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May 5, 2014

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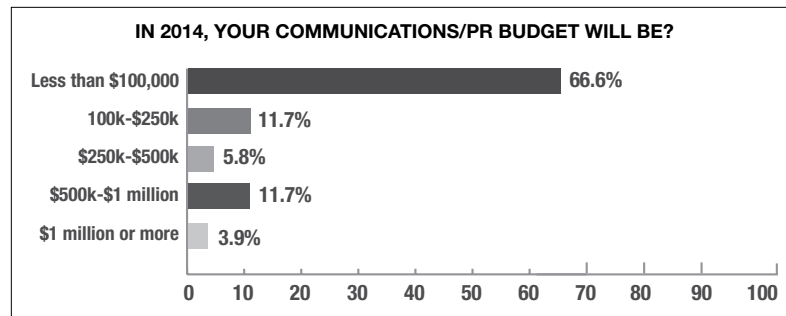
Issue 18 Vol. 70

► Exclusive PRN Study

When it Comes Spending on Social, Facebook Dominates

Main objective is market visibility

PR budgets for social media activities are rising, according to a new survey conducted by PR News and the Counselors Academy/Public Relations Society of America. And for 2014, that money is being spent mainly to increase market visibility, and it's being spent mostly on **Facebook**. About a quarter of



A majority of PR pros are operating with a budget of \$100,000 or less this year.

PR pros and communicators now devote more than 35% of their social media budget to Facebook.

No other major network, including **LinkedIn**, **Pinterest**, **Twitter** and **YouTube**, has any-

where near that large a portion of total spend. In fact, only a tiny, single-digit fraction of respondents report spending 35% or more of their budgets on any of those other networks. For the moment, Facebook is king. Asked what's been the most effective social media channel, 50% of the respondents said

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DID YOU KNOW

1. Most social channels command less than 5% of social media budgets. (p. 1)
2. P/E/O (paid, earned and owned media) is getting to be de rigeur in PR. (p. 1)
3. Different world cultures have a huge effect on communicating effectively. (p. 2)
4. Twitter can indirectly help PR pros expand the reach of their messages. (p. 3)
5. Philanthropic efforts need to be constantly reevaluated by communicators. (p. 4)
6. Social channels can help PR pros to develop more "earned" media. (p. 6)
7. What sort of questions do you ask before crafting a press release? (p. 8)

► Media Matters

By Heather Kernahan

Unify Paid, Earned, Owned Initiatives



Integrating all three is the new norm in PR

There has been a lot written about paid, earned and owned media for the last few years. More recently, with the swim lanes merging, there has been confusion among communications professionals. Should we position ourselves to be the strategists for all three disciplines, or strategically partner with advertising and Web agencies and keep within our "earned" channel lane? As digital media expands our audiences, people now consume media differently. They no longer segment these channels the way we do as marketers.

So, to run highly effective communications campaigns, our silos need to collapse and we need to embrace all three pillars of P/E/O. The definitions will continue to evolve and the lines will continue to blur, but here is a guideline on how to think about each:

► **Paid:** Any advertising that is bought in magazines, newspapers, websites, social media or TV (direct ads, paid social, native advertising).

► **Earned:** Communication about a brand that is not controlled but earned by influencing (news, articles, reviews, peer-to-peer communities).

► **Owned:** Branded communication that makes a direct connection between

the brand and a customer, such as corporate website and microsites, company blog and company social channels.

THE P/E/O CHALLENGE

I see two main challenges for in-house PR teams as they start to weigh in and even take on responsibility for the owned and paid channels. They differ depending on the size and structure of your organization.

If you're in a large company, where there are separate media-buying teams and Web teams that run your website, communities, blogs and social channels, you may need an influencer strategy to break down the silos. In some

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▶ How To...

