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## SOCIAL MEDIA

Twitter Chat with Havas PR and PR News, Tues, June 28, 2-3pm ET, looking at hot PR trends. Chat hashtag: #HavasPR40

# 11 Cost-Effective Tips for Using Online Video to Build Engagement With Your Brand

If you read a prognosticator who *didn't* think online video would take off in 2016, congratulations, you might be the only one.

In one of social's least-surprising developments, video is booming. Exclusive data **Shareablee** has provided PR News is evidence that consumers are engaging with brands' video at unprecedented levels [see page 7]. And with online video having an estimated ad revenue of \$10 billion in the U.S. market, even **Instagram**, created to highlight still photos,

added a whopping, by its standards, 45 seconds to its stingy 15-second video limit for non-brands; brands were granted a full minute early in 2016 to preview Super Bowl ads (*PRN*, April 11).

**Facebook's** Mark Zuckerberg, Instagram's owner, charged up much of the buzz about video during a Q4 earnings call early in 2016. He reported Facebook's 1.59 billion monthly active users and 1.44 billion mobile monthly active users

*Continued on page 3,5*

## MEDIA TRAINING

BY ANDY GILMAN, PRESIDENT, CEO, COMMCORE CONSULTING GROUP

# Tips and Tactics to Make Media Training Successful and Efficient

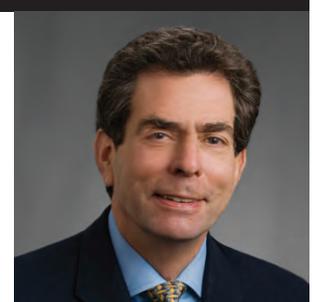
In our nervous-twitch environment, PR execs who provide media training often face an executive or a team that has received coaching previously. These executives or team members know—or think they know—the basics and don't want to waste time on Training 101. They are content- and results-focused and likely lack the PR knowledge about how the 3 P's (preparation, practice and performance) can be the difference between a successful or unsuccessful interview.

How should communicators react? I'm a fan of trilogies, so here are three things an expert media trainer needs to be able to do:

**1. Know the Content and Challenging Questions.** Formu-

laic media training no longer cuts it. Counseling top executives to "Know your three messages. It doesn't matter what they ask, just score your messages even if you aren't really answering the questions" might fail to provide added value.

Sure, that tactic might work with reporters who don't listen or lack a deep understanding of the subject. And of course if your executive is taping B-roll or is asked "Is there something else you would like to add?" and/or "Is there something I forgot to ask you?" those are perfect opportunities to score.



*Continued on page 4*



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**PR NEWS' SNAPSHOT  
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JULY 12, 2016  
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**BIG 4 SOCIAL MEDIA  
SUMMIT & VISUAL  
STORYTELLING  
BOOT CAMP  
AUGUST 9-10, 2016  
SAN FRANCISCO, CA**

## Mobile Tech Lags Behind for Company Intranets as Pressure Builds for IC Pros

We live in a mobile world, so mobility is ubiquitous, right? Not so fast. While it's true that many things are done via mobile apps, it's not been the case with internal communications (IC). Even some top-flight technology companies are only just now introducing mobility to their intranets via smartphone apps in response to employee demand.

Part of this is due to high and diverse demands placed on IC. Something has to fall lower on the priority list. "The pressure seems greater than ever [in IC]. Everyone seems to want an internal communicator...everyone wants a video," said Leigh Woisard, SVP, corporate communications and public affairs, **Cox Communications**. Like other business units, IC can respond only to a limited number of demands. Yet it's proven to be so capable, IC "might become a victim of its own success" in that it has to respond "no" so often to stakeholders, she said at an **Association of Cable Communicators** roundtable.

But back to intranets, from a cost perspective, [mobility] "is one of the toughest aspects of IC [for small and midsize brands]. Setting up [a mobile capability for a corporate intranet] for a company of 200 costs the same as if you were setting it up for a company of 20,000," said Michael Rudnick, managing partner, **Prescient Digital Media**.

### BACK OF THE LINE FOR IC TECH

In general IC often is near the bottom of the priority list when it comes to tech updates. IC tech tends to be looked at only before big events, such as a merger or a product rollout. Yet "how do you get people [particularly millennials] to take you seriously" if your IC lacks a mobility component? "Everyone wants everything to be mobile today," Rudnick adds.

**Comcast**, the nation's largest internet and cable provider, only recently added mobility to its IC as part of a relaunch of its intranet. As such, responsive design, where designers aim to provide an optimal experience across a range of devices, including desktop monitors to mobile phones, was important, said Liesl Henderson, Comcast Corp.'s senior director for IC.

