

# PR News

Building the bridge between PR and the bottom line.

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## Communicators Begin to Wed Social Media to E-commerce

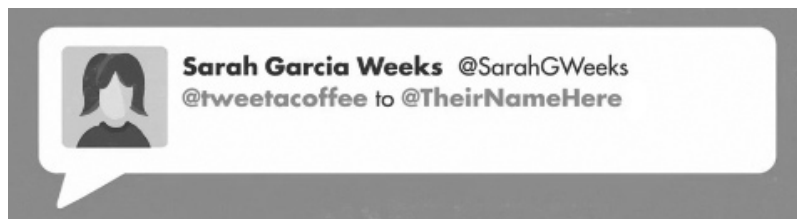
### Brands moving beyond mere social publishing

As social messaging matures and communicators get a better handle on aligning social platforms to their company's financial goals, PR managers are increasingly adding a new wrinkle to their social media programs: E-commerce. **Coca-Cola** is the latest brand to toss its hat into the ring. In late July the company introduced its Tweet A Coke program, which invites **Twitter** users to send \$5

Cokes to friends via the micromessaging service. Beverages sent via the Tweet A Coke program are redeemable at **Regal Cinemas**, which has partnered with Coca-Cola on the initiative.

A social-commerce first for Coca-Cola, movie-goers can buy and Tweet a friend a Coca-Cola at participating Regal Cinemas across the country, according to Coca-Cola.

"Our intention is to use social platforms to both speak with people and create an easier purchase via a medium where



**DIGITAL GIFTING:** Starbucks' Tweet-a-coffee program, which launched late last year, encourages spontaneous gifting via the microblogging service.

they're already spending time," said Lauren Thompson, director of public affairs and communications at Coca-Cola, North America. She added that the company wants to "enhance its Share A Coke program by

bringing new ways to engage with our consumers in the social space, beyond social publishing, response and paid media."

PR observers said such programs are bound to proliferate throughout the marketplace.

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### ► PR News Survey

#### DID YOU KNOW

1. More brands are starting to meld their social channels with E-commerce. (p. 1)
2. Nearly two-thirds of PR pros now lead social media, per a new survey. (p. 1)
3. There's a difference between "friending" an editor and calling her. (p. 2)
4. Engagement on Twitter is far outpacing the number of new users. (p. 3)
5. Campaigns with multiple parties must take pains to speak with one voice. (p. 4)
6. If clicks represent e-tailing, then consumer picks are "me-tailing." (p. 6)
7. Nearly 60% of Americans have a smartphone and 42% use a tablet. (p. 8)

## PR Starts to Take the Lead on Social Media

### Buy-in from the tippy top as a game changer

In the last few years, social media has quickly moved to the core of marketing communications. As a result, PR executives of all stripes are jockeying to take the lead on social channels. Now it appears as if they're making some progress. Nearly two-thirds (64%) of PR pros lead social media either in-house or for their clients, according to a new survey conducted by PR News. "The Role of PR in the Social Economy," which was distributed this month, garnered more than 600 responses. It took the pulse of both PR veterans and newbies, residing in both B2C and B2B

precincts, as well as the nonprofit and government sectors.

While it's a mixed bag when it comes to leading employee engagement on social media or their company's blogging strategy, communicators are in the driver's seat as far as working with senior management to develop measurable goals for social media campaigns (69%), the survey said.

Communicators on the front lines stress that if PR execs can show how social channels can juice the top and/or bottom lines, bigger PR budgets should follow. Allan Gungormez, enterprise director of social media strategy at **Transamerica Corp.**, plays a key role in the company's digital marketing

department, which in the last year has grown to a staff of 40 people.

Buy-in from the tippy top, combined with the team's ability to demonstrate the value of social channels, has changed upper management's

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#### PR Advice from the Pros

"Don't bury the bad."

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## ► How To...

