

PR News

Building the bridge between PR and the bottom line.

July 1, 2013

prnewsonline.com

Issue 26 Vol. 69

Contents

Content Creation

Professional Development

Dialing Up More 'Serialized' Content: There is No Stop and Start, Just Go

For the last several years PR agency **Peppercomm** has worked with Nikon to promote the **Nikon Small World** photomicrography contest, which features up-close-and-personal views of everything from algae and bugs to beautiful landscapes. Previously, Peppercomm deployed its PR

efforts around the winning entries, which offered a relatively small window—perhaps a few weeks or so—to get the word out and pitch the media to cover the contest and the results. But in the last two years, Peppercomm has taken a much different shot at promoting Nikon's photomicrography competition.

Rather than a garden-variety PR campaign—and the limitations that are inherent

in such a strategy—Peppercomm has turned the micrography competition into a year-round event.

The agency keeps the momentum going for the contest via the Nikon Small World website and myriad social platforms.

For example, each entry turns into content that Peppercomm spreads throughout the appropriate online channels as well as offline vehicles such as print

publications covering photography and science.

The effort features regular posts online about the competition and information about topics that are relevant to the participants. Peppercomm also ties the photographic entries to specific events on the calendar, such as Valentine's Day (a romantic shot) and April Fools' Day (a humorous picture). By sharing every single entry, each

Page 6 ▶

(DID YOU KNOW?)

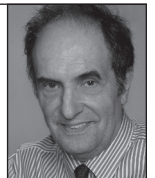
Seven Things You Will Learn in This Week's Issue of PR News

1. PR execs need to produce more "serialized" content. (p. 1)
2. The link between social media and ethical conduct is likely to become more pronounced in the years ahead. (p. 1)
3. Sugarcoating information to try to put a positive spin on a negative situation is a no-win situation. (p. 2)
4. The average "millennial" mom has an average of 3.4 social media networking accounts, versus 2.6 accounts held by moms overall. (p. 3)
5. Finding a PR program that serves an entire community is a task that may require a good deal of troubleshooting. (p. 5)
6. Content may be "King," but distribution is "Queen" when it comes to your content-marketing strategy. (p. 6)
7. Marketing partnerships could include joint media and analyst roadshows, tweet chats and guest blogging. (p.8)

▶ The Ethics Advisor

By Emmanuel Tchividjian

Communicators Must Adapt Old Conduct Rules For Social Media Age



Talking about ethics and social media is like discussing ethics and automobiles or ethics and electricity. There is nothing intrinsically moral or immoral about social media. Social media platforms such as **Facebook, Twitter, YouTube, Flickr, Tumblr** and others are mere communication tools. Yet social media is an unprecedented phenomenon that greatly influences our daily lives, particularly in the developed world.

The number of people involved in those communications platforms is astounding. These days there are very few human activities that do not have, or soon will have, an app of some kind. Future progress

in technology will most likely facilitate the development of new social media platforms. We can reasonably expect that social media will continue to expand at an accelerated pace for several years to come.

Social media is very much part of the public relations offering. Most of our clients request some social media application in the programs we propose. What is, or should be, the role of ethics in this new environment?

The question is particularly pertinent for those involved in public relations and concerned about ethical conduct because the potential harm that we may inflict on others, directly through

our PR activity or indirectly through the media, is significant.

There have been a number of stories about disastrous results that were the direct consequences of unethical use of social media.

For instance, in July 2008 an Ohio teenager committed suicide after nude photos of her appeared on the Internet. She had originally sent those pictures to her then boyfriend.

After they broke up, the ex-boyfriend emailed the photos to a large number of students at the high school they both attended. This led to severe harassment; she was ashamed

Page 7 ▶





Grow the Lines of Communications

Group Editor, Matthew Schwartz, 212.621.4940, mschwartz@accessintel.com
Editorial Director/Events, Steve Goldstein, 212.621.4890, sgoldstein@accessintel.com
Community Editor, Lucia Davis, 212.621.4693, ldavis@accessintel.com
Associate Editor, Caysey Welton, 203.899.8431, cwelton@accessintel.com
Conference Content Associate, Sreyashi Kanjilal, 212.621.4620, skanjilal@accessintel.com
Director of Marketing & Event Logistics, Kate Schaeffer, 301.354.2303, kschaeffer@accessintel.com
Senior Marketing Manager, Laura Snitkovskiy, 301.354.1610, lsnitkovskiy@accessintel.com
Associate Publisher and Brand Director, PR News Group, Amy Jefferies, 301.354.1699, ajefferies@accessintel.com
General Manager, Tony Silber, 203.899.8424
SVP/Group Publisher, Diane Schwartz, 212.621.4964, dschwartz@accessintel.com
Division President, Heather Farley
President & CEO, Don Pazour



