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SOCIAL MEDIA

Going Beyond Crisis Management: Social Listening Helps Brands Develop and Sell Products

Despite what you might think, there were other things going on in the world recently besides the resignation of Anthony Scaramucci as White House communications chief (see page 8). An example of this was a deal last week in the social listening space. Social listening vendor **Synthesio** acquired social data firm **Social Karma**. Synthesio's plan is to continue making acquisitions—Karma is the brand's second in 2017—as it builds up its social listening capabilities, *TechCrunch* reports.

This prompted us to discuss social listening best practices with communicators who have experience using social media to listen to conversations for crisis communications, product development, lead generation and customer service.

For Daniella Peting, social media manager, N. America and global co-lead, Social Media Center for Excellence, at **Motorola Solutions**, the first step for brands is to set up a search agent with a tool (or tools) to track mentions of your brand. Motorola

Continued on page 3

CSR

BY BOB JIMENEZ, SVP, CORPORATE COMMUNICATIONS/ADMINISTRATIVE SERVICES, COX ENTERPRISES

How Cox Enterprises Insures Its CSR Effort Resonates With Communities

As chief spokesperson for a communications, media and automotive services company, I'm constantly sharing the **Cox Enterprises** story.

Recently, however, I've been talking about the work others are doing. Through its partnership with **The Trust for Public Land**, Cox Enterprises honors environmental volunteers and makes contributions to their nonprofits of choice. The Cox Conserves Heroes program asks the public to nominate worthy volunteers, selects three finalists in each area and promotes them via online voting. The individual with the most votes wins.

In reality, though, it's a win-win. Shine a light on the

volunteers' great work and support the causes that matter to them. These are people who are rolling up their sleeves to make a difference and protect the country's outdoor spaces.

They aren't paid for their work and often they toil behind the scenes.

LESSONS LEARNED

So what have I learned from this program? One of the main things is how to make a sustainability initiative resonate



Continued on page 4



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Published weekly by Access Intelligence, LLC
 9211 Corporate Blvd, 4th Floor
 Rockville, MD 20850

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Consumer Engagement With Food Influencers' Videos Up 13% in June

Food influencers had a fantastic June, with a 5% increase in consumer engagement despite offering 4% fewer pieces of content month over month, according to **Shareable** data provided to us exclusively. Consumer engagement, or actions, with videos rose 13%, despite a 4% drop in video content posted, says **Ron Lee** of Shareable. **Smart School House** gathered 5 million actions, up 125%. This was a result of a 35% increase in video content that drove a 106% growth in video actions. **Buddy Valastro** saw 95% growth in consumer engagement,

even though his posted content dropped 60%. Engagement with **Gordon Ramsay's** content fell 50%; he posted 43% fewer pieces of content.

Travel saw a 17% fall in consumer engagement, likely due to a 50% drop in video content posted, resulting in a 31% decrease in video actions. Travel's woes might be attributable to followers shunning social while on vacations. Indeed, all five of the top travel influencers took hits. Even the 3.5 million consumer actions **J Alvarrez** (picture on page 1) garnered were down 20% from his total in May, Lee notes. ■

Shareable

SOCIAL SCORECARD

TOP 5 FOOD INFLUENCERS BY TOTAL ACTIONS: JUNE 2017

Based on Total Actions (reactions, likes, comments, shares and retweets on content)

Sources:

RANK	FOOD INFLUENCERS	TOTAL ACTIONS	TOTAL CONTENT	TOTAL AUDIENCE	SHAREABILITY
1	Smart School House	4.8M	470	1.3M	2.6M
2	Jamie Oliver	4.3M	198	19.1M	43K
3	Buddy Valastro	2.7M	42	8.7M	129K
4	Gordon Ramsay	2.6M	301	15.5M	107K
5	Ree Drummond	2.4M	115	7.2M	32K

Shareable

SOCIAL SCORECARD

TOP 5 TRAVEL INFLUENCERS BY TOTAL ACTIONS: JUNE 2017

Based on Total Actions (reactions, likes, comments, shares and retweets on content)

Sources:

RANK	TRAVEL INFLUENCERS	TOTAL ACTIONS	TOTAL CONTENT	TOTAL AUDIENCE	SHAREABILITY
1	J Alvarrez	3.5M	299	18.1M	7K
2	Carin Olsson	853K	152	1M	65
3	Fun For Louis	773K	80	2.9M	8K
4	The Blonde Abroad	199K	163	604K	850
5	Raya Encheva	125K	45	172K	270

How Social Listening Can Lead to Sales

uses two, **HootSuite Insights** and **Social Report**. “We prefer to track every mention of our brand, so we [have Social Report] search everywhere online,” she says, although brands can opt to be more selective and search only particular areas. Social Report allows users to search by keywords, so you’d enter your brand name as well as various spellings of your brand name and keywords people use to go to your web site, she says. Brands can also choose to search by geographic locations.

