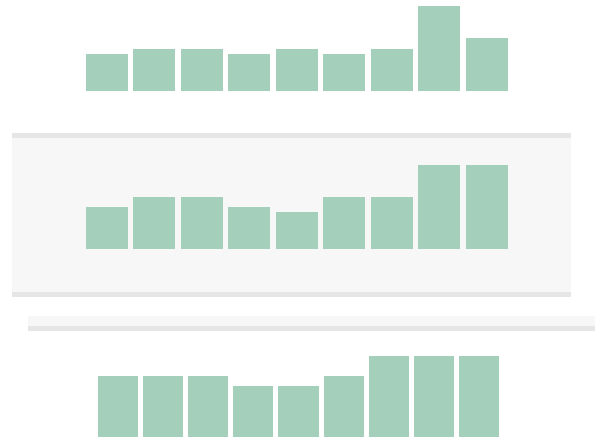
ABC Company and the Green Foundation plan to hold an event to educate parents about the effects harmful chemicals found in ordinary household products can have on children

The most obvious words of interest will be ***harmful chemicals*** and ***children***



Do Your Research

- Harmful Chemical
- Toxic Chemicals
- Household Cleaning Products

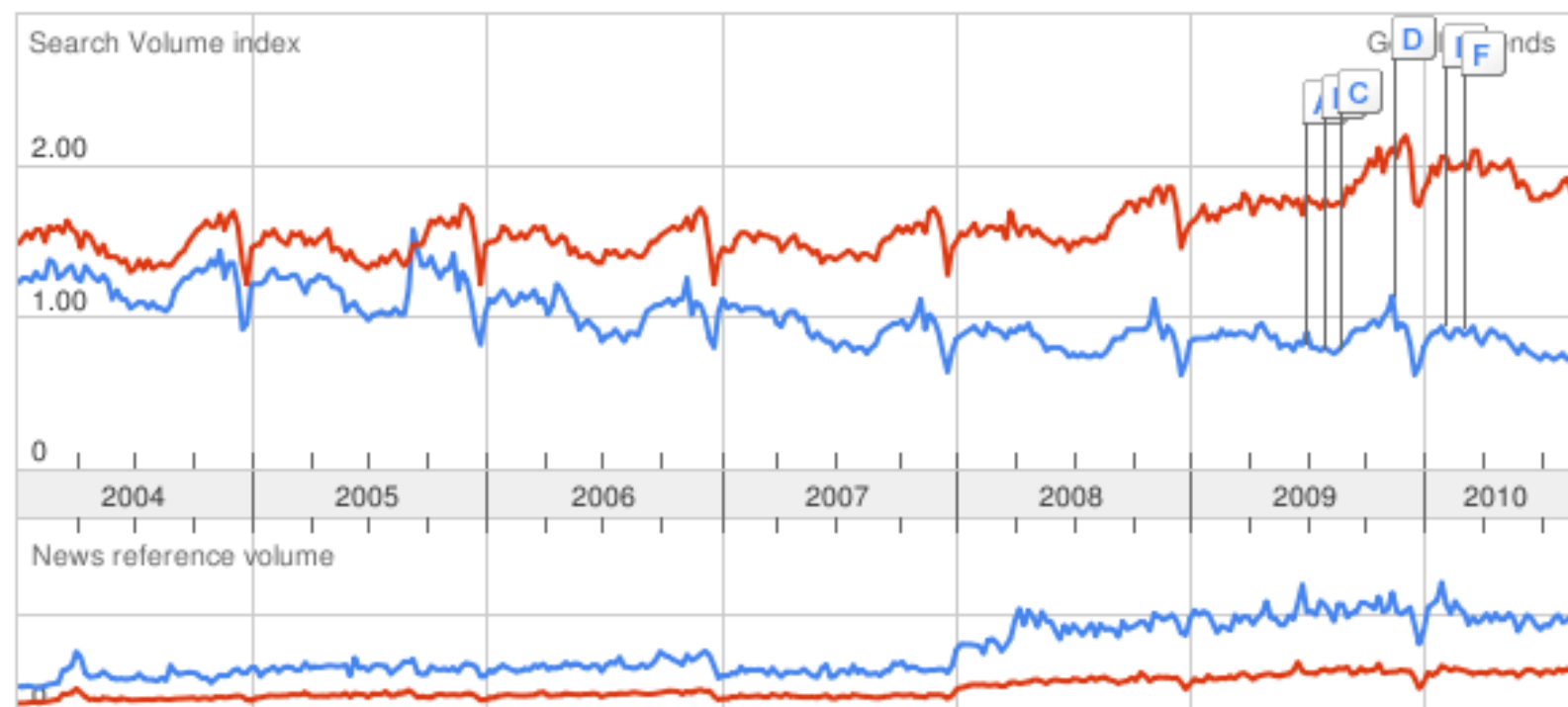


Tip: Use commas to compare multiple search terms.