The most difficult part of the Comcast intranet rollout was balancing stakeholder demands with budget, security and legal realities, Henderson adds. "Everyone wants a button on

the intranet and the home page...it really was an adventure...we had to say 'no' to some requests," she said.

On the positive side, Comcast's new intranet is much "clearer and better organized" than its overloaded predecessor, although there's still at least one issue ahead. "Our challenge now is with social...I don't think we'll move to a single [social] tool...there are so many tools out there and people use them for good reasons."

An issue facing IC pros with healthy technology budgets is deciding which tools to purchase. With large companies there often are multiple constituencies, some of which champion rival tools. IT wants one technology, employees favor another, the C-suite a third. And then there's the shiny, new toy syndrome. "Don't buy a technology just because it's the latest thing. Look at your business goals, be strategic and thoughtful" before purchasing, he said. And keep an eye out for chatbots. Eventually, instead of finding the right website to see how much vacation time you have left, you'll ask your screen vocally and get a Siri-like answer.

Yet should IC be perceived as slow-moving or that "it's asking too many questions," employees will push out messages, which may be incorrect, on their own. Adds Woisard, "Employees are no longer sitting at their desks waiting for us to communicate to them."

Some intranet issues are similar to what IC pros are grappling with daily. "We're the gatekeepers...it's part of our job to apply filters...employees are deluged with information...our main goal is delivering the business message" to employees, Henderson said. Woisard agrees. "Having too many messages out there causes confusion...How do we change behavior? That's what we really want to know."

As with external PR, the subject of measurement is never far from PR pros' minds. "Data is your friend," Woisard said, "you need to measure" what messages are being read. Cox uses a tool that allows IC to see what email messages employees open, she said.

Despite the plethora of technologies, Woisard noted her brand still gathers employees regularly with senior executives for coffee. "Every demand made during those coffees is documented [by IC] and sent to the C-suite," she said. "It's back-to-basics but it's important." ■

# How to Avoid Spending a Lot for Online Video

were logging 8+ billion video views daily, or 100 million hours of video. Not a surprise then that Zuckerberg, a bit later, said Facebook was considering a spot solely for video viewing. After that Zuckerberg said he'd not be surprised to find most Facebook content within five years to be video. The cherry on top was a subsequent move making the Facebook Live video service available to everyone in the U.S. via iPhone.

**Twitter** finally acknowledged reality, unveiling Twitter Engage June 21, a mobile app for **Apple** iOS devices designed to make it easier for creators to post videos to the previously word-laden platform. Twitter's game clock also was eased—starting June 28 all Twitter users can post videos of 140 seconds (gotta love it, 140 characters, 140 seconds), up from 30 seconds. Twitter chief Jack Dorsey, whose speechwriter must be clairvoyant, said, "Video is becoming increasingly central to...Twitter. We're investing heavily in videos and creators. We want to be the best place for creators and influencers to build an audience...." Earlier, on June 15, **YouTube**, the veritable granddaddy of Internet video, whose growth in watch time has jumped 50% year to year, unveiled YouTube Director, intended to make it easier "for every business" to create or obtain video ads. Indeed, Tod Plotkin, principal, **Green Buzz Agency**, says YouTube Director will be ideal for budget-conscious communicators. Of Twitter Engage, he said, "This app is the perfect response, making it quick and easy for marketers to create and track their video tweets."

For Patricia Garofalo, communications strategy leader, **Soteryx**, the measurement pieces are exciting. "Not only do tools like this lower video production costs...they help gather important statistics that communicators need to effectively measure the success of videos. This is the most important step in content creation and most communicators struggle with how to effectively measure their material."

Imagine the gall of Zuckerberg, stealing Twitter's and YouTube's thunder with news that leaked in the *Wall St Journal* June 21 that Facebook is paying 140 media outlets, such as *The NY Times*, *BuzzFeed*, *Huffington Post*, *Mashable* and *CNN*, and celebrities like comedian Kevin Hart and noted auteur/**Seattle Seahawks** QB Russell Wilson to stream videos for its Live service. Facebook had indicated it was paying celebri-

ties to use Live, but the specifics, such as \$3 million each to BuzzFeed and the Times for 12-month Live deals, show the magnitude of Facebook's wager and the depth of its pockets.

\$3 million contracts aside, we asked PR pros with extensive video experience how brands can be effective video players using more reasonable budgets.