PR News ADVISORY BOARD

Paul A. Argenti - Tuck School of Business
 Mary Buhay - Gibbs & Soell
 Ned Barnett - Barnett Marketing Communications
 Steve Cody - Peppercomm
 Neal Cohen - APCO
 Carol Cone - Edelman
 Peter Debrecey - Gagen MacDonald
 Mike Herman - Communication Sciences
 Laura Kane - Aflac
 Ken Makovsky - Makovsky
 Michael McDougall - McDougall Travers Collins
 Larry Parnell - George Washington University
 Mike Paul - MGP & Associates PR
 Deborah Radman - Senior PR Consultant
 Brenda C. Siler - Best Communication Strategies
 Stephanie Smirnov - DeVries
 Helene Solomon - Solomon McCown & Co.
 Mark Weiner - PRIME Research

PR News BOARD OF CONTRIBUTORS

Dave Armon - Critical Mention
 Andy Gilman - CommCore Consulting
 Bruce Jeffries-Fox - Jeffries-Fox Associates
 Angela Jeffrey - Member, IPR Commission
 Richard Laerner - RLM Public Relations
 Richard Levick - Levick Strategic Comms
 Ian Lipner - Lewis PR/YoungPRpros
 Katie Paine - KDPaine & Partners
 Rodger Roeser - The Eisen Agency
 Lou Thompson - Kalamazoo Partners
 Reid Walker - T-Mobile
 Tom Martin - College of Charleston

Group Subscriptions - Kate Schaeffer, 301.354.2303; kschaeffer@accessintel.com

Additional Copies & Article Reprints - Contact Wright's Media, 877-652-5295; info@wrightsmedia.com



Published weekly by Access Intelligence, LLC
 4 Choke Cherry Road, Rockville, MD 20850

Client Services:

Phone: 888.707.5814 • Fax: 301.309.3847
 e-mail: clientservices@accessintel.com

New York Editorial Office:

88 Pine Street, Suite 510, New York, NY 10005
 Phone: 212.621.4890 • Fax: 212.621.4879

Subscription/Renewal Coupon

I want to subscribe to PR News for \$797/year or \$1,494/2 years, and receive weekly issues plus unlimited access to the online premium content and archives.

Name: _____
 Title: _____
 Organization: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____ Fax: _____
 Email: _____

I want to renew my \$797 or \$1,494 subscription to PR News. My account number is: _____

Charge my Card No. _____
 Exp. _____ Signature: _____

Check enclosed (Payable to Access Intelligence, LLC)
 In MD add 5% tax. Postage and processing add/rv:
 \$20 within U.S., \$99 outside U.S. Fax to 301.309.3847

For subscribers only: full access to PR News article archives at www.prnewsonline.com

Consider these seven habits that ail many companies:

1. Sharing information “on a need-to-know basis” to protect corporate secrets.
2. Withholding information to be more efficient.
3. Avoiding saying anything so as not to worry people.
4. Staying silent to avoid acknowledging a problem that doesn't yet have a solution.
5. Sugarcoating information to try to put a positive spin on negative situations.
6. Saving time (especially leaders' time) by staying quiet.
7. Keeping information under wraps as a power play.

Up-to-date, actionable data and information helps knowledge workers perform their jobs. Yet, leaders and managers often don't see it that way.

For example, one of my clients expressed frustration with several plant managers. Most of them are ex-military baby boomers who have worked almost their entire careers under the “need-to-know” principle, which restricts access to information.

These managers are comfortable with the status quo, yet the archaic need-to-know principle causes complications on several fronts. Even companies that have more open communication practices are grappling with similar obstacles, related to power imbalances. Here are three ways to improve communications.

▶ More Transparency

Today employees at all levels can independently interact with business partners outside their plant's walls.

The business partners—

co-workers, clients and suppliers—operate under the assumption that the employees know what's going on inside their own organization.

These business partners question employees' business acumen and judgment when employees are in the dark about mission-critical work, such as hiccups in the supply chain or the outsourcing of a business process.

Furthermore, the partners expect the employees to use their brains to help the partners solve problems and get things done.

When these employees aren't able to contribute as much because they don't have the context or the details to make educated decisions, the business partners get frustrated with the black hole swirling around them.

▶ Respect and trust

Inside the organization, tensions exist between employees and managers. Younger employees in particular complain to each other and colleagues who work at other locations that the withholding of information makes them feel like children. They add that they resent not being trusted by senior staff and, in turn, have less respect for their managers.

The declining levels of respect and trust can lead to higher levels of disengagement or apathy. That can hurt productivity, as well as quality and customer relations.

▶ Encouraging sharing

Managers who are information undersharers have got to start communicating interesting and useful information.