By Liz Guthridge



Build Trust Across Different Cultures

On the trust barometer, is the pressure rising or dropping for CEOs? It depends if one sees the glass half empty or half full. The 2014 Edelman Trust Barometer showed an overall decline in trust this year, largely due to a drop in trust of government in many countries. Trust in CEOs stayed steady, at 43%. Yet storm clouds could be on the horizon for global business leaders, considering that geography increasingly is playing a larger role in trust levels.

The Edelman data is showing more gaps in trust related to geographical location. Since geography and culture are so tightly linked, leaders should start to pay attention to the implications of cultural and geographical differences.

Different world cultures have a profound affect on building trustworthy, long-term relationships, according to Stuart Friedman, CEO at Global Context LLC, which provides cross-cultural consulting, training and workshops for global executives and organizations.

World cultures also affect how we meet, present, propose, sell and negotiate, Friedman observes. To say it another way, our culture influences how we interact with others and what we do. Even more significant, our culture does more than surround us; it's embedded in our brain.

Recent brain imaging and eye-tracking studies have confirmed earlier cultural behavior studies. These studies show that people from different cultures process the world differently and literally see different things. For example:

- When looking at pictures or scenes, Westerners tend to focus on objects while Asians tend to focus on contexts and relationships.

- We recognize facial emotions better when we're looking at people similar to us in terms of our ethnic group and nationality.

- Asians tend to view close relatives, such as their mother, as part of their self, while Westerners tend to see themselves as independent.

85%
Respect for employee rights; positive factor for impacting overall trust in an organization.
Edelman Trust Barometer, 2014

While the science is convincing, it's generally not compelling enough to motivate many CEOs to improve their cultural intelligence, according to Friedman.

"CEOs have a lot of pride in their past accomplishments and years of experience, which got them to where they are today," Friedman said. "This only amplifies their cultural blind spots about the importance of understanding cultural issues."

If you're a PR advisor to a global CEO, how do you convince your CEO to take actions that will prevent cultural miscues that can contribute to mistrust?

Try helping your CEO adopt a few positive "Tiny Habits," Friedman suggested, assuming your CEO is interested in being viewed as more trustworthy by people in other cultures.

Tiny Habits is the brainchild of Dr. B.J. Fogg. With Tiny Habits, you first focus on creating a new habit that you want. (That's why the CEO's mindset around culture and trust is so important.)

How could this work in practice? Try three Tiny Habits related to business travel. They

could be: For my next international business trip, I, the CEO, will commit to:

1. Learn one key national value of the country—that is, something that is an integral part of the national psyche—before getting on the plane.
2. Ask one local businessperson what he or she thinks is the single biggest misunderstanding that Americans have about doing business in that country.
3. Observe the surroundings, especially the physical space, and how people interact with one another, including the distance they stand from each other and the gestures they use while talking.

To make these easy for the CEO, work with the CEO's executive assistant and a local country contact to set these actions into motion. That helps the CEO comply without any additional motivation.

When the CEO returns after the trip, be sure to ask about the experience. These small steps can help the CEO increase cultural awareness. In time, by adding more experiences in other geographies, the CEO will improve his or her ability to relate to those in different cultures, which improves trustworthiness as well as increases cultural intelligence.

As our "VUCA" (volatile, uncertain, complex and ambiguous) world becomes more unpredictable, those who can embrace and bridge cultural diversity will not only survive, but also thrive. **PRIN**

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Getting Above the (Digital) Fold