**My Kingdom for Video? Not Necessarily:** Plotkin admits social video can be an expensive proposition for brands, yet its price is falling tremendously. In fact, Plotkin's says brands can shoot video on an iPhone using a tripod or unipod (see # 9 below) "and it will look fine...it will be good enough for most corporate videos....With new technology closing the gap between corporate video and the TV/film industry, marketers can create videos that look like big-budget entertainment. That's why it's so important for communications pros to be aware of the techniques filmmakers use to create high-quality productions." There are, he says, numerous factors determining video price, including how turnaround time, style, complexity of concept and editing, length and goals. Oh, yes, know your business goals before you begin thinking about a video.

**Point A, Story First:** Moving beyond cost, what should brands think about when getting started?

**1. Is That Your Final Platform?** The location of your video should be determined by where it will perform best, Plotkin says. Questions to ask, he says, include: Who is the primary audience for it and how familiar is this group with my brand?

**2. 3 Stages of Video:** For Garofalo, who previously ran communications for **GE Water**, "Communicators need to keep in mind that the three steps in a video lifecycle—creation, distribution and measurement—are intertwined. You can't do one without thinking about the others." To find topics for video Garofalo met every 2 weeks with GE's sales teams. Other content tips: Comb your intranet for content; utilize your team—she held 2-hour brainstorming sessions each month where everyone had to come in with an idea. The team then riffed off the various ideas, which eventually led to concepts for videos. A trade article

Continued on page 5

**PRNews**  
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Who are the young PR professionals who have stood out to you this year? PR News' Rising PR Stars awards competition honors budding PR leaders and creative practitioners age 30 and under. Winners will be recognized at PR News' Rising Stars in PR Awards Luncheon on December 6, 2016 in D.C.

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# Media Training: Do Your Journalistic Homework

The trainer can no longer teach the executive to score them no matter what the question. That's where the subtleties of the "Bridging/Pivoting" technique come into play (see sidebar). Credibility is lost when pivots are blatant. Want proof? Watch a cringe-worthy interview on **MSNBC, Fox** or **CNN** and you'll see what it's like for a business professional to walk into a major interview unprepared—and pay the price.

**[Editor's Note:** Subscribers can see Gilman's examples of good and bad interviews, as well as other media training resources, at the PR Pro Essentials page: <http://www.prnewsonline.com/pr-news-pro-essentials/>]

For the trainer, this requires detailed research. Start by digging into material about the subject(s) of the interview. Do the journalistic homework and find and read analyst reports about the executive's part of the business, negative articles, and what's been written about the competition. After that read up on the journalist, including his or her website, and determine the journalist's FAQs.

## 2. Know the Executive's Background and Personality.

Remember the Stephen Colbert line: "It's bigger than you and me, it's all about me." In the case of media training a senior leader, it's often all about the executive.

Get a bio, **LinkedIn** profile and, perhaps most important, find articles about and video examples of the executive. Should you be preparing the executive for an interview with a particular journalist it behooves you to bone up on the journalist, too, as mentioned above.

This preparation is the equivalent of the physician who studies a patient's chart before conducting an exam. It's one thing to know a patient's condition, but rapport, diagnosis

and treatment work better when you get under the hood.

**3. Be Flexible and Use the Executive's Experience.** Long gone are the days of a full-day media training session with three or four participants who learn the fundamentals and practice with two or three interviews, picking up pointers from colleagues and applying them.

Everyone wants training in a compressed timeframe and promises that he or she will practice more on their own or with other members of the PR team.

A skilled trainer enters each session ready to adjust from the pre-session plan. You might start with message review and go to a practice interview. In another session, conduct the mock interview first and while reviewing the video make "surgical-strike" comments on how to craft the message and apply technique. In one session, you get the team to work and review together. During another session the trainer conducts an overview with the group, then schedules one-on-one sessions with executives and spokespersons. As I noted above, make use of the execs' experience.

This reminds me of a senior executive who challenged me to provide value-added to his communications objectives. In fewer than 10 minutes, I demonstrated how to take his current messages and add a "story" element so that they would have more impact on key audiences. I then quickly showed him how a mind map could help him weave his messages into any key Q&A session. After hearing about these modules, he was willing to practice and watch himself. ■

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**Question:** When is the best time to communicate a message during an interview? **Answer:** Whenever you can. There are three easy places to insert messages. At the start, during the interview and on the last question:

### 1. At the start, frame the subject.

I know an executive who is very assertive when he starts an interview. First, he prepares. Once he gets to the interview he tells the reporter: "I know you have many questions for me. If you want to ask, go ahead. However, I just came back from a customer presentation that is close to the topic you want to discuss. We spent 45 minutes on two slides. If you want, I'll email you those slides. Ask me questions about this presentation and at

the end if you have other questions, please ask them." This executive says 80% of reporters comply.