# Rethink Traditional PR Channels

By Ned Barnett



Once again, the pundits are wrong. Traditional PR is not dead—it's alive, and more important than ever. The news media are drowning in a virtual tidal wave of unfocused and unsourced social media "content" churned out by millions of bloggers and tweeters. Giving the media the "straight dope" is exactly where traditional PR has always excelled. Too many PR pros feel that they're being choked out even as the media choke on too much unfiltered input. They fear losing the ability to present a pitch, or to develop a campaign or PR program. They forget that we've got an ace in the hole. Facts.

In a universe of opinion, facts are more precious than gold. The media's increasingly difficult job: filter out the clamor and give their audiences the facts. They need us now more than ever. But to meet their need, we must bring facts to the table—and put those facts on steroids.

Here are five steps to put PR back in the driver's seat, using—as an example—the successful media launch of a Silicon Valley start-up that needed to play in the media big time, and fast. A new company in a new market, my client faced a huge, antagonistic and uninformed public railing against their unpopular business service. It's an episode that many communicators can relate to, but the recipe for remedying the situation is universal.

• **Facts.** In today's 24/7 news cycle talking heads and bloggers spew opinions at warp speed. What editors need are facts. It's your job to dig them out. Package facts for easy accessibility. Source them carefully. Present them honestly. My client pulled together national and state-by-state data about Internet business transactions,

as well as relevant Supreme Court rulings and both Federal and State laws. We did their homework for them.

• **Research.** The media love polling data—something almost no blogger can provide. We conducted in-depth online research among more than 13,000 SMB business CEOs and CFOs, then offered those facts to the media. We put this new business—and new issue—into perspective.

• **Sources.** In a universe filled with self-proclaimed experts, line up legitimate specialists who have the credentials to present the facts meaningfully and effectively. The media's audiences want to know what the news means. Our expert has consulted with 34 state legislatures and testified before Congress, giving him immediate credibility.

• **Presentation.** Step back into the real world. Use dramatic and visual venues that enhance and frame your presentation. We launched at the **National Press Club** because our issue was both national and political. We spoke to 40 reporters and four TV crews, then followed our announcement with a media tour in Washington, D.C. and New York City, which, altogether, put our expert, facts and research in front of the editors we needed to reach.

We also appeared on cable business news, **Sirius Satellite Radio**, newspapers and magazines, and more than 500 news sources on the Internet.

• **Relationships.** There is a world of difference between "friending" or "following" an editor and getting on the phone or walking through the office door. Social media is one reaching out to many,

but in laying the groundwork for a news story PR is about one-to-one. We built our relationships before they were needed. Even before our announcement and media tour, we'd become a helpful source. When the opportunity arrived, we were not calling cold.

In making traditional PR happen, it's critical to use the news media to leverage social media. Don't let social media become a crutch, or a substitute, for traditional PR. When we launched our campaign, we published on the company's website facts, research and written explanations from our expert.

**16%**  
Percentage of  
companies with  
a social CRM  
system in place.

**Convince  
& Convert**

We used this social media content as a touchpoint for the media. It was easy to land interviews and editorial board meetings when we said, "Here are our facts and here's what we're going to say."

Social media has real value, but it also has created real chaos in editorial offices.

For editors, the thought of wading through the avalanche of unsourced opinions has made PR pros—those who are ready to give them what they need, all wrapped up in a traditional PR bow—all the more valuable. **PRN**