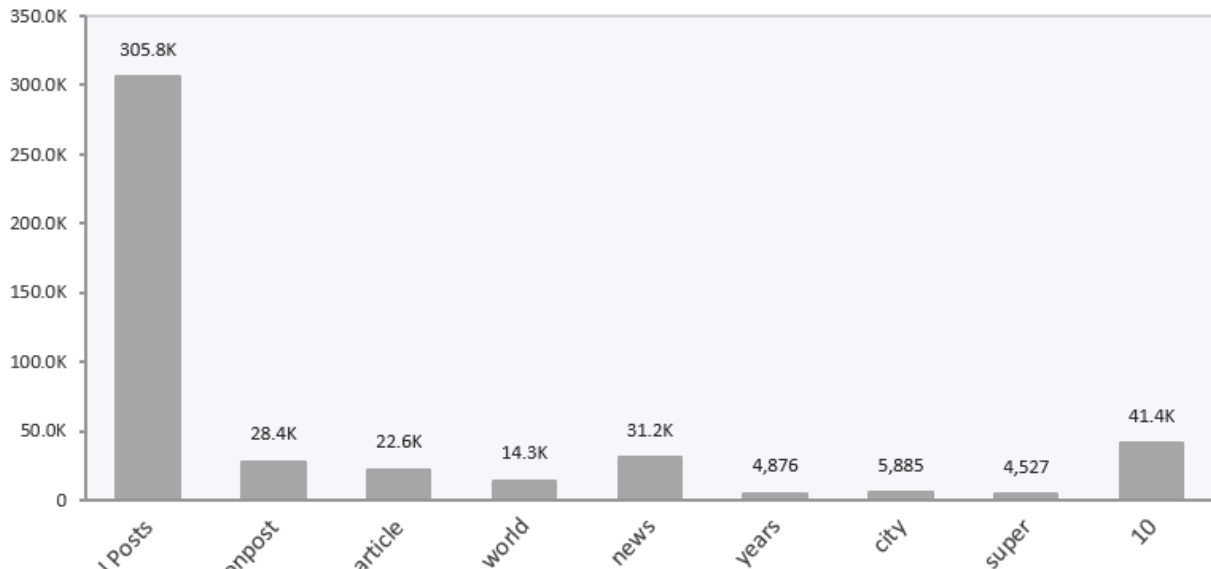
As more and more of the major media outlets adopt a digital-first model, their Twitter accounts (and related keywords) present communicators with another PR vehicle to extend their reach.

► **A Fair Share via Twitter:** Getting your story into *The New York Times*, *The Wall Street Journal*—or any of the other most prominent media outlets is like trying to nail Jell-O to a wall. It's not impossible, but it's a tall order. However, as social channels become an increasingly important asset of their business model, the top media companies could provide PR pros with the opportunity to extend their reach. It's a matter of communicators keying in on, well, the keywords that the top media companies include in their various Twitter posts. In an exclusive study conducted by social media analytics company **Simply Measured**

on behalf of PR News, the chart below demonstrates the top keywords being used by some of the major media outlets, via Twitter, including **CNBC**, the Huffington Post, the *Los Angeles Times*, the *Times* and the *Journal*. "It's never been as important to understand the types of articles and keywords these networks are sharing," said Kevin Shively, senior marketing manager at Simply Measured. "As a PR professional, focusing your outreach in the context [of the keywords below] could be crucial for reaching the millions of followers each of these outlets have." **PRN**

Source: Simply Measured

Top Keywords within Media Outlet Tweets



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SEO trainers will teach you how to optimize all your content—including websites, blogs, social media content and video—so that it ranks high on a variety of search engines. You will learn how to adapt your content to Google's search algorithms, find and use the right keywords and phrases to make your content searchable and track your progress with measurement tools.

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Concocting a ‘Sweet’ Community Relations Plan

Bringing a methodical process to philanthropy

In 2012 corporate philanthropy accounted for 6% (or \$18.9 billion) of the total giving in the United States. While corporate giants account for millions in community-relations efforts, the vast majority of the United States is made of up small and mid-sized businesses that generously give but constantly battle with how to get the most out of their dollar. Many small and mid-sized businesses justify community relations efforts as a marketing tool. However, they also can create meaningful and strategic giving plans that emulate those of their major competitors at a fraction of the cost.