### 2. Pivoting. Answer the question and then use bridging phrases.

No one phrase will work every time. Have several ready: "But" and "however" are classics. Other phrases, depending on the question, include, "Actually, that's not the data we have seen," or "I can't answer the first part of your question since I'm not our best expert on that subject, but here's what I can say," or "I can't answer that because of HIPAA or employee confidentiality rules, but for that kind of information, I can refer you to \_\_\_\_," and "What I can say? I'm sure our competitors would love

to know that information as well, here's what I can share..."

**3. At the end of an interview.** Most good reporters will close with "Is there anything else you want to share?" or "Is there something I forgot to ask you?" Reporters usually want your best information. They also know they aren't perfect, so these questions give you a chance to score a message. Some reporters either are in too much of a rush or don't want to betray a lack of knowledge about you and your business, so they won't ask these traditional ending questions. Be ready for this and make sure you close the interview by saying, "Let me wrap up with one or two points."

about a world without water led to a GE-sponsored video contest for university students about a waterless world.

**3. Story, Story, Story:** Ask what major themes do I want my video to cover? Plotkin says. Garofalo agrees, saying that having an understanding of the video's goal is critical. "Do I want to raise awareness for a brand or an issue? Explain something technical, tell an emotional story, educate the market about a trend? And don't forget your call to action," she says. A common mistake for brands when dealing with video is trying to present too many themes, Plotkin notes. Choose one to three themes, he advises, and concentrate on what makes your brand unique. Your video can go viral, but fail to adequately tell your brand's story, he warns.

**4. Distribution=Evaluation:** Decide whether or not your video content is interesting and will it have longevity, Garofalo says. Can it be repurposed to suit multiple channels or audiences? She challenged her team to use one piece of content on five channels. "This maximizes the budget," she says. In addition, you want to touch people at various times of the sales cycle to reinforce your message, so having content live on various platforms is critical, Garofalo says.

**5. What's Your Storytelling Style?** Narrative, documentary, motion graphics, animation, scripted voiceover, a blend of several of the above? Incidentally, the scripted voiceover is the most budget friendly, he says, since you can take existing footage and pair it with voiceover that you craft. Also note it's critical to capture viewers' attention quickly, perhaps without sound. Hyperlapse photography, which allows you to present scenes much faster than in real time, and so is excellent for short, online videos, is "blowing up" on social, Plotkin says. Ironically, also booming is slow motion, which has made "massive progress" in a short amount of time.

**6. Timeframe:** The typical production cycle for a brand video is 4 to 6 weeks, which largely is devoted to planning to shoot footage and post-production. "Focus on the story first," he says, deal with music, which can be surprisingly costly, and other details afterward.

**7. Aw, Shoot:** A typical shoot is one day. Another option is the half-day shoot, though not all video companies offer it "It's rare to do more than 2 days of shooting," he says. Have your subjects look slightly off camera, Plotkin adds.

**8. That's Sweet:** Don't forget about budgeting time and money for editing and post-production, including color correction (in brand videos you usually will want a warm hue) and audio sweetening (adjusting sound for things like background noises and air conditioning). For Plotkin learning to edit is akin to acquiring a foreign language: you must work at the basics first. He recommends Adobe Premiere and iMovie editing apps. Typically 70-80% of a project's costs are devoted to post-production. Of course, there's a possibility that your brand can tell its story effectively on video without sound.

**9. Speed Costs:** You want to avoid 60 frames/second as it looks too raw for brand video. Opt for 30 frames/second, which is standard for movies. The biggest difference between television/movies and corporate videos is camera movement: the camera moves constantly in television and cinema, and little in brand videos. Purchase a uni pod like DJI Osmo (\$400-\$1000)

**10. Up Ahead:** Using drones to film used to cost \$25K-\$35K, pilot included, but today you can do it for \$1500. The next jump in film quality beyond high definition (HD) is 4K, but it won't be akin to the huge jump from standard definition to HD, although you'll notice the difference, he says.

**11. Measure:** Make sure the written introductions to your videos are optimized, Garofalo says. And capture leads from your videos (she uses Marketo) to prove ROI. Garofalo's team found technical videos worked well on **LinkedIn**, but lighter topics did better on Twitter. "If we hadn't been tracking, we wouldn't have know that," she says. ■

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*Editor's Note: Brands' use of video will be discussed during PR News' Big 4 Social Media Summit, Aug 9-10, in San Francisco. More information: <http://www.big4socialmedia.com>*

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# Connecting B2B Digital Content to Sales: 3 Areas to Focus On



It's easy to tell which brands still manage their digital content strategies the same way they did before the emergence of online media. Like a custody battle, marketing and PR fight for responsibility for the brand online, with each one handling specific customer interactions and content in a fractured arrangement.

