



From the Desk of Matthew Schwartz
Group Editor, PR News

PRNews

Back to the Future

Medialand has undergone a sea change in the last eight years.

When my two-year tenure as *PR News* editor ended in 2005, Facebook was just a pup, Twitter did not yet exist and global domination was still a glimmer in the eye of the top execs at Google. Yet the rise of social media and the proliferation of new media distribution models are just two of the dramatic changes that have engulfed the PR field in the last several years.

In a growing number of cases at both the corporate and agency levels PR execs are being tasked with marketing disciplines that were unheard of in communications circles just a few years ago, such as brand management, media planning and media buying. And, as with other marketing professions, the onus is increasing on you to show legitimate ROI to the C-suite, or risk getting the short end of the stick when it comes to doling out the budgets.

It's with all of these dramatic changes in communications that I eagerly return to *PR News*, as Group Editor. As I hit the ground running, there's no shortage of activities going on here.

In February we'll publish our annual *PR News*' "Salary Survey," which PR pros will be eager to see. We'll also be on the road frequently early in the New Year. Our SEO Workshop will take place Feb. 26 in San Francisco and our Digital PR Summit congregates a day later, also in the Bay Area. We have a slew of awards programs on tap, including our biggest awards show, the Platinum PR Awards (call for entries is on May 10).

In addition to all of our ancillary programming, every week (both in print and online) the *PR News* staff and I will strive to provide PR execs with the type of how-to information that will enhance the value of corporate communications and, ultimately, enable PR execs to do their job better and be viewed by their chieftains in a more favorable light.

Indeed, as a loyal *PR News* reader, we're committed to providing you with comprehensive coverage on how to wed PR to the top and bottom lines, whether that's via leveraging social channels to create lead-generation revenue or nipping a crisis in the bud that, if left unchecked, could cost your brand dearly.

In the year ahead, we'll strive to provide you with more proprietary data regarding trends in communications and PR, as well as additional stats on social channels. We're also eager to develop more media partnerships with associations and academic institutions.

But you are our most valuable asset and I'll be taking pains to reach out to you with more frequency in order to get closer to your day-to-day concerns and see what's on your mind. Is there an issue or area that you'd like us to ramp up (or dial back) the coverage? Give me a shout. I can be reached at [mschwartz@accessintel.com](mailto:m Schwartz@accessintel.com). I'm ready to rock and roll.



PR News

Building the bridge between PR and the bottom line.

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Contents

Social Media

Digital PR

Twitter 2.0: Move Past Reactive Mode and Into Proactive Storytelling

Although experts say Twitter is still a year away from an IPO, analysts say the micro-blogging platform's value is more than \$11 billion, reflecting the company's monetization efforts in the form of its Promoted Products.

So in 2014, a chosen few—like Twitter cofounders Jack

Dorsey, Biz Stone and Evan Williams—will realize riches from the micro-blogging service. Meanwhile, this year communicators look to find more gold in Twitter as an outreach tool.

Some brands are getting clever in their quest for revenue from the platform. Last week, **The Associated Press** shared sponsored tweets from **Samsung** during the Consumer Electronics Show in Las Vegas.

The news service lets Samsung post two tweets per day to the AP's Twitter account, which has more than 1.5 million users; each of these tweets were to be labeled "SPONSORED TWEETS."

Other communicators are starting to leverage audience trends and new Twitter offerings for best results. Michael Lamp, social and digital media strategist at **Hunter Public Relations**, notes four trends

that developed in 2012 that will surely carry over into this year. They include:

1. **Leveraging the nature of Twitter for breaking news.** "Twitter has been prominent during major events like the presidential election and superstorm Sandy," Lamp says. "I want to see if brands will leverage breaking news on Twitter." That kind of

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(DID YOU KNOW?)

Seven Things You Will Learn in This Week's Issue of PR News

1. Social media platform Twitter is now valued at \$11 billion-plus, with an IPO expected in 2014. (p. 1)
2. Companies that communicate well to employees have clearly stated promises to workers about relationship deliverables. (p. 1)
3. A PR News CSR Hall of Fame CSR inductee, Amway One by One for Children, has helped 10 million kids in 10 years. (p. 2)
4. More than a third of bloggers charge between \$51 and \$200 for a sponsored post. (p. 2)
5. Consumers pay more attention to consumer reviews than professional critic reviews. (p. 3)
6. Crowdsourced cleaning tips helped stock a Clorox e-book focusing on moms. (p. 4)
7. For optimal internal outreach, create a virtual suggestion box or a forum for discussion between employees and leadership. (p. 9)

► B2B Communications

To Connect a Dispersed Workforce, Balance Traditional and New Strategies

From factories to fields, from traditional offices to shared workstations and mobile units, many business-to-business workforces are spread out across vastly diverse settings around the globe. Along with meeting the challenge of unifying employees separated by physical location, B2B internal communicators also develop solutions for overcoming the boundaries presented by different languages and business cultures.

In a business climate that continues to be marked by uncertainty, a well-organized employee communications program can provide clear direction, instill confidence and foster teamwork, according to

the 2011-2012 **Towers Watson** Change and Communication ROI Study. The research evaluated responses from more than 600 organizations worldwide and found that, among companies demonstrating high effectiveness in communication, 62% have clearly stated promises to employees about what the relationships intend to deliver.

For B2B companies with longer traditions of focusing on measurable outputs, there is a critical need to shift the internal message toward a shared commitment that helps build a nurturing, high-performance work environment.