A SWEET DEAL

This change in mindset is how **Nipro Diagnostics**, which manufactures glucose-management systems and other diabetes products, approached its involvement efforts. At the time, Nipro was a classic case of a

very generous company that had no clear strategy towards giving and was being pulled in many directions philanthropically.

In short, it was more reactive instead of proactive in its approach. In addition, there was no centralized process or designated contact for community requests, so the impact of giving was being lost.

Based on the company’s giving assumptions, Nipro felt it was not large enough to justify having a full-time individual to manage the community relations department.

Since cost was a factor, hiring a consultant for 20 hours a month allowed Nipro to save on salary and benefits.

Most important, the consultant was able to free up the valuable time of senior executives who had been managing community relations efforts.

To help put structure in place, Nipro had three objectives it wanted to achieve:

- Obtain a comprehensive analysis of its past and current giving status.

5 PR Tips for a Strategic Philanthropic Plan

1. **Solidify a company’s giving areas.** These are the two to four overarching charitable areas that a company wants to support (e.g., arts and culture, education, health and human services, leadership development, etc.).
2. **Establish giving guidelines.** Determining the parameters that will guide a company in their corporate giving efforts.
3. **Create processes.** It is important to flush out what the non-profit application process will look like as well as determine who will oversee certain initiatives.
4. **Align the company with key organizations that meet their focus giving areas.** This allows a company to determine what programs, volunteer initiatives, boards and events it wants to align with.
5. **Establish measurements** based upon the goals and objectives.



Kelly Alvarez Vitale

—K.A.V.



Photo courtesy: Strategic Philanthropy

Nipro Diagnostics’ manufacturing line packages the donation of goods and distributes them throughout the world.

- Create a strategic community relations plan that aligns its giving with the company’s business goals, objectives and values.
- Put systems in place to help manage and implement the day-to-day initiatives created in the plan.

BUILD A PLAN

To execute the objectives, a budget of \$18,000 per year (\$1,500 a month) was established, in addition to any out-of-pocket expenses.

During a one-year time frame, the goal would be to build a strategic philanthropic plan that aligned the company’s giving with its business goals and objectives; this would allow for greater buy-in for community involvement efforts.

To build the plan, three key elements were needed: assessment, planning and execution.

Assessment is such a critical part in the planning process, as it helps companies understand where their donations have gone in the past and creates a baseline.

The first step is to work with the accounting department and dive into

the details. If the company has given in the past, the accounting department should be able to pull reports that include the following:

- The year of giving.
- The names of the organizations that received gifts.
- The amount of cash donated/amount of in-kind products donated.
- The coding of the donation as a charity or professional membership/association (e.g. 501(c)(3) or 501(c)(6)).

Once the benchmarks are established, the second phase is creating a senior executive task force that will help build the community relations strategy.

The CEO of Nipro identified six key executives to be a part of the process; it included the heads of major departments that were knowledgeable about the direction the company was heading.

The task force’s goals were to:

- Create a mission for their corporate giving program.
- Solidify key focus giving areas.
- Establish giving guidelines.

- Organize a nonprofit organization (NPO) application process.
- Develop measurement assessments.

Each step in the process was flushed out and agreed upon by the entire task force. This step was extremely crucial for the buy-in from the company's top leadership.

A plan without execution is no plan at all, so it is important to make sure that a company has an individual or systems in place that can make sure the plan is implemented.

The company needs to re-evaluate itself continually and make sure it is meeting the goals and objectives established in the plan.

In Nipro's case, it kept the consultant on board as a point of contact for all community-relations efforts. Nipro decided that the consultant would have the following responsibilities:

- Serve as the point of contact for all charity requests/partnerships and volunteer opportunities.
- Oversee due diligence on charity partnerships as well as tracking the impact of donations.
- Manage employee engagement initiatives.
- Mobilize volunteer efforts.

- Establish employee recognition programs.

