

# How to Manage Key Media Relationships in the Age of Social Media and Mobile



Michelle Mastrobattista  
Director of Digital Communications  
Solomon McCown & Co

Follow along:

**@Michelle\_Mastro**  
**@SolomonMcCown**  
**#PRNews**



**SOLOMON**McCOWN&



# Hello!

**Michelle Mastrobattista**  
**Director of Digital Communications**  
**Solomon McCown & Co**  
**@Michelle\_Mastro**  
**@SolomonMcCown**

**Fun Fact: Once worked for  
the real-life Ari from  
Entourage**





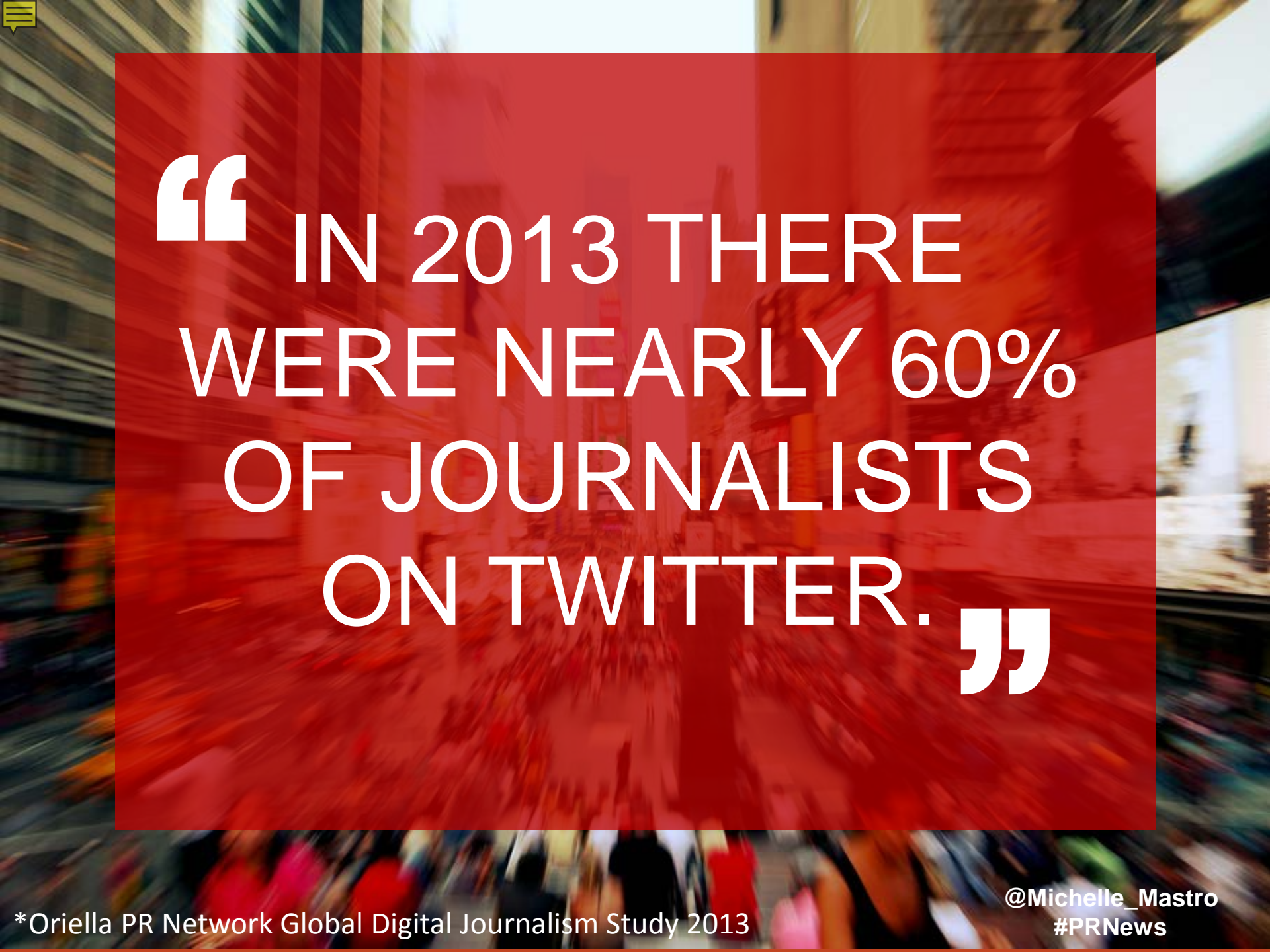
**HOW CAN I USE  
SOCIAL MEDIA TO  
GET NOTICED BY  
JOURNALISTS?**