On the other hand, many B2B communicators are well positioned to take on responsibilities for digital strategy because they manage a tightly defined media universe where their content must address the entire customer experience.

For business communicators, producing and sharing digital content that maximizes sales requires special attention in three areas: data, design and direct access to relationship owners.

**1. Data Informs Strategy:** Before developing your B2B digital content strategy, the first thing to understand is how customers want to interact online with your brand and its competitors. Measure and evaluate key metrics to uncover trouble spots or highlight what's working well with the customer experience. Findings from customer surveys, social listening and audits of search engine results can give you important clues about loyalty, product satisfaction, brand sentiment and media channel preferences. For instance, asking B2B buyers about how their choices are influenced by supply chain issues, such as fluctuating commodity and feedstock prices or shipping delays due to political turmoil, also can help you curate news or thought leadership pieces online. In another example, although the professional community naturally convenes on **LinkedIn**, you also should consider sharing content via **Pinterest**, **YouTube** or **Slideshare** to populate search results for B2B customers who look online for visuals of product features before making a purchase.

**2. Design Content for Sharing:** B2B information often is highly technical and published in a format not suitable for sharing on social sites or mobile apps. Engineers, scientists and technologists often create content such as product specification sheets, research studies or white papers. As such these pieces of content are packed with detailed numbers and unemotional text whose industry jargon or academic terms will be challenging to the less-sophisticated reader. Instead of merely posting such robust materials online where your call-to-action risks being buried, create more compact versions, or digital "appetizers," which can be quickly consumed and then passed along by customers. Major facts and figures can be featured, but messages should rely on emotional triggers (e.g., humor, surprise, empathy). Well-produced infographics, memes with images or GIFs, short explainer videos, and animated clips are great ways to merchandise weightier B2B content for online audiences. Don't

forget to add social-sharing features to give your content legs along the customer journey.

**3. Direct Access to Relationship Owners:** Relationships can make or break B2B sales. Customer loyalty can be bound to an account representative, a field technician, or even the CEO as the top influencer. Consider how visible these relationship owners are on social media or as the call-to-action contact on digital campaigns. Today C-suite executives are expected to use social media but to avoid posting vacation selfies, according to the 2016 *Global Street Fight Study* from **G&S Business Communications** and **Harris Poll**. The study shows 64% of Americans think it is important for senior business leaders to have an active presence on social media, and 46% want them to share company news and information. Nearly two-thirds (64%) say corporate leaders should not use social channels to share personal opinions.

“ One of the biggest B2B pitfalls to avoid is using content originally produced for offline consumption and hastily repurposing it online. It is imperative to first consider the customer's decision making process. ”

The ways that B2B online strategies can drive sales will continue to expand, and not merely by mimicking trends set by consumer-facing brands. By staying relevant to customers throughout purchase journeys and encouraging interaction with newer forms of business storytelling, B2B communicators can make sure their digital and social content converts leads into sales. ■

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# Consumer Engagement With B2C Brands' Video Content on Twitter Jumps 228% in Q1 '16

**Twitter** unveiled a mobile app, Twitter Engage, June 21 to ease and encourage posting videos to the platform (see page 3). U.S. B2C brands barely need the help, according to data provided exclusively to *PR News* by **Shareablee**.

The data examine total consumer actions, defined as the sum of likes and retweets, with U.S. B2C brands on Twitter in Q1 2016 (January 1-March 31). Total actions in Q1 2016 for the brands increased 18% compared to Q1 2015. The main driver was an astounding 228% growth in consumer actions with B2C brands' videos on Twitter.

Perhaps even more astounding is that the breakdown of retweets and likes, or engagement, for Q1 '15 and Q1 '16 was exactly the same: retweets were 38% of total actions in both quarters during 2015 and 2016 and likes were 62%.

While the average number of consumer actions with U.S. B2C brands' tweets increased 17% in Q1 year over year, the average number of tweets fell a slight 3%. Once again brands are focusing on quantity over quality with their Twitter content strategies, says Shareablee's Kara Lawson.

As you can see from the table below, **Pokémon** was the top engaged U.S. B2C brand on Twitter in Q1 2016, with nearly 771,000 actions captured. The brand saw 939%

growth in Twitter engagement year over year driven by a 49% increase in content. Its social success centered on tweets announcing the next era of Pokémon games: Pokémon Sun and Pokémon Moon, as well as a teaser clip of the brand's Super Bowl ad.