Searches [Websites](#)

Scale is based on the average worldwide traffic of **children** in all years. [Learn more](#)

children — 1.00 **kids** — 1.60



Headline – 65 characters

- **Original headline:** ABC Company and the Green Foundation Educate Parents on the Effects of Chemicals on Children
93 characters
- **Optimized headline:** *Toxic Chemicals in Household Cleaning Products Affect Children*
64 characters
- **Subhead:** ABC Company and the Green Foundation educate parents on the effects of dangerous chemicals in everyday household products

First Paragraph

- Use main keyword in the first paragraph
- Put a link to your website at the end of the first paragraph, using the keyword or phrase as **anchor text** for the link
- Example: ...The study links damaging the protective layer of the skin to the formation of [dry skin.](#)
- (When you use keywords to make the link it is called **anchor text**)



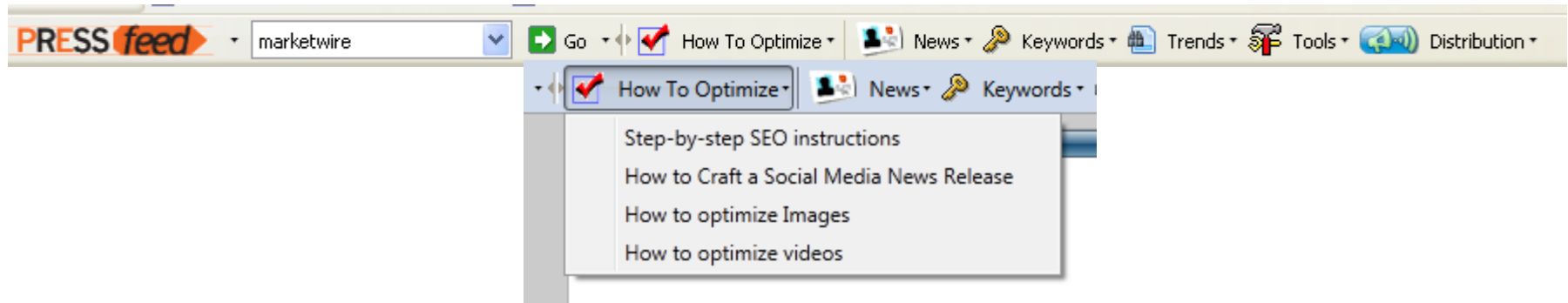
Body Of The Release

- Use your main keyword a few more times in the release and once in the last paragraph
- Link to your website at the end of the release
- E.g. Shielding lotion replaces the protective layer of the skin and dermatologists have found it effective for the [treatment of dry, itchy skin](#)
- Add the full URL at the end
- For more information about shielding lotion visit <http://www.skinmdnatural.com>

Keyword Density

- Check to see that your keywords do not exceed more than 2% of the total word count
- E.g. If the release is 300 words - use the keyword or phrase a maximum of 6 times - in the headline, the first paragraph, the last paragraph and a couple of times in the body

Free News Optimization Toolbar



<http://www.press-feed.com/toolbar>

Optimize Images

- Use original images
- Save as jpg or gif
- Give it a descriptive name not img43629
- Always use the alternative text tag and describe the image
- Tag the image in social sites
- Optimize the page the image is on

Social Media Press Releases

- Deconstruct the press release into special sections
- Tag the information so that it is easy to find and categorize

“This way the PR industry becomes a partner in communicating truthful and factual information. We need new media communications releases.”

Tom Foremski -former FT journalist who now blogs at Silicon Valley Watcher

Headline

Keep it short

65 characters for News Search

100 for Twitter

(leave room for re-tweets and
comments)

Core Facts

A brief description of the news announcement

- Use bullet points for the main news facts
- Make it easy for the journalist to see the gist of the story quickly
- Stats, Facts, Trends

Body of the Release

Keep it factual

Include links to other relevant material

Most requested feature of a press release today - **links**

Provide links to research and relevant analysis and media coverage

Quotes

- Provide quotes from customers, if applicable
- Provide quotes from analysts, if applicable

Multimedia

Every news outlet has a website

Provide images, charts, infographics, video or podcasts

85% of media website now use video

76% prefer embed code as the method of delivery

On average, 16% of corporate online newsrooms have this feature

Growth of Video

- 85% of all news websites now use video
- 74% will take outside material
- 57% prefer a completed video, TV station prefer B-roll
- 76% want video delivered via embed code