LISTEN FOR IRREGULARITIES

When Peting monitors conversation volume surrounding Motorola, she pays particular attention to irregularities, such as spikes. “As you monitor, you begin to see a regular pattern.”

When there’s a spike she moves to HootSuite Insights to look more closely. She often will use the tool’s word cloud to see what words are being used and at what frequency.

Then she’ll return to Social Report to identify influencers in the conversation, investigating their reach, or share of voice. Based on all that information, the brand will determine what the next steps to take are, if any. Next steps could include starting procedures for crisis management, for example.

Typically Peting spends one hour each morning checking for irregularities. She notes that tools can be set up to monitor for bursts in activity surrounding key words and to notify the user when bursts occur. In addition “all day long” she keeps social networks open so she can track messages.

SPINNING PR GOLD BY LISTENING



Angela Wells,
Senior Director,
Oracle Social
Cloud

Angela Wells, senior director, **Oracle** Social Cloud, repeats the adage about listening that points out people have two ears, but just one mouth. “Brands that see social only as a bull-horn for their messaging without listening are missing the point,” Wells says.

She sees three ways social listening can help brands: “by turning product ideas heard on social into PR gold; by connecting with influencers; and letting service be your star.”

For example, **LeapFrog** heard conversations on social about adults wishing that a former product, FridgePhonics, were still around. The brand listened and de-

cidated to bring back FridgePhonics.



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Another similar example she cites is the snowmobile and ATV maker **Polaris**, which monitored social and heard the word “pink” in conversations about its snowmobiles. Although skeptical, Polaris created a limited number of pink wraps that could be affixed to its snowmobiles. They sold out.

From there Polaris partnered with a group called **Pink Ribbon Riders**, which is composed of breast cancer survivors who are avid snowmobilers, to raise money for breast cancer research. Polaris gave the group, via social media, a chance to design a pink wrap. People were able to vote for their favorites on Polaris’ **Facebook** page and a portion of the sales of the pink wraps

went to breast cancer research.

Another example comes from the **Mack** truck brand, where a trucker mentioned on **Twitter**, a popular channel for truckers, that he’d found a way to maximize his Mack truck to get better mileage. Mack was monitoring the trucker’s conversation and created a marketing campaign around him. To get access to more information about this case, truckers provided their info to Mack on a landing page. This resulted in sales leads totaling some \$4 million gross, Wells says.

Social Media’s Mobile Global Reach

Active Social Media Users (global)	2.8 billion (37% of the world’s population)
Active Mobile Social Users (global)	2.5 billion (34% of the world’s population)

Source: Robert Allen, *Smart Insights*, Feb 2017

A key point regarding listening and customer service, Wells says, is the mistake brands make often, figuring using social will substantially reduce the amount needed to be spent on traditional customer care. Not true. “Customers who want to call for service or to complain will continue to call,” she says. Still, she points to the utility **CenterPoint Energy**, which listened to its customers during Hurricane Ike and got ahead of the story, posting important information on social in response to events. ■

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5 Tips That Will Make Your CSR Effort Resonate

with the community. If anyone can spot greenwashing, it's community volunteers.

Here are five ways we've seen the Cox Conserves Heroes program succeed. With adjustments, they can be useful tips for brands and organizations of any size that want to create their own programs to honor worthy causes.

