



**Managing Key
Media
Relationships
in the
Age of Social**

Overview

- Key considerations
- How to engage effectively
- The journalist's perspective

#PRNews

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Key Considerations

More than **45%** of
journalists **don't** want
to be pitched over
social media.

Source: Vocus State of the Media Report 2014

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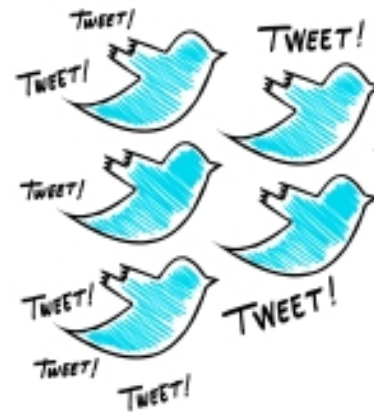
Key Considerations

Think

...and research

...and monitor

*...and be sure
before you*



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Key Considerations

Before You Tweet

- **Research** what reporters are covering & who is on what beat
- **Cross-reference** with your database
- **Create lists**
- Organize **columns**
- Ensure reporter is **open to pitches**

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Key Considerations

Remember

- It's public
- It's shareable
- It's visible to your client/org and your competition



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The Three P's of PR

- **Protect:** Know your brand and protect it
 - You cannot protect what you don't know
- **Plan:** Develop a plan for outreach
 - Know what your goal is before pitching
- **Pitch:** Craft your story
 - Be concise
 - Be relevant
 - Be passionate

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The Newsroom!

Now you're ready to pitch.

What to you do next?

- Call and ask for a quick meeting of introduction
- Be memorable
 - Make them remember you
- Provide a “story”
 - Give them your Social Media Information
- Make their job easy
 - Give them tools (press release, photography, logos, b-roll, fact sheets)

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Build Relationships

The news media is a delicate relationship that takes time and perseverance.

- Ask targeted questions
- Don't smother them with irrelevant "news"
- Be nice, even when they are not
- Know when to call and when not to call
- Get your alligator suit on and wear it without whining
- Don't give up!

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Tweeting the Love



You're in!
Use Social Media to build rapport and give relevant information.

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Journalist's Perspective

- **Read** what the journalist is sharing
- **Follow** to stay current on their coverage
- Try **Direct Messaging** first
- **Follow up** with an email
- **Share** their content

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Key Takeaways

- ✓ Think/research before you Tweet
- ✓ Remember it's public and shareable
- ✓ Give them a memorable story
- ✓ Make their job easy
- ✓ Try DM first, follow-up w/ email

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Basic Twitter Lingo

Lingo	Description
@UserName	<ul style="list-style-type: none">• How you're identified on Twitter• Always starts with an @ symbol• Example: @PrNews
@	<ul style="list-style-type: none">• To call out usernames in Tweets• People will use your @username to mention you in Tweets, send you a message or link to your profile• Example: "Hello @PrNews!"
# (Hashtag)	<ul style="list-style-type: none">• A trending topic starts with a # symbol• When you click on a hashtag, you'll see other Tweets containing the same keyword or topic• Example: #socialmedia
Tweet	<ul style="list-style-type: none">• 140-characters of text.
Favorite	<ul style="list-style-type: none">• Tap the star icon of a Tweet to "favorite" it• Equivalent to "liking" something on Facebook 

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Basic Twitter Lingo

Lingo	Description
Retweet (RT)	<ul style="list-style-type: none">A Tweet that you forward to your followers  A screenshot of a tweet from Carlee (@carleedelp) posted 6 minutes ago. The tweet text is "@PRNews reading @theskimm!". Above the tweet, a red box highlights the text "PR News retweeted" with a retweet icon. Below the tweet, the retweet count is shown as "1". <p>Carlee @carleedelp · 6m @PRNews reading @theskimm!</p>
Direct Message (DM)	<ul style="list-style-type: none">A private conversation with people you follow140-character limit
Modified Tweet (MT)	<ul style="list-style-type: none">Change the original text of someone's tweet usually to correct a typo, add context or to shorten to fit the 140-character limitType "MT" before re-posting the tweet

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