Use Twitter to Gain a Competitive Edge in Media Relations

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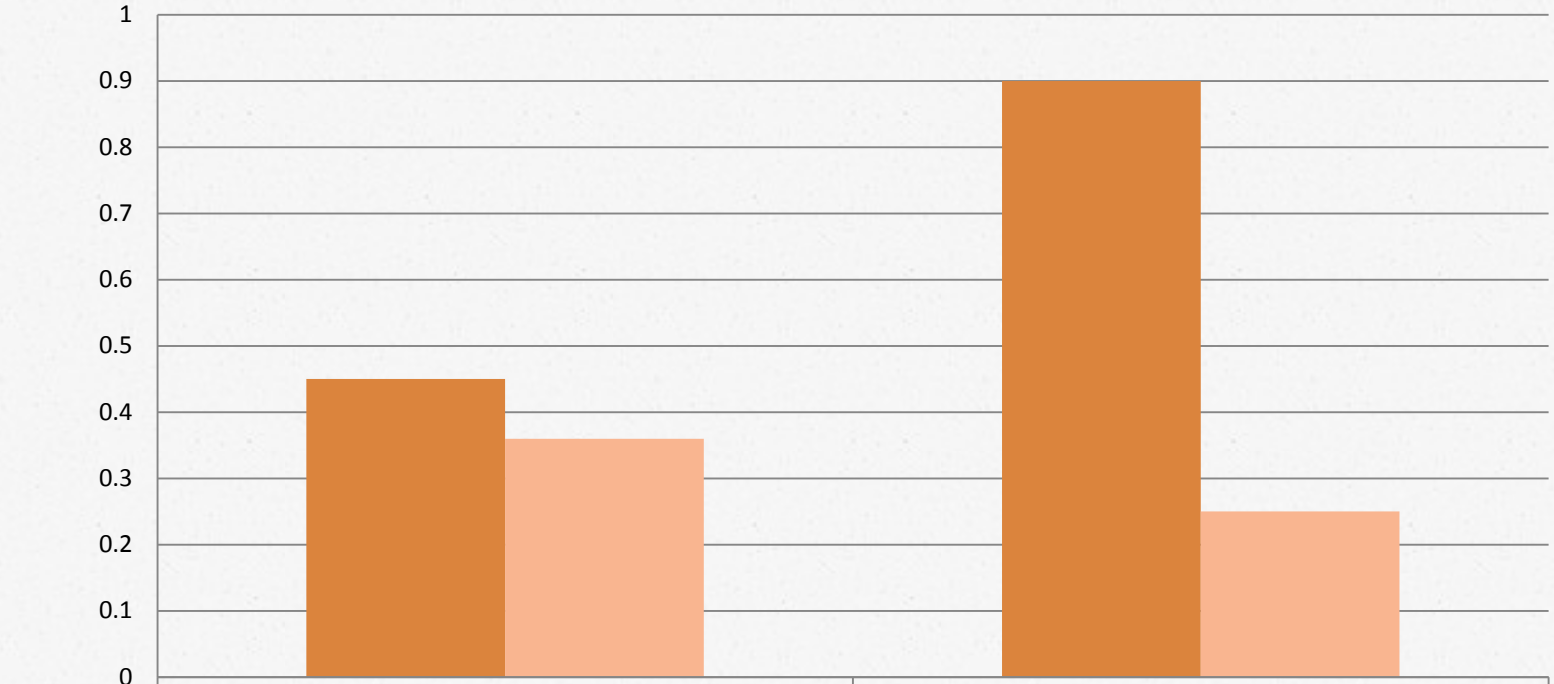
PR People vs. Journalists (per 1,000,000 population)