- ▶ **1. Keep it real.** When we call the finalists, many of them wonder if there is a catch. Is this a marketing call? Why are we doing this? It's simple. We all share the environment. While we as a corporation are doing our part, we understand we can't do it alone. And, we care about the communities our employees call home. We want to shine a light on the work of volunteers to inspire others. Is there a gain for Cox Enterprises? Yes. We're connecting with influential volunteers who can give us honest feedback and tips on how we can do a better job. It's also an opportunity for us to let them know about our commitment to the community.
- ▶ **2. Focus on the individual.** The program isn't a glossy, corporate initiative. It's a grassroots effort by design. For it to be a success, it must focus on the individual, not the corporate entity. The volunteer literally needs to be the hero. Otherwise, you're not going to pass the sniff test. Volunteers are the people who are inspiring others to become involved. Focus on their stories. Why do they care about the environment or whatever cause they are working for? What led them to donate their time?
- ▶ **3. Let others tell the story.** The wonderful thing about this program is that it lacks paid advertisements or big PR budgets. We'd rather see the money go to the nonprofits. And, we'd rather they tell the story. These nonprofits have amazing volunteers and often they are the ones spreading the word. As your program grows you will find that the nonprofits can't wait to nominate their volunteers. Should one of their volunteers be selected as a finalist, you can be sure they will be spreading the word. They want their people to be recognized and they have the benefit of potential funding.
- ▶ **4. A little goes a long way.** Don't underestimate how much a nonprofit can do with a few thousand dollars. In the case of the Cox Enterprises program, nonprofits can receive checks of \$5,000 or \$10,000. With this funding they've built trails and outdoor classrooms, created community and butterfly gardens, improved parks and beaches. We have found they know how to stretch a dollar and make a tremendous impact. Let them show you how much they can do.
- ▶ **5. Keep in touch.** After honoring the volunteers continue to reach out to them. Stay in touch with them and find

out their latest projects. One beauty of programs like this is that they can create a network of volunteers. In many Cox locations, the winners now are partnering together on projects.

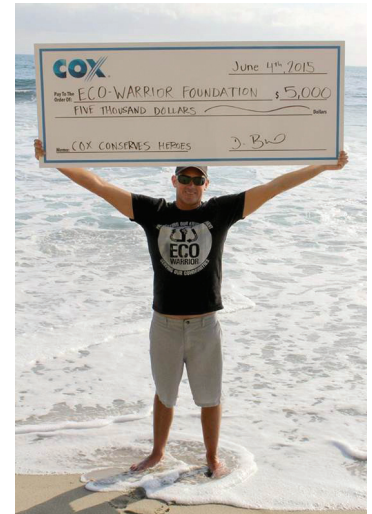
RESONANCE

What's the key lesson? No matter how authentic your corporate responsibility program may be, it must resonate with the community to truly be successful. Whether your program is focused on the environment, diversity, empowerment, education or health, the same can be said for any corporate responsibility initiative.

While it's important to find ways to tie programs back to your business and the products or services you offer, there must be a benefit for the community. Otherwise, your program is unlikely to succeed.

Although nonprofit organizations love financial contributions, they also appreciate other forms of support. We've heard repeatedly that the visibility nonprofits receive from the Cox Conserves Heroes program far outweighs the financial rewards. Even if you have a small budget, your company can still give back. Think about employee-volunteer events or giving campaigns. Place your employees on community boards. Nonprofits often have lean staffs and need subject matter experts. Remember, a little can go a long way. ■

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Check Mates: Oceans activist James Pribram (top) and land proponent Shawn Redfield (above). Source: Cox

Takeaways

1. Your CSR program has little chance of succeeding if it fails to resonate with the communities you serve.
2. Although it's important to link your CSR effort to your business, remember CSR is about the community and its volunteers. Make sure they are the stars.

How to Integrate Traditional and Social PR to Gain Media Coverage



Dealing effectively with the news media always was a core PR skill. For some, this involved three-martini lunches, a golden Rolodex, press releases, press conferences and lots of real and virtual shoe leather.

As we know, three-martini lunches have gone the way of *Mad Men* and contact-management databases have eclipsed the Rolodex. Many have sung the press release's death knell for decades. Only shoe leather remains. Successful PR doesn't happen on its own, but the tools have evolved.

Among the new tools, of course, is social media. Anyone with a newsworthy story can use social media to get it in front of the media, and through traditional media, the public.

EIGHT STEPS FOR INTEGRATION

There are eight steps to leverage social media to generate mainstream media attention. This process has evolved over a decade and will continue to, in pace with social media. Today, these eight steps are: Identify topics; create a breaking news search; prepare (or anticipate) positions; craft a powerful media list; identify fast-response online media outlets that cover those topics and positions; create a blog post; be quick to react; and use good, old-fashioned, media-pitching PR shoe leather, ie, basic reaching out to media.

