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WEB TOOLS

Why It's Critical for Organizations to Test Their Tactics When Using Google AdWords

It's not a secret that **Facebook** has had issues with its role as a news aggregator. In May there was the Trending Topics problem, where it was alleged Facebook was filtering out news stories of importance to conservatives. That led to recognition to the filter bubble issue, which, critics contend, keeps people in a news bubble since they're pushed news aligned with their view of their world. The most recent issue is fake news, and allegations that its carriage on Facebook might

have helped Donald Trump become the president-elect. In the days after the election Facebook chief Mark Zuckerberg rebuffed such claims. Yet on Nov. 19 the issue had risen to such heights that Zuckerberg outlined ways Facebook will be weeding out fake news.

Google and other online news pushers have taken note. The search giant Nov. 17 updated its news reading app, Google Play Newsstand. This 4.0 version lets you know why Google

Continued on page 2

CASE STUDY

BY MICHELLE HOGAN, EXECUTIVE DIRECTOR, CRANBERRY MARKETING COMMITTEE

The Secret Sauce for the Cranberry's Social Media Win With Millennials

[**Editor's Note:** With Thanksgiving approaching, we offer this holiday-related case study, a fowl-infused *What's Trending in PR* (p.2) and a seasonally apt message from our holiday columnist Mike McDougall (p.6). We hope these articles provide food for thought and whet your appetite.]

THE ISSUE: REINVENTING THE CRANBERRY

It's an age-old issue for communicators: How do you create content for your brand that can break through the noise and find its way to new audiences?

In the following case study, we added a few more conditions. First, can your content take a fruit—the cranberry, which

is associated mostly with its peak harvest and holiday season—and make it trendy with millennials? Cranberries contain vitamin C and fiber and may help maintain urinary tract health, but with many other foods touting benefits, how could this superfruit stand out from the crowd?

Those were some of the issues facing the **Cranberry Marketing Committee** (CMC), a federally created entity (more on this below), before the 2015 holidays.

As "America's Original Superfruit," cranberries are a staple at many Thanksgiving feasts. Yet we noticed millennials



Continued on page 4



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Why Butterball Changed Its Turkey Talk-Line Recipe



[Editor's Note: This regular feature asks communicators to spot trends and discuss their brand's reactions to them. We hear this week from Caroline Smith, PR manager, Butterball, LLC, as PR News Pro adds to the 3 billion media impressions the brand garners during Thanksgiving.]

The Trends: In this age of immediacy, consumers are going digital to find inspiration, tips and answers to all sorts of questions, including preparation of the Thanksgiving turkey. This desire for information to be "on demand" seems paramount in all industries. We've observed consumers walking through grocery store aisles not looking at shelves as they consider what to purchase to prepare the perfect meal, but peering down at their phone as their go-to resource. This year, we anticipate a cadre of new holiday chefs—my demographic of older millennials—will be preparing the Thanksgiving turkey for the first time.

The Responses: Each year as Butterball considers a holiday PR theme, it is committed to staying true to the brand while evolving with trends and remaining relevant to consumers. Butterball believes many consumers, first-time chefs and experienced turkey preparers, will crave a human touch to help sort through the abundance of online information from foodies and bloggers. They'll seek an expert in all things turkey to answer their most pressing questions while they're shopping or working in the kitchen.

For more than 30 years, Butterball and the Butterball Turkey Talk-Line helped 50 million+

cooks host successful Thanksgivings. As the turkey experts, Butterball wants to be available wherever and whenever consumers need advice—and on the channels they use most.

That is why this holiday season Butterball is taking its turkey expertise to the next level and going on demand. For the first time, consumers will be able to text questions to the Butterball Turkey Talk-Line, 24/7, beginning Nov. 17 through Thanksgiving. Proprietary research showed that one in three first-time cooks will want to text the Butterball Turkey Talk-Line for help, so it made sense for Butterball to give consumers that option. In addition to text support, Butterball has aggregated its turkey information at Butterball.com into quick and helpful how-to videos available to stream on its website or via YouTube. For those who prefer to use their phone in a traditional way, we continue to support the 1-800-BUTTERBALL call-in line, but the brand also will offer chat, email and the Butterball Cookbook Plus app. In addition there will be advice, recipes, conversion charts and more available at Butterball's social media channels. We believe this makes Butterball truly on demand, wherever holiday chefs need us.

The brand is thrilled that last year one in every three turkeys sold in the U.S. was a Butterball. Of course, Butterball wants to continue to sell turkey, but it also believes the value of turkey knowledge and cooking advice it offers keeps the brand unmatched. ■

Continued from page 1

has chosen a story for you. It also allows you to adjust the news feed to your taste, Google says. In addition, Google says the news feed it pushes to you should improve the more you use it. In other words, it learns your preferences better. There are a host of other goodies, such as full-bleed images, videos and podcast controls. Launching on the Web for the first time, Newsstand may be charged with having a news bubble issue, though.