Front-line managers may be the key to bridging the

PR News CSR Awards Nominees Announced— See Page 2

gap between employees and the greater organization. The Towers Watson study pointed to the growing importance of supervisors in internal communications, with nearly two-thirds of respondents noting managers are accepting more responsibility for communicating with employees about business developments and changes.

Even as B2B communicators establish messages and messengers, they must also carefully select modes of communication

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PR News Announces CSR Awards Finalists

It's no secret that organizations are tapping into ripe engagement opportunities with corporate social responsibility initiatives. Forward-thinking organizations are doing CSR right, and this is what *PR News*' annual CSR Awards are all about: honoring the most effective CSR communications initiatives. This year's awards feature 30 categories, plus our CSR A-List (PR agencies doing stellar CSR work for their clients) and Hall of Fame inductees. Here we present our CSR Awards finalists—congratulations to all of them. The winners will be announced at the CSR Awards luncheon on February 11 at the National Press Club in Washington, D.C. For event information, visit prnewsonline.com/awards/CSR_Luncheon2013/. For sponsorship opportunities, please contact *Diane Schwartz* at dschwartz@accessintel.com.

Hall of Fame

- Amway One by One Campaign for Children
- Baxter International • Coca-Cola Enterprises
- CVS Caremark • UPS

CSR A-List

- APCO Worldwide • Blick & Staff Communications
- Cone Communications • Edelman
- Fleishman-Hillard
- Havas PR • Ketchum • RFIbinder • Waggener
- Edstrom Worldwide • Weber Shandwick

CSR Professional of the Year

- Teresa Dickerson - Memphis Grizzlies
- Rosa Gatti - ESPN • Paul Massey - Weber Shandwick
- Shannon Schuyler - PwC

Annual Report

- Excellus BlueCross BlueShield • GOJO Industries
- Hormel Foods Corp. and Burson-Marsteller • Office Depot Foundation • Wells Fargo & Company

Blog

- Disney Post • Ketchum and Rain • Mullen - GMBeyondNow General Motors Environmental Blog
- RFIbinder for CVS Caremark

Cause Branding Campaign

- Discover Financial Services and Burson-Marsteller
- Do Something Inc. • Elizabeth Arden and Lippe Taylor
- RFIbinder • Scripps Networks Interactive
- TELUS Corporation

Community Affairs

- Astro Malaysia Holdings Berhad • AT&T with Fleishman-Hillard • California Milk Advisory Board with Ketchum • Hampton Hotels • Microsoft Corp.
- Mondelēz International • Nicola Porter Novelli
- RBB Public Relations

Corporate-Community Partnership

- ARAMARK Corp • Baxter International Inc. • Craftsman • Delta Dental • eVgo • Golin Harris & Waters Corporation • InterContinental Milwaukee
- Pacific Gas and Electric Company
- Toys R US • WWE



Helping 10 million children so far in its decade-long existence, Amway's One by One Campaign for Children will be inducted into the Hall of Fame at the PR News CSR Awards luncheon on February 11.

CSR on a Shoestring

- Idyllic Software Private Limited • Saint-Gobain Corporation • QlikTech

Diversity Communications

- Entergy Corp • FedEx • Select Health of South Carolina • Turk Telekom

Employee Relations

- AT&T • Bacardi Ltd • Baxter International • Bechtel Corporation • Houghton Mifflin Harcourt • Mondelēz International • Novartis International and Fishburn Hedges

Employee Volunteer Program

- Bacardi Ltd • Grameen Foundation USA • Kaiser Permanente • MSL New York • Pfizer Inc. • PwC
- Tata Consultancy Services

Environmental Stewardship

- American Airlines and Weber Shandwick • DuPont
- The Glad Products Company • The Hershey Company
- Novelis, Inc.

Event: CSR/Green Focus

- The Coca-Cola Company and Rogers & Cowan
- Cone Communications for Green Mountain Coffee
- Disney • The Glad Products Company • JetBlue Airways Corporate

CSR Awards Finalists

► Page 2

Facebook Communications Campaign

- Carve Consulting LLP • Cisco Systems • CRT/tanaka
- FedEx • KB Home • MSL London • Porter Novelli

Green PR Campaign

- The Coca-Cola Company and Rogers & Cowan
- Enermodal Engineering Ltd. • Ogilvy PR • RFBinder
- Turk Telecom

Human Rights Communications

- Avon Foundation • Cone Communications for Green Mountain Coffee ®
- Ericsson

Media Relations

- Media Relations • Havas PR • RFBinder
- WWF Singapore & Weber Shandwick

Nonprofit/Corporate Partnership

- California Earthquake Authority and American Red Cross • Edelman/Unilever • Toshiba America • Toyota Financial Services

Overall Leader in CSR Practices – Less than 10,000 Employees

- AAA Northern California, Nevada & Utah Insurance Exchange • Celanese Corp. • EMD Serono • Greif Inc. and MSLGROUP North America • Homewood Suites by Hilton • Klick Health • Millennium: The Takeda Oncology Company • Waggener Edstrom Worldwide

Overall Leader in CSR Practices – More than 10,000 Employees

- Coca-Cola Enterprises • Disney • MGM Resorts International • UPS

Philanthropy Communications

- APCO Worldwide • Cantor Fitzgerald BGC • Darden Restaurants • Saucony
- The Allstate Foundation

