

**PR**News'  
**WRITING**  
**WORKSHOP**

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Vice President, Social & Digital Media  
**hunter** public relations



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Hello  
my name is

**Michael**



100



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## **See and Be Seen.**

Optimizing content to increase SEO.

## **Tweet Like a Champ.**

Getting your content noticed - and amplified.

## **Show and Tell.**

Crafting a brand story for the social/digital audience.

## **Lost and Found.**

Ensuring your content reaches the right publics.



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**See and Be Seen.**  
Optimizing content to increase SEO.



Tell 'em.

Don't sell  
to 'em.



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HERE'S HOW:



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Keyword Finder  
(30 Free Searches)



Free Keyword Planning



Site Analyzer, URL &  
Keyword Tracker



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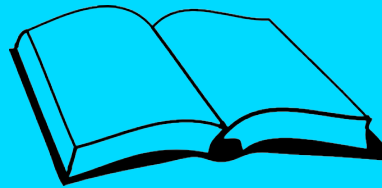
Interviews



Lists



Resources



Revisions



Social Content



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## **Tweet Like a Champ.**

Getting your content noticed - and amplified.



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# The Anatomy of a Top-Notch Tweet

Lead w/attention-grabbing voice/hook  
+ Insert reference to 'hero' product/service  
+ #Hashtag  
+ image

---

Tweet!





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# Top-Notch Tweets...In Action!



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# Brands Celebrate Star Wars Day



Follow

'I find your lack of toast disturbing'

[amazon.com/dp/B00JFFH1NA/...](https://amazon.com/dp/B00JFFH1NA/) #MayThe4thBeWithYou

2:28 PM - 4 May 2015

145 188

# Brands Celebrate Star Wars Day



# Brands Celebrate Star Wars Day





# Brands Celebrate Star Wars Day

**ALWAYS PRACTICE  
FOOD SAFETY**

NECK  
CHUCK  
RUMP  
SPALDIN  
SHORT LON  
PRIME RIB  
ROUND  
SLEEPING BAG  
BRISKET  
TOBE SHANK  
SHANK  
TAIL

**COOK YOUR  
TAUNTAUN TO 165°F**

USDA FSIS **USDA Food Safety**   
@USDAFoodSafety 

Cook safe and #MayThe4thBeWithYou  
1:25 PM - 4 May 2015  
257 173

# 5 Tips For Crafting the Right Content

on **twitter** 

# Write like *your* audience.

**Listen** to the conversations your target is having on Twitter. And don't forget those keywords. Listen to how they're used here, too.



# Complement the conversation.

**Study** the sound bytes you uncover. Identify trends, pain points and above all, opportunities to insert your brand.



**There's a place for both the hard and soft sell(s).**

**Draft** content – and ***content action plans*** – to be both a proactive and reactive publisher. Consider the platform and the sales pitch.



# Verbose is gross.

**Publish** your content and decide whether it's a one-size-fits all message or if geo-/psychographic targeting should be used. But above all, be brief.



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# Don't draft and dash.

**React** when appropriate. React early. React often. Ensure tone of voice is consistent and responses are customizable and occasionally refreshed.



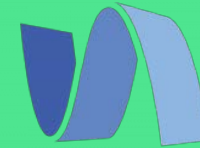
# A few shiny things.

Listen:



sproutsocial

Analyze: tweetreach



Simply Measured

Do PR:



MUCK RACK



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# Who shared my link?



The screenshot shows the Muck Rack website interface. At the top, there is a navigation bar with the Muck Rack logo and links for 'For Journalists', 'For Communication Pros', and 'Features'. The main heading is 'Who Shared My Link?'. Below this, a text box contains the URL 'http://www.businessdesigntools.com' and a blue button labeled 'Count shares'. The results show '112 total social media shares for the link' and 'Business Design Tools from businessdesigntools.com'. Social media share counts are displayed for Twitter (57), Facebook (35), LinkedIn (16), and Google+ (4). A message states 'This link hasn't yet been shared by any journalists.' with a link to 'Learn about using Muck Rack Pro to connect with journalists.'

**MUCK RACK** For Journalists For Communication Pros Features ▾

## Who Shared My Link?

Enter a URL and find out how out many times it was shared, and which journalists & bloggers shared.

[Count shares](#)

**112 total social media shares for the link**

**Business Design Tools** from businessdesigntools.com

 57  35  16  4

This link hasn't yet been shared by any journalists.  
[Learn about using Muck Rack Pro to connect with journalists.](#)

## **Show and Tell.**

Crafting a brand story for the social/digital audience.



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**But first, a question.**

**How does the public  
use these platforms?**



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Be in touch.



Be in the know.



Be inspired.



Be seen.



Be entertained & educated.