Optimize Videos

- Pick a Good Title and Description
- Use Keywords in both
- Add a link in the description
- Use a Transcription Service
- Submit with TubeMogul
- Optimize the video URLs -
www.store.com/maytag-dishwashers.html is a better URL than
www.store.com/product12345.html

Video Optimization

- Keep it short
- Open with excellent content
- Views influence ranking
- Spread the word – FB and Twitter
- Create a video sitemap

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[Business solutions](#)

[Advertising](#)

[Webmaster Tools](#) > [Help articles](#) > [Sitemaps](#) > [Specialized Sitemaps \(Video, images, geo, News, mo](#)

Video

[About video content in Sitemaps](#)

[Creating a Video Sitemap](#)

[Using an mRSS feed as a Sitemap](#)

[Submitting a Video Sitemap or mRSS feed](#)

[Video best practices](#)

[Videos: Facebook Share and RDFa](#)

[Troubleshooting Video Sitemaps](#)


Google Webmaster Tools

<http://www.google.com/support/webmasters/bin/answer.py?answer=80472>

Creating a Video Sitemap

 Share  Comment  Print

You can use the Google Video extension to the [Sitemap protocol](#) to give Google information about video content on your site.

 You can [create a new Sitemap based on the Sitemap protocol](#), add video information to an existing Sitemap, or, if you generate an mRSS feed for your site, you can [submit the feed as a Sitemap](#).

Guidelines for video content in Sitemaps	Learn more...
Adding video content to a Sitemap based on the Sitemap protocol	Learn more...
Using an mRSS feed instead of a Sitemap	Learn more...
Video-specific tag definitions	Learn more...

Social Bookmark Page

- Use Diigo
- Highlighter
- Sticky Notes
- Groups

The screenshot shows a web browser displaying an article on InfoWorld. The article title is "Reality Check | Ephraim Schwartz" with a "Subscribe" button. The main headline is "Is Salesforce planning operating system next?". A Diigo sticky note is overlaid on the right side of the page, containing a text entry: "This is an exciting development. Microsoft, watch out..." followed by the user's name and timestamp. The sticky note includes a rich text editor with a toolbar (bold, italic, underline, list, link, unlink, image, video, text color, background color) and a text area where the user has typed the note. Below the text area, there are fields for "Privacy" (set to Public) and "Share to" (set to No group), along with "Bookmark Tags" (infoworld news salesoffice) and "OK" and "Cancel" buttons.

PRESS *feed*

Social Media News Release Steps:

Step one



Write a HEADLINE.
Keep it short. 10-12 words.
Use a keyword in the headline.

Step two



USE AN IMAGE
that tells the story visually.

Step three



LEAD PARAGRAPH
Main news facts with keywords and links.

Step four



CORE FACTS.
Use bullet points.

Step five



SUPPORTING DATA.
Research, stats, facts, trends that the journalist or blogger would find useful in writing the story. Add links to any supporting information.

Step six



ANALYSTS' COVERAGE.
Supply links.

Step seven



APPROVED QUOTES.
Executives, partners, analysts, customers, users.

Step eight



RSS FEED URL.
Provide the feed URL of your news releases.

Step nine



IMAGES.
Supply a link to the original image for easy download.

Step ten



VIDEOS.
Supply embed code.
Preferably hosted on your own site with a branded video player.

Step eleven



DOWNLOADS.
Whitepapers, charts, graphics.

Step twelve



TAGS.
Keywords that make it easy to find the content.

Step thirteen



BOILERPLATE.
About Us content.

Step fourteen



CONTACT INFO.
Supply specific media contacts.
+ **SOCIAL LINKS.**
Link to social media profiles.

Step fifteen



SHARE THIS.
Buttons to make it easy to share the content.

Step-by-Step Template

Download the pdf here

http://news.press-feed.com/images/Social_Media_News_Release_v3.pdf



Tweet this link with Hashtag #smnrsteps

Syndicate In RSS Feeds

Syndicate your
release with an RSS
(Really Simple
Syndication) news
feed





Video is on YouTube:

<http://www.youtube.com/watch?v=y1l8rZI1FVk>

Tweet this link with hashtag #newsfeeds

Distribute On Wire Service

- A good wire service will get you into Yahoo! News, which is the largest news engine on the web
- There are free press release services but they get picked up by Google News, not Yahoo!