Pro Bono Campaign

- Discovery Communications • MSL New York • Smithfield

Recycling Program

- City of San Diego • Cone Communications for Nestlé Waters North America
- TerraCycle, Inc. • Universal Textile Technologies

Social Good

- Energy Corporation • Greif Inc. and MSLGroup North America
- Henry Schein, Inc. • The Hershey Company • One Meralco Foundation
- Saucony • The Walt Disney Company

Social Media Campaign

- Cohn & Wolfe • Dosomething.org • Esurance Inc.
- Ketchum and Rain • Ogilvy Public Relations for Bristol-Myers Squibb
- Univision Communications Inc

Stakeholder Engagement

- Carlson Wagonlit Travel • Henry Schein, Inc. • The Hershey Company
- Kangaroo Express • NYSE Euronext • Toronto Hydro Corporation
- WorkSafeBC

Sustainability/CSR Report Category

- Alcatel/Lucent • AT&T and VOX Global • Darden Restaurants • KB Home
- Merck • New Balance Athletic Shoe Inc. • UPS

Twitter Communications

- Coca-Cola Enterprises • Fenton • The Ritz-Carlton • Viacom

Video Initiatives

- Advent Creative • APCO Worldwide • Direct Energy • Havas PR • HBO
- International Flavors & Fragrances • Peel District School Board • Scripps Networks Interactive

Volunteer Program

- Amerigroup • Catholic Charities Brooklyn and Queens • MSL New York
- Outsell • The Ritz Carlton

Workplace Innovation

- AT&T • International Paper Co • MSL New York

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Writing Workshop: *PR Writing for the Super-Charged Workplace*

Is there a shortcut to producing first-rate PR documents? Absolutely. In this powerful (and entertaining!) half-day session, you'll learn a template-based method to create PR documents that connect with the audiences you need to reach. The session is led by Georgetown University Director of Writing Michael Long, renowned speechwriter and popular writing educator.

21452

Register online at www.pnewsonline.com/writingworkshop2112013.html.

February 11 • 8:30 to 11:45 a.m. • The National Press Club, Washington, D.C.

Study Reveals the Inner Feeling of Bloggers: They Want To be Treated Like Marketers—and Paid, Too

A new study from PR/marketing agency **Red Jeweled Media** takes a deep dive inside the psyches of bloggers, exploring such avenues as why they blog, what they're blogging for, how much time they spend on their blog and how much they charge for branded posts.

Not so surprising, a majority (more than 90%) of bloggers polled are passionate about writing; they love being a part of the blogging community and enjoy expressing themselves through blogging.

Some 77% of bloggers think of their blog as a business—whether it's a combo business/hobby (46.2%), full-time business (11.1%) or part-time business (19.4%). Only 20.3% view their blog solely as a “hobby” or “fun personal activity.”

And most who post sponsored messages want brands to think of them as marketers. Which brings up the topic of effective blogger relations. *PR News* asked two experts in the field about the challenges and best practices of blogger management.

One of the biggest challenges in working with bloggers, says Stephanie Doherty, VP at **Cone Communications**, is determining who would be the best fit for your program or product. “Identifying appropriate bloggers takes a lot of time and research,” Doherty says. Once you have identified the list of bloggers who you want to reach out to, you need to really dig through their blog and get to know them on a personal level; how many kids do they have, does one of them have an allergy? Where do they live? What makes this blogger unique or different?

There's also another important identifying factor: does the blogger charge a fee? Finding ones that don't charge is important, says Sue Reninger, managing partner and strategist at **RMD Advertising**. Most brands allocate advertising and PR budgets separately. As a result, objective reviews and editorials typically cannot be purchased. “That said, a blog that goes the distance, building a brand well over a period of time, deserves consideration when allocating communications dollars,” Reninger says.

What to pay bloggers for branded posts varies, Doherty says. Cost depends on their readership, social following and engagement. The type of post also affects cost—a giveaway may cost more than a straight product review. Bloggers who require fees for posts typically have a media kit available on their blog with more information, Doherty adds.

Some quick blogger relations best practices:

- Know what you hope to accomplish, and clearly identify it up front, Reminger says. Do you hope

to have a product reviewed? Directive to “where to buy?”

- Approach bloggers the same way you would a traditional media contact, Doherty says. Learn about the issues that are important to them and mine for insights that will

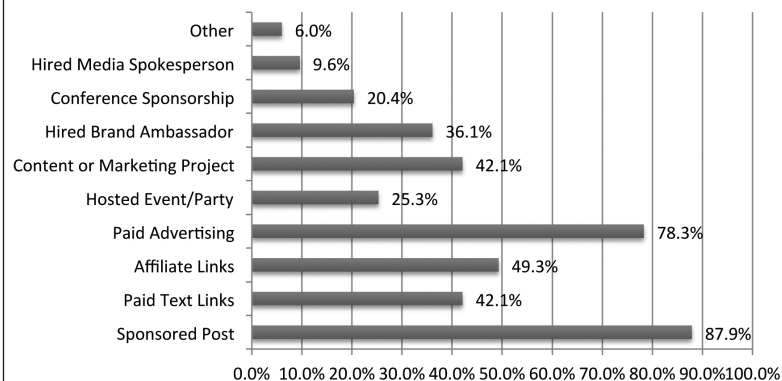
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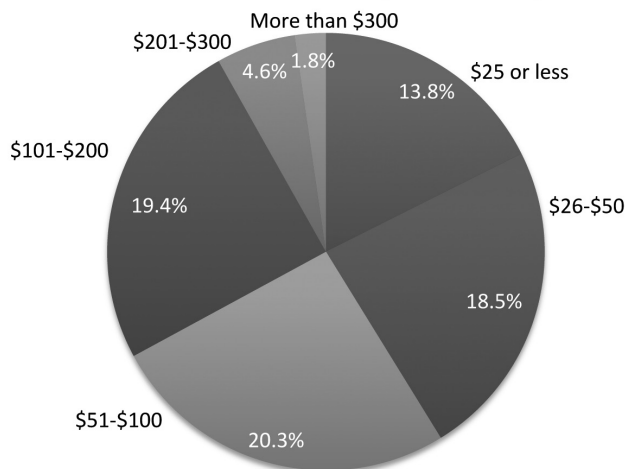
Stephanie Doherty, sdoherty@conecomm.com; Sue Reninger, reninger@rmdadvertising.com

