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Why Didn't I Think of That? 15 Unique PR Ideas in 30 Minutes

PR NEWS' NEXT PRACTICES PR CONFERENCE

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1

Use video outtakes as
exclusive content in
social media

2

Partner with a media brand on a tweet chat

Storify by Kimberly Leonard · 4 days ago

Highlights from #PatientChat

U.S. News Health moderated a conversation about hospital patient empowerment, discussing topics such as educating yourself about your condition and care, using electronic medical records, talking to your doctor and speaking up about your needs.

Introduction of U.S. News staff and experts:

- U.S. News Health** (@USNewsHealth)
I am @leonardkl, Web producer for health rankings here at @usnews. I'll be moderating the #PatientChat.
8 DAYS AGO
- elizabeth cohen** (@elizcohen)@cn
Hi! I'm Elizabeth Cohen, CNN's senior medical correspondent. Excited to be on this US News chat. #patientchat
8 DAYS AGO

leonardkl
Kimberly Leonard

Award-winning multimedia & health reporter, working at @usnews. Send tips on elder care, hospitals, doctors & health insurance. kleonardkl@http://usnews.com
Washington, D.C.
<http://health.usnews.com/>

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5	1	1
STORIES	FOLLOWER	FOLLOWING

Total views

health.usnews.com	756
tedeytan.com	670
storify.com	55
other	21
	10

Related stories

- What is Working to Improve Equity in Healthcare?
BY STHEALTHNEWS · A MONTH AGO
136 views
- Health Affairs Briefing: New Era Of Patient Engagement (1 of 2)
BY CANCER101 · 6 MONTHS AGO

3

Use online platforms like MeetUp.com and Active.com to drive real-world action



meetup.com

What's new Log in Sign up

Meetups are

neighbors getting together to learn something,
do something, share something...



Photo: The Outdooraholics Super 18s Meetup

4

Create a halo effect for
your brand by not
branding



Powered By
Kaiser Permanente

5

Use MemeGenerator.com to integrate popular culture into your own issues

MEME GENERATOR

6

Invite your customers to tell stories that showcase your expertise

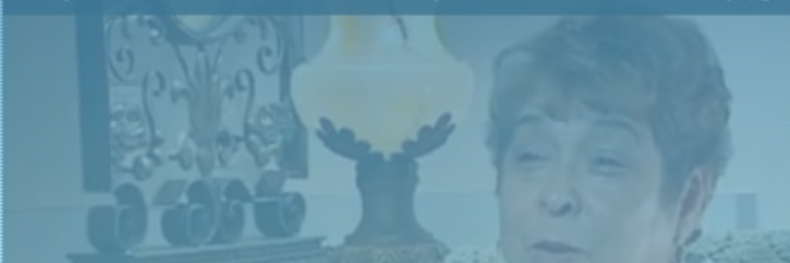
Mary Gonzales' Story – An Entire Team Caring For You

Posted on 06 Jun, 2011 by KP in [Excellent Care](#), [Five Benefits](#)

Mary Gonzales had been so busy taking care of everyone else, she forgot the most important person – herself.

Mary scheduled an appointment after a cold aggravated her allergies. When she arrived at the office to check in for her appointment, Susan, the receptionist, reminded her that she was overdue for her mammogram. Mary promised Susan that she would book it when she went home, but Susan looked in the system and got Mary an appointment right down the hall.

Mary Gonzales' Kaiser Permanente Story



3 Comments on Mary Gonzales' Story – An Entire Team Caring For You



anita latecki
Oct 17th, 2012

I could not see the video on screen on my computer, but I have seen your commercial and it is great. The end where Mary says I have Kaiser Permanente, what do you

7

Passively manage your
dormant social accounts

passive



8

Hold cross-functional
daily huddles to break
down silos

A blue-tinted background image showing the silhouettes of several business professionals in a meeting. Some are standing and talking, while others are sitting at a table, looking at documents. The scene is set in a modern office with large windows in the background.

9

Integrate Vine into your gaming initiatives

10

Use the speed-dating model for your live events



11

Widen your social media channel focus to include non-traditional sites like SnapChat, Pheed, and Reddit



snapchat

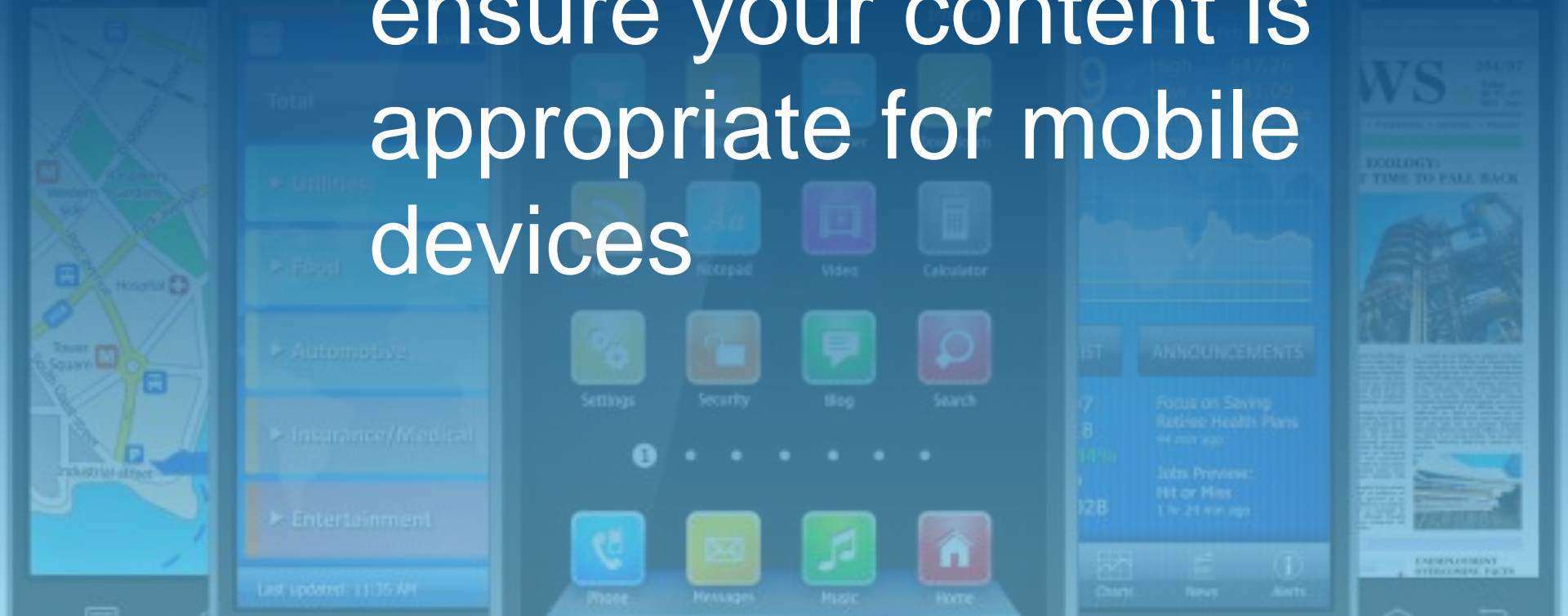
12

Create an online
consumer group for
perpetual crowdsourcing



13

Involve your mobile team from the start to ensure your content is appropriate for mobile devices



14

Form an issues council
to help identify issues
early and mitigate risk

15

Identify niche influencers
by reviewing other
people's blog rolls



D Questions

questions?