



# Use Twitter to Gain a Competitive Edge in Media Relations

PR News  
The Big 3 Conference  
August 9, 2012

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# 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.”

# Tips for pitching on



- ✓ 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 [@LAKings](#) 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.*

# Tips for pitching on



✓ “Don’t be lame.”

# Keep Some of the Old

- ✓ Don't pitch off topic/beat
- ✓ Pitch to an actual reporter, not a site/publication
- ✓ Be brief – which Twitter mandates

# Thank You

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