Sharing News Content

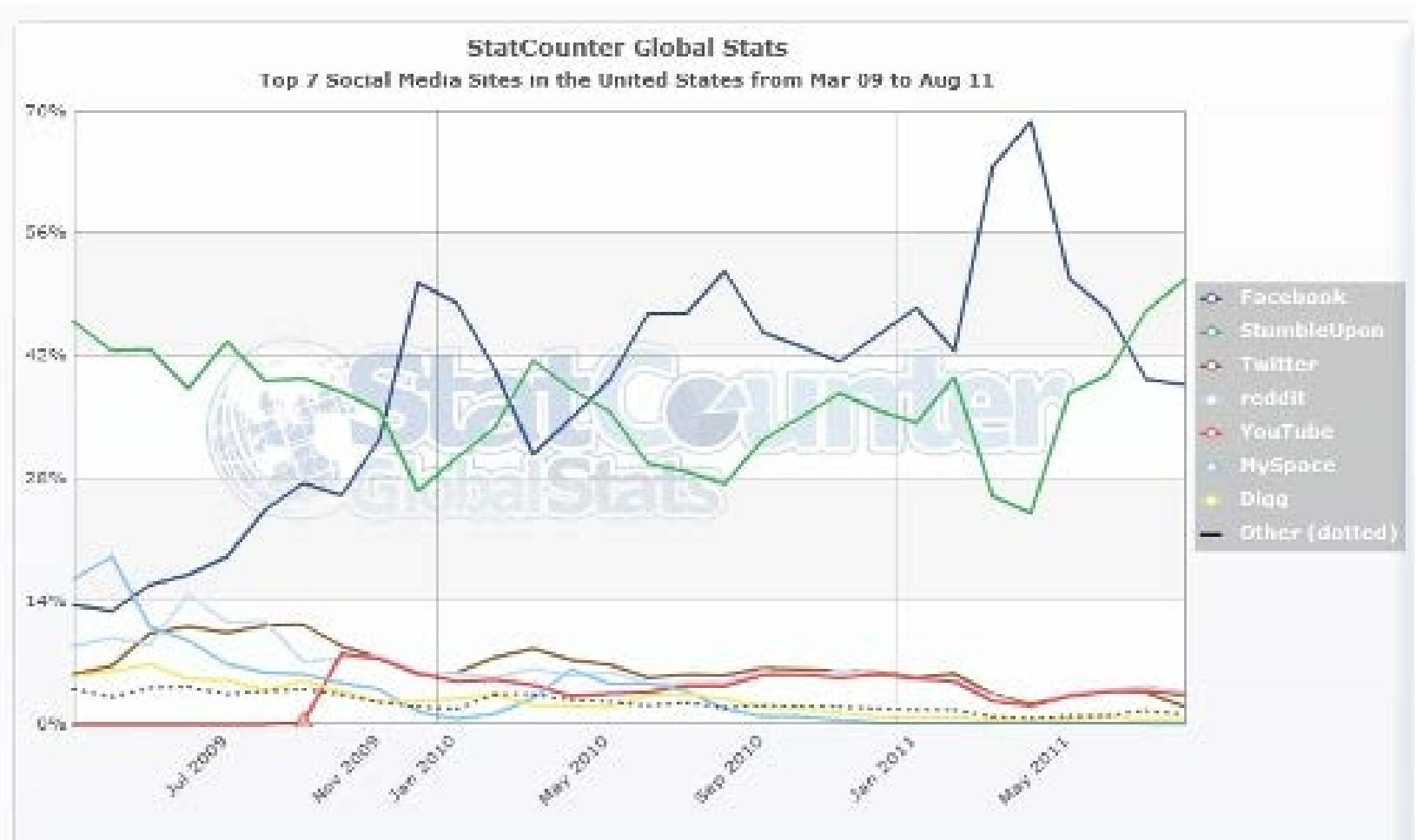
“Search was the one factor that impacted the news business the most in the last decade.

Sharing news content is likely to that factor in the next decade.”