Perhaps Google's short explanations of why it has chosen a story for you will make the wall between Google and users less opaque. For the moment, however, neither Google nor any other social media powerhouse has explained exactly how it determines news story recommendations, search re-

sults or ad placements. The latter two, search and ads, as well as optimizing site content were among the topics discussed during PR News' Boot Camp: Google for Communicators last week in NY. As such we asked several PR pros about navigating the frosted-glass barriers surrounding Google searches and AdWords, its online advertising service.

TEST TWICE, CUT ONCE

It sounds obvious, but it was a point made repeatedly: It is critical that communicators test and re-test their brand's sites and campaigns to see what will be successful in the AdWords regime.

"When creating ads, it's important to test different copy and calls to action (CTA) to see what

Why Testing Tactics in AdWords Is Critical

generates the most clicks” and ultimately conversions, says Serena Sidawi, manager of digital and communications at **One Love Foundation**, a nonprofit that raises awareness with youth around the early signs of abuse. “If you create only one set of copy and put that into AdWords, then you are merely guessing that...it is the best possible option.” One of the great things about AdWords, Sidawi says, “is that it enables you to create multiple ads that can drive users to the same destination, and the ad that performs better will get served up more by search engines.”



Serena Sidawi,
Manager of
Digital and
Communications,
One Love
Foundation

Good news on the testing front is that the newest Google tool, Optimize 360, is designed to allow everyday users, as opposed to developers, test and iterate easily, Jocelyn Whittenburg, product-marketing manager at Google says. Whittenburg used Optimize 360 and another new Google tool, Data Studio 360, which helps data visualization, to examine the Google Analytics website, which was redesigned in 2015. She chose KPIs that would help Google determine whether or not the redesigned site helped. The KPIs looked at the frequency that users signed-up for free products and paid product interest forms. Based on the metrics, Whittenburg and her team modified the site. “This is why you measure,” she says, “to help you make better decisions...you then turn those insights into action.”



Jocelyn Whittenburg,
Product Marketing
Manager,
Google

Data Studio presented data from various areas in Google Analytics. After the data was updated in 1 location, Data Studio updated it in all locations. Data Studio also allowed the data to be shared, similar to a Google Docs concept. Whittenburg used Google Analytics to look at the redesigned site’s audience (who are they?), acquisition (where did they come from?), behavior (what did they do on the site?) and conversion (how did they convert?)

She also mentioned using Optimize to test the effect of colors on the site (does using a lot of orange, for example, result in a higher conversion rate?). Note that both Optimize 360 and Data Studio 360 have free and paid versions.

Says Sidawi, “You won’t know which tactic is working to attract the most consumers until you test them all. Plus, because Google AdWords has your back in that it automatically

will serve the more successful ad more often than the less successful ad, there is no drawback to A/B testing your ads.”

Write for People, Not Machines: A related point we heard repeatedly during the boot camp is that creating content expressly for search engine optimization (SEO) or search engine marketing (SEM) purposes is not recommended.

“You can’t have a successful AdWords campaign without the content on your site to back it up,” Sidawi says. “The content on your site should reflect what the user initially searched for...and... should give him/her the information in a digestible, user-friendly way.” For example, if you advertise “information about emotional abuse,” but your site fails to cover this topic, “not only will search engines recognize this and give you a lower quality score, but users will leave your site and this will increase your drop-off/bounce rates,” she says. [Please see sidebar below] ■

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HOW GOOGLE ANALYTICS HELPED ONE LOVE’S CAMPAIGN

One Love Foundation’s AdWords campaigns evolved because they played off of one another, its social media manager Serena Sidawi says. “When we started looking [in Google Analytics]...to see why people were coming to our site and what people were searching for...we noticed that there were lots of searches being done for information about abuse.” For example, how to help a friend, what is a healthy vs. an unhealthy relationship, what are signs of abuse, etc. “Our site did not have all of this content on it at the time.” First Love revisited its SEO strategy and decided to launch a blog that would house this information. “Now our blog has all of this information...and we’ve added AdWords campaigns to reflect those searches and drive more traffic to the blog post that correlates to what the user is seeking...that’s why it’s so important to iterate on your campaigns and understand how SEO and AdWords can be used together.”

VISUAL STORYTELLING GUIDEBOOK

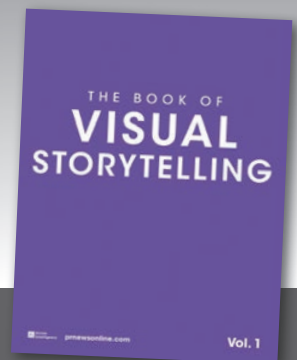
PR News’ Visual Storytelling Guidebook is packed with how-to’s and case study examples on how to use visuals to tell new stories about your brand and connect with new audiences and customers. You’ll learn how visuals can enhance and complement the stories your brand has to tell, discover what tools and resources are available to you and connect with new audiences—audiences that increasingly expect and consume visual information on digital channels.