This eight-step process works because the 24-7 news cycle places demands on the media to find new, credible sources who can put breaking news into perspective for their audiences. Media outlets with too few experts often find specialists wear out their welcome. Recognizing this, savvy media decision-makers continually seek new, credible sources.

1. The first step involves identifying those areas where your executives are experts.

2. Next, make a comprehensive list of those topics, as well as positions your executives are prepared to defend. Rough out and get those positions pre-approved.

3. Create a comprehensive media list, focusing on your topics and positions. This list will work far better if it is narrowly focused rather than broad-brush. Avoid wasting a critical news cycle courting peripheral media prospects.

4. Create breaking-news alerts for each of those topics.

Use **Google** searches, of course, but also employ mainstream and online media's breaking news alerts. You must address breaking news within one or two news cycles, before breaking news goes out of date.

5. There are many topical online media, including **Facebook** and high-traffic blog sites. While not well-known outside their niche, many topical sites are primed for quick turnaround of useful articles, blogs and opinion essays. Identify them and begin placing stand-alone articles, just to become known as a reliable, regular contributor.

6. Create a blog to swiftly post articles reflecting your brand's take on breaking news. Populate and promote it in advance of media pitching.

7. With all of these tools in hand, develop and test a refined process that works. This process will involve identifying breaking news, developing specific responses and getting those responses published at online news sources or on your topical blog. That becomes the calling card for reaching out to targeted media decision-makers, making the case for your brand's executives as experts who can put a focused breaking news story into context.

8. The final step, as noted above, calls for good, old-fashioned PR shoe leather, but with a modern twist. Reach out to media using email, mobile phones and texts.

For example, a Google alert arrives about a breaking news story in your brand's area. A quick call gets you hustling to create and publish a short article or blog post that makes the case for your brand's position. Then tapping into that taut media list, contact the most on-focus media decision-makers, using a blog or article as a calling card to position your brand's spokesperson as a topical expert.

The rest of the process involves scheduling, prepping your executive, monitoring the interview and promoting the successful results to a wider audience. ■

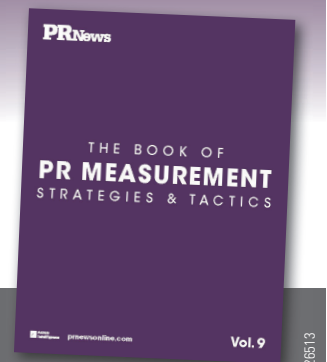
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Questions? Contact Laura Snitkovskiy at laura@accessintel.com
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How Google Searches Can Help Your Influencer Effort



Everywhere we look we hear about influencers. YouTubers, Instagrammers, bloggers and more are building online communities.

Working with influencers is not as simple as merely finding someone to write about your brand. It's critical to think through your business goals, discover where your audience lives online and find a select group of influencers who will drive conversation and are relevant to your brand.

There are many ways to approach finding influencers, such as hiring agencies to use sophisticated analytics programs to comb the internet, investing in subscription-based influencer software programs or contracting with an influencer network that can recruit and contract with influencers on your behalf. While all of these approaches can be effective, the most cost-conscious and accessible way to find influencers is through manual research. Of course, this also is the most time-consuming.

Step 1: Find Where Your Audience Lives Online

You already know your target audience and are reaching it through social channels. Think about which of your channels has the most engagement. Is it **Instagram**, **YouTube** or **Facebook**? Where else do your audience members spend time online? Do they read blogs? Who writes the blogs, industry leaders or peers? What Facebook groups do they join? What hashtags do they use? Search for message boards, forums and YouTube playlists your community may visit frequently.

Monitor the conversations your target audiences engage in. What problems are they trying to solve? How can you help? Finding where your audience lives online and monitoring conversations can help you be strategic about the influencers you approach and the content you ask them to create.

Step 2: Finding Influencers

Now that you have determined where your audience consumes media, the next step is to find voices that are relevant to your brand or space. This is where you can utilize free tools, especially **Google**, to scavenge the internet.

The following tips can help shape your search and put you on a path toward the best voices for your brand.