The new community relations program allowed the company to uncover a lot of the good it was doing but not necessarily aware of. While the initial assumption was that it gave \$50,000 to \$75,000 on a yearly basis, in 2012 alone it donated \$270,000 in cash and in-kind products to charities around the world.

Of the company's total giving, it partnered with and funded 40 individual charities. About 75% of the total went towards helping the medically ill.

In addition, the findings showed that while the industry standard is for companies to donate 1% cash of their pretax profits to charitable groups, Nipro in fact donated 3% of its pretax profits in 2012. Other outcomes included the establishment of four key funding priorities to help focus Nipro's future giving efforts.

Also, due to the number of requests Nipro receives, giving guidelines were created as a way to assist organizations and employees in understanding the company's charitable priorities.

These guidelines serve as an objective way

the company can ward off unwanted requests but also attract appeals the company does want to receive.

Based on the importance of the funding priorities, a budget analysis was created to assist with sponsorship decisions and to stay within budget.

Nipro also created recommendations for measurements of success based on the company's funding priorities. It also created a draft 2014 budget aligning nonprofits that best meet the company's business goals and objectives.

Finally, Nipro established recommendations for internal and external processes for future sponsorship requests.

This included recommendations for developing a tracking system to manage all employee involvement efforts, creating accountability of employee involvements, and designing an external/internal application process for groups and/or employees soliciting requests.

COMMUNITY RELATIONS

Although the initial objectives of the project were achieved, the next steps are to roll out the new process

to the employees and charity partners (which was executed in January).

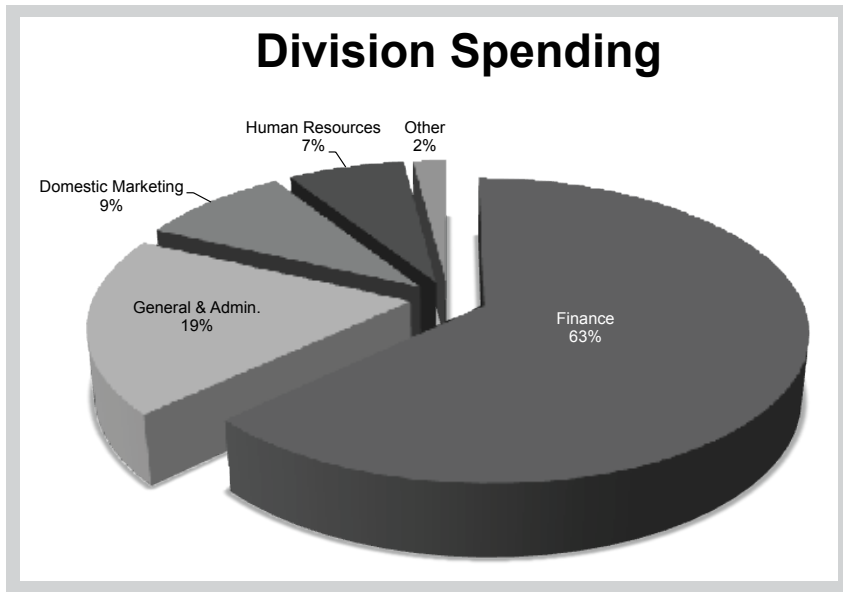
Leading up to the kick-off, the task force team and consultant will work to test several systems it is trying to implement.

In addition, the team will work with the marketing and HR departments to devise an internal campaign for the employees to excite them about the good works the company will be doing and engage them in the process. **PRN**

(This article is an excerpt from PR News' Top Case Studies in PR, Volume 6. The article was written by Kelly Alvarez Vitale, president and founder of Strategic Philanthropy. For a copy of the guidebook, please go to www.prnews-online.com/pr-press.)

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Nipro Diagnostics' philanthropic giving was coming from several different division budgets. Because there was no centralized process for community requests, the impact of its giving was being lost. That changed when the company overhauled its community relations plan.