Bloggers Reveal Money Matters

How Did You Make Money?



What Do You Charge for a Sponsored Post?



A study on bloggers by Red Jeweled Media finds that many bloggers make money from sponsored posts and paid advertising. In addition, more than a third of bloggers (39.7%) charge between \$51 and \$200 for a sponsored post.

Source: Red Jeweled Media

Editor's Note: It's Webinar-Mania at *PR News*. Register for the Press Release Webinar, set for Jan. 16 (prnewsonline.com/webinars/2013-1-16.html); and the Pinterest Webinar, on Jan. 30 (prnewsonline.com/webinars/2013-1-30.html).

Consumer Reviews Most Trusted; B2B Cautiously Adopts Social Media; Public Lacks Social Monetization Mojo

► Customers Trust Consumers' Reviews:

Consumer reviewers trump professional reviewers as the key purchase influencers, according to the just released "Buy It, Try It, Rate It" study from **Weber Shandwick**. The study shows that the majority (65%) of potential consumer electronics purchasers are inspired by a consumer review to select a brand that had not been in their original consideration set. Other study highlights include:

- Consumers navigate a maze of information. Buyers invest deliberate effort into making a well-informed decision—conducting multiple activities to gather opinions, reading an average of 11 consumer reviews, evaluating review authenticity and even demonstrating tolerance for negative reviews.
- Nearly nine in 10 consumers (88%) say they are somewhat or very knowledgeable about consumer electronics, yet still consult reviews, consumer and/or professional (60% and 52%, respectively), when looking to make a purchase.
- Consumer reviews trump professional reviews. Consumers report that they pay more attention to consumer reviews (77%) than professional critic reviews (23%). The gap between consumer and professional reviews closes noticeably, but not entirely, for more advanced technologies like tablets and computers.

Source: Weber Shandwick

► SMB Advertisers Add Social to Communications Mix:

While close to one quarter (20.5%) of small businesses plan to increase their ad spend on social media networks

like Facebook, Twitter and LinkedIn, most SMBs have not yet adopted methods like promoted postings, sponsored tweets and social games/con-tests, according to the latest Small Business Marketing Forecast by **Ad-ology Research**. Other findings include:

- More than half of small business advertisers say they market to their customers on a 1-to-1 basis. It stands to reason then that direct response and email marketing will take the bulk of many small-business budgets in 2013.
- Of the small businesses that use email marketing, many are using it heavily—19.1% sent out email messages 11 times or more in the past 12 months, and 9.1% have sent out 26 or more emails over the past year.
- Optimizing their sites for search engines is a priority, with 20.5% planning for this activity in 2013.
- Although most small businesses do not currently take advantage of online/mobile video, 12.2% indicate they plan to spend more money and/or time on the medium in 2013. **PRN**

Source: Ad-ology Research

► Public Confused with Social Monetization:

A survey from **Harris Interactive** on behalf of **The Search Agency** finds that large numbers of people in the U.S. don't really understand how Facebook and Google make money. The study asks 2,000 adults whether agreed with the question, "I understand how Facebook makes money." A slight majority (54%) say that they strongly or somewhat agree. On the flip side, 46% essentially do not understand. Other findings include:

- When it comes to search engine revenues, people do better. Just over three-fourths (78%) understand that search engines made money

through advertising "that runs with search results."

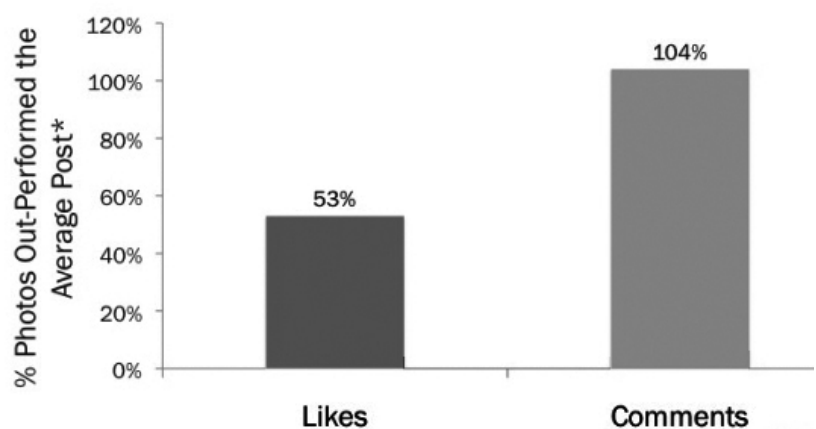
- A striking 36% of respondents think that search engines "sell users' personal data to marketers." Another 29% think that "companies pay annual dues for use."
- Finally, 20% believe that users pay search engines for "premium features."