KEYWORDS AND HASHTAGS

The first place to start is with a basic Google search, using keywords to identify the type of influencer you're seeking. Consider topics influencers might discuss, platforms they use or their geographic location. Some examples: "Fashion bloggers in Minneapolis," "YouTube creators covering European travel," or "Blogs about diabetes and weight loss."

A basic search likely will surface influencers and point you in a direction to dig deeper. Take time to look through the types of posts these influencers share. What keywords are they using in their headlines? What hashtags do they use within their posts? Do they mention other influencers in their space? Take note of any initial clues to help

shape how you continue your search.

Hashtags your target audience uses might represent a category or topic area, a popular event or a common phrase. Try conducting a Google search for each. Your results could surface additional people using the hashtag across social media or blogs. For example, if you're looking to find pet enthusiasts, try searching #AdoptDontShop.

Once you've done this search, consider who else is using these hashtags. Who are the top voices? Who is receiving engagement on posts with these hashtags? The answers can help identify influential people across communities.

COMMON SEARCH PHRASES

Another approach is to take on the mentality of the audience you're trying to reach. How would one search for content influencers share? Consider searching phrases a user might type into Google to find posts around these topics.

For example, if you're trying to find travel influencers, search a topic relevant to that space, such as "How to visit Spain on a budget." Look through your results to find blogs, articles, YouTube videos or posts from people who answer that query. Where the post appears in lists of search results is indicative of how well a post matches your query and the amount of traffic a post receives. Use this lens to determine whom the top voices are in your space.

Use Google Advanced Search

Employ Google's Advanced Search tool to augment your search. Look for certain keywords while excluding others. You also can specify the time period you want searched.

Search for Lists

For broad topics, there likely are articles and blog posts that gather influential voices in a space. Conduct a search such as "Top Diabetes bloggers" or "Best organic food blogs of 2017." This is a great way to check what research exists and is publicly available.

Search Related Sites

Perhaps you find a blog you love and want to see similar sites. One way is to conduct a related search. In Google Chrome type "related:" into the search bar, then add the URL of the blog you're trying to find similar sites to and hit enter.

View Google Tab Results

As you go about searching topic areas, blogs and influencers, don't forget to look through the tabs located at the top of your Google results. Clicking through to Images, Videos, News and more can provide insight about those publishing content around your topic area.

Set Up Google Alerts

Another great way to stay on top of the latest content

being published relevant to your brand is to set up Google Alerts. Head to [Google.com/alerts](https://www.google.com/alerts); type in a keyword, phrase or name. You will have the option of receiving email with links that contain your phrase as they're published, weekly or monthly. This can help identify if there are new blogs or articles published on an area of interest, which can help surface influential content creators.

Utilize Insights from Google Analytics

If your brand has a website that uses Google Analytics, consider referencing top keywords and search terms that users search that lead them to your site. It's possible this could identify topics or phrases related to your brand that you could search and cross-reference as you find potential influencers.

Step 3: Vetting – Deeply Researching Influencers

Deciding which influencers to approach requires more research. Review each influencer using these steps: Check their social media handles, following and blog. Is their audience engaged? Do they publish frequently? Do they use social channels to drive traffic to content? Do they write about your business/category? Have they mentioned your brand? Do they work with brands? Do you have contacts in common?

A tip: To search easily for content within a blog, open Google Chrome, type the website URL and hit the space bar. This will alert Chrome you're searching within this URL only. Then type your keyword or phrase, hit enter. Your results will show posts or pages for the URL containing your search term.

WITH INFLUENCERS, SIZE MAY NOT MATTER

The results will help you determine which influencers are right for you to approach. A word of caution: Don't get too caught up in working with influencers who have very high social reach. An influencer's interest in and relevance to your category is equally, if not more, important.

While you'd like all the influencers you found to work with you, some may not be interested. Compose a list of influencers 2-3 times the number you'd like to work with, ranked in order of those you feel are most relevant to your brand.

Step 4: Engaging With Influencers. Before you reach out to influencers, think through your engagement plan so you're ready to fully present the opportunity and be prepared to answer any questions. What are your campaign goals? Are you trying to drive awareness of your business? Sell a specific product? Register people for an event?

Now consider content that can help you achieve those goals. Put yourself in the influencer's shoes. The benefit of working with influencers, of course, is they bring an authentic voice to create content that's interesting to their community. Brainstorm how you can leverage that. Recall we mentioned observing topics and questions your audience discusses in online communities. Now is your chance to use that research. Create three (or more) angles to propose as content prompts for the influencer. Be open to hearing their ideas and evolving the plan to make it work for both of you.