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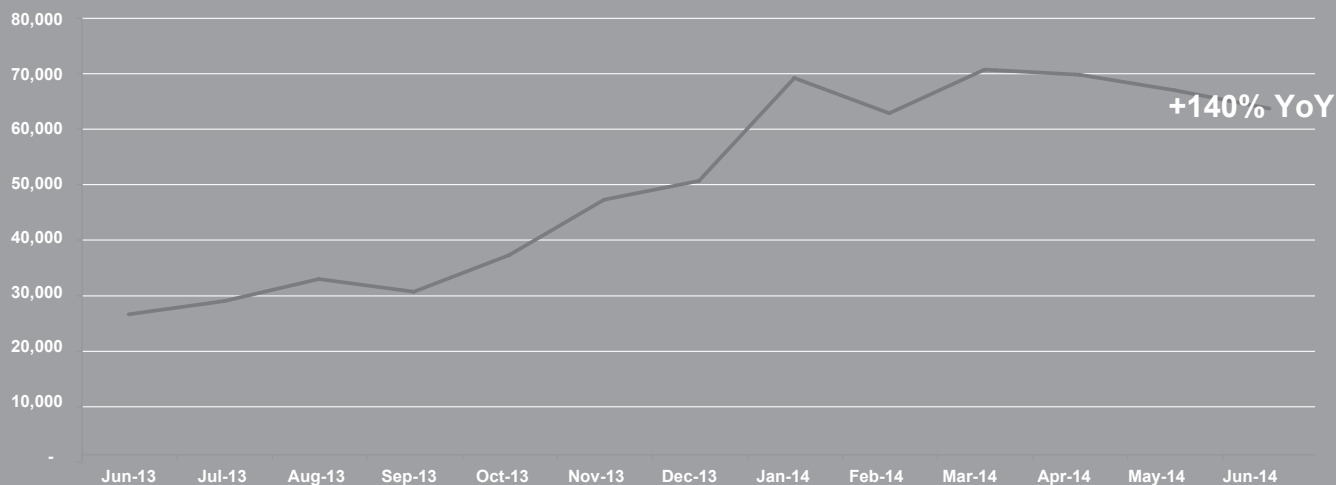
## Tracking Twitter

The number of unique users who are engaged with the microblogging service continues to grow, giving brands and organizations more and more opportunities to drive the conversation.

► **Engagement Outpacing New Users:** One of the greatest parlor games on Wall Street right now is how **Twitter** is going to make money. Spurred, in part, by the World Cup, revenue grew 124% in the second quarter, from a year earlier, along with a reported net loss of \$145 million. "Timeline views" (how much people are using the service) fell 7% during the same period. But PR pros need to keep the big picture in mind when it comes to deploying Twitter as a marketing vehicle: As of June 30, Twitter said, it had 271 million monthly average users, up from 255 million as of March 31. According to an exclusive study for PR News con-

ducted by **Shareablee**, total unique engaged users grew 140% in June, compared with the same period last year. "Engagement [is] far outpacing the number of new people active on Twitter," said Tania Yuki, CEO of Shareablee. "This reveals that Twitter is becoming increasingly significant when it comes to brand communication, and is moving beyond a place to receive messages, to a true channel to participate in brand conversations." The average brand is now tweeting between 4-5 times per day, so getting noticed and staying top of mind is mission-critical, Yuki said. **PRN**  
Source: Shareablee

Twitter Unique Engagers(000) (Browser + App)  
Source: Shareablee Jun2013-Jun 2014, US Only



Shareablee

**METHODOLOGY:** Twitter Unique Engaged Audience refers to the number of unique people within the U.S., who retweeted, favorited or replied to brand content within the time period. Shareablee collects total interactions of more than 50,000 brands.

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# CITGO Kindle Program Helps Kids Turn the Page

## Giving students Kindles to get them motivated

There is no question that students who stay in school have better odds of being successful and having a positive impact on their communities. According to Houston nonprofit Communities in Schools, 51% of students in the Houston Area fail to graduate within four years of entering high school. In addition, 25% of the dropout population age 25 and over lives below the poverty line, and dropouts account for a disproportionately higher percentage of Texas prison and death row inmates.

To encourage students to stay in school, CITGO Petroleum partnered with the Harris County Sheriff's Office to launch the "Kindling Young Minds" program across six Houston high schools spanning three independent school districts (ISDs).