# ESTABLISH YOUR PERSONAL BRAND



- Establish your social media channels
  - Personal
  - Corporate
- Keep content professional and relevant to your industry
- Establish yourself or your company as a thought leader
- Follow and be followed





“ IN 2013 THERE  
WERE NEARLY 60%  
OF JOURNALISTS  
ON TWITTER. ”

@Michelle\_Mastro  
#PRNews

\*Oriella PR Network Global Digital Journalism Study 2013

# GET FAMILIAR WITH THE REPORTERS WHO COVER YOUR INDUSTRY



The screenshot shows a Twitter thread with five tweets. The first tweet is from NMMan (@NMMan) on August 29, replying to Michelle Mastro (@Michelle\_Mastro) with the text: "@Michelle\_Mastro This reporter-turned-press release editor says right on with your article on PR Pro/Reporter relationships! #journaltruth". It has 1 retweet and 1 favorite. Michelle Mastro replies: "Thanks for sharing this @NMMan! :)". NMMan replies: "No problem! As someone who's now been on both sides of that fence, I was so glad to see such on-point analysis.". Michelle Mastro asks: "Also, what tips would you offer to PR pros looking to engage journalists on Twitter? @NMMan". NMMan replies: "For tips, I'd say be direct and informative in pitching on e-mail or Twitter, but not overly aggressive or persistent.". At the bottom, a 'FAVORITE' section shows a count of 1 and a small profile picture of Michelle Mastro.

**NMMan** @NMMan · Aug 29  
@Michelle\_Mastro This reporter-turned-press release editor says right on with your article on PR Pro/Reporter relationships! #journaltruth  
Expand    Reply    Retweeted    Favorited    More

**Michelle Mastro** @Michelle\_Mastro · Aug 29  
Thanks for sharing this @NMMan! :)  
Expand    Reply    Favorite    More

**NMMan** @NMMan · Aug 29  
@Michelle\_Mastro No problem! As someone who's now been on both sides of that fence, I was so glad to see such on-point analysis.  
Expand    Reply    Retweet    Favorited    More

**Michelle Mastro** @Michelle\_Mastro · Aug 29  
Also, what tips would you offer to PR pros looking to engage journalists on Twitter? @NMMan  
Expand    Reply    Favorite    More

**NMMan** @NMMan · Aug 29  
@Michelle\_Mastro For tips, I'd say be direct and informative in pitching on e-mail or Twitter, but not overly aggressive or persistent.

FAVORITE  
1

# FOLLOW AS YOU READ

Read next page

Related stories

“Fix 50 Survivor” Stories (CapRadio News)

Top Stories for Massachusetts July 2 (lesmasterson)

Storify by livefyre

## RELATED LINKS

- [This is Why Your CharlieTicket Didn't Work Today](#)
- [August Commuting Traffic Worse Than Ever. Thanks Pike.](#)
- [What in God's Name Is Happening with Mass Pike Traffic?](#)

You can reach Eric Levenson at [eric.levenson@globe.com](mailto:eric.levenson@globe.com). Follow him on Twitter @ejleven.