While that's easier said than

done, it is feasible to change managers' behavior. One effective way is to tackle the “will, skill and hill” simultaneously.

This three-prong approach takes into account managers' motivations (the will) and their ability (the skill), while helping them overcome actual and perceived barriers (the hill).

From the “will” perspective—the motivation—explain to managers that they have the power and the autonomy to be the go-to people for ensuring their employees have the tools of their trade.

As for “skill” perspective—the ability—managers need contemporary communication training. Managers need to learn how to share content, listen better and help people take action with information.

To help get over the “hill,” managers need support. Give them tools that are easy to access and use, such as agendas for team meetings, talking points and frequently asked questions and answers.

By addressing the will/skill/hill simultaneously, you help managers adopt new ways of working. If you then recognize and reward managers for their new actions, they will start to build new information-sharing habits.

The transformation won't happen overnight, yet small steps can add up to positive change. **PRIN**

CONTACT:

Liz Guthridge is the managing director of Connect Consulting Group. She can be reached at liz.guthridge@connectconsultinggroup.com.

Editor's Note: PR News will not be published on July 8, in honor of Independence Day. We will be back with a full issue on July 15. The issue will feature the debut of a new column on internal communications, by Frank Ovaitt, president-CEO of the Institute for Public Relations. We also have a new column on millennials launching in July. Happy Fourth.

Millennial Moms Engage More Deeply in Social Channels; Mobile Traffic Stalls in the First Quarter (As Usual)

► **Millennial Moms Spend More Time With Social Media** Millennial moms spend an average of 17 hours per week on social networking sites, according to a new study released by **Weber Shandwick**.

The study defines millennial moms as women born between 1978 and 1994, a group that accounts for 22% of all U.S. moms.

The study sends a pretty clear message that marketers need to pay closer attention to millennial moms and their online habits. PR and marketing execs who ignore millennial moms are overlooking a consumer base of roughly nine million women.

Furthermore, millennial moms need to be approached differently and PR pros need to take into account the unique characteristics that make up this group of women.

Here are some other stats from the study:

- The average millennial mom has 3.4 social media networking accounts, versus 2.6 accounts held by moms overall.
- Moms “like” or recommend products an average of 10.4 times per month, versus 7.7 times by moms overall.
- Almost three-quarters of millennial moms (74%) said they

seek out recommendations from sources other than friends.

- Millennial moms seem to value life-management assistance because 26% state their willingness to pay \$50 per month to have someone help manage their lives, and 20% would pay up to \$150 each month.

Source: Weber Shandwick

► **Not So Fast: Mobile Traffic: Growth Flat in 1Q** Mobile traffic was virtually flat in the first quarter, compared with the fourth quarter in 2012, according to a new report from public relations and digital marketing agency **Walker Sands**.

The Quarterly Mobile Traffic Report for Q1 2013 said that historically most growth occurs during the fourth quarter, so the anemic growth in the first quarter (less than 1%) shouldn’t come as much of a shock, nor as an indicator that growth has peaked.

Let’s see what percolates in the second quarter, but the next time you hear someone utter, “This is the ‘Year of Mobile,’” take it with a grain of salt.

The study also revealed the following:

- Mobile devices generated 24% of Web traffic in the first

The Measurement Myth



Mark Weiner

Myh: With all the emphasis on “outcomes” trumping “outputs” as the superior measure of PR success, outputs don’t really matter.

Truth: The ultimate goal of most PR programs is to positively affect awareness, understanding, attitudes and behavior (outcomes). And since these effects reside in the mind of the target audience, the primary way to measure calls for a survey through which respondents answer a series of questions designed to capture the desired information. But since awareness, understanding, attitudes and behavior are affected by stimuli—which may include PR-generated “earned media” outputs like media coverage, social media conversations and events (as well as non-public relations stimuli such as advertising, price promotions and more)—outputs must be thoroughly researched so that the levers PR people pull and push to effectuate positive marketplace change may be fully optimized.

To paraphrase the warrior philosopher Sun-Tsu, “Measuring outcomes but not outputs is the slowest path to victory. Measuring outputs but not outcomes is the noise before defeat.” In other words, while their importance may change over the course of a campaign, both are required to generate successful public relations programming.

Mark Weiner is the CEO of PRIME Research-Americas. If you have a PR measurement myth that you would like to dispel, contact Mark at weiner@prime-research.com.

quarter, up 78% compared with the first quarter of 2012, and 109% since 2011.

- Mobile traffic segmented from **Android** is up 42%, but that’s down from 45% in the first quarter of 2012.
- iPhone’s traffic share is 36%, up from 29% in Q1 2012.
- **iPads** account for 18% of mobile traffic, relatively flat com-

pared to the first quarter of 2012.