Consider key messages you'd like them to build into their content and a simple call to action. Be prepared with a timeline of when you would like their content to be published, possibly aligning with a marketing campaign. You'll also want

to give them the option of using existing or new assets, such as images, videos, infographics, etc. Last, you'll want to know your budget for paying influencers for their time and access to their community. You should plan your offer, but be prepared to negotiate, as many influencers have rates based on reach and previous partnerships.

APPROACHING INFLUENCERS

Typically brands approach influencers via email. You'll want your message to be personalized, including greeting the influencer by name and referencing his/her recent content and how much you enjoyed it. Also, plan to note early in the message that this is a sponsored opportunity; too many brands flood influencers' inboxes asking for free publicity, which is a thing of the past. To avoid ending up in the spam folder, make sure your message is free of links or attachments.

Create a spreadsheet to track your communication with each influencer. Note the date of the communication and what was discussed. If you don't hear back from your first message, politely follow up in one week. If you still don't get a response, move on to the next person on your list.

CRAFT AN AGREEMENT WITH INFLUENCERS

You'll also want to create a partnership agreement, which can be approved via email, or a formal contract requiring a signature. Make sure you include everything you expect, such as the number of posts, sharing to social channels, payment and how long the content must live on the influencer's channels. Be sure to share disclosure copy for influencers to use in all of their posts to be compliant with FTC guidelines.

Step 5: Amplify Influencer Content

Working with influencers can help you reach new people within the influencers' communities, which should align with your target audience. But what if you could amplify that content to reach even more people? Many companies promote earned and owned content with paid media, and influencer content is no exception.

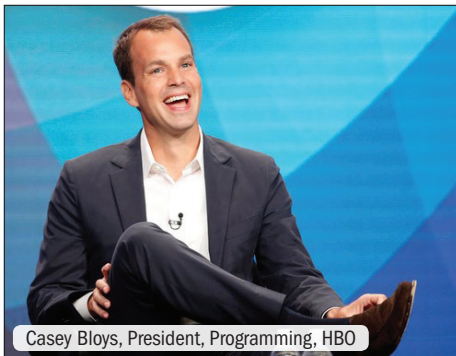
Consider investing in paid media options, including promoting content on your social media channels and pulling it into your search engine marketing. If your influencer creates video, consider promoting it through YouTube ads. Link amplification, such as **Outbrain** or **Taboola**, can drive additional traffic to YouTube and traditional blogs with a fairly small investment. With a larger budget, consider leveraging native ads to drive traffic in a more targeted fashion.

On Your Way to Working With Influencers

Influencer marketing can be a great way to drive word-of-mouth and help achieve marketing goals, but finding the right influencers for your brand can be challenging and time consuming. The tips for manually searching and vetting influencers give you a roadmap to get started on this journey.

Building a solid engagement plan, and collaborating with influencers, can make a big difference in the engagement you receive and overall success of your campaign. ■

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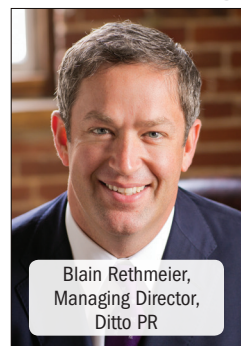
Casey Bloys, President, Programming, HBO

1. Press Release vs. The Personal Touch:

Brands turn to communicators when new products encounter issues. It's rare when a product that's not yet debuted requires defending. That was the case for **HBO** recently. It took heat in the media and on social for a show that's so new not a single frame has been shot or a page of script written. The premium cable network issued a press release last month announcing *Confederate*, from the executive producers of mega-hit *Game of Thrones*, **David Benioff** and **D.B. Weiss**. *Confederate*, the release says, will be set in an alternate future, one in which the U.S. Civil War ended differently, "the southern states have successfully seceded from the Union...and slavery remains legal and has evolved into a modern institution." Appearing July 26 at **TCA**, the yearly summer meeting of the country's TV critics and writers, **Casey Bloys**, HBO's programming president, confessed his brand had misfired when it issued a press release instead of briefing reporters. "Our mistake...was the idea that we would be able to announce an idea that is so sensitive and requires such care and thought...in a press release." The feisty TCA critics wouldn't let him off that easily, though. Hadn't HBO anticipated the backlash? Yes, it had. "We knew the idea would be controversial. I guess we thought it would be a little bit more standard, 'Here's the press release. What are the questions?' But what we realized in retrospect was people didn't have the benefit of the context or the conversations with the producers that we had...If I had it to do over again, what I would do to introduce the idea is what we ended up doing after the fact," which is have the producers sit with journalists to explain the concept of *Confederate*. Bloys assured critics that HBO knows Confed-

