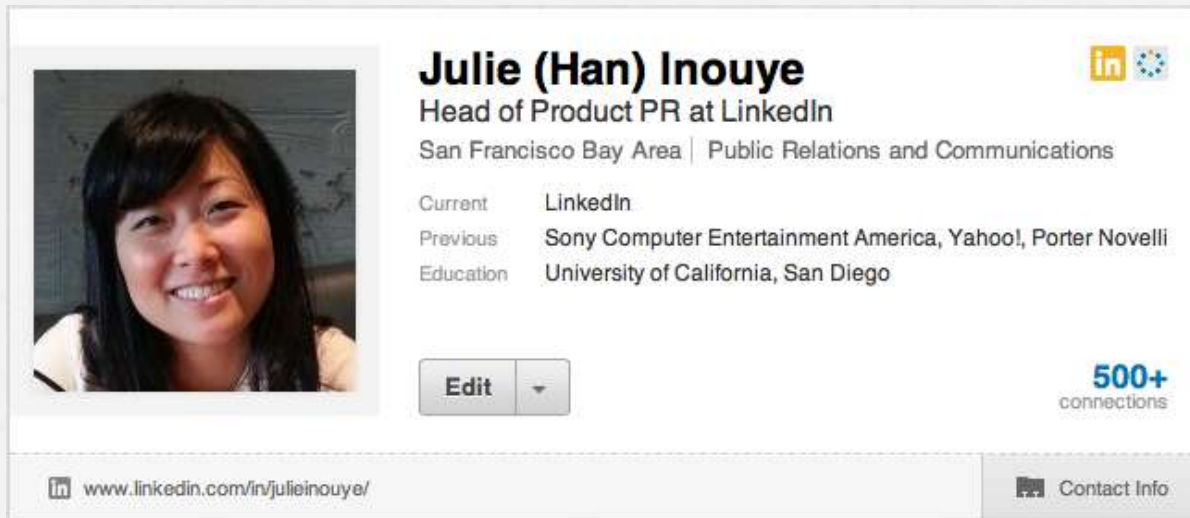


Media Relations Next Practices



Julie (Han) Inouye
Head of Product PR at LinkedIn
San Francisco Bay Area | Public Relations and Communications

Current: LinkedIn
Previous: Sony Computer Entertainment America, Yahoo!, Porter Novelli
Education: University of California, San Diego

[Edit](#)

500+ connections

www.linkedin.com/in/julieinouye/ [Contact Info](#)

The image shows a LinkedIn profile card for Julie (Han) Inouye. It includes a profile picture of a woman with dark hair, her name in bold, her current role as Head of Product PR at LinkedIn, and her location in the San Francisco Bay Area. It also lists her previous employers (Sony Computer Entertainment America, Yahoo!, Porter Novelli) and her education at the University of California, San Diego. There is an 'Edit' button, a '500+ connections' indicator, and a footer with her LinkedIn URL and a 'Contact Info' button.

Know thy reporter

San Fran
for
Sat

36,270
TWEETS

Background

Summary

A high-tech journalist since 1987, I've worked for MacWEEK, wrote for London dailies (Independent, Times and Daily Telegraph), the San Francisco Chronicle, Forbes and USA TODAY. I live in Silicon Valley.

Specialties: Social media, trend pieces, CEO profiles and moderator of the CEO Forum – coming back in spring 2012, in Chicago.


Experience

Tech team leader


USA TODAY
May 2000 – Present (13 years 4 months) | San Francisco

I am a Jon of all trades (my dad's name is Jack). Primarily, I cover social media, with a dollop of CEO profiles, trend stories and the occasional piece on Intel and Cisco Systems.


- ▶ 1 project
- ▼ 2 recommendations

 **Jeannie Hornung**
Principal and founder at FlipTurn Com...

Jon is an inquisitive, sharp, knowledgeable and driven journalist with top-notch writing ability and intrepid investigative... [View ↓](#)

 **Amy Osteryoung**
"AV" rated criminal defense attorney at ...

He did an amazing job covering a case I prosecuted involving a corporation and a computer breach which compromised millions... [View ↓](#)




San Francisco Bureau Chief at USA TODAY
Post: "The independent and free"

Write something...