- Overall, 53% of website traffic from mobile is generated by an iOS operating system.
- **Blackberry** now accounts for just 2% of mobile traffic, which is down a point from the first quarter of 2012. **PRN**

Source: Walker Sands

PRNews | August 5, 2013

Writing Boot Camp

8:30 a.m. to 4:15 p.m. | The Westin, San Francisco

You’ll get the how-to’s from expert trainers in writing optimized and shareable press releases, crafting email pitches, applying storytelling concepts to your PR writing and much more.



Questions? Call Laura Snitkovskiy at 301-354-1610 | Register online at www.prnewsonline.com/writingbootcamp-aug2013

Cable Provider Telus' 'TV and Phones for Good' Campaign Gives Communities 10 Million Reasons to Subscribe

Company: Telus
Timeframe: 2009 - Present

Maintaining a stellar brand reputation goes beyond providing great products and services. It also requires maintaining authentic connections within the community. Canadian cable TV and phone service provider **Telus** recognized the importance of connecting to—and improving—the community it serves and decided to introduce a program that has raised millions of dollars and bolstered its customer base.

Telus CEO Darren Entwistle wanted to give people another reason to try Telus, so he helped to inspire a program that both the company and its customers are proud of.

“People want to do business with a company that shares their values for community and environmental well being,” said Telus VP of community affairs Jill Schnarr.

Telus considers itself a leader in corporate social responsibility (CSR). When the company began strategizing about a TV

and Phones for Good campaign, it wanted to roll out a program that was mutually beneficial. But that is easier said than done.

“We looked at communities in our incumbent areas where we offered TV services,” Schnarr said. “And we targeted communities that had a high percentage of analog TV subscribers and were with our competitors. We knew they would have a higher propensity to switch to us for our digital TV service.”

Telus targeted a large consumer market that not only subscribed to the competition's phone or television services, but also engaged with what Telus saw as an inferior product.

This is not a unique strategy. What is unique, thought, is how Telus applies this approach to attracting new subscribers for its services. Aggressive advertising, promotions or reduced pricing could have been the media vehicles the company employed in its effort to attract new clients.

But instead it focused on how to reach out and touch the communities in a charitable way and on a hyper-local level. The program, which launched in 2009,

TV that ties the town together.



Sign up for Optik TV™ and **TELUS** will give **\$25** to Matthew's House.*

Sign up for Optik TV from **\$20/mo.** for 6 months in a bundle.*

Call 310-MYTV (6988) for details or visit telus.com/tvforgood.

Telus connects its TV and Phones for Good program to specific community projects, such as Matthew's House. For every cable subscription that the company sells, it makes a \$25 donation to a hyper-local charity.

features the following elements:

- Telus introduces the TV and Phones for Good initiative into 12 to 15 communities each year, which breaks down to about three to five new communities each quarter.

- Each campaign typically runs between three to six months.
- The campaign initially donated \$100 dollars to a local charity for each subscription sold. This was later adjusted to \$25, so that Telus could expand the program.

5 Reasons Why Brands Should Invest in CSR Programs

1. If your brand is serious about being part of the community then it must do more than just offer products or services. That means getting out there, connecting and giving back to the community that makes you a viable company.
2. They call it “cause marketing” for a reason. Giving back can strengthen your brand. Still, writing or presenting big checks only goes so far if your stakeholders can't make a personal connection to the cause, or contextualize where the money is going.
3. Symbiosis. Aligning your brand with a nonprofit organization can offer several benefits to both your company and your new partner. More specifically, a partnership based on community service can introduce your brand to new audiences. Not only that, but the brand's association can have a serious impact; depending on the recipient, some may associate your brand with the charity work that you sponsor, which has obvious benefits.
4. Giving back can support team building and bolster employee morale. For instance, companies can create friendly internal fundraising contests or games to fuel engagement. Still, be sure to remind your employees why they are giving and the impact the donations are making on the community. This will not only make them feel good, but motivate them to sustain the program.
5. Support can be leveraged into sales. There are several ways to spike sales through giving. Telus is an excellent example, as is Ben and Jerry's, which gives 1% of its sales to “peace.” This can be especially helpful if your product or service is in a competitive market; sometimes it could be the charity your brand supports that nudges someone to chose you and not a competitor.



Whether its causation or correlation, there is no disputing that Telus' stock has risen aggressively since it introduced its TV and Phones for Good campaign.

SET GOALS

Like any good PR campaign, a clear set of objectives must be laid out ahead of time.

Of course, the number-one goal for any company is to boost the bottom line, but a campaign like Telus' should establish goals that support the primary goal. With that in mind, Schnarr identified three of the TV and Phones for Good objectives:

- Sustained business is essential, but before you can hold onto a new customer you first must make them a customer.
- It's crucial to differentiate yourself from your competitors. Telus believes its community programs are a major factor that sets it apart from the competition.
- Your brand is only as good as its reputation, and TV and Phones for Good is aimed at promoting brand lift.