The lesson here? While the U.S. public may not understand social media monetization, what's important to communicators is that they populate social platforms and are actively engaged. **PRN**

Source: The Search Agency/Harris Interactive

Accentuate the Visual: Pics Have Greater Impact on Facebook

Facebook Photos Generate Higher Engagement Than the Average Post



According to a new study by HubSpot, photos on Facebook Pages received 53% more Likes than the average post, while photo posts attracted 104% more comments than the average post. The study evaluated 8,800 Facebook posts from B2B and B2C companies, comparing Likes-per-photo to overall average Likes-per-post.

Source: HubSpot

Clorox and Ketchum Clean Up With Crowdsourced and Influencer-Driven Content—Resulting in E-Book Bestseller

Company: The Clorox Company
Agency: Ketchum
Timeframe: Jan. 2012 - May 2012

Gone are the days when pediatricians or child-rearing experts were the only trusted source of information for parents.

Now, when a new mom needs to know which diaper cream to use for her baby's rash or how to clean her changing table, she turns to advice from other moms who have been there and done that. With moms increasingly logging onto social platforms to connect and ask for health and wellness advice and brand recommendations, they don't just want to hear a story, they want to be a part of it and share their

own experiences, too.

To tap into that desire, **The Clorox Company** wanted to create a connection with first-time moms, educating them about how germs spread and the importance of disinfecting in order to drive sales for Clorox Disinfectant Wipes.

But how could Clorox provide authentic, credible and useful information for moms in a non-salesy way?

In January 2012, Clorox and PR agency **Ketchum** devised the "If Mom Had Three Minutes" campaign, centered on moms sharing their time-saving tips with one another.

CROWDS, CONTENT & CREATION

A combined team of six com-

munications professionals, including five from Ketchum and Clorox's head of PR & Digital Strategy, Rebecca Boston, sought to leverage the desire among moms to drive the storyline to crowdsource and curate tips that drive engagement and pass-along to other moms about cleaning, ideally, with Clorox wipes.

Specific objectives included:

1. Educate moms about how germs spread and the importance of disinfecting in a way that is authentic, realistic and not dictatorial
2. Encourage consumers to share their multitasking tips
3. Drive downloads of the final product: a new e-book from Clorox, in the vein of a "children's book for adults," that highlighted funny ways real moms multi-task to get it all done

STRONG TIES

Just how strong is the mom-to-mom advice network? Based on third-party and market research from Yahoo, the team discovered:

- Nearly two-thirds (64%) of moms ask other moms for advice before they purchase a new product and 63% percent consider other moms the most credible experts when they have questions
- New moms prefer to hear

from brands via email and Facebook

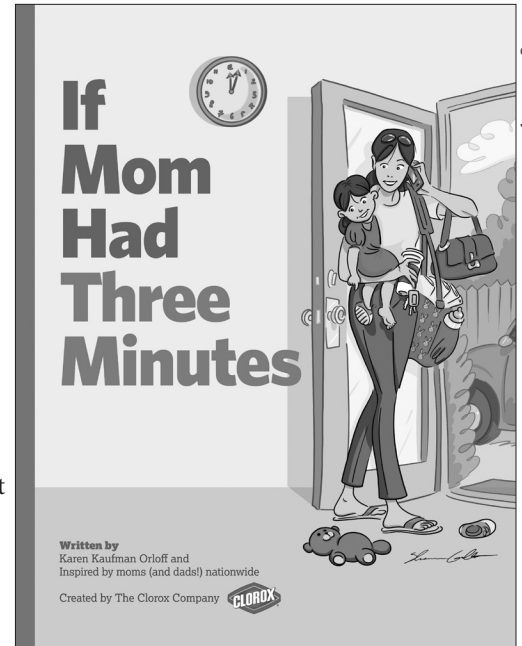
"For new moms, we know that they like to share advice with other moms, and that time management is a major issue for them—that's where the idea for the ebook came in," Boston says.

TAB-ULATING TIPS

To reach the primary target—first-time moms between the ages of 25 and 44—an If Mom Had Three Minutes tab on the Clorox Facebook page would invite moms to share their favorite multitasking tips and browse advice from other moms. Clorox would collect the best tips and reward moms with a coupon for Clorox Disinfecting Wipes.

CALL FOR INFLUENCERS

To drive engagement, Clorox identified a group of influential mom and dad bloggers,



Clorox's social media/crowdsourcing campaign resulted in an e-book that was downloaded more than 46,000 times.

Image courtesy of Ketchum

5 Tips for Hosting a Fabulous Twitter Party

By Leslie Schrader, partner and director of Ketchum's Washington D.C. Brand and Marketing practice



Leslie Schrader

Like any soiree, hosting a successful Twitter Party takes some planning to ensure that your "guests" are talking about the event long after it's over.