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 **John K. Waters** 2nd
Editor-at-Large at Application Development Tr...
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Valley's high

In Common with Jon

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ved by Brian

less about hype

1
Location

You & Jon

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Skills Interactions Connections

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Share, Like, Comment

The image shows a screenshot of a LinkedIn article titled "LinkedIn Expands The Influence Of Its Influencer Program With Search Functionality And Threaded Comments" by Ingrid Lunden, dated Tuesday, July 30th, 2013. The article text is partially visible, mentioning "LinkedIn today is adding some new features into its 'Influencer' program...".

Overlaid on the article is a "Share on LinkedIn" dialog box. The dialog box title is "Share on LinkedIn | LinkedIn" and the URL is "www.linkedin.com/cws/share?url=http%3A%2F%2Ftechcrunch.com%2F2013%2F07%2F30%2F...". The dialog box content includes:

- LinkedIn logo and "Julie Inouye · Sign Out"
- Article title: "LinkedIn Expands The Influence Of Its Influencer Program With Search..."
- Article URL: "techcrunch.com"
- Article preview: "LinkedIn today is adding some new features into its 'Influencer' program, the company's Klout-inspired network of experts and leaders in different fields launched in October 2012, who regularly publish posts that get extra special syndication on... Edit"
- Navigation: "« 1 of 1 »"
- Options:
 - Post to updates
 - Post to group(s)
 - Send to individuals
- Text input: "Comment optional" with a character count "1/140"
- Share with: "Share with: anyone" (dropdown menu)
- Buttons: "Share" and "Cancel"

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10 people have new connections.



Ganesh Srinivasan connected to **Anirudh Padmarao**, Software Engineer at LinkedIn.

Connect with Anirudh · 20s ago



Julie Inouye

"LinkedIn continues to roll out new services on its platform to get people using the site more as a social network and information hub" says [@ingridlunden](#) via [@techcrunch](#)

LinkedIn

LinkedIn Expands The Influence Of Its Influencer Program With Search...

[techcrunch.com](#) · LinkedIn today is adding some new features into its "Influencer" program, the company's Klout-inspired network of experts and leaders in different fields launched in October 2012, who regularly publish posts that get extra...

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Jolie O'Dell via [WordPress.com](#)



SYELP takes over the world in Q2 earnings report

[venturebeat.com](#) · In Yelp's earnings report for the second quarter of 2013, we read some particularly interesting news: The company managed to achieve significant growth by integrating Qype content and traffic from Spain and Italy and...

Like · Comment · Share · 2m ago



Aaron Smith's skills and expertise were endorsed by **Chris Jones**.

Aaron was endorsed for Cisco Technologies, DNS, and VMware.

Endorse your connections · 3m ago



Mark Walton's skills and expertise were endorsed by **Alfred Millich**.

Mark was endorsed for Sales.

Endorse your connections · 3m ago



Julie Inouye

"Get a detailed demographic of their followers and compare the growth of their brand against similar brands" says [@emily](#) re [@linkedin](#) new company page analytics



LinkedIn Company Pages Add Analytics

[mashable.com](#) · LinkedIn bought analytic support to company pages Wednesday, making it easier for companies to track how posts are performing on the site.

Like · Comment · Share · 1 second ago

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Patrick Seitz



Apple leads in smartphone profit, but Samsung gaining

news.investors.com · Apple may have lost the global smartphone market share lead to Samsung by unit sales, but it still leads where it counts: profits.

Like (1) · Comment · Share · 4h ago

You

Add a comment...

PEOPLE YOU MAY KNOW



Chris Riccomini, Staff Software Engineer at LinkedIn
[Connect](#)



John Casey, Manager, Online Loyalty and Advocacy
[Connect](#)



Sallie Krawcheck

Kim, thank you.



The Key to Be

linkedin.com · are playing to "n advise me that t effort to get the.

Like (75) · Comment (4) · Share · 4h ago

Deepanker Venkatesh, Rashmi Nagendra and 73 others

Show previous comments

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Apple leads in smartphone profit, but Samsung gaining
news.investors.com · Found via Patrick Seitz
Apple may have lost the global smartphone market share lead to Samsung by unit sales, but it still leads where it counts: profits. [Edit](#)

« 1 of 2 »

Post to updates

Comment optional

Share with: anyone

Post to group(s)

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Relationships *do* matter



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Make a coffee date



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Reporters are human too



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Takeaways:

- o Know thy reporter
- o Share, like, comment
- o Relationships *do* matter
- o Reporters are human too

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