“While corporate giants account for millions in community relations efforts, the vast majority of the U.S. is made of up small and mid-sized businesses that generously give but constantly battle with how to get the most out of their dollar.”

PR Spending

► Page 1

Budgeting for Social Media, 2014

This year my PR/communications budget will:		Of that part of your budget devoted to social media, how much is devoted toward Facebook?		Of that part of your budget devoted to social media, how much is devoted toward YouTube?		What's been the most effective social channel for your company?	
Increase	33.3%	Less than 5%	32.6%	Less than 5%	69.5%	Blogs	2.2%
Decrease	11.7%	5% to 10%	23.9%	5% to 10%	17.3%	Facebook	50%
Stay about the same as 2013	54.9%	15% to 20%	4.3%	15% to 20%	6.5%	LinkedIn	11.3%
By how much is your PR budget increasing this year?		25% to 35%	13.0%	25% to 35%	4.3%	Pinterest	2.2%
1% to 4%	55%	More than 35%	26.0%	More than 35%	2.1%	Twitter	27.2%
5% to 9%	22.5%	Of that part of your budget devoted to social media, how much is devoted toward Twitter?		Of that part of your budget devoted to social media, how much is devoted toward Pinterest?		YouTube	6.8%
10% to 14%	10%	Less than 5%	39.1%	Less than 5%	84.7%	How would you describe the returns generated from your social channels?	
15% to 19%	0%	5% to 10%	26%	5% to 10%	6.5%	Solid returns that we're able to share with the C-suite	15.5%
20% to 24%	7.5%	15% to 20%	19.5%	15% to 20%	4.3%	Better than expected	44.4%
25% to 29%	0%	25% to 35%	13%	25% to 35%	2.1%	Nothing to write home about	31.1%
More than 30%	5%	More than 35%	2.1%	More than 35%	2.1%	Leaves a lot to be desired	8.8%
What percentage of your overall budget will be devoted to social channels this year?		Of that part of your budget devoted to social media, how much is devoted toward LinkedIn?		What are the corporate goals that budgeting for social media have helped to generate?			
Flat	8.7%	Less than 5%	60.8%	Better visibility in our marketplace	86.6%		
Less than 5%	26%	5% to 10%	21.7%	Brand Awareness	80%		
5% to 10%	17.3%	15% to 20%	8.7%	Enhancing relationship with business analysts	13.3%		
15% to 20%	21.7%	25% to 35%	8.7%	Improved Media Relations	46.6%		
25% to 35%	8.7%	More than 35%	0%	Increased sales	26.6%		
More than 35%	17.3%			Increase search engine rankings	37.7%		
Decrease (Please specify how much of a reduction)	0%			Lead-generation revenue	22.2%		
				Reduces customers support costs	8.8%		
				Website traffic	75.5%		

Facebook, with Twitter trailing far behind (27%).

"Facebook may have cracked the code on having marketers open their wallets to devote spending to that channel," said Mike Neumeier, chairman of the Counselors Academy and principal of PR and marketing agency **Arketi Group**. "It's probably trying to corporate goals."

The online survey, which was conducted in March and April, generated 63 responses from all corners of the communications field, including the corporate, agency and nonprofit sectors. Nearly 80% of the respondents said they are involved in the decision-

making process of their organization's PR budget, while about 28% of the respondents said they are president-CEO of their organization.

While a relatively small sample, the study provides a road map on which direction social media spending among PR pros is headed and how budgeting for social channels is evolving.

Another significant change from last year's survey was respondents' take on the overall returns generated from social media spending. For example, 15% of the respondents said that this year social media provided solid returns that are now being shared with

senior management, up from 5% in 2013, while 45% of the respondents said the returns were better than expected, down from 60% in 2013.

"You would expect that some of the returns have moved up from 'better than expected' to 'sharing with the C-suite,'" Neumeier said. "Social media does different things for different organizations. It might drive sales in one organization and, for another, drive traffic to its website, or for another boost brand awareness, but all the channels add value." (See table.)