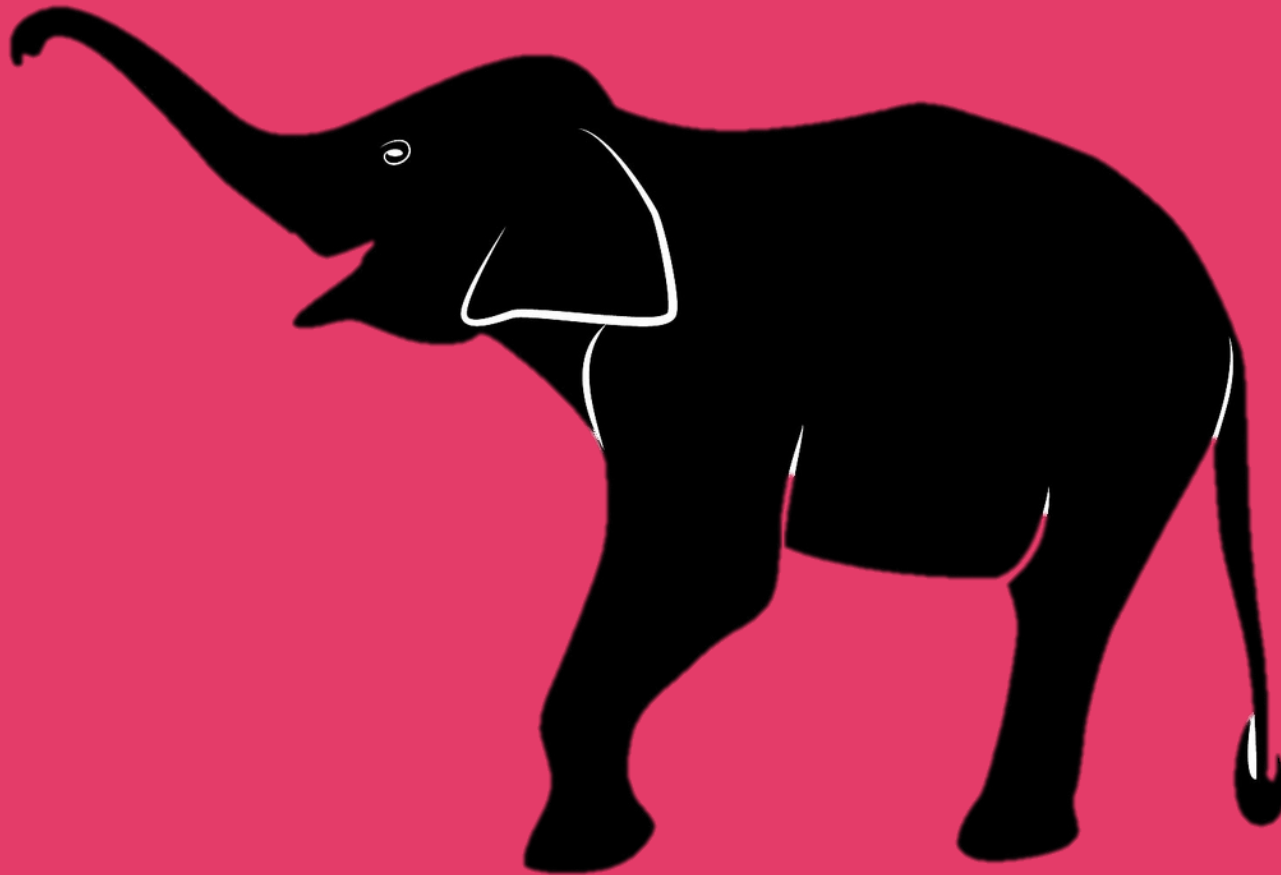


**What action are you  
trying to elicit?**



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**PRACTICAL:** Are you appealing to someone's brain or wallet? Are you seeking a one-time response that's more transactional in nature?



**EMOTIONAL:** Are you aiming for the heart strings and a more visceral reaction? Hoping to build not only awareness, but long-term loyalty and affinity?





- ✓ **How-to videos**
- ✓ **Recipes**
- ✓ **Tips from experts**



- ✓ **Testimonials**
- ✓ **Reactions to (appropriate) real events**
- ✓ **Surprise & delight**





**Mrs. T's Pierogies**  
Published by Hunter Hunter (?)  
Page Liked · September 13 · 🌐

This counts as back to school shopping, right?

📌 Tag Photo   ✎ Edit

Like · Comment · Share

👤 Michael Surabian, Kelly Knowlan, Clara Dove Kidd Wallace and 2,374 others like this.

↪ 78 shares

👤 Patricia Thomas Cooney Thanks to Mrs T's for another great picnic!!  
Unlike · Reply · Message   👍 1 · September 14 at 2:32pm

👤 Cheryl Butchko Just had Mrs. T's pierogi for lunch!  
Like · Reply · Message   👍 1 · September 13 at 2:55pm

👤 Patsy Whittle Krasevic The ones at Costco are the best, much better than Mrs. T's.  
Like · Reply · Message   👍 1 · September 14 at 8:42pm

**NATIONAL NUDE DAY!**

**Mrs. T's Pierogies**

**Mrs. T's Pierogies**  
Published by Hunter Hunter (?)  
Page Liked · July 14 · 🌐

Sometimes, it's just too hot for clothes.

📌 Tag Photo   ✎ Edit

Like · Comment · Share

👤 Michael Surabian, Metals Abby, Leslie Schur Gottlieb and 1,003 others like this.

