

Jake Gasaway, Co-Founder
@JakeGasaway, @StitchLabs
www.stitchlabs.com



Build Relationships With Journalists on Social Channels in
Advance of Crisis (and Get Positive Coverage)

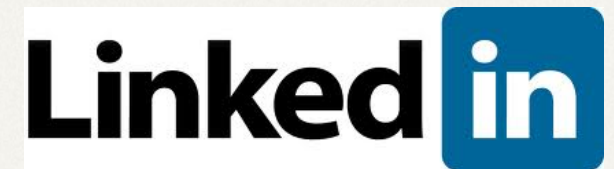
#digitalpr

The problem.



Be smart with limited resources.

The solution.



Research. Target. Reach out.

Key takeaways.

- **Be smart with limited resources.**
- **Research and use tools (Google Alerts, Twitter Lists).**
- **Reach out with relevant content (LinkedIn).**
- **Use Social as a part of your PR strategy.**



**THANK
YOU**

Specifics.

Research

- Use Google Alerts to target industry leaders, adjacent companies and competitors.
- Identify a targeted list of journalists that are writing about your industry.

Twitter Lists

- Create a list in Twitter to make it easy to follow your targeted journalists.
- Like, comment on and share their articles and posts.

Reach out

- Use LinkedIn to send a short note when you're ready for direct contact.
- You only have ~300 characters to get their attention unless you have a premium account to send InMail.