Chapters include:

- Getting Started
- Creating Great Images
- Instagram
- Snapchat, Pinterest and More
- Live Streaming
- Video



Questions? Contact Laura Snitkovskiy at laura@accessintel.com
www.prnewsonline.com/visual-storytelling-guidebook



Social Media, Influencers Raise Cranberry's Buzz

reinventing the traditional celebration with a newer, trendier holiday: Friendsgiving. In turn, we believed the beloved cranberry also needed to reinvent itself and claim its place at this swanky holiday table. As you might know, Friendsgiving is Thanksgiving's young, chic alter ego, a millennial-driven trend where party hosts celebrate the holidays with friends in the days and weeks before and after Thanksgiving.

An idea the CMC and **Pollock Communications** settled on to raise the cranberry's profile with millennials called for the fruit to break free of traditional associations a bit and become a part of the emerging holiday. Creating a breakthrough social media campaign also was on the agenda. Piece of (cranberry) cake, right? The CMC and Pollock decided to create a strategic social media campaign to engage a young, millennial audience through a creative cranberry-focused photo-sharing contest timed to Friendsgiving.

The aim of the campaign was to meet millennials where they socialize—on social media—and capitalize on an existing millennial-focused event. The campaign captured the interest and attention of this important new audience, cooked up cranberry buzz, encouraged cranberry trials and generated contest entries (in the form of creative, millennial-inspired cranberry dishes, drinks and décor) on **Facebook**, **Pinterest** and **Twitter**. But with every success come a few challenges...

BOGGED DOWN WITH HURDLES

As noted above, the CMC has a federal pedigree. It was established as a federal marketing order in 1962 to ensure a stable, orderly supply of good quality product. In addition, the CMC conducts cranberry promotions on behalf of its members, including cranberry farmers and marketers.

Since the CMC's inception, Thanksgiving has played an important role in our promotions. As generations and technology have evolved, though, we realized the cranberry and the CMC needed to keep up with changing behaviors and new media so we could reach key audiences. The risk of not moving with the times was listless sales figures. Understanding the millennial generation and how to reach this social-media savvy, food-focused audience became paramount in order to engage with it, stand out from the crowded holiday food space, create a new generation of cranberry lovers and ultimately increase cranberry sales.

While the CMC had a presence on Facebook, Twitter and Pinterest, we were absent on **Instagram**; we were not actively engaging with millennials and relevant social influencers. To reach the coveted millennial target and expand cranberry consumption, the CMC needed to augment its social media activities and forge relationships with millennial influencers. With a tight timeline of only a few months to gear up (planning began in summer 2015) and a modest budget, we needed to find a creative way to make a powerful impact.

SOLICITING A SOLUTION

Pollock had plenty of knowledge about the behavior of millennials; still, the agency undertook a research effort, diving

deep into relevant studies and articles. From this activity it concluded:

- ▶ Millennials' affection for food rivals their interest in social media
- ▶ They love to post photos of food, cocktails, crafts and DIY wins (and fails) on social
- ▶ Millennials enjoy celebrating, and their self-created holiday, Friendsgiving, is no exception
- ▶ Friendsgiving is focused on food and friends, but there's a significant amount of social media buzz surrounding the celebrations
- ▶ Social media influencers motivate millennials



Berry Creative: The CMC urged online contestants to be creative in their use of cranberries in recipes.

The research guided Pollock's planning to: develop a social media photo-sharing contest focused on creative recipes and décor to create news of the versatility of cranberries and their myriad uses; time the contest to peak harvest season and Friendsgiving to maximize interest and social media buzz; and partner with social media influencers to motivate millennials to try cranberries and enter the contest.

These three factors were equally important to the campaign: The influencers drove awareness of the contest; the contest motivated millennials to create and share social buzz about cranberries; and the backdrop of Friendsgiving provided the optimal time and place to drive cranberry relevance, engagement and sales.

The CMC and Pollock collaborated on targeted media and blogger outreach, identifying the right influencers, creating a compelling contest microsite (CranberryFriendsgiving.com), launching an Instagram account (@uscranberries) and designing attractive promotional materials, including the *Ultimate Friendsgiving Guide*, with tips and information for hosting a Friendsgiving dinner party highlighting cranberry dishes, drinks and décor. Since millennials are passionate foodies and appreciate unique recipes as well as high-quality photos, we were careful to select ultra-trendy tips and unconventional recipes as part of our resources, to pique interest, resonate with this audience and drive interaction.