Indeed, nearly 18% of the respondents said they now devote more than 35% of their communications budgets to

social channels, which speaks to acceptance of the channel.

At the same time, some PR managers continue to look at social media with a jaundiced eye.

About 40% of the respondents described the returns generated from their social channels as either "nothing to write home about" or "leaves a lot to be desired." It's hard to say what it means when nearly half of the survey respondents are lukewarm about the value of social media. **PRN**

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instances I've seen brand managers oversee all three and pull them together into one cohesive strategy and plan.

Where communications can lead is working with a cross-functional team from all three groups to make sure that messaging is consistent and start to make recommendations about campaign style, integrated across all key media channels.

Keep cross-functional teams focused on the benefits to the customer with an integrated campaign and the results it will drive for the program you're executing.

In smaller companies, there may be less separation of ownership, and your head of communications or marketing might expect PR to help integrate the channels.

In this size organization, track the ROI of all channels so that you're reporting back metrics tied to click-through conversions, brand growth and demand generation.

The challenge for PR agencies is related to their existing services, plus their customers and their needs. In general, PR agencies have started to build their credibility in leading owned media. Clients now increasingly rely on their PR agencies to set messaging that drives their content across channels, from website copy to blogs to SEM (search engine marketing) ads.

BOOST CREDIBILITY

Agencies that want to be credible in the three areas need to bring on teams that deeply understand each world and how content drives the customer lifecycle. Without these experts on staff, I believe agencies will be limited to playing a small role and won't be able to expand their influence.

To build PR's credibility in the paid-media space, agencies need to decide on a strategy to integrate those services and build a plan to get there.

There is value in hiring dedicated paid-media strategists onto the team. Yet agencies also need to educate their entire team on how to use each paid, earned and owned strategy and apply each channel appropriately based on clients' goals.

A mix of specialists in paid, earned and owned—working together to manage accounts—is the future and brings clients lots of leverage and expertise.

Partnering with an advertising agency is another path to take and could fill the gap while you decide if adding paid media people onto your team will work with your business model.

MEASURE FOR MEASURE

For PR professionals, there are new metrics that need to be understood and embedded with new channels. In the last few years we've been diving deep into data, and its importance is only going to grow. It is essen-

tial to think about measurement and the role each plays in the P/E/O equation.

The new rules of measurement include:

1. Understand the expanded set of Key Performance Indicators (KPIs) based on business goals and communications goals.

2. Set measurable goals at the start of a campaign.

3. Test drive, track and adjust for performance. Make sure you get clean data that will allow you to develop campaign insights that are actionable.

Key measurements for each earned, owned and paid channel:

► **Earned = influence and reach.** As PR professionals we all have this one nailed. As we achieve earned media we can measure the reach and influence.

► **Owned = engagement.** The key to engagement measurement is how many people share, like, favorite, repost our content and what happens as a result. If 1,000 like your post, big deal—is this good or bad? It's what happens next where you find the magic.

► **Paid = impressions and conversion.** If your program is about reaching the biggest audience possible then you'll want to measure impressions, the same as you would when you get an earned article.

It's up to PR to educate ourselves about these channels and start to meld them together to keep our position as the trusted advisors to our management teams and clients. PRN

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How Social Media is Earned and Owned

While I've discussed the value of paid, earned and owned media and the value of integrating them for your PR programs, the return and importance of earned media still stands apart, especially as social media accelerates.

Managing social media should be the domain of PR. It focuses on the authentic voice of a company and requires a sophisticated understanding of communicating and engagement. Social media is an emerging earned channel and should be positioned on par with results that come from securing an executive interview or review of your product in a media outlet.

If brand awareness and reputation are your goals, PR can be a lead player in using earned channels to achieve results. You can make your brand accessible, show your culture to your audiences and make genuine connections with customers.

