

Use Twitter to Gain a Competitive Edge in Media Relations

PR News The Big 3 Conference August 9, 2012

Presented by: Chris Metinko Media Relations Specialist Business Wire chris.metinko@businesswire.com



How Journalists Use Twitter

- 55% use social media to find stories from known sources
- 43% verified stories using social media
- 46% have professional Twitter profiles

Source: Oriella Digital Journalism Study, July 2012



Why Reporters Use Twitter

- Fastest way to break a story
- Find new sources
- Keep up with current sources
- Quickly gauge public sentiment
- Start a dialogue find a story

How Twitter Has Changed Reporting

- Speed
 - Drive site traffic & engage audiences
- Offer editorialized comments
- Dialogue with audiences



Twitter Reporting Threats

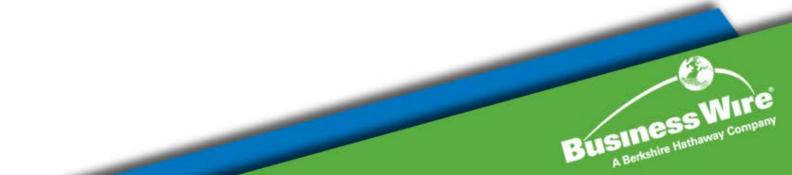
- Get it first, get it wrong: reputation
- Fewer checks and balances
- Not well supervised
- Editorial vs. reporting



How Twitter Has Changed Newsrooms

• Thinking in 140 characters

"When you have a story, it's not just thinking about the headline — it's thinking about what you're going to tweet." – Tom Simonite, MIT's Tech Review



Public and source dialogue made easy

- Instant reaction from readers
- Fastest way to get the dreaded "man on the street" opinion
- Ability to bypass PR departments to find sources and experts

Can you pitch reporters on Twitter?

Depends...



Tips for pitching on 🕒



✓ Have a personality

✓ Tweeting just a press release = don't bother

✓ Be engaging and interesting ✓ Build relationships first ✓ "Don't be lame."





✓ Have a personality

Your human, not a robot. Show it.



Tips for pitching on



✓ Tweeting just a press release = Don't bother

Add context or a hook



Tips for pitching on



✓ Be engaging and interesting.

After eliminating the Vancouver Canucks in an early playoff series, the Kings' PR department tweeted -- "To everyone outside of BC you're welcome."

The <u>@LAKings</u> Twitter account gained more than 60,000 followers during their run to the Stanley Cup.

Tips for pitching on

✓ Build relationships first

Twitter is a tool, not a replacement for real conversation.





✓ "Don't be lame."



✓ Don't pitch off topic/beat

Pitch to an actual reporter, not a site/publication

Keep Some of the Old

✓ Be brief – which Twitter mandates



Thank You

Chris Metinko Media Relations Specialist Business Wire chris.metinko@businesswire.com