**Calvin Klein** was the second-most engaged B2C brand on Twitter in Q1 2016, with nearly 643,000 actions. Calvin Klein saw social success by utilizing influencers—its top tweets were led by the brand's #mycalvins campaign featuring Justin Bieber and Cameron Dallas.

**Victoria's Secret, Starbucks** and fashion brand **Malan Breton** round out the top five.

Like Calvin Klein, top tweets from Victoria's Secret utilized celebrities, but the brand also saw social success by tweeting out holiday-themed content. Starbucks' top tweets were also led by products centered around the holidays, such as its Molten Chocolate Latte for Valentine's Day and its Iced Green Tea Latte for Groundhog Day.

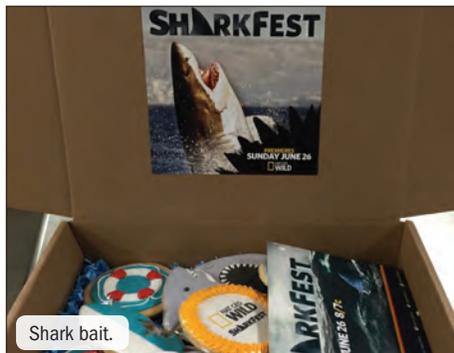
Finally, Malan Breton had the most actions per tweets of any brand in the Top 30, averaging nearly 10.5K actions per tweet, with its top Twitter content focused on Mr. Breton's show at New York Fashion Week in February. ■

| Shareablee SOCIAL SCORECARD                         |  |                        |               |                     |                |
|---|--|------------------------|---------------|---------------------|----------------|
| TOP B2C BRANDS ON TWITTER – Q1 2016                 |  |                        |               |                     |                |
| Based on Total Actions (likes and retweets)         |  |                        |               |                     |                |
| Data provided exclusively to PR News by Shareablee. |  |                        |               |                     |                |
| Rank  | Brand  | Total Consumer Actions | Total Content | Actions per Content | Total Audience |
| 1   |  Pokémon                | 770.8K                 | 227           | 3.4K                | 901.5K         |
| 2   |  Calvin Klein           | 642.5K                 | 191           | 3.4K                | 3.1M           |
| 3   |  Victoria's Secret      | 591.2K                 | 316           | 1.9K                | 9.4M           |
| 4   |  Starbucks              | 581.5K                 | 102           | 5.7K                | 11.7M          |
| 5   |  Malan Breton           | 471.2K                 | 45            | 10.5K               | 226.2K         |
| 6   |  Whataburger            | 381.2K                 | 206           | 1.9K                | 570.7K         |
| 7   |  HOT TOPIC              | 352.6K                 | 1.1K          | 334                 | 506.6K         |
| 8   |  NORDSTROM              | 330.3K                 | 173           | 1.9K                | 681.6K         |
| 9   |  Razer                  | 312.3K                 | 287           | 1.1K                | 2.2M           |
| 10  |  Chipotle Mexican Grill | 298.6K                 | 265           | 1.1K                | 754.6K         |
| 11  |  Foot Locker            | 293.2K                 | 913           | 321                 | 1.4M           |
| 12  |  Free People            | 289.3K                 | 2.1K          | 136                 | 238.6K         |
| 13  |  CHANEL                 | 269.2K                 | 68            | 4K                  | 11.7M          |
| 14  |  Jordan                 | 254.5K                 | 143           | 1.8K                | 2.7M           |
| 15  |  Monster Energy         | 246.8K                 | 490           | 504                 | 3M             |

| Shareablee SOCIAL SCORECARD                         |   |                        |               |                     |                |
|---|---|------------------------|---------------|---------------------|----------------|
| TOP B2C BRANDS ON TWITTER – Q1 2016                 |   |                        |               |                     |                |
| Based on Total Actions (likes and retweets)         |   |                        |               |                     |                |
| Data provided exclusively to PR News by Shareablee. |   |                        |               |                     |                |
| Rank  | Brand   | Total Consumer Actions | Total Content | Actions per Content | Total Audience |
| 16  |  BURBERRY Burberry           | 246.8K                 | 424           | 582                 | 6.2M           |
| 17  |  SONY Sony                   | 242.9K                 | 67            | 3.6K                | 4M             |
| 18  |  PINK Victoria's Secret Pink | 218.5K                 | 188           | 1.2K                | 1M             |
| 19  |  GoPro GoPro                 | 213.2K                 | 372           | 573                 | 1.5M           |
| 20  |  LG LG Electronics           | 202.7K                 | 350           | 579                 | 225.3K         |
| 21  |  Beats by Dre                | 197.1K                 | 418           | 471                 | 963K           |
| 22  |  FOREVER 21                  | 195.7K                 | 453           | 432                 | 2.2M           |
| 23  |  Pizza Hut                   | 194K                   | 233           | 833                 | 1.4M           |
| 24  |  Burger King                 | 188.9K                 | 185           | 1K                  | 1.3M           |
| 25  |  Jimmy John's                | 188.3K                 | 277           | 680                 | 428.7K         |
| 26  |  MICHAEL KORS Michael Kors   | 175.4K                 | 444           | 395                 | 3.3M           |
| 27  |  Denny's                     | 169.1K                 | 94            | 1.8K                | 289.8K         |
| 28  |  Dior                        | 160.5K                 | 92            | 1.7K                | 6.6M           |
| 29  |  IHOP                        | 158.1K                 | 244           | 648                 | 263.4K         |
| 30  |  RED BULL Red Bull           | 154.3K                 | 534           | 289                 | 2.1M           |