Enphase Energy, a solar company whose main customers are solar installers, regularly runs contests for their installer audience. The

company asks installers to post their installation of the day and get entered into a Friday fun pack draw. The posts draw dozens of images from customers, thousands of shares across its social channels and boosts visits to its website.

Unify (a client of Eastwick), uses its social channels to lead a discussion on the topic of the new way to work and what that means for enterprise communications and collaboration.

By consistently seeking out people talking about this subject and engaging them in conversation, the company is seeing an increase in share of voice on the subject and being called by more media outlets that are covering the new-way-to-work topic and seeking out experts in the industry.

Just like researching, pitching and creating content that attracts media to cover stories, PR can do the same on social channels and see the results for the overall goals of both brands and organizations. —H.K.

The New Frontier for Press Releases

Well written, engaging and utterly shareable

We're luckier than we think, us PR professionals. We get to absorb new tools and tactics on an almost weekly basis, and yet the fundamentals that got us here still provide the bedrock.

Sure, the field is constantly evolving, but in many ways the song remains the same. We have valuable news and insight to share, and our audiences (usually) want to hear about it. From a tactical standpoint, how they digest that news and insight can vary widely, so our message delivery has to take that into account. The social, interactive nature of how news travels brings us new opportunities and this extends to the way we view press releases.

This seminal tool of PR has been competing in a jungle of media noise, and only those releases that are well written and creative enough make it through the canopy. There are a few questions we ask ourselves when crafting press releases in today's digital landscape.

1. What do journalists want? Of course, we should be asking this when we get up every morning, anyway. And we know there isn't a one-size-fits-all answer, but there

are a few things we can do to address journalists' needs in their releases. One constant: Journalists want to understand the story immediately. There is nothing worse than sending a pitch, story idea or press release to a reporter with a message clouded in wordy language, metaphors and buzzwords. Bottom line, with today's 140-character or less mentality, audiences should understand the meat of the story in the headline and the lead of the release.

2. What's in a headline? Everything. But shorter than that. Not only do headlines set the tone for the story, they also position the release's content in a way that keeps the reader intrigued. Essentially, they tee up the "so what?" factor that drives the story and journalists' interest. If you read your headline and can't answer the "so what?" question, you know your point isn't getting across. Producers, editors and bloggers won't stick around to dig any further.

A well-written headline not only grabs the reader, but enhances online search results. SEO is an often-overlooked (but necessary) part of the effective press release equation. With the flood of content circulating on the Web, it's

important that a press release's announcement makes it into the search rankings.

3. How can I visually tell my story? The ability to include multimedia may be the most exciting element of digital press releases, and the biggest difference from a decade ago. Visual storytelling means digital companions—whether a photo, video, slide show, infographic or chart—can be plugged in to tell the story in a simpler, eye catching, and more shareable way. Just like reporters want to understand the story in the first few lines of the text, they also like to be able to quickly glance at an interesting and short multimedia companion that captures the essence of the newsworthy information.

4. Will people want to share the information? Not every piece of news is destined for viral fame, but it's worth asking if the client's information is interesting enough to be spread across a wide network on digital platforms. Making content shareable is quickly becoming one of our big goals in PR—and press releases are no different.

One tactic we recommend is to add a share function on a press release through the help of a Web developer. In fact, many press release distribution



services like PRWeb have the share functions built into their platform, allowing viewers to share the information straight from the Web page.

This is yet another reason why multimedia is important to include: If your hope is to have digital content go viral, including visual elements in your release in tandem with a share functionality is a great way to head down that road.

A well-written and engaging press release still serves as a launchpad for great public relations campaigns. The media industry has flirted with the notion that the press releases is dead, but we can safely say based on our day-to-day successes in the field that this is far from the truth.

The new frontier for press releases is different—interactive, shareable and smart—but this only gets us more excited. There's nothing more satisfying than seeing old school methodology rejuvenated by new school tactics. **PRN**

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