f SHARE

t TWEET

g+ SHARE

p PIN

✉ EMAIL

💬 COMMENT

# CREATE A TWITTER LIST

The screenshot shows a Twitter interface with a navigation bar at the top containing 'Home', 'Notifications', 'Discover', 'Me', and a search bar. The main content area is divided into two columns. The left column features a vertical logo for 'SOLOMON MCCOWN & Definition' and a list titled 'real estate news' by 'SM& Real Estate'. This list has 20 members and 5 subscribers, with a 'Subscribe' button and links to 'Tweets', 'List members', and 'List subscribers'. Below this is a link to 'More lists by @SMCRealEstatePR'. The right column is titled 'List members' and contains a list of seven members, each with a profile picture, name, handle, bio, and a 'Following' button. The members are: Brian Bandell (@BrianBandell), CoStar Group (@TheCoStarGroup), Doug Fruehling (@WBJeditor), DCRE Bisnow (@REBisnowDC), Paul McMorow (@paul\_mcmorrow), NREI (@nreionline), and DCMud (@TheDCMud).

Home Notifications # Discover Me Search Twitter

**real estate news**  
A public list by SM& Real Estate  
Real Estate coverage  
MEMBERS 20 SUBSCRIBERS 5  
Subscribe  
Tweets >  
List members >  
List subscribers >  
More lists by @SMCRealEstatePR · View all  
real estate news

**SOLOMON MCCOWN &**  
Definition

**List members**

- Brian Bandell** @BrianBandell  
Reporter @ South Florida Business Journal & Novelist with scifi thriller Mute out now <http://tinyurl.com/874vpyz> Following
- CoStar Group** @TheCoStarGroup  
At CoStar Group, we use technology to connect the world's leading real estate professionals with the people and information they need to succeed. Following
- Doug Fruehling** @WBJeditor  
Editor-in-Chief at the Washington Business Journal, the leading source for local business news in D.C, Maryland and Virginia. Following
- DCRE Bisnow** @REBisnowDC  
(almost) Never Boring Following
- Paul McMorow** @paul\_mcmorrow  
Associate editor @CommonWealthMag, and regular contributor to @GlobeOpinion and @BeerAdvocate Magazine. I cover policy, politics, beer and real estate. Following
- NREI** @nreionline  
National Real Estate Investor is the leading authority on commercial real estate trends. Following
- DCMud** @TheDCMud  
DCMud: the urban real estate diary by DCRE - DC's cutting edge real estate agency & marketing firm, serving all residential and commercial needs. 202-588-1405 Following



# USE AN EXISTING TWITTER LIST

The screenshot shows a Twitter interface with a top navigation bar containing Home, Notifications, Discover, and Me. A search bar is on the right. The main content is a list titled 'List members' for the 'NYT Journalists' list. The list members are:

- Anthony Tommasini** @TommasiniNYT: Chief classical music critic of The New York Times. Status: Following.
- Kathleen A. Flynn** @flynnkaNYT: copy editor @nytimes/Upshot. Interested in stuff. Status: Following.
- Adeel Hassan** @adeelnyt: fond of humanity, books and cereal. writing for @nytnow, where we love news and our readers. give us a try: <http://bit.ly/1hU6llw>. Status: Following.
- Matthew Schneier** @MatthewSchneier: Styles reporter, The New York Times. AKA matthewschneier (IG), matthew.schneier [at] <http://nytimes.com>. Tweets = me, ≠ NYT. My other car is a @grievance. Status: Following.
- Joan Nassivera** @JoanNassivera: Editor at New York Times. Quality news junkie. New York lover. Status: Following.
- Felicia R. Lee** @feenyt: Culture Reporter at the New York Times, Status: Following.
- William Grimes** @GrimesNYT: Culture reporter, New York Times. Status: Following.



On the left, the 'NYT Journalists' list details are shown: 'A public list by The New York Times', 'Our reporters, editors, photographers and producers on Twitter.', 'MEMBERS 690', 'SUBSCRIBERS 3,704', and an 'Unsubscribe from list' button. Below this are navigation options for 'Tweets', 'List members', and 'List subscribers'. At the bottom left, there is a section for 'More lists by @nytimes' with a link to 'View all' and a link to the 'NYT Journalists' list.

On the right, the 'Recently added members' section lists:

- Anthony Tommasini @Tomm... Following
- Kathleen A. Flynn @flynnka... Following
- Adeel Hassan @adeelnyt Following
- Matthew Schneier @Matthe... Following


At the bottom right, there is a footer with copyright information: '© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers'.