Pew's Research Center, State of the Media 2011



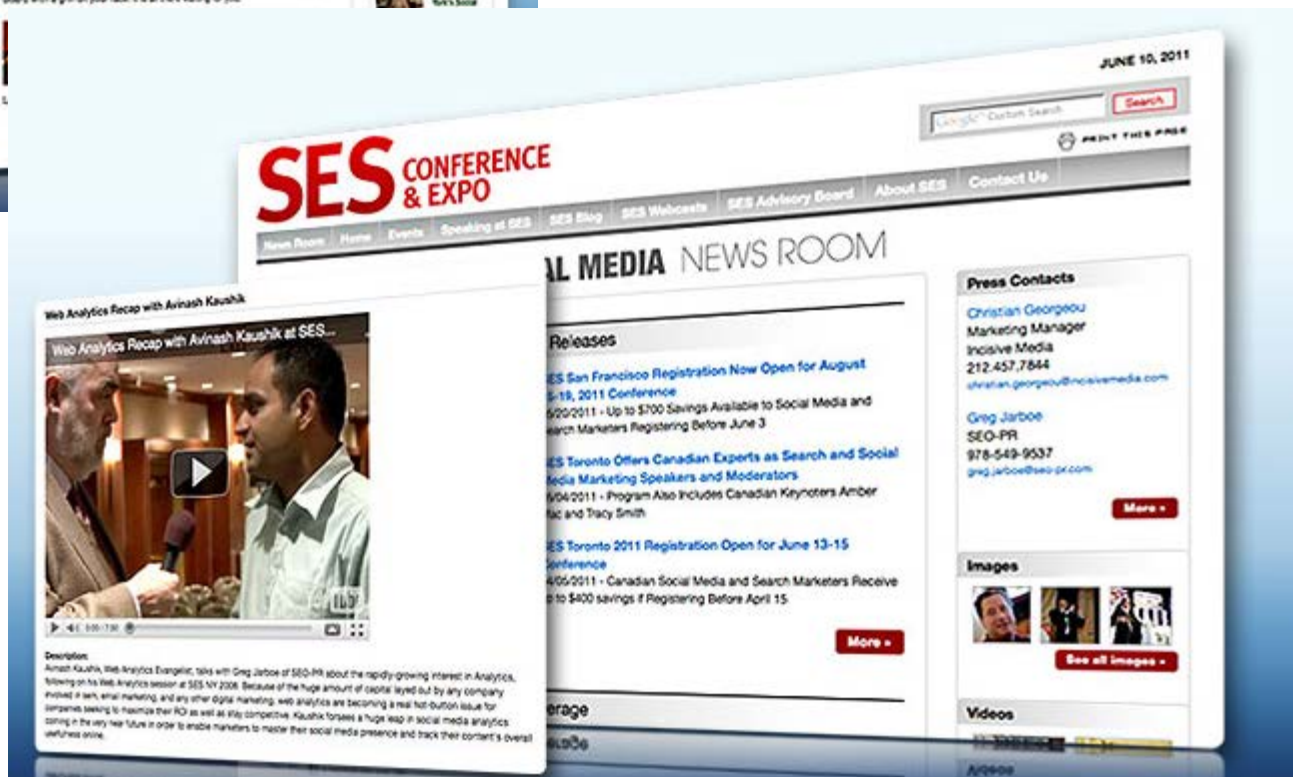
StumbleUpon



Social News Hub On Your Website

“Organizations and companies using social media need a hub on their primary Web site where users can find links or feeds to blogs, Flickr photo galleries and other third-party Web sites. This also gives customers, journalists and bloggers a single go-to URL. “

Debbie Weil, author of the Corporate Blogging Book, interviewed by the Washington Post: 10 Mistakes Organizations Make in Social Networking



Vanderbilt News

SEARCH

TOPICS SUBSCRIBE EXPERTS PUBLICATIONS RESOURCES ABOUT

FEATURED STORY

Vanderbilt No. 17 for third straight year in U.S. News poll



Vanderbilt University was named the 17th best national university in the United States by U.S. News & World Report, the third consecutive year it has held that position.

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medicine-health-society/

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Jonathan Metz: "The future of the Vanderbilt Center for Medicine, Health and Society" SEPTEMBER 26, 2011



Vandy 3-0! Go Does! SEPTEMBER 20, 2011



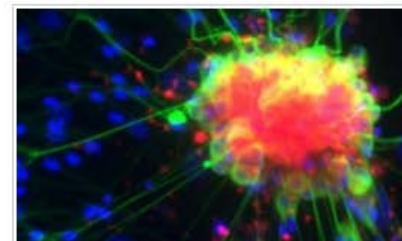
It's Good to Be Gold SEPTEMBER 18, 2011

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Study puts a new spin on ibuprofen's actions

Digital Rx

1. Optimized press releases allow you to communicate with the public online - there is no gatekeeper
2. Keywords are important – research, choose and use them wisely
3. Use the social media format to make it easier for journalists and bloggers to use the content
4. Upgrade your online newsroom with social media features and syndicate in feeds to reach search engines and social web
5. Make it easy to share your news content

Contact

Sally Falkow

sally@press-feed.com

www.press-feed.com

@sallyfalkow

Facebook.com/SallyFalkowDigitalPR