- 1) **Pick a Theme:** Who doesn't love a good theme party? Whether it's a new product, hot trend or upcoming holiday, having a fun, relevant subject will help guide the conversation and attract attention. A short, snappy hashtag is the necessary party accessory.
- 2) **Be a Good Host:** Ever hosted a party and felt like you weren't able to enjoy it because you spent the entire night rushing around to get everything done? The same thing can happen at a Twitter Party. Partner with a social media influencer to help share hosting duties and assign clear roles so you can pay attention to all of your "guests."
- 3) **Go With a Script:** Avoid the dreaded lull in conversation with a brief script that has 10-15 go-to discussion topics and questions to spark engagement. It's also a good idea to have a plan for handling any "awkward moments" with responses to tough questions.
- 4) **End on a High Note:** Everyone loves a goody bag at the end of a party. Thank your participants for coming with a giveaway just before the Twitter Party wraps.
- 5) **Give Them Something to Talk About Tomorrow:** After the party, analyze the conversation to help update your social media platforms' editorial content and keep the conversation flowing.

including Vera Sweeney of Lady and the Blog and Jessica Shyba of Momma's Gone City. They contributed blog posts and encouraged their networks to participate and share their own tips.

The Bump and Mom Finds, two popular online communities and advice hubs for new moms, were recruited for social media posts and email blasts asking for their best cleaning advice. In addition, a blog tour was conducted with **Federated Media**.

CAREFUL CROWDSOURCING

Lauren Wasserman, account supervisor at Ketchum, says the team wanted to make sure that the content was authentic, and the best way to do that is for moms to hear advice from other moms, thus the crowd-source approach.

That's why they brought in noted children's book author Karen Kaufman Orloff to add credibility to the project. "It was about finding a balance between authenticity and credibility without being overly branded from Clorox," Wasserman says.

Clorox read all of the tips submitted and curated them around popular themes or particularly clever tips. The goal was to find the humor in the lengths moms will go to just to get it all done.

Moms from across the country submitted more than 3,000 tips in one month, providing plenty of inspiration for author Orloff. The book's illustrator, Shannon Gallant, "brought the story to life with punchy, yet realistic, image," Wasserman says. "It was important to highlight that moms were the inspiration and advice givers in the e-book, so each person who submitted a tip was listed in the e-book."

BRAND TIE-INS

The team was surprised to see

that the submitted tips featured the Clorox brand as much as they did. "It was a good balance of content in the e-book—it was branded, but it came from the moms and not us," says Boston.

Although the e-book production was handled in-house by Ketchum, the most difficult aspect of the campaign was trying to find a vendor that could track free e-book download rates, which they eventually found in vendor **Isuu**, according to Wasserman.

Clorox worked with online e-book publishing service **Lulu** to get the e-book listed on both the Apple iBookstore and **Barnes & Noble's** Nook Bookstore, so that moms could access it on their e-readers, too.

3-MINUTE COUNTDOWN

The If Mom Had Three Minutes e-book launched just in time for Mother's Day, Sunday, May 13. Clorox updated the same Facebook tab used for tip submissions to share the final product with consumers.

Moms who shared the e-book with their Facebook fans received a Clorox coupon. The e-book was embedded for moms to read directly on the tab using technology from Issuu, and available for download as a PDF.

To drive downloads of the e-book, Clorox once again called upon influential mom and dad bloggers, and new mom communities the Bump and Mom Finds. Sweeney of Lady and the Blog hosted a Twitter party and Ellen Schmidt of Baby Meets City hosted a Facebook Dish Session, where new moms came together to talk about their time-saving tips.

Orloff and Sweeney teamed up for several media interviews promoting the e-book, including one on NY1 with Joan Lunden, where the hosts shared their own multitasking

secrets and encouraged viewers to download the e-book.

CLEAN CAMPAIGN

While the campaign results were solid, if given a second chance to start the campaign from scratch, Wasserman says she would start the research process earlier to figure out how to track the ebook, because it came down to the wire before they had identified a solution.

Nonetheless, the If Mom Had Three Minutes campaign engaged new moms and helped spread the disinfecting message. Results include:

- Drove more than 3,000 tip submissions from parents across the country
- Facebook Dish Session and Twitter Party drew more than 1.6 million impressions on Twitter and Facebook
- Close to 321,000 people reached through emails and social media posts from The

- Bump and Mom Finds blogs
- Secured more than 55 blog and social media posts
- Drew more than 46,000 downloads of If Mom Had Three Minutes e-book
- More than 806,651 media impressions from online, print and broadcast outlets

Wasserman says the team found the idea of crowdsourcing content popular with Clorox's Facebook fans, and the team is working on incorporating the tactic into several of its upcoming campaigns.

So keep your eye peeled to the Clorox Facebook page—you might just get your secret stain removal method published. **PRN**

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Turning Crowdsourcing Into Brand Credibility

When Moms from across the country submitted more than 3,000 tips in one month for a crowdsourcing effort on **Clorox's** Facebook page, they provided plenty of inspiration for popular children's book author Karen Kaufman Orloff, who was enlisted by **Ketchum** and Clorox to curate the tips for an e-book. To Clorox's delight, many of the tips already featured the Clorox brand. Here's how Orloff brought the tips to life with a narrative that told the story of what mom would do throughout the day with just three minutes:

- **Actual Tip Submitted:** "Mix playtime with chore time! When I need to wipe down the kitchen, I grab my Clorox Disinfecting Wipes & my two-year old daughter grabs a baby wipe. She loves to wipe down the outside of the fridge & the floor while I wipe the counters & stove. Of course, I re-clean her areas but we don't tell her that."
- **Tip in E-Book:** "If mom had three minutes, she would challenge her three year-old to a cleaning contest. Mom would clean the kitchen counters with Clorox® Disinfecting Wipes, while the three-year-old used baby wipes to clean up her play kitchen. The winner would get to take a nap."