"We also had social goals," Schnarr said. "We wanted to make sure that what we were investing in had major impact within the community and carried real importance to people within that community."

MAKE IT WORK

A symbiotic campaign like Telus' can present huge challenges in execution, namely identifying the wants and needs of an entire community.

Giving to charity is often noncontroversial, but don't assume that the charitable

effort is going to go off without a hitch. Finding a program that serves an entire community is a task that may require lots of troubleshooting and feedback.

"We made some mistakes along the way," Schnarr said. "In some cases we didn't pick the most meaningful project, and you could see that based on the take-up in that community. It served as a good lesson."

Schnarr stressed that working alongside the marketing department was extremely beneficial in terms of connecting to the community and measuring its engagement. "If we were not working with marketing, then we were not having success in that community," she said.

To maximize success and customer satisfaction, Telus provides its customers with scorecards to rate the company's practices.

One of the questions Telus asks is: Do customers believe the company is making a difference in the community? Remarkably, 35% of customers said that Telus is making their community better, up from roughly 25% in 2008.

Not only does Telus take the pulse of its customers, but taps into what its employees are thinking as well. Asked the same question about Telus' efforts in the community, 91% of the company's employees said that they believe the it is making a profound impact on the quality of life in the communities it serves.

IT'S ABOUT RESULTS

Happy customers are one thing, but a program that carries a budget of \$9.1 million also requires tangible results. And they have been impressive:

- The company is 30% to 50% above forecast in sales performance versus projections in communities that host TV and Phones for Good.
- According to Schnarr, the company's retention rate has also improved. "Fewer people are leaving," she said. "We have reduced churn—the actual number of people who have turned off the product has been noticeably reduced."
- Telus has raised nearly \$10 million for local communities that otherwise wouldn't have access to such funds.
- Several thousand new customers; 58,154 in 2011 alone.

LESSONS LEARNED

Since the campaign began Telus has gained some key insights into what works in cause-marketing campaigns.

Through a mix of informed decision-making and trial and error processes, the company has created campaigns that have resonated with its consumers. It has provided a tangible social impact in the community and it has benefited financially in terms of sales, reduction in customer churn, brand enhancement and employee engagement.

There are few key lessons

that Telus said helped to drive its results:

- In order for your message to be meaningful within a community and to resonate with consumers, a local charitable recipient is best. It provides a tangible place that people can easily identify where their money will go and how it will be spent within the community.
- Large causes and charities are great, but they are removed from the everyday experience of people in that community. So targeting community-specific needs is your best bet.

• The amount you donate should be meaningful, but does not have to be exorbitant. Telus started its program donating \$100 for every new subscriber before reducing the donation to \$25 per new subscriber. The move still allows the company to make a meaningful pledge per individual and simultaneously grow its cause-marketing campaign.

Telus' success with its cause marketing campaign has continued to grow and improve. Programs like TV and Phones for Good can improve a brand's strength and make its employees and stakeholders feel good about themselves. Vintage PR. PRN

CONTACT:

Andrew Wilczynski, Andrew.Wilczynski@telus.com.

'Serialized' Content

► Page 1

picture becomes an "episode" for the overall story. There's also coverage of the judges.

A live Facebook chat and Twitter feed announcing the roughly 125 winners each year keeps the conversation going about the competition. (This year there were more than 2,200 images submitted, a new record.) Exclusive content from the winners is then released to key bloggers to continue the conversation, inspire more people to enter the contest and create a virtuous circle of engagement.

In the last two years, the contest has seen a 300% increase in Facebook fans and a 200% increase in Twitter followers.

'SOAP OPERA' MINDSET

Peppercomm's work on behalf of Nikon helps to illustrate the growing movement in PR and communications circles to develop more "serialized" content, in which continuity is baked into the marketing strategy. In an always-on

world, the traditional PR campaign—with a beginning, middle and an end—is turning into a losing proposition.

"There's a growing awareness that the campaign-based model no longer—or never did—make sense," said Sam Ford, director of digital strategy at Peppercomm.

He stressed that if PR reps want to see the future, they need to reach into the past.

"I compare it to TV in the 1960s," Ford said. "Daytime dramas were without end and serialized. The end of an episode didn't mean the story was over. There was no 'off season,' there was no 'campaign.' There were repercussions for what happens from one day to the next. Compare that to prime time [TV] in the 1960s, in which each episode was tabula rasa."

In order to land bigger budgets, PR pros will increasingly need to apply a serial approach to their communications efforts. They also need to embrace what Ford calls "trans-

media" storytelling, where PR departments and agencies build narratives—and brands—across traditional media channels and digital communications such as social platforms.