	1980	2008
PR	0.45	0.9
Journalists	0.36	0.25

US Bureau of Labor Statistics

A Tool or a Strategy

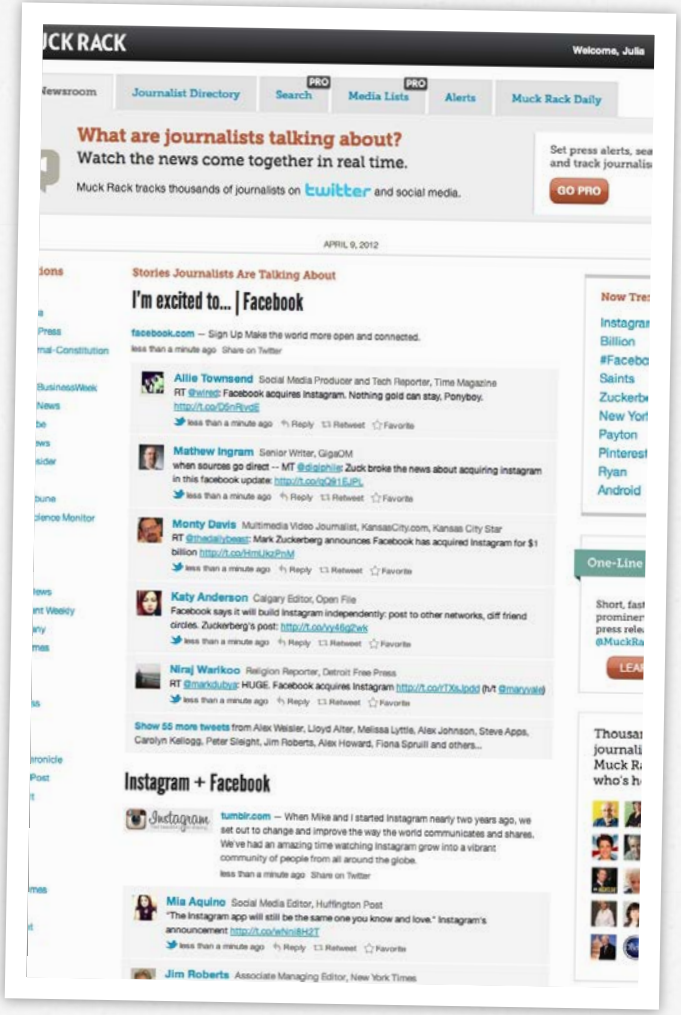
Integrate

- CREATE — A PROFILE THAT ATTRACTS REPORTERS
- LISTEN — REPLY, RETWEET
- SHARE — TIPS TO OTHER RESOURCES

Identify and Engage with Journalists on Twitter

Finding Reporters on Twitter

- Muckrack



Finding Reporters on Twitter

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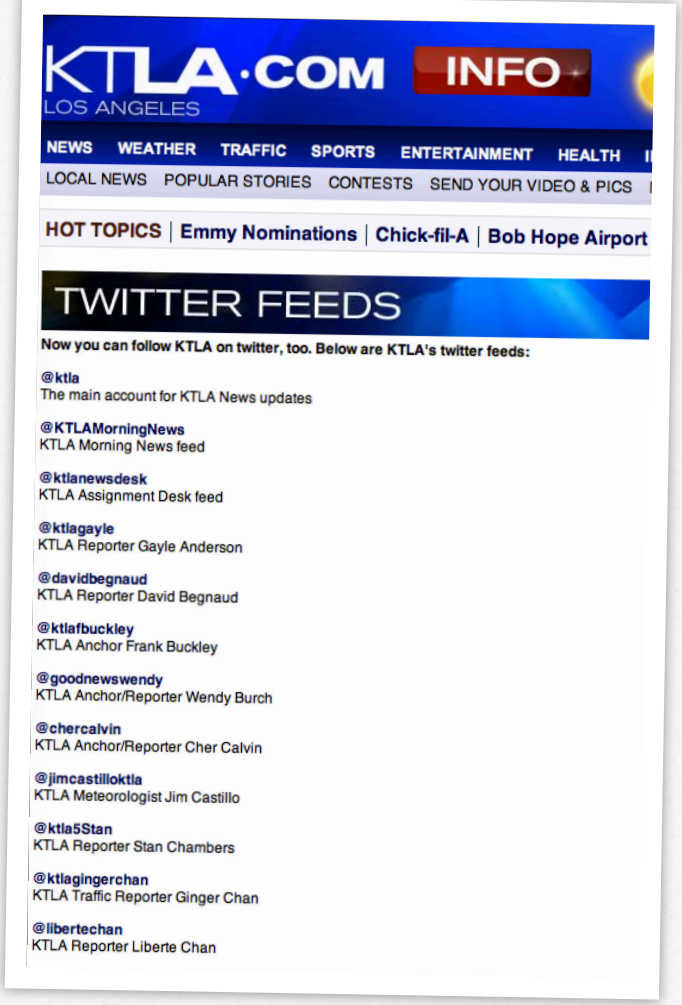
- On their websites