↪ 106 shares

👤 Maureen K Gates Ron Bombach what is it with you and Mrs. T Pierogies?  
Like · Reply · Message   👍 2 · July 14 at 11:54pm

↳ View 3 more replies

👤 Mrs. T's Pierogies Yea guys - you never know WHAT can happen on our page 😊  
Ron Bombach, Maureen K Gates  
Like · Reply   👍 2 · Commented on by Alexandra Capotorto (?) · July 15 at 9:23am

👤 Cassie Szymanski Love my pierogiiii!!  
Like · Reply · Message   👍 5 · July 14 at 12:26pm

👤 Chris Fafalios I'm glad you didn't show that pierogie's genitals  
Like · Reply · Message   👍 1 · July 14 at 3:56pm

👤 Ben Tamanegi Brosius going to have to report

Write a comment... 📷 🌐



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# How long is too long?



**40 characters**



**71 - 100 characters**



**6 #characters**



**28 - 39  
characters**



# #ProTip: No one wants to 'see more.'



A screenshot of a Facebook post by Fareed Zakaria. The post includes a profile picture, name, and bio. The main text discusses the downfall of the Muslim Brotherhood in Egypt. A 'Follow' button is visible in the top right, and a 'See More' link is at the end of the text. Hand cursor icons are placed over the 'Follow' button and the 'See More' link.

**Fareed Zakaria**  
Host of Fareed Zakaria GPS at CNN

There is jubilation in many quarters of Egypt and beyond over the downfall of the Muslim Brotherhood. And it is true that President Mohamed Morsi's government was a disaster in many dimensions. The Brotherhood ruled in a manner that excluded large segments of the society, used and abused the law and overreached. Perhaps as important, it was utterly incompetent, steering Egypt's already dysfunctional economy into the gutter. It had become wildly unpopular, with millions who had supported it now actively opposed. The Brotherhood was almost certain to be roundly defeated in the upcoming parliamentary elections. Had it failed political... [See More](#)

about 3 weeks ago · New York, NY



## **Lost and Found.**

Ensuring your content reaches the right publics.




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# Believe in the power of content syndication.


Most Popular Videos by Outbrain




5 Stunning stats about Chipotle



Elon Musk predicts a population implosion

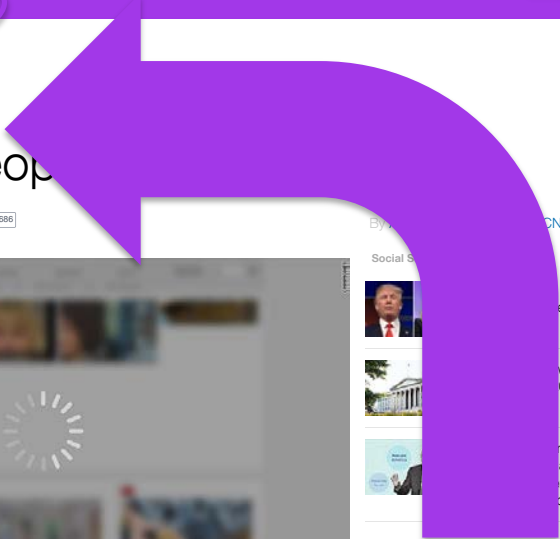


Is this the ultimate flying bike?



Sean Parker: 'Facebook's potential is unlimited'

10/16/15, 8:19 PM



and "Facebooking" are not second nature.

57% of the world -- who are still offline on a regular basis, and Commission. Overall growth in internet access is 2014 to 8.1% in 2015.


er is texting at the dinner table and colleagues communicate a room?

ptions are concentrated in these two regions: Asia-Pacific


0% of the world population should be online by 2021, the ns will most likely remain wide unless policy efforts are made

Advertisement


Most Popular Videos by Outbrain




5 Stunning stats about Chipotle



Elon Musk predicts a population implosion



Is this the ultimate flying bike?



Sean Parker: 'Facebook's potential is unlimited'

Less developed countries have not adopted the internet with the same enthusiasm. Growing audiences in linguistically diverse areas, such as Africa, India and Southeast Asia, still proves to be a challenge. Most of the world's languages are not represented online.

#### Language barrier

The internet mostly caters to those who understand the Latin "a to z" text and digits "0 to 9." Over



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Taboola

STORYLIFT®

 outbrain



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**With great influence, comes great opportunity.**



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**With great influence, comes great opportunity.**



**Top  
Down**



**Bottom  
Up**



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**Get out those  
notepads.**

**Here come the key  
takeaways.**

# The Takeaways

1. Storytellers will inherit the (digital) earth. Salespeople should strive to tell stories first and sell products/services second.



## The Takeaways

2. Keywords have value beyond paid search campaigns. Let the phrases most used by your target assist with all writing you do for the digital space.



# The Takeaways

3. Listen to your audience.  
Think and write like your  
audience.

Respond to your audience.



## The Takeaways

4. Set micro-goals for yourself each time you write. Test on internal audiences (email) and external target publics (social platforms, media pitches, etc.).





# The Takeaways

5. Great stories deserve syndication. It makes the nice times nicer and (hopefully) the bad times hopefully not so awful.



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