Photo courtesy: CITGO

Students from the Alief School District receive their Kindle Fire tablets from CITGO and the Harris County Sheriff's Office, part of the "Kindling Young Minds" campaign.

CITGO and the Sheriff's office decided to work with the Alief, Houston and Spring Branch Independent School Districts. Each ISD then selected two schools with a high rates of absen-

teeism to benefit from the inaugural program.

The participating schools identified students who have demonstrated either perfect or improved attendance for the semester. Each of the six

schools then randomly selected five students each semester to receive a **Kindle Fire** tablet. A total of 60 tablets were distributed during the 2013-2014 school year.

## 5 PR Tips for Building Strategic Partnerships

- **Know what issues are important to your organization.** For CITGO Petroleum, education has always been one of the company's core social pillars and a focus of its social responsibility investments. Building a program like "Kindling Young Minds" allowed the company to focus on the power of staying in school and how students who stay in school are better equipped to make positive contributions to their communities later in life.
- **Identify other organizations that share similar goals.** In this case it was the Harris County Sheriff's Department, CITGO Petroleum and the three Independent School Districts that all wanted to help get students excited about attending school. In Houston, education is an important issue across the city.
- **Commit to a pilot program.** It's wise to start with an initial commitment to test the idea. That pilot program can grow and expand into an annual campaign. There were a lot of consider-

ations that went into the guidelines for the CITGO program. For example, it was important to reward not just perfect attendance but also improved attendance, and the schools saw the success of the program grow in the second semester.



Melissa Arnoff

- **Define what success looks like.** For the "Kindling Young Minds" program, success was measured in the student attendance numbers and in more intangible ways relating to pride and enthusiasm in the students as well as in improved communications among the partner organizations.
- **Promote the campaign through multiple channels.** Traditional channels (such as press releases) were used to promote the awarding of the Kindles each semester. The schools used student assemblies and other methods to promote the program with students and teachers. Social media channels may be more engaged in future campaigns.

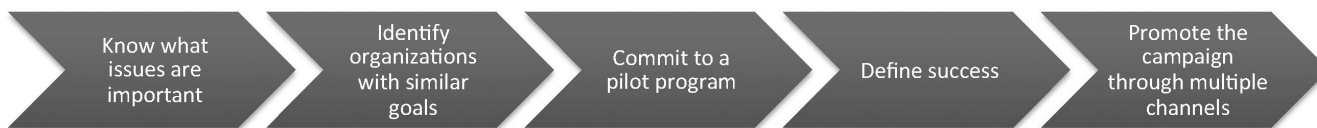
—M.A.

## CONSISTENT THEME

Both CITGO and the Sheriff's office have a history of supporting education, including through scholarship programs.

The "Kindling Young Minds" program provided a different way to incentivize students. It also gave the two sponsor organizations an opportunity to work together toward shared commitments—in this case, education and student success.

To generate media coverage for the campaign, the school districts, the Sheriff's office and CITGO worked together to develop messages so that while each organization leveraged its own well-established contacts there would be one consistent theme no matter which orga-



Here are the various steps that CITGO and the Harris County Sheriff's Office took to launch the "Kindling Young Minds" initiative.

nization was speaking. The campaign launched with a press release in December 2013 to announce the 30 winners from the first semester.

The release was supported by media outreach and social media posts among all the various sponsors as well as on-campus events at all six schools.

**LEVICK**, the agency of record for CITGO, worked with the CITGO corporate office, the schools and the Sheriff's office to draft the news release, develop talking points and pitch the release.

Once the second semester winners were chosen (last May), another press release was issued and supported again through media outreach and social media activity.

Between December 2013 and May 2014, the campaign generated more than 660 placements, reaching an audience of nearly 147 million including coverage on local television.

While CITGO and the Sheriff's department were thrilled with the number of

placements, that was not the real measure of success.