It was important to highlight that moms were the inspiration and advice givers in the e-book, so each person who submitted a tip was recognized as a source of inspiration and all of the names were printed in the e-book—making the crowdsourcing project an authentic and credible piece of content.



Karen Kaufman Orloff

Twitter 2.0

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strategy isn't for the faint heart. Only adventurous brands will get involved with breaking news, Lamp says.

2. Taking advantage of pop culture. A **Jell-O** campaign referenced the recent Mayan end-of-days prediction and used Twitter prominently, Lamp says. "Twitter allows

brands to surprise customers," he says. Therefore brands should take more advantage of that.

3. Hyperlocalized promoted campaigns. Using Promoted Tweets, brands can (and should) hyperlocalize content to reach specific markets and regions, Lamb says.

4. Visual storytelling will emerge. "I haven't seen brands take advantage of tactics like photo contests," Lamp says. This year could be the time.

STORY TIME

It's storytelling via Twitter that Krisleigh Hoermann, social media strategist at the American Heart Association, intends to ramp up this year. Why? "In 2012 we started moving away from the number of followers, and moved toward engagement," Hoermann says. So 2013 will feature more engaging photos and videos.

Two keys to engaging? Hoermann says many organizations are in the reactive mode on Twitter, and instead should initiate the conversation through optimal content.

Twitter Chats are also great ways to start Twitter banter. The AHA will be doing two of them in January. In the past the chats have high level, but Hoermann says this year they will be more niche, such as one around sodium.

B2B GETS PERSONAL

Chris Brooks, manager, global corporate communications & social engagement at Hilton Worldwide, leverages Twitter a bit differently than Hoermann. Brooks manages @HiltonWorldWide, the B2B outlet for the global hospitality company—which touches anyone from hotel owners and managers to travel agents.

In 2013, Brooks is continuing with the 30-30-30 daily content mix that has proven successful. That's evergreen content-engagement-and whatever is happening in the Twitter-verse that day.

Like Hoermann, Brooks is moving towards linking to more photos and videos for greater engagement.

Brooks is also making full use of newer Twitter features. "Link previews" lets followers see content, images and videos by partner websites. "If I were to tweet out link to pair of shoes on Zappos, followers would see a preview of the shoes," Brooks says.

Monitoring conversation is most important on Twitter, he says, more so than any other social network. "You can have an effective B2B strategy just by tracking key influencers and noting who they're connecting with," he says.

TWITTER TIPS

Here are three Twitter 2.0 tips for 2013, per our experts:

Lamp: Brands would be wise to learn what Twitter has done with hyperlocal outreach. "Paid drives earned, and Twitter is better at that than any other platform," he says.

Hoermann: Don't use Twitter just to broadcast. "There are still some brand who just push tweets out and never go back to converse."

Brooks: For content, get as many people as you can involved with your Twitter account internally. "I've done a lot of educating throughout our global communications team," Brooks says. "London is our second-largest audience on Twitter, and the team there knows that if they have good content, we'll tweet it." PRN

(Catch Hoermann and Brooks presenting at the PR News Digital PR Summit on Feb. 27 in San Francisco; (prnewsonline.com/digitalsummitsanfran13.)

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Anatomy of a Twitter Win

1 Uploaded videos by pirategrayson

Previous Video | subscribe :)

- a pacemaker
- a defibrillator
- a mechanical mitral valve

pirategrayson.com | @pirategrayson

0:19 / 3:05

2

Thank You, Grayson!

3 Grayson @pirategrayson 22 Dec
Got a lovely response from @American_Heart from my P4A vid - youtube.com/watch?v=VpFv-q... @hankgreen @realjohngreen :D
View media

The American Heart Association's proactive Twitter strategy is shown here in full force: After viewing Grayson Burger's video (1) about her father, who's had heart trouble, AHA produced a video "thank you" featuring CEO Nancy Brown distributed via Twitter (2), which prompted a tweet from Burger (3).

Source: American Heart Association

B2B Communications

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that will work best. To fill us in on the ways that internal communications is evolving at B2B organizations, we turned to a group of employee and corporate communications experts in the manufacturing, medical and chemical industries.

JUDI PFANCUFF

Employee Communications Director, Eaton Corporation

To connect with a global workforce, effective employee communications must provide context. We have found it's crucial to support local leaders in their efforts to help employees better understand what we're asking them to do and why they should.

To do that, we've established a channel to provide useful content for local communications and, in the process, have improved our mass communications channels, too, by getting closer to our audience and becoming more aware of what employees really need to get engaged.

We put together collections of easily localized materials on monthly topics such as safety, quality and innovation and post them for download on a website designed to deliver brand-building communications assets. We distribute full sets of themed materials on the first of each month that local communicators can count on.

We actively network with communicators, HR leaders and plant managers in our businesses to make sure the short articles, videos, posters and PowerPoint slides meet their needs.

Our research shows that mass internal channels are greatly valued by our employees. But to reach all

employees, we've found we need to think globally, act locally and network like crazy.

CHRISTINE MILLER

Associate Director, Global Employee Communications, The Dow Chemical Co.

Employees in a global organization are inundated with communication from all corners of the organization—the business director sharing business priorities; reminders from Human Resources about performance management deadlines or a plant manager with a production update. Layered on top of these messages are the interests of the corporation to align employees to organizational goals and build a competitive advantage for the company.