"Companies can learn a lot from how fictional storytellers build their stories and how those stories are interconnected," Ford said.

PERPETUAL MOTION

BuzzFeed, the website featuring so-called "listicles," is a major proponent of branded content that is continuous in nature and doesn't have a shelf life per se.

"PR is about earned media and with sharing, you can create earned media at scale," said Jonathan Perelman, VP of agency strategy and industry development at BuzzFeed. "But you're not able to get that if it's a one-shot campaign."

To play in the current media game, PR pros must make their content perpetual, according to Perelman. "It's not about recycling the same

thing every day but always adding new information and new stuff, whether it's every day or every other day."

Take **Virgin Mobile**. Last year the company partnered with BuzzFeed to create a 24/7 newsroom that listens to social conversations and responds with timely and brand-relevant content.

During the yearlong partnership Virgin Mobile and BuzzFeed created 190 pieces of original branded content that users were quick to share, garnering Virgin Mobile 9.7 million engagements with its content.

"Content is King but distribution is Queen and she wears the pants," Perelman said. "There has to be constant distribution of content and it has to be truly distributed—it's not enough to say, 'Let's post this on Twitter and Facebook.'" PRN

CONTACT:

Sam Ford, sford@peppercomm.com; Jonathan Perelman, Jonathan@buzzfeed.com.

Join the Crusade Against Campaign-Based PR

Has serialization killed the campaign star? If not, then it soon should. The nature of agency-client relationships has often meant pigeonholing our thinking around the concept of "campaign-based" approaches to building relevance. Ultimately, however, the campaign approach is shortsighted.

Here's why we should lose the campaign mentality and usher in the era of crusade-based marketing.

- **Relevance is not earned in "one-off" fashion:** Whether we're trying to get the brands we work with to get positive press mentions or simply earn mentions, we're really after relevance. But because today's consumers are empowered to ignore fluff in favor of substance, the game has fundamentally changed. Relevance is earned at the gateway of content discovery. It's also earned in search engines, social media, your email inbox and the outbound links of media sites and blog posts.

Gaining traction in those gateways means creating value—often via publishing editorially sound brand content—so that you start to earn authority in the eyes of Google; have something worth sharing in social channels; give audiences better reasons to open your emails and provide journal-

ists and bloggers a valid reason to link to you. Bloggers are more likely to link to other bloggers than to brands. Stop begging. Start blogging.



Andrew Hanelly

- **Think of crusade-based marketing as investing instead of spending:** The rub of campaign-based marketing is that the value ends along with the campaign. There's little residual benefit and memories are short. A crusade-based approach—which includes creating valuable content on behalf of brands—has a much longer shelf life. Authoritative content can rank in search and subsequently be linked to and shared in social for years. For one of our clients, we have a post that answers a simple industry-specific question in authoritative fashion and it's been sending search and social traffic for six years.
- **There is no start and stop; there is only go:** Campaigns have a beginning, middle and end. But that's not how the attention economy works. Today's consumer is always on. The successful PR exec of tomorrow needs to follow suit.

Andrew Hanelly is senior VP of strategy for McMurry/TMG.

The Ethics Advisor

► Page 1

to appear in public, and, tragically, she hanged herself.

In June 2011 U.S. Congressman Anthony Weiner was forced to resign for having sent, from his Twitter account, inappropriate photos of himself to a woman he did not know in person but met online.

He inadvertently sent that photo to all his Twitter followers. Once he was exposed Weiner lied about it repeatedly, claiming at first that his computer had been hacked. His reaction did not improve his case in the court of public opinion.

FIRST, DO NO HARM

In business, social media has been used to discredit and malign competitors. You may remember John Mackey, the CEO of **Whole Food Markets**, who used a fake name to post criticism of a competitor, **Wild Oats Markets**, which Whole Food was trying to purchase.

He was most likely trying to bring down the stock price of Wild Oats.

Closer to home (the PR industry), we all remember the fake blog of “WalMarting Across America” that turned out to be written by two employees of **Edelman** on behalf of **Walmart**, a client of the agency.

Of course, there is a major difference between the reckless posting of images and the malicious posting of content intended to cause harm to an individual or a corporation.

Chris Boudreaux, co-author of “The Most Powerful Brand on Earth” and consultant to global brands, created an online database of 245 social media policies from the world’s largest brands and agencies (hosted at SocialMediaGovernance.com).

In studying social media policies since 2008, he has found that most social media policies fall into one of three stages. “In the first stage of

maturity organizations tend to publish a policy that focuses purely on protecting the company from risk. Such policies tend to talk about respecting copyright, being ‘authentic,’ etc.,” Boudreaux said.