KTLA.COM INFO
LOS ANGELES

NEWS WEATHER TRAFFIC SPORTS ENTERTAINMENT HEALTH

LOCAL NEWS POPULAR STORIES CONTESTS SEND YOUR VIDEO & PICS

HOT TOPICS | Emmy Nominations | Chick-fil-A | Bob Hope Airport

TWITTER FEEDS

Now you can follow KTLA on twitter, too. Below are KTLA's twitter feeds:

@ktla
The main account for KTLA News updates

@KTLAMorningNews
KTLA Morning News feed

@ktlanewsdesk
KTLA Assignment Desk feed

@ktlagayle
KTLA Reporter Gayle Anderson

@davidbegnaud
KTLA Reporter David Begnaud

@ktlafbuckley
KTLA Anchor Frank Buckley

@goodnewswendy
KTLA Anchor/Reporter Wendy Burch

@chercalvin
KTLA Anchor/Reporter Cher Calvin

@jimcastilloktla
KTLA Meteorologist Jim Castillo

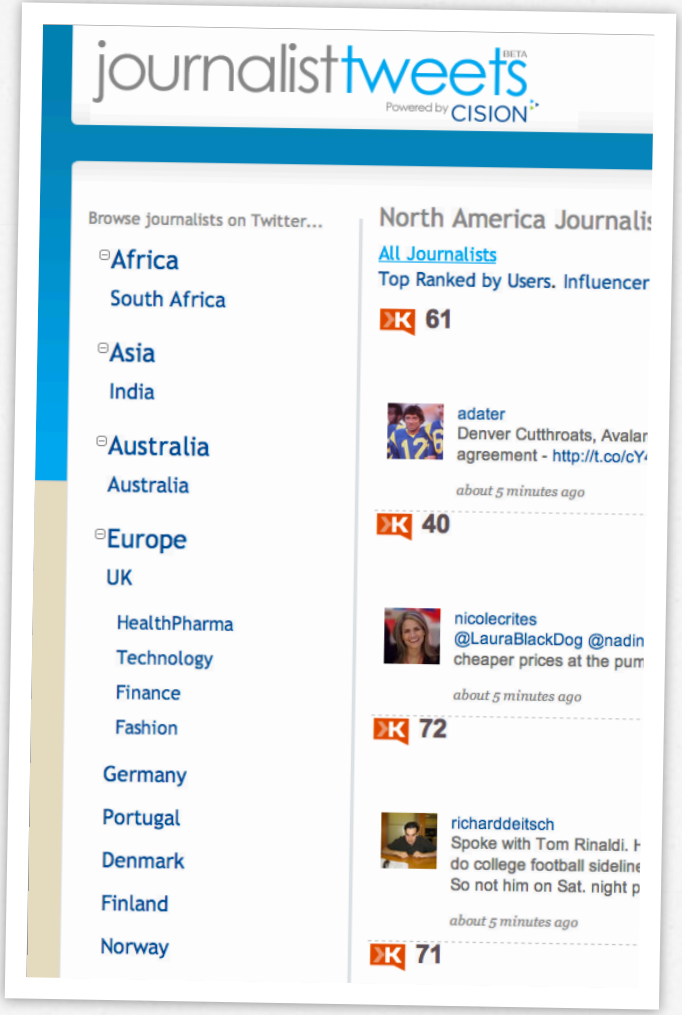
@ktla5Stan
KTLA Reporter Stan Chambers

@ktlagingerchan
KTLA Traffic Reporter Ginger Chan

@libertechan
KTLA Reporter Liberte Chan

Finding Reporters on Twitter

- Muckrack
- On their websites
- Journalisttweets



Finding Reporters on Twitter

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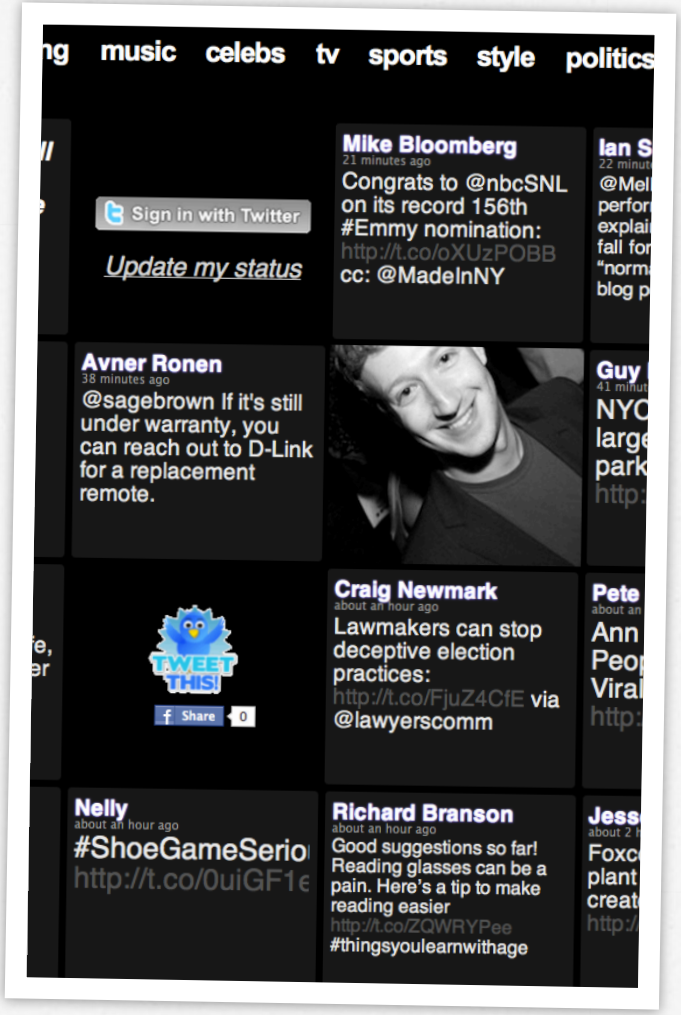
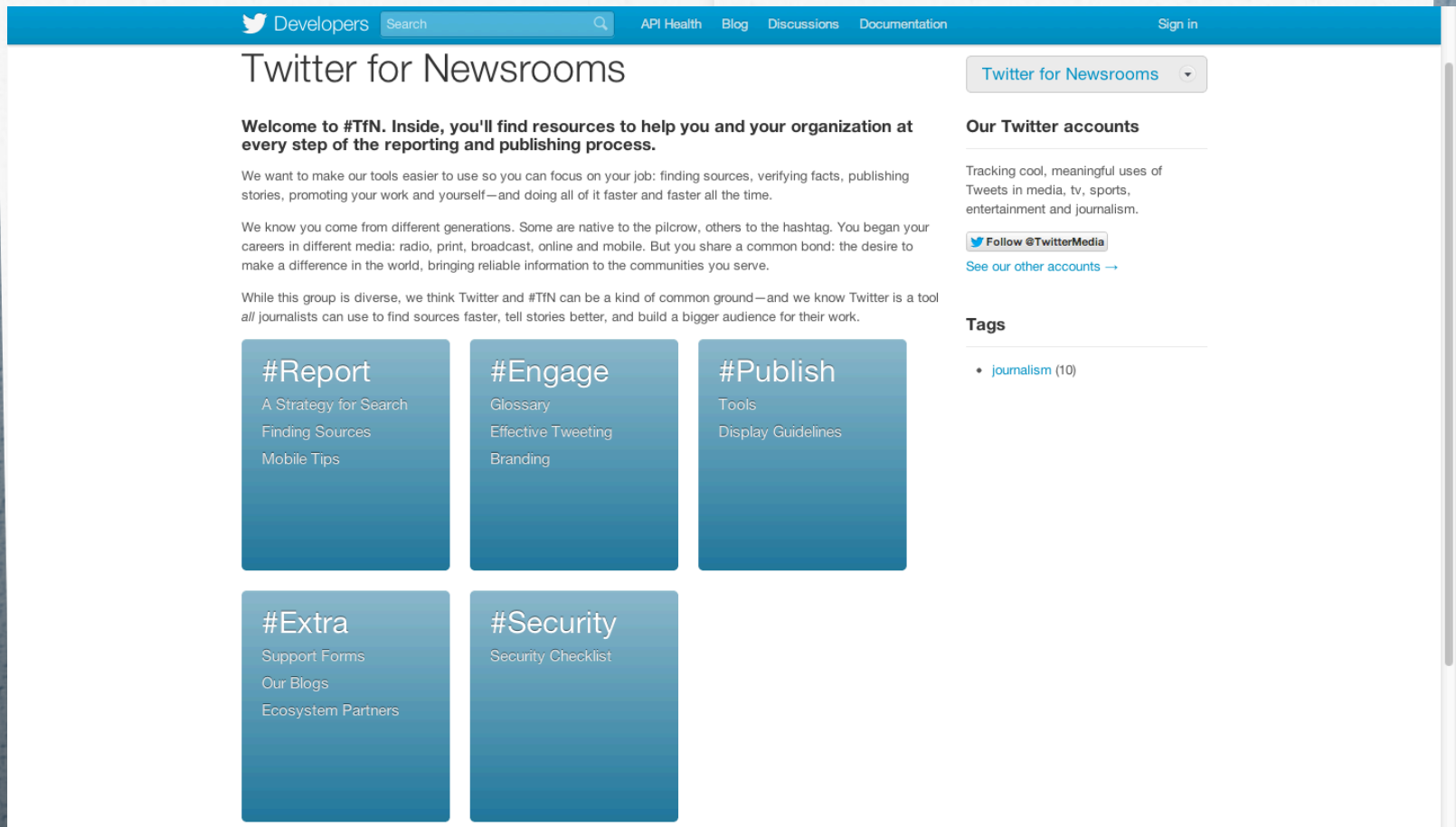
- On their websites
- Journalisttweets
- twitgrids.com