# CREATE A PINTEREST BOARD

Search  Michelle  43

## Top Social Media Bloggers


Here are some of the top bloggers on the subject of social media (in our humble opinion).

 Solomon McCown [Unfollow Board](#) [Send Board](#) **20 Pins** **83 Followers**



Mari Smith - Forbes Top Social Media Power Influencer | Premier Facebook Marketing Expert | Globe-trotting Speaker, Author | 'Mari like Ferrari' | Scottish-Canadian


Pinned from [twitter.com](#)



Deborah Ng - Community manager and social media enthusiast. Author of Dummies books. Oversharer. Lover of life. Laugh hard at my own jokes.


♥ 2

Pinned from [twitter.com](#)




Michael A. Stelzner - Founded Social Media Examiner, My Kids' Adventures & Social Media Marketing podcast, authored Launch & Writing White Papers. Committed Christian and dad.

Pinned from [twitter.com](#)




David Amerland - Author, Speaker, Analyst. All-round tech rat with a penchant for mischief.


Pinned from [twitter.com](#)



Isra Garcia - Doer, tryer, insane, disruptive. Led by my passion for Human Media Interactions beyond the Social Web. Creating change



Ted Shelton - Vice President Consulting, Customer Solutions



Michael Brito - Group Director, Media & Engagement at @W2OGroup. Hustler. Lakers. Niners. US Marine. Author.

Pinned from [twitter.com](#)

# BECOME A RESOURCE TO REPORTERS IN NEED OF HELP



Dan Adams  
@DanielAdams86



Following

Looking for first-time #MarketBasket shoppers--people who never went there but are checking it out now bc of the buzz--dadams@globe.com-thx!

↩ Reply ↻ Retweeted ★ Favorite ⋮ More



**DEVELOP A RELATIONSHIP BEFORE  
YOU PITCH**

**WELL**

**THAT ESCALATED QUICKLY**

quickmeme.com



# ALWAYS INCLUDE RELEVANT #HASHTAGS

Profile summary



TWEETS 5,937  
FOLLOWING 1,134  
FOLLOWERS 3,124



Following

**Joanna Weiss**

@JoannaWeiss **FOLLOWS YOU**

Op-ed columnist for @BostonGlobe - Author of the comic novel Milkshake - Maker of #OpDebates & online games - Cast, @LTYMshow. I've started a chicken diary.

Boston · joannaweiss.net



Followed by Garrett Quinn, Michael Morisy, Ratty and 83 others.



**Joanna Weiss** @JoannaWeiss · 5h

Anyone see "The Giver"? Not awful...but proves that some books just shouldn't be turned into movies.

Details



**Joanna Weiss** @JoannaWeiss · 5h



**Transportation 4 MA**  
@T4MASS



Follow

Insightful #magov14 debate at #OpDebates. Want more? Join us to talk #transpo tomorrow night! [bit.ly/1rleEfl](http://bit.ly/1rleEfl)

Reply Retweet Favorite More

**E** Eventbrite

**Moving MA Forward: A Gubernatorial Forum on Transportation & Smart...**

Find out where the Massachusetts Gubernatorial Candidates stand on issues of transportation and smart growth. Doors open at 5:30PM. Seating is first come, first serve; tickets help us plan accordi...



[View on web](#)

RETWEETS 2  
FAVORITE 1



11:00 AM - 3 Jun 2014

Flag media



Reply to @T4MASS



**Transportation 4 MA** @T4MASS · Jun 3  
@JoannaWeiss Thanks for the RT!

Reply Retweet Favorite More



**SOLOMONMcCOWN&**

**@Michelle\_Mastro**  
**#PRNews**

# FOLLOW QUERY SERVICES

- @HelpAReporter
- @ProfNet
- @SourceBottle

The image shows a Twitter profile for Help A Reporter Out (@helpareporter) and a screenshot of the HARO (Help a Reporter) website. The profile bio states: "Free publicity from @Vocus. 30,000 journalists & 200,000 sources strong. Making news, growing business. Social media moderated by @BreeStraessle." The profile also shows 13.9K tweets, 442 photos/videos, 2,279 following, 91.1K followers, and 557 favorites. The HARO website screenshot displays a search interface with sections for "Sources" and "Reporters". The "Sources" section includes a "Sign Up Today" button, and the "Reporters" section includes a "Submit A Query" button. The HARO logo is also visible, with the tagline "DON'T MISS OUT ON THIS EASY AND COST-EFFECTIVE SERVICE!".