These kinds of policies tend to look very much alike from brand to brand. Then, in the second stage of maturity, brands publish a social media policy that helps employees to protect themselves, in addition to protecting the brand.

THE VALUE OF VALUES

Some brands publish guidance on protecting one’s privacy in social media.

In the third stage of maturity, brands finally publish policies that help employees to support the goals of the brand. For example, such policies explain how employees can use brand digital assets, or respond to customer inquiries online.

While Boudreaux first published those maturity stages in 2009, they are still quite relevant. “Regardless of their stage of maturity, almost all brands today are updating their policies to reflect guidance and decisions published during the past year by the National Labor Relations Board (NLRB) and Federal Trade Commission,” he said.

Ethical principles and values are universal and timeless. Moses’ and Socrates’ teachings, and Kant’s principles, can be applied in any situation or circumstance and that includes social media. The principles are the same but their application can be different.

Many of the recent well-publicized ethical lapses of inappropriate picture posting, improper speech or violation of privacy would not have happened had the content creator adhered to basic fundamental values.

As content creators, whether publishing images,

PR Ethics: A Glossary

Ethics is fundamentally about values. What are the specific PR values at stake in the use of social media? Here are several:

- **Truthfulness.** We should try to be truthful and as accurate as possible in all our communications. This will allow us to build and maintain a reputation of integrity. Being truthful is essential in building trust and trust is at the core of any human relationship, whether online or offline.
- **Respect.** We have a moral obligation to respect others both by what we say and what we do. Being respectful of others will prevent a content creator from posting undignified and degrading material. Respect does not allow hate speech or discriminatory comments.
- **Honesty.** Avoiding deception at all costs is highly recommended for any action that we propose to be ethical. We should make sure that in our social media activities we do not allow others to be “led to believe” something that we know is not true.
- **Transparency.** We should always inform our viewers who we speak for (who pays us) and avoid, as much as we can, anonymity. This will allow us to keep both our integrity and independence.
- **Privacy.** The fact that privacy on the Web is a myth does not allow us, from an ethical point of view, to willingly violate the privacy of someone else. We should be as protective of other people’s privacy as we are our own.
- **Fairness.** We should try to be as fair as possible in our social media activities. One sure way is to apply the “Golden Rule.” Do unto others as you would have them do unto you. Treat others like you would like them to treat you. The concept of fairness suddenly becomes, much clearer.

videos or text, we should be as responsible as we expect journalists to be.

A FALSE NOTION

Ruder Finn, the company I work for, has developed a Facebook posting policy.

We do not discriminate against any views. However, we reserve the right to delete violent, obscene, profane, hateful or racist posts, links, images or comments that threaten or defame any person or organization as well as comments that suggest or encourage illegal activity.

Maybe the best advice to all users of the social media platforms is not to do anything online that we would not do offline.

We somehow have the false notion that we can remain anonymous on the Web. It is simply not true.

Furthermore, any activity on a social media platform that would embarrass us if made public is probably not one we should engage in. There is value in transparency. It just needs to be upgraded for a social media age. We hark back to a 1913 article that Louis Brandeis wrote in *Harper’s*, titled, “What Publicity Can Do,” in which he advised, “Sunlight is the best of disinfectants.” **PRN**

(This is the debut column of The Ethics Advisor, focusing on ethical issues that impact public relations. The column will appear periodically in PR News.)

CONTACT:

Emmanuel Tchividjian is senior VP and Ethics Officer at Ruder Finn. He can be reached at tchividjiane@RuderFinn.com.

How Changes In Buyer Dynamics Impact PR Pros



The sixth annual Technology CMO Roundtable, co-sponsored by **Arketi Group** and *PR News*, buzzed with ideas, best practices, learning, questions and—most important—actionable insights. It's been a few months since the gathering, and I've had some time to let it marinate, in terms of what to put on the PR and marketing table.

With more than 50 marketing and communications executives at 14 roundtables, we had spirited conversations, which eventually lead to the emergence of five consistent themes:

1. Buyer-centric marketing is a must.

Buyer-centric thinking places customers at the center of all marketing priorities. Understanding what buyers care about, how they make decisions and how they want to receive information ensures marketing focus on the buyer—not the company.

Aggressive B2B marketers and PR executives are responding to the new buying dynamic by developing personas for the company's different buyers, and mapping those to messages that motivate them to engage.

Participants cited innovative ways to ensure persona-based messaging resonates with its targets.

2. Content is the conversion king.

The central role of content was a given for all the roundtable participants. While many of the participants were focused on generating an avalanche of content, some had begun to question the strategic value of the “quantity-over-quality” approach.

For them, content rationalization was as important as content creation.

Recognizing that the sales cycle does not mirror the buy cycle, these marketers were moving beyond merely “churning out” content to building frameworks for content that maps to the buyers' needs—while advancing the organization's thought leadership position.