erate is "weapons-grade material...[and] that everybody understands there's a high degree of difficulty with getting this right." What the network and the producers are excited about, Bloys says, is the possibility of the series advancing discussions about race. "If you can draw a line between what we're seeing in the country today with voter suppression, mass incarceration, lack of access to quality public education or health care and draw a direct line between that and our...shared history, that's...a conversation worth having." It'll be interesting to see if the series can weather the storm and get made.

2. Growth: David Herrick and Robert Dowling formed **EthicOne**, a NY-based agency designed to help companies turn ethics into a strategic business advantage. – **Ditto PR** of NY



Blain Rethmeier, Managing Director, Ditto PR

opened an office in San Francisco and hired **Blain Rethmeier** as managing director of the office. Rethmeier was at **Edelman** as managing director of its corporate & crisis practice.

3. People: At our press time **White House** communications chief **Anthony Scaramucci** resigned after little more than one week on the job. Early word was new chief of staff **John Kelly** wanted to hire his own communications leader. Later reports indicated Scaramucci's blue language in an interview with *The New Yorker* outraged First Lady **Melania Trump**, resulting in his hasty departure. Predecessor **Mike Dubke** lasted 90 days. Other communications-related news from D.C. was the *Washington Post* report saying **President Trump** dictated a press statement about the 2016 **Donald Trump Jr.**-Russia meeting. Presidential lawyer **Jay Sekulow** told *ABC*, *NBC* and *CNN* June 12 the president had not written the statement. – **APCO Worldwide** named its managing director for Germany **Robert Ardelit** co-leader of the firm's global crisis management and litigation communications service, joining Washington-based executive director **Kent Jarrell**. **APCO** also named **Marc Johnson**,

global practice lead, digital; **Kelly Williamson**, managing director, Raleigh, NC; and **Agnieszka Yank**, chief talent officer. – **Moët Hennessy USA** named **Paige Pedersen** (photo, p. 1) head of entertainment marketing for all Moët Hennessy's brands. She'd been executive director of communications, **Moët & Chandon**. Previously she'd been a VP, communications, at **Fendi** and **Louis Vuitton**. – **Tonic Life Communications** of Philadelphia named **Robyn Ungar** SVP – **National Geographic Partners** named **Chris Spencer** head of creative. Spencer spent decades at **HBO**, where he was head of marketing creative. – **Marino** of NY City promoted eight-year veteran **Elizabeth Latino** to VP – **Rasky Partners** named former U.S. ambassador **Robert Sherman** and former Massachusetts secretary of labor & workforce development **Ron Walker** senior advisors and board members. – **Marcia Page**, executive chair of **Värde Partners**, and **Peter Milton Sommerhauser**, founding partner at **Wing Capital Group**, joined **APCO Worldwide's** board. – Construction firm **Skanska USA** promoted **Beth Miller** and **Jay Weisberger** to VP, communications. Miller leads communications for national commercial development operations, while Weisberger oversees communications for its western region. – The **Federal Communications Commission** named **Tina Pelkey** press secretary. She replaces the departed



Robyn Ungar, SVP, Tonic Life Communications

Kim Hart. – Congrats to our friend **Annamarie Gioia**, named AVP, director, corporate communications, **OTC Markets Group**. – Kudos to woman-owned small business **First and Last PR** of NJ, celebrating its 5th anniversary. Since only half of small businesses survive to year five, this is a worthy accomplishment. Congrats. – Among **ColorComm's** Circle Awards recipients were *PR News* friend **Kathy Baird**, managing director, content and social, **Ogilvy**; **Lori George Billingsley**, VP, community relations, **Coca-Cola North America**; and **Niharika Shah**, VP, head of brand marketing & advertising, **Prudential Financial**. ■

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