### LIGHTING A FIRE

The greater achievement is the enthusiasm from the students, as reported by Patrick Cherry, principal at Hastings High School in the Alief ISD. "The 'Kindling Young Minds' program has proven to be an excellent way to motivate our students to strive for improved attendance," he said.

He added: "The Kindle Fire tablets help students complete schoolwork at home or on the go, and the partnership with CITGO and HCSO has been a true win-win for the kids and the schools. Our students love technology and we are thankful that we can provide them with tools that help them learn and support their academic achievement."

The Spring Branch ISD reported that attendance rates for 2013-2014 at the two schools that participated rose, compared with the 2012-2013 school year, although with all the factors that go into

attendance it was impossible to credit that change entirely to the CITGO program.

Nevertheless, it was clear that the "Kindling Young Minds" program was fully responsible for the reactions of the students in the presentations.

Spring Branch staff said that it was incredibly rewarding to

watch the faces of the students who were thrilled by being recognized.

Several of them remarked about how proud their parents would be, not only because they won the Kindle Fire, but also simply for being singled out as students who did something

**60%**

Percentage of Houston students who received a Kindle Fire for improved attendance.

positive. Administrators saw even more enthusiasm for the spring semester—the second phase of the program—after the excitement of the prizes being awarded to the first semester winners in December.

The prize presentations were more than just a way to distribute the Kindles. They also provided a chance for the students to interact with professionals from the Sheriff's department and from CITGO.

Many of these students don't have a lot of mentors and professional role models, so being told by Sheriff Adrian Garcia that investing in schools and students was important to his department and that they had a better path forward if they stayed in school resonated with the students.

Understanding that people care about them—people beyond their immediate family—made the students feel special.

### STRONGER BONDS

For several of the students, the Kindle Fires will also make a big difference for their entire families.

In particular, Northbrook High School in the Spring Branch ISD has many lower income students who wouldn't otherwise be able to afford a tablet. Winning students will have the computers not only for their own schoolwork but also to share with their families.

The "Kindling Young Minds" program succeeded on many levels in its first year. The program generated excitement at the participating schools for good attendance and also provided positive reinforcement for the winning students.

It allowed the students to have positive interactions with role models and mentors outside of the school system. And it helped build stronger relationships between CITGO and the Sheriff's department and local schools.

In fact, CITGO and the Sheriff's department are working together on more programs, kindling more than just young minds. **PRN**

*(This article was written by Melissa Arnoff, senior VP at LEVICK.)*

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To generate media coverage for the campaign, the school districts, the Sheriff's office and CITGO worked together to develop messages so there would be one consistent theme no matter which organization was speaking.

# E-commerce

► Page 1

"As it relates to social media monetization, this is the future," said John Baird, VP of brand strategy and marketing and general manager of **Waggener Edstrom's** New York office. "Increasingly, these are the methods we'll use to communicate with, and make purchases from, the brands we love."

Waggener Edstrom was an early adopter of eGifting via social media. During the 2012 SXSW conference the agency rolled out Tweet-a-Beer, which garnered 100-plus media placements and was tapped by *Fast Company* as the most buzzed-about topic at the festival.

Baird recommended three tips for PR pros to make sure that their eGifting efforts (or similar social media programs) add value to their customers:

- **Listen to your customers.** Social media enables a dialogue between brand and customer

**72%**  
Percentage of marketers  
who say social media  
helps them develop  
loyal fans.

IAB/Long  
Tail Alliance

that was previously impossible. Your customers will tell you what they want.

- **Be you.** Fans check out your social channels because they have built a connection with the brand. Your social media voice must be true to that brand or your followers will leave.

- **Stand out in the crowd.** Be first. Among **Facebook**, **Twitter**, **Instagram** and **Vine**, social media innovates daily. Companies that want to maintain a dialogue with their followers know they have to be just

as innovative, differentiating themselves and testing new ways to boost brand loyalty.

Other major brands have social media programs that are designed to enhance brand reputation, customer relations and, perhaps most important, fuel some form of commerce.