**THANK YOUR REPORTER**



**THANK YOU**

memegen.com

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#PRNews

# EXPERIMENT WITH TWITTER ADS

- **Tailored Audience feature**
- **Target media list by email or individual handle**
- **Retarget to people who have already visited your website, blog, or press release page**



# TAKE ADVANTAGE OF GRAPH SEARCH

The screenshot shows a Facebook search interface. The search bar contains the text "My friends of friends who work at The Boston Globe". The results are displayed in a list of four profiles, each with a profile picture, name, job title, and a list of mutual friends. The profiles are:

- Jenny Johnson**: Co-Host/Producer at NESN. Friends with Joanna Humphrey Flynn and other friends. Host of BDC Now on boston.com at The Boston Globe. Lives in Boston, Massachusetts. 14 mutual friends including Shawn Brundage and Ace Gershfield.
- Andy Rosen**: Metro producer at The Boston Globe. Friends with Luca DeSando-Grassi and other friends. From Haverhill, Massachusetts. Listens to Linguistic Bedlam and sick weapons. 2 mutual friends: Luca DeSando-Grassi and Marcie DeFeo.
- Michael Andor Brodeur**: Culture Writer at The Boston Globe. Friends with Sara Brookshire Cummings and other friends. Lives in Jamaica Plain, Massachusetts. 3 mutual friends including Sara Brookshire Cummings and Shannon A...
- Mike Ross**: Of counsel at Prince Lobel Tye LLP. Friends with Janelle Driscoll and other friends. Contributing Opinion Writer at The Boston Globe. Lives in Boston, Massachusetts. 3 mutual friends including Janelle Driscoll and Fernandito Bossa.

On the right side of the page, there is a profile for "The Boston Globe" with a cover photo of a ship and a profile picture of the newspaper's logo. Below this is a section for "More Than 100 People" with a "Share" button and a list of fields for adding more people, including Gender, Relationship, Current Employer (The Boston Globe), Position, Employer Location, Time Period, Current City, Hometown, and School.

# LEVERAGE THE POWER OF LINKEDIN

- Once you have established a rapport, search for influencers on LinkedIn
- Create targeted lists with LinkedIn search
- InMail has guaranteed delivery
- Personalize InMails carefully
- Compliment a recent article to break the ice



# MASTER THE TWEET RELEASE



Pizza Hut @pizzahut · Aug 30

Attention: It's International Bacon Day. And this is Bacon Stuffed Crust. Get into it.  
#BaconDay #BaconDay2014



751



866



[View more photos and videos](#)



Pizza Hut @pizzahut · Aug 29

Bacon Stuffed Crust. Bae-con Stuffed Crust.



287



369



# CRAFTING THE TWITTER PITCH

- Use photos
- Think of your tweet like a banner ad
- Use #hashtags that appeal to your target journalist
- Include and test the link to your press release
- Proof before you tweet!



# KEY TAKEAWAYS



Establish your personal social media presence and get acquainted with influencers before hard selling.

Familiarize yourself with industry hashtags and trending topics so that you can be genuinely helpful when the moment is right.

Take advantage of the networking features at your finger tips such as Twitter Lists, Facebook Graph Search, and social ads to connect with reporters that you don't already know.

Rethink the way you distribute news – 140 characters might be all that it takes!

# THANK YOU



Michelle Mastrobattista  
Director of Digital Communications  
Solomon McCown & Co

Connect:

**@Michelle\_Mastro**  
**@SolomonMcCown**  
**#PRNews**



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