In addition to targeted media and influencer outreach, Pollock recommended the CMC create a 360-degree marketing campaign. The CMC mobilized its members to help support and create awareness of the contest and encourage marketing initiatives to promote the social campaign within their own programs. Several members tweeted, post-



Fanberry: The CMC contest microsite did double duty, offering traditional and unusual cranberry recipes.

ed and added the contest website URL and hashtag to their branded sites and materials, further boosting exposure. Pollock tapped its network of retail dietitians to implement an in-store promotion at **Redner's Warehouse Markets** timed to the contest. The promotion included an in-store circular, an

article in its *Health &ents* publication and TasteStation cranberry recipe sampling events in 30 stores during November, timed to Friendsgiving.

The contest microsite elicited entries, but also doubled as a resource of cranberry information, with links to a variety of sweet and savory recipes and relevant websites showcasing the versatility of cranberries. The contest hashtag, #FriendsgivingCranberryContest, helped increase social buzz and allowed us to track contest entries across all platforms. Consumers were encouraged to share how they featured cranberries in their Friendsgiving celebrations for a chance to win a \$2,000 dinner party. That we challenged millennials to get creative with cranberries, a traditional holiday food, motivated them to think outside the box and helped inspire entries while positioning cranberries as a versatile fruit that belonged at the Friendsgiving table.

We also found influencers who met our strict criteria. The CMC teamed with Friendsgiving experts and millennial social media influencers Elsie & Emma of *ABeautifulMess.com* and Carlene Thomas, RDN, LD, of **Healthy Ever After**.

Our criteria for the influencers: Were they foodies and millennials with large followings? Active in celebrating Friendsgiving? Unique and creative in their recipes and décor items? Active on social with targeted followings? Successful with similar activations?

The influencers proved to be a cost-effective and relevant means of communicating our messages with pre-approved cranberry-focused posts, tips and contest shout-outs. In the

absence of advertising, the influencers were crucial in helping to drive cranberry awareness and contest entries.

THE RESULTS

The campaign resulted in hundreds of contest entries, significant social media chatter about cranberries and impactful sales increases across all cranberry products, helping to create a new generation of cranberry lovers and expand cranberry consumption. We measured success by the number of contest entrants, media impressions and increases in social media followers for CMC pages, as well as sales increases for cranberry products at retail, including:

- 211,317,802 impressions in traditional and social
- 190,115 impressions through multiple retailers' social channels
- 20%-138% increases in followers of CMC social pages
- 1.2 million shoppers reached through Redner's partnership, resulting in the following:
 - * 11% sales increase for fresh cranberries
 - * 64% sales increase for dried cranberries
 - * 22% sales increase for cranberry sauce
 - * 14% sales increase for cranberry juice

LESSONS LEARNED

Based on the success of the social media campaign, the CMC recently launched the second annual Cranberry Friendsgiving Photo Contest to continue to raise awareness of cranberries among millennials timed to harvest and the Friendsgiving holiday season. Using lessons learned in year one we've expanded this year's contest. Some of the lessons learned:

- Enlisting targeted and relevant social influencers is a strategic way to reach millennials.
- Utilizing a unique hashtag allows you to track and monitor social buzz and entries and engage with contest entrants.
- Developing social media-ready promotional graphics and materials makes it easier for industry members, media, influencers and consumers to get involved in marketing activations and initiatives that spread your product message.
- Amplifying social media efforts with tools such as a Twitter party or Facebook Live help ignite interest and spread the news about your campaign. ■

CONTACT: Michelle Hogan can be contacted via EBlasi@pollock-pr.com



The Social Shake-Up

www.socialshakeupshow.com

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On May 22-24, 2017, hundreds of digital, social media, marketing and PR professionals will gather for the annual Social Shake-Up conference in downtown Atlanta. PR News is hosting this event in partnership with Social Media Today.

Questions? Contact Jessica Placencia at jessica@accessintel.com; 301-354-1641

How Retail Brands Explain Staying Open (or Closed) on Black Friday

The turkey has been picked apart, the wishbone wished upon, and the rounds of coffee are morphing into a Manhattan or two. With the family finally gathered after a tumultuous year, all seems well with the world.

But then cousin Ed is nowhere to be found; same for your stepsister and her teens. They've all snuck out the side door, beckoned by the promise of amazing deals, along with throngs of rabid bargain hunters and store hours that would have been unimaginable a few years ago.

Welcome to the new Thanksgiving reality, brought to you by the likes of **Macy's**, **Kohl's** and **J. C. Penney**. To many, these aggressive retailers are savvy, expertly reading market demand and grabbing share.

Flip the coin and you'll find **Staples**, **REI**, **T.J. Maxx** and even **Mall of America** closed, with their choice celebrated as the right thing to do for employees, mom and apple pie (or pumpkin, in this case).

