

How to Think Like a Journalist and Write Like One for PR

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- Create an editorial calendar for a blog and a corresponding publishing schedule for social media channels (should correspond to marketing and other pertinent calendars)

1. When you create the editorial calendar for your blog, think about the big picture. Choose 4-5 categories and stick to those. Make sure they correspond to high-level marketing goals.

2. Don't get "stuck" on your editorial calendar; feel free to deviate per current events or important developments. Don't get in a content rut.

- Tie blog content to e-news and social media efforts

1. Each blog post is an easy and effective "home base" for your content, housing copy, photos, videos, important links, etc.

2. Make sure to link to posts in e-marketing and social efforts: this helps tie your properties together and increases website traffic.

- Create content about others, not just yourself

1. Of course, you're mostly going to create content about your own company, but mix in topical stories pertaining to stories of the day for a chance to go viral.

2. Feature affiliated business and charity partners when possible, strengthening ties and inducing them to share your content on their own social media channels.

- Apply good interviewing and note-taking skills to create original copy that tells a story

1. If you rely on the people with the knowledge you need to get it to you, be ready for disappointment.

2. Take the time to "pull" the knowledge from them. Prepare the questions you need answered, then set up the interview. Feel free to record it but also take notes as transcribing takes time you may not have.

3. Even if it's a straightforward interview, take a few minutes to converse with the interviewee and get to know them. Even if it's a fairly dry subject, it's good to warm them up.

- Look for talent within your organization, and have people write about their areas of expertise

1. There are many people with the proclivity toward writing and no forum in which to publish. Look for them within your organization, engage them, and task them with creating content.

2. These can be the perfect people to handle those general interest stories that aren't as centered on direct company communications. Find out what they're interested in and try to apply it: this will make them more interested and more effective.

- Tell the story of your company with a blog

1. Blog posts are much more permanent than social media posts and, as such, are the perfect place to literally record the month-to-month "life" of your company.

2. Think history. Interview the CEO or other important figures in the company, even emeritus employees, i.e. a retired founder of the company. This can add greatly to company identity.

3. This is where blog categories become useful in that you can collect these "story" posts (or any of the content categories) under a single link, easily shareable and user-friendly.