**1. Platform Prater:** “Up next on **C-SPAN**, **Justice Stephen Breyer** Periscopes from the Supreme Court.” Well, not quite, but the camera-less chamber might want to think about it. Certainly C-SPAN has, as evidenced by its fast thinking June 22-23. One of the savviest traditional media brands in the digital age (its entire archive has been available online for several years, for example), the network went full-time **Periscope** and **Facebook Live** when its cameras went dark. Since the House was in recess when a group of Democrats, led by **Rep. John Lewis** of GA, staged a sit-in in the chamber June 22 to demand a vote on gun control legislation, C-SPAN’s camera were turned off, per House rules. But as soon as the cable-sponsored network discovered lawmakers were live streaming the sit-in, C-SPAN jumped on it, carrying the streams, er, gavel to gavel. C-SPAN VP programming, **Terry Murphy** told *The NY Times* its carriage of live streams likely set a record for continuous broadcast of a social media feed. Live streaming lawmakers **Reps Scott Peters** and **Eric Swalwell**, Democrats of CA, said their feeds were viewed more than 1 million times. Periscope parent **Twitter** was atwitter, too, with massive numbers of tweets providing evidence of ROI on the training sessions it holds for Hill staffers and lawmakers. Needless to say, numerous members posted sit-in photos on **Facebook**. In addition, Facebook chief **Mark Zuckerberg**, looking to score points for fledgling Facebook Live video (see page 1), wrote Thursday its sit-in streams, seen by nearly 3 million, brought “more openness to the political process.” – **Instagram** said June 21 it’s grown to north of 500 million, “more than 300 million of whom



use Instagram every single day.” In addition, more than 80% of Instagrammers reside outside the U.S., it said. – **Facebook** seems to be taking the correct PR approach in its issue with conservatives. The latest: It will train staff to manage their political biases, COO **Sheryl Sandberg** told the conservative **American Enterprise Institute** June 23. The move stems from the platform’s scrap last month with conservatives, who charged its news feed was biased against right-leaning stories. Facebook also has invited 16 top conservatives to its Menlo Park, CA, HQ to meet with chief **Mark Zuckerberg**. Facebook’s actions are commendable, but it’s also a matter of self-preservation. As Sandberg noted, Republican **Donald Trump** has more Facebook friends than Democrats **Hillary Clinton** and **Bernie Sanders** combined. (Heaven forbid if Trump declared a *Washington Post*-like black-out against Facebook.)

**2. Check, Please:** **Volkswagen** will cough up an estimated \$10 billion to settle a civil suit with U.S. owners of some 50K tainted diesel VWs, the largest sum in auto industry history, several media outlets reported June 23. The suits were consolidated in CA. VW had set aside \$18 billion to deal with penalties arising from dieseldgate. In addition, some of these outlets reported, the carmaker will pay \$4 billion for environmental impacts. VW also faces other U.S. penalties and suits outside the U.S. Other worries for VW: shareholders blasted officials about their response/non-response to dieseldgate (German officials took months before holding a press conference on the matter, which hit headlines last September) during the company’s annual stockhold-



er meeting June 22 in Germany; meanwhile, by most accounts, the company has a long way to go in repairing damaged relations with U.S. dealers.