3. The value of video.

In the discussions of emerging social media channels, it was not **Pinterest**, **Orkut** or **Instagram** that seemed to catch the eyes of attendees. Rather, “old school” online video was most popular.

Citing reasons such as organic search optimization, instructional content, thought leadership and testimonials, the group was enthusiastic about the virtues and value of video. The consensus was that gritty cellphone-quality video and audio is no longer acceptable in most cases.

There was also agreement on length. As one participant put it, “We make videos between two to four minutes, or even shorter—because who wants to watch a 10-minute video?”

4. Partner marketing works.

Partner marketing is nothing new in the B2B space, and roundtable participants were in broad agreement that—when done right—it's a win-win. The key is to understand the capabilities, limitations and expectations of both small and large partners.

Examples of marketing partnerships could take many forms. Some of the more interesting ones cited during the meeting were joint media and analyst roadshows, tweet chats, guest blogging, executive-level roundtables and pay-per-click campaigns.

5. CMO meet CIO, CIO meet CMO.

According to research company **Gartner**, “Marketing” is the new technology buyer—predicting that by 2017 the CMO will spend more on marketing technology than the CIO. Attendees concurred.

They also agreed that it's time for the CMO and CIO to share ownership of the technology rush in the marketing department, and the business outcomes

this technology can deliver.

This excitement about technology, especially marketing automation, was shared by most, but it was tempered. Many who had invested in marketing technology in 2011 and 2012 admitted that they did not feel they were exploiting the full power of these systems.

To be successful in their efforts, marketers and public relations executives have shifted to a buyer-centric approach, focusing on developing a deep understanding of the buyer before the sales team ever reaches out.

B2B marketing in 2013 will continue to include traditional strategies and tactics, such as video, search marketing and content marketing. These tactics have delivered demonstrable results for the past few years.

However, many marketers are now looking to execute new programs—primarily partnership marketing—to build their pipelines and generate new revenue streams. **PRN**

CONTACT:

Mike Neumeier is a principal at Arketi Group. He can be reached at mneumeier@arketi.com.

PRNews'

NEXT PRACTICES ANNUAL CONFERENCE

Social Media. Crisis. Branding. Leadership.

August 6, 2013 | Westin San Francisco Market Street

Sponsors: **BusinessWire**
A Berkshire Hathaway Company



Attend this annual conference, and you'll become an expert in:

- Measuring the value of media placement online and offline
- Using social media to follow up with and engage journalists and bloggers
- Posting content that is more likely to appear in users' news feeds
- Spotting opportunities within your organization for visual storytelling
- Measuring the effectiveness of your crisis communications

Register today at: www.prnewsonline.com/nextpractices2013. If you have any questions, contact Saun Sayamongkhun at saun@accessintel.com.

PRNews' DIGITAL AWARDS

PR

Entry Deadline: **July 12, 2013**
Final Deadline: **July 19, 2013**

IT'S TIME TO ENTER!

PR News' Digital PR Awards is the industry's top honor in the PR and communications digital space, recognizing outstanding digital initiatives among corporations, agencies and nonprofits. The coveted awards set the industry benchmark for excellence across all areas of digital PR. The winners of the Digital PR Awards are those organizations that took risks, made tremendous strides and understand the power of digital communications in public relations. Your hard work is done – now it's time for you and your team to get recognized for it! The awards will also salute the PR, marketing and communications executives behind the scenes who make these digital initiatives shine.

Winners and honorable mentions will be awarded in the following categories:

- Blog (Organization)
- Blog (Person)
- Blogger
- Cause Marketing/CSR
- Contest/Game
- Crisis Management
- Digital Communicator
- Digital Marketing Campaign
- Digital PR Campaign
- 100k and under
- 100k - 200k
- 200k - 500k
- 500k +
- Digital PR Team of the Year
- Corporate Digital PR Team of the Year
- Nonprofit Email Newsletter/s
- Employee Communications
- Online Facebook Communications
- Influencer Communications
- Intranet
- Listening Campaign
- Location-Based Digital Campaign
- Media Relations Campaign
- Microsite/Custom Site
- Mobile Campaign
- Mobile App
- Most Engaged Brand
- New Digital Service/Product
- New Site
- Online Community
- Online Newsroom
- Podcast or Videocast
- PR Firm of the Year: Digital
- Public Affairs Campaign
- Redesign/Relaunch of Site
- SEO
- Social Networking Campaign
- Twitter Communications
- Use of Facebook
- Video
- Viral Campaign
- WOW Campaign

Enter by
July 19!

For questions or additional information, please contact Saun Sayamongkhun at 301.354.1694; saun@accessintel.com.

Enter online at www.prnewsonline.com/DigitalPRawards2013