Who's right? It's a matter of perspective, much like the dilemmas PR pros face daily. What's certain is there will be polarized audiences that, while divided for a time, will need to reunify to support brands over the longer term.

So how are retailers setting their messaging table to ease customer reunification after the tryptophan haze has passed?

SPEAK TO CUSTOMER NEEDS

"In response to significant, ongoing customer interest in shopping on Thanksgiving, both at Macy's and at many other retailers, we will be opening our full-line department stores at 5 p.m. on Thanksgiving Day," Macy's spokesperson Holly Thomas says, responding to a *CNBC* query.

In other words, customers' needs are driving management's actions. Voice-of-the-customer research goes well beyond informing product marketing needs. PR can incorporate it into primary messages, making a more compelling, valid argument as to the rationale behind a decision.

For even greater effect, deploy data. The **National Retail Federation** reports 40% of 2015 Thanksgiving shoppers said they also made purchases online on Thanksgiving, which means brick-and-mortar retailers need to be open as well.

As the holidays approach, incorporating corporate values into ongoing messaging is just as essential as it is at other times of the year—perhaps even more so.

A family-focused culture compelled mall operator **CBL & Associates** to shutter its properties. "It's a family holiday and we just felt strongly as the property owners that we are responsible for a lot of people's well-being during that holiday," CEO Stephen Lebovitz tells *USA Today*. He positioned competitors as jumping on the bandwagon, then predicted Thanksgiving hours will eventually fade away.

But if they don't, can a brand thrive while competitors pull in customers? If the decision to close is rooted in a brand's

values and celebrated by the PR team, then yes. Take **Chick-fil-A**, whose closed-on-Sundays approach is as much a part of its identity as its poultry.

DISCUSS BUSINESS REALITIES

Traditionally retail has been a volatile, high-risk business, with profits back-end loaded as the holiday season geared up; thus the origin of the term Black Friday, when many stores were said to finally "go into the black" for the year. Add the dynamics of online commerce, and brick-and-mortar establishments have an even tougher uphill climb.

Openly discussing business realities plays a part in explaining the choice to keep the lights blazing on Main Street while leftovers are making an appearance across town. It's a lesson that PR pros can take to heart, regardless of the season: Understand what levers make your industry and company tick, then educate your audiences.

Steve Goldberg, president of consultancy at **Grayson Co.**, notes operating realities for the likes of Macy's. "All those businesses are scrambling for sales in a very, very difficult year," Goldberg says.

If others are open, there's an incentive to do the same, says Tom Arnold, a **University of Richmond** finance professor. Remaining closed cedes customers to another storefront, Arnold says. "I think [stores being open] will bother people, maybe for the next three years, but eventually I think it's just going to become status quo," he adds.

And if you're suddenly believing the "we must be open" storyline because it was voiced not by Macy's but by a consultant and an academician instead, take note. Third parties add validity to your narrative; seek them out and find ways to help them enter the conversation.

Retailers are forced to pick up the pieces from their Thanksgiving exploits in short order, bringing customers upset by Turkey Day sales back into the fold. The secret is not being conciliatory, but focusing on aspects of the shopping experience that created brand loyalty the rest of the year.

That means having a pressure-tested PR plan in place to remind customers why they came to the brand in the first place, while also avoiding unforced errors throughout the remainder of the holiday season.

Of course, there are things PR pros have little control over on Thanksgiving, like Aunt Jo being more worried about scoring a dust buster than a second piece of pie. A failproof solution: Pass the whiskey and vermouth, add bitters, and send around the Manhattans. Make mine a double. ■

CONTACT: @McDougallPR Mike will remain rooted at the Thanksgiving table this year, but he'll be up before sunrise Friday to join the merry masses in scoring a deal or two.



PETA, Animal Rights Groups Lead Nonprofits on Facebook During Q3 as Video Engagement Soars

Earlier in the month we were surprised when consumer engagement with B2C brands on **Facebook** during the 3rd quarter (July 1-Sept. 30) was down year over year (PRN, Nov. 7). The trend continued with nonprofits, this week's focus. Consumer engagement with nonprofits' posts on Facebook declined 42% year over year (B2C brands were off just 20%), according to data provided exclusively to *PR News Pro* by **Shareable**. On the upside, video engagement rose 61% vs. the same quarter in 2015. Engagement, or actions, is defined here as the total of likes, comments and shares.

Looking at the chart, **PETA**, a perennial social media leader, was the most-engaged nonprofit, with 4.5 million consumer actions. That figure was up 15% from its Q3 '15 total, says Shareable's Nathalie Nuta, who adds animal-rights groups took 4 of 5 top spots this quarter. PETA's director of online and social media Helen Soh says, "Sharing content that people would otherwise never see" is critical to how the group "advances animal rights and gets people to take action." PETA's most-engaged post was about a monkey named Britches, who was rescued



Helena Soh, Associate Director of Online and Social Media, PETA

Elizabeth Sorrell, Social Media Manager, National Audubon Society

from a lab. There also was content about how fish feel pain.