Twitter for Newsrooms

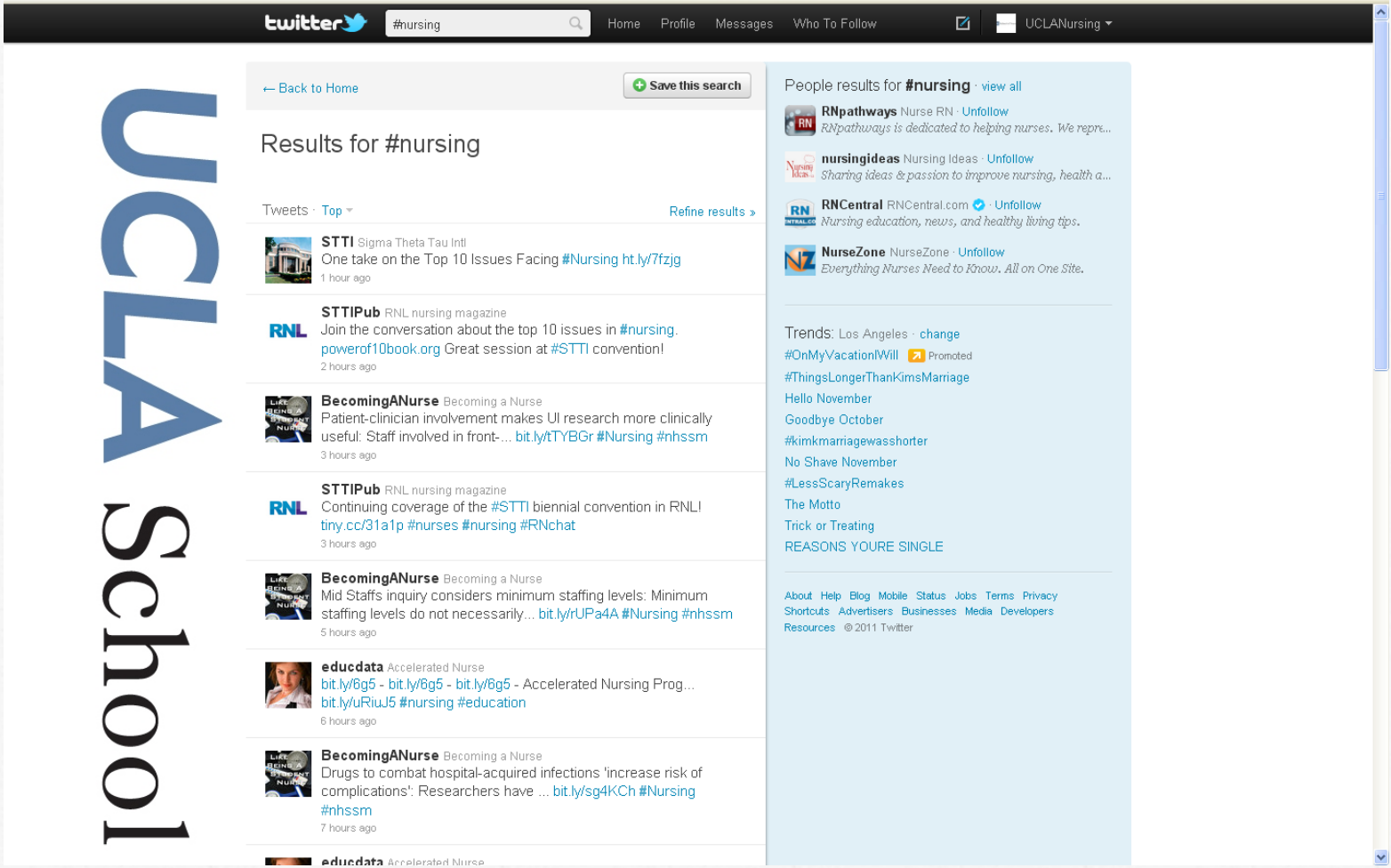


Twitter:
A New Way to Pitch Reporters

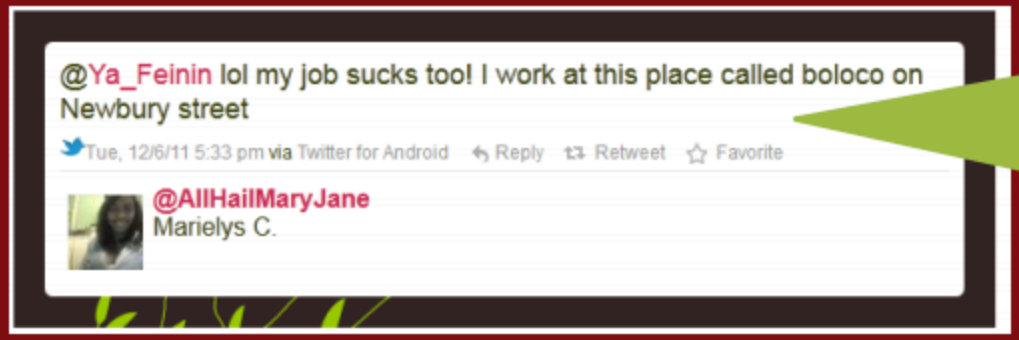
- Mantra: Listen, reply, retweet
- Share tips to other resources
- Use hashtags
- Check in before pitching
- Remember it's all public

Retweets (@UCLANursing)

Hashtags (#nursing)



...but can create 'crisis'



"my job sucks... I work at boloco..."

"Sorry. Not anymore."

@boloco
@bolococeo

globally inspired burritos

#prsummit

metro

Employee's tweet sparks controversial response from Boloco CEO

MICHAEL NAUGHTON/METRO
07 December 2011 09:16

"you…tweeted about firing an employee who complained on twitter…"

Forbes

ENTREPRENEURS | 12/16/2011 @ 8:38AM | 2,724 views

The CEO of Boloco's Social Media Strategy

@boloco
@bolococeo

globally inspired burritos
boloco

#prsummit

How Journalists Are Using Twitter

- Following breaking news and trends
  - Trendsmap
- Research
  - US News Story on Nutrition Bars
- It's still new to them too
  - Twitterjournalism.com
- Building an audience

Pitching Journalists

Journalist Outreach

- NURSES email me: Why did you pick the specialty you did? All stories good. TheresaBrownRN@gmail.com. For Scrubs Magazine.
- Dan Childs @DanChildsABC RT @DrRichardBesser: T5 What are some resources for women's heart health? Support for women w/ heart disease? Online materials? #abcdrbchat
- Matthew Browning @MatthewBrowning @LeAnnThieman We do #nurse communications in a new way- Would value your thoughts on this #tech- youtu.be/gjre5P_TMU8

Sample Tweet Pitches

- @SamsungTweets and YOU raised $100k in 72 hours for #TeamAutism and @DanMarinoFDTN. Learn more: http://jes3.com/s_tu
- #UCLA #Nursing gets students moving with Project SHAPE LA! Read more on this #LAUSD team-up - ucla.in/z7zEw
- Our Men in Nursing agree! http://nursing.ucla.edu/body.cfm?id=64 Male nurses are "manlier" than men in other vocations study sayshttp://tinyurl.com/752gwf3:
- We see it in # of applications rt@davidccolby @Health_Affairs article: #nursing workforce growing faster than expected

Key Takeaways

- Don’t Do It Just Because: make sure efforts match your communications strategy
- Listen, reply, retweet
- Remember, it’s all public

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