**3. Tidbits:** It’s rare in corporate America when you attack your competitor head on, like a shark. That’s what cable channel **Nat Geo Wild** will do June 26 when it launches *SharkFest* programming directly opposite **Discovery’s Shark Week**, a programming stunt that’s celebrating its 28th year. In anticipation of SharkFest TV critics received shark cookies (see photo) and a feisty postcard titled “SharkFest or Shark Weak?” Nat Geo EVP, global communications and talent relations, **Chris Albert**, took a more chummy tone than the postcard. The cookies show the lighter side of Wild, he tells us. The campaign “pays homage to the original week [on Discovery]...people don’t care where they watch great TV about sharks.....We’re swimming in a big cable ocean, there are plenty of sharks for everyone,” he says.

**4. People:** Congrats to *PR News* friend **Brian Weber**, formerly **Bright House Networks’** corporate director of public engagement, who’s moving to **Target Digital Marketing** as director of digital strategy. – **SKDKnickerbocker** said **Samantha Levine** is joining its NY office as SVP, public affairs. Levine previously served as acting executive director and director of communications for the **Children’s Defense Fund, NY.** ■

Your next edition of **PR News Pro** will be dated **July 11.**  
Wishing you a wonderful **Independence Day** weekend.

# PRNews' SNAPCHAT BOOT CAMP

JULY 12, 2016  
8:30 A.M. – 3:30 P.M.  
THE YALE CLUB, NYC

Join PR News for its July 12 Snapchat Boot Camp in NYC, where you'll get the latest updates on this promising social media platform. From the basics to advanced tools to strategic examples of real, successful campaigns, our experienced speakers will help you launch your brand on this popular platform among 13-to 34-year olds.

## YOU'LL BECOME AN EXPERT IN:

- The basic features and layout of the app
- Developing a compelling Snapchat content strategy
- Using geofilters to focus your Snapchat efforts
- What connects best with audiences in a campaign
- Measuring your Snapchat success
- Using filters, overlays and lenses, draw and use emojis on Snaps
- Using chat and video chat features
- Creating compelling content your audience will love, from behind-the-scenes peeks to contests, demos and beyond
- Purchasing On-Demand Geofilters to promote your brand in a certain area
- Leveraging your existing audiences to cross-promote your Snapchat channel and build followers
- Creating custom metrics such as Story Completion Rate
- Interpreting your metrics in terms of evaluating content and setting objectives

## SESSIONS INCLUDE:

- An Interactive Introduction to Snapchat
- Develop a Compelling Snapchat Content Strategy
- Use Geofilters to Focus Your Snapchat Efforts
- Case Studies: Snapchat Campaigns That Hit the Mark
- Measure Your Snapchat Success

Speakers from:  
**Univision Communication,**  
**Ogilvy & Mather Worldwide,**  
**PwC,** and more!

Register Online:

[www.prnewsonline.com/snapchat-2016](http://www.prnewsonline.com/snapchat-2016)

**Questions?** Contact Jessica Placencia at [jessica@accessintel.com](mailto:jessica@accessintel.com)

**Interested in sponsoring?** Contact Lindsay Silverberg at [Lindsay@prnewsonline.com](mailto:Lindsay@prnewsonline.com)

# PRNews' BIG 4 SOCIAL MEDIA SUMMIT and Visual Storytelling Boot Camp

Early  
Bird Ends  
July 22

AUGUST 9-10, 2016

SAN FRANCISCO, CA

If you're investing in your organization's communications resources in any of the big four social channels (Facebook, Instagram, Twitter and Snapchat), then you'll want to be in San Francisco this Aug. 9-10 for PR News' Big 4 Social Media Summit and Visual Storytelling Boot Camp. You'll get actionable how-to's backed by case study examples and measurement tips from experts at B2C and B2B companies, nonprofit organizations and agencies.

## Big 4 Social Media Summit Sessions Include

- What's Next for Facebook, Instagram, Twitter and Snapchat?
- How to Give Users a Unique Experience on Snapchat
- Fighting the Battle for Organic Reach on Facebook
- How to Use Twitter's Periscope App for Your Organization's Video Strategy
- How to Visualize Your Brand's Stories With Instagram
- How-To Clinic: Pay to Play - Putting Paid Social to Work to Amplify Your Brand's Message
- Use Facebook Messenger and Snapchat to Make Personalized Connections for Your Brand

## Visual Storytelling Boot Camp Sessions Include

- Be Your Brand's Photographer: How to Create Social Media Images With the Gear You Already Have
- Use YouTube as More Than Just a Video Repository
- How to Create Compelling and Shareable Video Across the Social Spectrum
- Break From the Pack With Data Visualization and Infographics
- Case Studies: (Measurably) Successful Visual Campaigns

**Register today at [www.big4socialmedia.com](http://www.big4socialmedia.com)**

Questions? Contact Jessica Placencia at [Jessica@accessintel.com](mailto:Jessica@accessintel.com); 301-354-1641.