Similar to PETA's strategy, the #4 group on the list, **National Audubon Society**, "creates posts that work toward moving people from awareness to affinity to activation," says Elizabeth Sorrell, senior manager, social media. Sorrell minds analytics regularly "to determine what's working both on platform as well as toward our larger organizational goals. For example, what's bringing new voices to Audubon? What's motivating action? What's deepening existing relationships?" She points to an adorable 22-second video, posted during the quarter, about a baby bird that "looks like pure engagement candy." In fact, "we purposefully chose a bird species that is a priority for Audubon and selected a depiction of it on a beach to remind people of the wildlife that they share the shore with during the summer." ■

Shareable SOCIAL SCORECARD
 TOP NONPROFIT BRANDS ON FACEBOOK – Q3 2016
 Based on Total Actions (reactions, comments and shares)
 Data provided exclusively to PR News by Shareable. Source: f

Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
1	PETA	4,539,194	406	11,180	4,481,171
2	Mercy For Animals	2,690,553	460	5,849	2,100,674
3	Focus on the Family	2,410,294	437	5,516	2,710,983
4	The National Audubon Society	2,161,304	357	6,054	925,723
5	North Shore Animal League America	1,347,097	381	3,536	767,188
6	petaz.com	1,141,101	417	2,736	1,552,877
7	Planned Parenthood Action	1,107,664	412	2,689	837,274
8	Human Rights Campaign	1,095,193	453	2,418	2,428,590
9	Wounded Warrior Project	1,017,005	244	4,168	3,264,649
10	Do Something	937,833	1,047	896	2,262,590
11	ACLU Nationwide	853,474	498	1,714	706,841
12	To Write Love On Her Arms	779,386	560	1,392	1,453,278
13	AARP	696,264	184	3,784	1,545,657
14	Best Friends Animal Society	681,424	148	4,604	1,216,398
15	WWF	624,067	105	5,943	2,937,054

Shareable SOCIAL SCORECARD
 TOP NONPROFIT BRANDS ON FACEBOOK – Q3 2016
 Based on Total Actions (reactions, comments and shares)
 Data provided exclusively to PR News by Shareable. Source: f

Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
16	NRDC	612,138	487	1,257	602,915
17	National Center for Missing & Exploited Children	557,325	482	1,156	407,362
18	UNHCR	523,132	232	2,255	1,272,613
19	Make-A-Wish America	512,721	313	1,638	860,566
20	San Diego Zoo	509,261	97	5,250	648,285
21	Organic Consumers Association	493,368	380	1,298	1,167,835
22	Sierra Club	455,738	288	1,582	572,489
23	Greenpeace	454,161	288	1,577	511,794
24	Wikipedia	437,387	663	660	5,373,355
25	Girl Scouts	405,358	325	1,247	424,151
26	CMA Country Music Association	390,566	127	3,075	2,084,512
27	The Humane Society of the United States	371,128	56	6,627	2,524,751
28	Human Rights Watch	357,341	397	900	2,313,868
29	Save the Children	347,175	214	1,622	1,665,201
30	The Nature Conservancy	313,526	187	1,677	1,025,311



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Digital Content, Ruder FinnDawn Ray, VP,
Corporate Communications & Marketing, EdR

1. News and Notes: PRSA said Nov. 16 said its new strategic plan will center on expanding membership, including helping college-level **PRSSA** members enter the field; broadening professional development, such as offering training in “finance, supervisor skills and technology;” and being a thought leader. – From Lisbon, the **PR Global Network (PRGN)** Nov. 18 unveiled a refreshed logo and said it’s added 5 agencies to its roster.

2. Creative Solution: A tip of the cap for creativity to **MyTravelResearch.com (MTR)**, a firm in Australia that’s taken on the task of publicizing what many in the developed world take for granted: toilets. Nov. 19 was **U.N. International Toilet Day**, an effort to publicize the need for more toilets, in the developing world especially, and encourage people to use them. The U.N. says 1 in 10 people still defecate without a toilet daily. This, the U.N. says, results in disease, environmental health challenges, increased mortality and lack of productivity at work. It’s also a security issue as sometimes wild animals mistake squatting humans, especially children, for food. The U.N. wants to create adequate toilet provisions globally by 2030. To raise awareness MTR created the *Toilet Tourism Awards*, whose proceeds will be donated to the U.N.’s effort in the winner’s name. Categories include best toilet location; best design; and quirkiest toilet experience. In indirectly related stories, **Google** and **India’s Ministry of Urban Development** said Nov. 17 they’d collaborate on a toilet locator tool to be included in Google Maps. Some 60% of India’s 1.2 billion people defecate and urinate without toilets, says **Public Radio International**. And **Kimberly-Clark** said Nov. 18 it’s renewing a commitment to *Toilets Change Lives*, a multi-national effort it co-founded

that urges brands to educate consumers about the global sanitation crisis. Since its inception in 2014, *Toilets Change Lives* has helped improve access to sanitation to some 300,000 people.