Last October, for example, **Starbucks** launched Tweet-a-coffee. The program, which expands on the company's existing eGifting platform, enables people to send Starbucks Card eGifts to Twitter friends and followers.

"For us, it was about designing an ongoing, evergreen offering that allows customers to engage with one another online to gift a Starbucks beverage spontaneously and respond proactively with gestures of encouragement, support and to mark milestones," said Linda Mills, director, retail brand PR at Starbucks.

While PR managers may be getting a better handle on how to communicate with stakeholders via social channels, they need to ramp up their efforts to drive action.

"The goal needs to be that every campaign inspires some type of action," said Heidi Sullivan, senior VP of digital content at **Cision**, adding that a growing number of her clients are looking to add call to action prompts to their PR and marketing campaigns. "That could be to download an eBook or get a piece of content. When you see what's working and what's going viral, that's when you throw fuel on the fire." **PRN**

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## It Don't Mean a Thing if You Ain't Got Ka-Ching

Mutual of Omaha's "Wild Kingdom," featuring Marlin Perkins and Jim Fowler, premiered in 1963, and the long-running TV show taught me everything I need to know about the evolution of social networks and how brands monetize their e-commerce sites.

"Wild Kingdom" exposed me to the truth that young male lions challenge older males for the right to mate with lionesses in the pride. Even more horrifying, the young challenger violently evicts the defeated male from his pride and kills the young cubs of the vanquished male to ensure his own bloodline.

Throughout the history of commerce, and retailing in particular dating back thousands of years, physical storefronts have ruled the pride of consumers. Not until the mid-1990s did a young challenger arrive in the form of

e-commerce. Engaging fans, attracting others with shared interests and inciting purchases have become the modern-day fight for the pride among brands.

If bricks represent traditional retailing and clicks represent e-tailing, then consumer picks are "me-tailing."

Me-tailing is the collaboration between brands and their fans to curate collections of relevant and interesting products for the millions of social users with share rational needs and emotional wants. An example is the social network **WANELO**, founded in 2011. Its name is short for "Want. Need. Love."

**WANELO** describes itself as a digital mall. It offers users 350,000 stores and 14 million products from leading retail brands such as **Abercrombie & Fitch**, **Forever 21**, **Perry Ellis**, **TOMS**, **Victoria's Secret**,

**Crate & Barrel** and **Pottery Barn**. **WANELO** users create profiles by following favorite brands as well as other users' favorite brands.

Brands monetize **WANELO** by helping consumers sift through the millions of products available online, curate the things they "want, need and love" and suggest these items to others with "like" profiles. A user can either "save" their favorites for another day or hit the "buy" button, which redirects the user to the brand's e-commerce site for instant gratification. Think of it like this: **WANELO** is to retail shopping as **Spotify** is to music playlists.

Of course, **WANELO** is not the only me-tailer out there. Facebook ads and sponsored content also redirect users to e-commerce sites. My firm's work for the 110-year-old **Genuine Thermos Brand** includes a robust paid and organic campaign, including

Facebook promotional offers of free shipping when buying \$45 or more in **Thermos** products at **Thermos.com**. Tracking the digital footprint left by shoppers on **Thermos.com** is but one way of monetizing a paid search and ad campaign on Facebook.

Facebook is more than Grumpy Cat, and YouTube offers viewers more than Charlie biting his brother's finger. Retail brands are using social to move beyond "store finders" and "shopping lists" to collaborating with their fans to curate their favorite things and incite the "buy" among others with shared interests.