Managing the information flow to employees can be a challenge, but our global employee communication network helps improve coordination across the organization.

Led by the Global Employee Communications team, members of the network include employee communication professionals in businesses, functions and geographies. The network reviews the upcoming schedule, and provides communicators the opportunity to offer their input on corporate plans.

For specific programs, we frequently develop communication toolkits. The toolkits include key messages and resources such as posters, electronic bulletin board templates, news copy and more.

The prepared materials help drive consistency across the organization and are efficient and cost-effective solutions for Dow.

Internal Checklist: 5 Tactics for Communicating Change

By Scott E. Rupp, senior manager, PR, Vitera Healthcare Solutions

Employees must stay informed during times of transition. They'll need information to make decisions about their future and their family's future. Not providing at least a cursory acknowledgement of this fact will diminish you and your new company's position as the transition progresses.

- Provide regular, weekly e-mail blasts from leadership describing the changing events.
- Let employees know when major decisions are expected to be made; for example, communicate when benefit and personnel information will be released.
- Encourage dialogue between managers and their teams. If needed, have leadership step in and directly communicate with employees through town hall-style meetings and discussions.
- Create a channel for two-way, open communication; for example, create a virtual suggestion box or a forum for discussion between employees and leadership. Posts can remain anonymous for employees.
- If there is no information available or something hasn't been decided yet, let employees know that, but don't keep them guessing. Employees who have to wonder about their futures are not engaged in their jobs and productivity and loyalty will be affected.

ANN FAHEY, APR Vice President, Corporate Communications, Medline

Whether your company is B2B or B2C, communicating to a



global employee audience is complicated. While newer technologies are opening up new channels for two-way dialogue, there is still no substitute for face-to-face communications, and I would argue, there never will be.

Your company could have an award-winning intranet with a truly transparent blog authored by the company's CEO and you could stream your town hall meetings to all of your global sites in real time, but these tactics are not a substitute for your CEO walking through the doors of

your plant in Shanghai to greet employees in person. This is why Medline's executives are travelling to company sites around the globe.

Since we expanded our global employee outreach last year, more than 90% of employees responded that communications at the company have improved. While there were a lot of other communications improvements made to contribute to these results, I have no doubt that the increase in executive face time is the key contributor. **PRN**

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Unplug or Remain a Slave to the ‘Latest News’

Recently I attended a press conference where a large association announced a new home for its annual conference. On the dais sat several VIPs representing the local political and economic development leadership, the chief executive of the association and the head of the local convention and visitors bureau.

At the back of the room, the conference’s communications director stood and kept watch both on the press conference and on her computer. As the prepared statements were read and questions asked and answered, the communications director kept glancing back and forth from one to the other—one eye on the action in the room and another on the digital reaction to it.

As a long-time communications pro, I felt her pain. I would have been paying hyper attention to both what was happening in the room and how the news coming from the room was being shared or commented upon out in the world at large via Twitter and Facebook and Google alerts.

But watching it all happen I couldn’t help but feel a sense of longing for simpler times, when it would have been enough to simply coordinate a press event, obsess over every detail, attract enough attendance to make it all worth it, then wait for the

coverage to come out the next day or at least over the next few hours.

Now? News is literally reported as it happens, and not always by reporters. With a smartphone and a social media presence, anyone, anywhere has the potential and power to report in real time, without the hassle of an editor to please or pesky follow-up questions to answer.

The “real” reporters also file quick tweets, then (we hope) more in-depth stories, then it’s on to the next thing, then the next and the next.

All the while, we communications pros scurry around, looking for morsels to feed the beast.

This is not new information I am sharing. And this is not a column about how to run events that are set up to thrive in the social media era.

Rather, I want to commiserate and share an observation about how damned hard it is to step away from the always-on environment we live in order to think deeply and strategically about how and what we communicate in the first place.

Are you reading this column right now because you planned to spend an hour or 15 minutes reading today? Was it shared on Twitter or Facebook or LinkedIn or email or IM or text or maybe, crazily, did you

pick up a magazine and read words printed on glossy pages?

However you came to be reading this article at this moment, you made a choice. There are literally millions of other things you could be doing or reading right now. You could be reading the Wikipedia entry on Bigfoot or watching that video about that kid coming home from the dentist.

But here you are and here I am, so let’s splash cold water on our faces together, shall we?

If you want to succeed in today’s ridiculously fast, ever-changing environment, you need to find times to unplug completely for extended periods of time.

Ready to brainstorm for the next big event? Turn off the email and get in front of a white board and let it fly. Don’t check Twitter, Facebook, email or whatever else blinks and beeps at you on a regular, non-stop basis.

Need to come up with a new tagline for the brand? Take a walk around the block and stare at some rocks and trees.

Here are some “unplugging” best practices that you can put into play:

- Realize that the world will be just fine without you plugged in for an hour or two or, perish the thought, an entire day.

- Make time to sit and think and act based on decisions made during those times of careful reflection.
- If you go to an event, especially one that you helped plan and create, be present at that event and make as many human, one-to-one connections as you can.
- Make time for long-term planning with your team and revisit those plans—unplugged—on at least a quarterly basis.
- Get some therapy. You work in PR in 2013 and probably need it.

Now that you have finished reading this article, please go back to your regularly scheduled, hectic lifestyle.

I hope you’ll unplug once in a while and find times to work on those things that are most important to you. **PRN**

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