3. CCOs and the Digital Reality: As **Verizon** VP, communications, **Torod Neptune** has said, communicators “live in the shadows” between departments of companies. As such, he argues, they are particularly well positioned to coordinate efforts between units, such as crisis planning. Similar thinking is contained in a new **Arthur W. Page Society** study, *The CCO as Builder of Digital Engagement Systems*. A CCO goal should be to create digital engagement systems that address the strategic needs of the enterprise. Effective management of such an ecosystem requires “a horizontal mindset and a highly coordinated, aligned and integrative approach.” An emerging opportunity for the CCO, the study says, “is to act as an integrator across the C-suite, achieving greater collaboration and alignment between functions” with big data. In addition to working closely with CMOs, CCOs should partner with chief HR officers to use “big data insights to sharpen and better target employee engagement strategies and content.” Making all this happen, though, must be centered in the C-suite. “The largest single reported factor in an organization’s social media success is C-suite buy-in, which often requires a cultural change both at the top and throughout the organization,” it says, quoting a study from the **PulsePoint Group** and *The Economist*.

4. People: **Ogilvy** regional CEO for N. America and D.C. office chief **Robert Mathias** will leave at year’s end

(*PRN*, Feb 22). **Ogilvy** global CEO **Stuart Smith** will assume his duties. Mathias has been with **Ogilvy** since 1988. – Cable vets and top-notch communicators **Jim Maiella** and **Georgia Juvelis** were promoted to SVP and co-heads of corporate communications at **AMC Networks**. The move comes as the network announced EVP, communications **Ellen Kroner** will retire next month after 19 years. Maiella and Juvelis will report to AMC chief **Josh Sapan**. – **Hill+Knowlton** tech firm **Blanc & Otus** named **Tony Hynes** CEO. He’ll also serve as an EVP at H+K Strategies. – Collegiate housing brand **EdR** named **Dawn Ray** VP, corporate communications and marketing. She comes from **Methodist Le Bonheur Healthcare**, where she was director of strategic and executive communications. – **Vanguard Communications** named **Noralisa Leo** VP, diversity + inclusion practice, and **Matt Chun** as VP of the digital practice. Leo came from **SKDKnickerbocker**. Chun came from **Social@Ogilvy**. – **Stanford University** promoted **Lisa Lapin** to VP, university communications. A former journalist, she’s been associate VP since 2008; she’ll report to Stanford’s president. – **PAN Communications** named **David Bowker** a VP in its tech practice. He comes from **MSLGROUP** where he led its cybersecurity practice. – **Ruder Finn** named **James Walker** as group VP, social engagement & digital content. He comes from **Cohn & Wolfe**. – **Apple** hired former *WSJ* reporter **Wei Gu** as a director for its PR staff in China. ■

The staff of *PRNews Pro* wishes you a wonderful Thanksgiving. Your next edition will be dated December 5, 2016.

PRNews' TOP Places to Work in PR

Sponsored By:



Awards Luncheon: December 6 | 12:30 – 2:30 PM | The National Press Club, D.C.

CONGRATULATIONS TO THE 2016 CLASS OF TOP PLACES TO WORK IN PR!

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- Adobe Systems
- Aflac Corporate Communications
- The American College of Cardiology
- ARIPR
- Archer Malmo
- ASTRSK PR
- BAM Communications
- Beckerman
- Beehive Strategic Communication
- Bhava Communications
- BodenPR
- Cohn & Wolfe
- Communications Strategy Group
- Cone Communications
- Consumer Technology Association
- Current Marketing
- Davies
- Dixon Schwabl
- EvolveMKD
- Exponent PR
- Fahlgren Mortine
- Finn Partners
- FleishmanHillard
- GCI Health
- Grainger
- GroundFloor Media
- Henson Consulting
- Hill+Knowlton Strategies
- Infinite Global
- INK
- Kaplow Communications
- Ketchum
- Lippe Taylor
- M&C Saatchi PR
- MasterCard
- Matter Communications
- Marina Maher Communications
- MWWPR
- National Beer Wholesalers Association
- National Center for Missing & Exploited Children
- PAN Communications
- Porter Novelli
- Powell Tate
- R&R Partners
- Republica
- Robert Half
- RockOrange
- SAP Asia Pacific Japan
- SAP North America
- SHIFT Communications
- Southwest Airlines
- Spark PR
- Spectrum
- Stone Ward
- Text100
- The Coyne Agency
- UPRAISE Marketing + Public Relations
- USDA FSIS Office of Public Affairs and Consumer Education (OPACE)
- VSC / Wareness.io
- W20 Group
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PR People Awards

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CONGRATULATIONS TO THE 2016 PR PEOPLE AWARDS FINALISTS!