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Doug Spong

## PR News Survey: The Role of PR in the Social Economy

<b>1. How long have you been a communications professional?</b> a. 1-5 years ..... 25.9% b. 6-10 years ..... 2% c. More than 10 years ..... 55.5% d. Not a communications professional... 2.5%	<b>2. What kind of organization do you work for?</b> Agency ..... 21% B2B brand ..... 17% B2C brand ..... 11% Government ..... 8% Nonprofit/association ..... 22% Other ..... 13% Sole communications professional ..... 6%	<b>3. If you are a PR pro, do you and/or your team lead social media on behalf of your brand or clients?</b> a. Yes ..... 64.4% b. No ..... 10.5% c. Responsibility is shared with other functions ..... 25%
<b>4. If you are a PR pro, do you and/or your team lead employee engagement on social media in your organization?</b> a. Yes ..... 50% b. No ..... 26.8% c. Responsibility is shared with other functions ..... 23%	<b>5. Do you and/or your team lead your brand's or clients' blogging strategy?</b> a. Yes ..... 43% b. No ..... 13% c. Responsibility is shared with other functions ..... 20% d. We do not have a blogging strategy ..... 25.5%	<b>6. Are you involved in the creation of visual content for your brand?</b> a. Yes ..... 78.5% b. No ..... 20.6% c. No response ..... 0.82%
<b>7. Are you responsible for optimizing content (text and visuals) for search?</b> a. Yes ..... 58% b. No ..... 41% c. No response ..... 82%	<b>8. Do you work with senior management at your brand or with your clients' senior leaders to develop measurable goals for social media campaigns?</b> a. Yes ..... 69% b. No ..... 30% c. No response ..... 0.16%	

Source: PR News

overall outlook on social media. "After a few months, some quick wins and showing [senior executives] what we could do, we've had many people come out of other departments wanting to see how they can get involved and how to get traction for their services" via social platforms, he said. "We've made sure to tie our goals back to the business."

Those goals include (but are not limited to) generating leads, moving consumers along the sales funnel, increasing brand relevance and boosting customer loyalty.

Maureen McCarty, associate director of digital media at the Human Rights Campaign, said

that while it's important to have a clear social media strategy outlined for a campaign, it is equally valuable to adapt when the time comes.

The shine on social media long since dulled, PR managers now need to think about being more discriminating when it comes to how to maximize the various social channels and get the biggest bang for their buck.

"The PR industry as a whole is learning very quickly how to adapt to the evolution of social channels," said Danny Olson, director of digital media at **Weber Shandwick**. "Facebook has turned into a broadcast channel, with organic reach falling, while **Twitter**

is becoming a real-time news engagement opportunity [and] **Pinterest** more of an intention space that people come back to." He added: "You have to pick the channels that are working the hardest for the brand and double-down."

**Baylor Scott & White Health**, a nonprofit health system, uses many of the social channels, but for decidedly different purposes.

Scrubbing.in, the company's blog, is a hub for all the information the company shares with its constituents, while the company's Facebook page features more targeted messaging designed for patients and fans. And on Pinterest, the company

"pins" material that's designed to educate their stakeholders on how to lead a healthier life.

"We also monitor mentions on all platforms, including Facebook and Twitter, to handle any negative comments in a timely fashion," said Nikki Mitchell, VP of PR. "The support we provide our online customers/patients is some of the most valuable work we do." **PRN**

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# Sharing Your Content Through Syndication

## Getting consumers closer to your brand

It's not just what you say but how far the reach that counts in today's world of brand journalism. Sharing content through syndication via multiple platforms and channels—websites, blogs, social and traditional media—allows a brand to multiply its messages to key audiences simultaneously. What is more, content syndication enhances search engine optimization and embedding links brings consumers to exactly where you want them.

Here are a few tips to keep in mind as you create and syndicate content:

► **Create custom content.** There are a lot of services that allow you to repurpose content or to repost content from others, but consumers want to hear your POV.

► **It's about them, not you.** Consider what is important to your audience and determine what intrinsic value you can bring. Not sure what's important to your audience? Ask them—in person, through your marketing materials, via social channels.

► **Medium matters.** We are all on information overload these days. What will make your content stand out from the crowd? Infographics, photographs and video provide content in easily digestible formats that will increase engagement and shareability.

► **Launch a blog.** If your company does not already have a blog, launch one. Blogs are excellent search drivers and provide an easily manageable platform to share your story. Companies that blog 15-plus times per month get five times more traffic than companies that don't.

► **Make it mobile friendly.** According to Pew Research Center, 58% of Americans have a smartphone and 42% use a tablet. Adding to that, social sharing via mobile devices is on the rise, while sharing on the computer seems to be waning. If your audience can't easily access your content from their mobile devices, you can't expect them to share.

With the multitude of avenues to reach your various

stakeholders, there has been no better time to tell the story of your product or brand and then use syndication to enable the features and benefits to spread at the speed of, well, a post, tweet or email pitch. Remember, speed might rule but content remains king. **PRN**

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August 15 | Online

### ***Facebook Webinar***

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## SEPTEMBER

### ***PR People Awards***

Entry Deadline: September 5

### ***One-Day Boot Camp for Emerging PR Stars***

September 8 | The Hyatt Regency, Boston

### ***Crisis Boot Camp***

September 15 | The Yale Club, NYC

### ***Platinum PR Awards Luncheon***

September 16 | The Grand Hyatt, NYC

## OCTOBER

### ***Top Women in PR Awards Program***

Entry Deadline: October 1

### ***Digital PR Conference***

October 9 | The Grand Hyatt, NYC

### ***PR News Workshop***

October 10 | The Grand Hyatt, NYC

### ***Digital PR & Agency Elite Awards Luncheon***

October 10 | The Grand Hyatt, NYC

### ***Nonprofit PR Awards***

Entry Deadline: October 10

## NOVEMBER

### ***PR Writing Boot Camp***

November 19 | The Hyatt Regency, Chicago

### ***PR Measurement Conference***

November 20 | The Hyatt Regency, Chicago



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# PR News PR People Awards

## Saluting Top Talent, Innovators & Passionate PR Pros

[www.prnewsonline.com/pr-people2014](http://www.prnewsonline.com/pr-people2014)

**Entry Deadline: September 5 | Final Deadline: September 12**

Winners will be honored on December 9, 2014 in New York City

## READY. SET. NOMINATE.

**PR News' PR People Awards** competition is your opportunity to showcase the top talent, innovators and passionate professionals who day in and day out are making communications matter in the marketplace. The winners of this annual program set the benchmark for PR and underscore the outstanding PR achievements made in the past year. Nominate your colleagues, or self-nominate; either way, we want to meet the best in PR and introduce them to the thousands of readers of PR News and their key stakeholders.

### Winners and honorable mentions will be recognized in the following categories:

- Account Director or Supervisor of the Year
- Agency Account Manager of the Year
- Brand Marketer of the Year
- Community Relations Professional of the Year
- Corporate Social Responsibility Leader
- Crisis Manager of the Year
- Digital Communications Leader of the Year
- Event Marketer of the Year
- Government Communicator of the Year
- Hall of Fame
- Internal Communicator of the Year
- Intern of the Year
- Investor Relations/Financial Communications Executive of the Year
- Lemonade Maker
- MARCOM Professional of the Year
- Marketer of the Year
- Measurement Expert of the Year
- Media Relations Professional of the Year
- Media Trainer of the Year
- PR Blogger of the Year
- PR Professional of the Year: Academic Institution
- PR Professional of the Year: Corporate
- PR Professional of the Year: Nonprofit/Association
- PR Professional of the Year: Agency
- PR Team Leader
- PR Trainer/Educator of the Year
- PR Student of the Year
- Publicist of the Year
- Public Affairs Professional of the Year
- Social Media Professional of the Year
- Spokesperson of the Year
- Tweeter of the Year
- Volunteer of the Year

**Enter  
Today!**

**FOR QUESTIONS OR ADDITIONAL INFORMATION, PLEASE CONTACT**

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