ACCOUNT DIRECTOR OR SUPERVISOR OF THE YEAR

- Jessica Griffith, Pascale Communications
- Pouneh Lechner, Sterling Communications
- Zinie Chen Sampson, Baretz+Brunelle

BRAND MARKETER OF THE YEAR

- Edward Harris, Valley Forge Tourism & Convention Board
- Simon Hodgkins, Vistatec
- Janice Kapner, T-Mobile

COMMUNITY RELATIONS PROFESSIONAL OF THE YEAR

- Lubomir Alamanov, SiteMedia Ltd.
- Jon Sullivan, Aflac
- Jenna Thomas, Nebo Agency

CRISIS MANAGER OF THE YEAR

- John Guilfoil, John Guilfoil Public Relations
- Jeff Hallock, Orange County Sheriff's Department

DIGITAL COMMUNICATIONS LEADER OF THE YEAR

- Dickie K. Davis, Miami International Airport
- Amy Franco, Princeton HealthCare System
- Ryan Green, Illinois Policy Institute
- Christian Rodgers, Pascale Communications
- Mollie Surratt, Mohawk Flooring

FINANCIAL COMMUNICATION PROFESSIONAL OF THE YEAR

- Robert Burton, Lambert, Edwards & Associates
- Laureen Ellison, Pepperjam

INTERN OF THE YEAR

- Jazmin Beltran, Cognito
- Nicole Falk, Havas PR
- Thomas Scarce, Iowa State Fair
- Rebecca Schaming, Family Promise of Summit County

INTERNAL COMMUNICATOR OF THE YEAR

- Brianna Cody, SAP
- Lisa Hannum, Beehive Strategic Communication
- Sean Jamieson, Bank of America
- Aaron Sherinian, United Nations Foundation

MEASUREMENT EXPERT OF THE YEAR

- Tiffany Jackson, Beehive Strategic Communication
- Jessica Onick, Citrix
- Angela Sinickas, Sinickas Communications, Inc.
- Alan Wallace, Afilius

MEDIA RELATIONS PROFESSIONAL OF THE YEAR

- Nicole Dye-Anderson, Barclaycard US
- Alexandra Gambale, Peppercomm
- Jamie Hall, Pascale Communications
- Erica Hawksworth, Live Wire Media Relations, LLC
- Nati Katz, Burson-Marsteller
- Diana Rickert, Illinois Policy Institute
- Cara Schneider, VISIT PHILADELPHIA
- Sharron Silvers, Burson-Marsteller
- Johnny Smith, Ascension

PR PROFESSIONAL OF THE YEAR: AGENCY

- Christophe Ginisty, FTI Consulting
- Jason Morris, InkHouse
- Lesley Sillaman, Havas PR

PR PROFESSIONAL OF THE YEAR: CORPORATE

- Christina Bennett, Elizabeth Arden
- Ann-Tyler Connell, Bank of America
- Laureen Ellison, Pepperjam
- Roger Frizzell, Carnival Corporation
- Catherine Hernandez-Blades, Aflac
- Janice Kapner, T-Mobile
- Amanda Plecas, WACKER

PR TEAM LEADER OF THE YEAR

- Trisha Cardoso, Showtime Networks Inc.
- Audra Friis, Pascale Communications
- Susan McCabe, Bank of America
- Dawn Miller, Miller PR
- Ayme Zemke, Beehive Strategic Communication

PR TRAINER/EDUCATOR OF THE YEAR

- Dr. Robert S. Fleming, Rowan University
- Philip Nardone, PAN Communications

PUBLIC AFFAIRS PROFESSIONAL OF THE YEAR

- Joshua Boisvert, Davies
- John Guilfoil, John Guilfoil Public Relations

SOCIAL MEDIA PROFESSIONAL OF THE YEAR

- Alicia Camden, Pascale Communications
- Carmen Collins, Cisco
- Anastassia Mitchell, Central Texas BBB

SPOKESPERSON OF THE YEAR

- Ted Dabrowski, Illinois Policy Institute
- John Drengenberg, Underwriters Laboratories (UL)
- Jeff Hallock, Orange County Sheriff's Department

STUDENT OF THE YEAR

- Caitlin Bohrer, Arizona State University Cronkite PR Lab
- Madison McConnell, Drake University School of Journalism and Mass Communication

VOLUNTEER OF THE YEAR

- Laurie Archbold, Encore Public Relations/Red Couch Stories

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