

CONTACT:

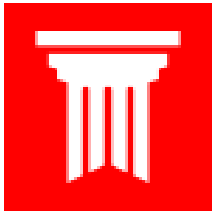
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#powerofPR

Social Media Case Studies

William Gray, Media Relations Specialist



The Center for
Public Integrity

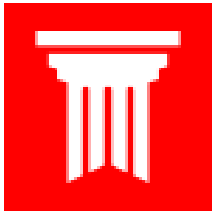


What is the Center for Public Integrity?

OUR MISSION:

“To serve democracy by revealing abuses of power, corruption and betrayal of public trust by powerful public and private institutions, using the tools of investigative journalism.”

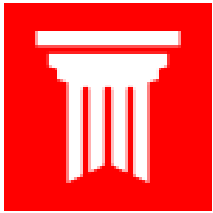




Connecting Your Brand with the Media

- Goals
- Social media is part of your communications plan
- Good people > best tools
- Don't be afraid to experiment
- Conversation, consistency and clicks





Case Study: School to Prison Pipeline

11 year-old Kayleb Moon-Robinson had barely started sixth grade when a school resource officer filed charges against him.

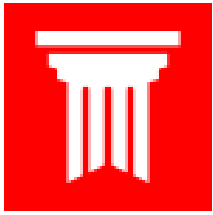
Kayleb was charged with disorderly conduct for kicking over a trash can.

He was also charged with felony assault on a police officer because he struggled to break free when the cop grabbed him.

Kayleb is diagnosed as autistic.

Nationally, schools refer black and special needs kids to cops and courts disproportionately.





Case Study: School to Prison Pipeline

- **Goal:**
 - One place, one story
- **Results:**
 - Lives independently
 - Evolved into a hashtag



Public Integrity ✓
@Publici

+ Follow

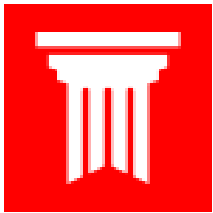
Go here to read Kayleb's story:
bit.ly/1Gur9IR



RETWEETS
58

LIKES
29





Case Study: International Mining

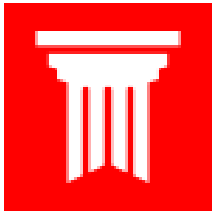
Since 2004, Australian-listed companies were linked to more than 380 deaths in on-site accidents and off-site skirmishes in Africa.



deaths linked to Australian-listed mining companies since 2004

5
15

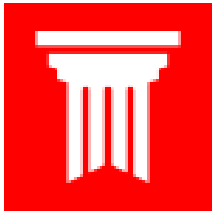




Case Study: International Mining

- **Goal:**
 - Immediately digestible
- **Results:**
 - Consolidates knowledge
 - Creates a sharing opportunity





Case study: what goes into your food?

WHY NOBODY KNOWS WHAT'S REALLY GOING INTO YOUR FOOD



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Page Liked · April 14 · Edited ·

How industry, not the FDA, is deciding what goes into your food. <https://www.publicintegrity.org/2015/04/13/17112/why-fda-doesnt-really-know-whats-your-food>

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Feature this video

Dave Levinthal, Kimberley Porteous, Michael Cancelliere and 218 others like this. Top Comments ·

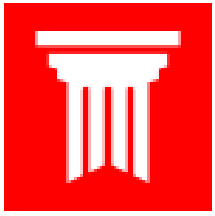
262 shares 13 comments

Matthew Davis Consumers want cheap food that tastes good and wont spoil quickly. You end up with this. The masses have control in every situation and this is what they are choosing.
Like · Reply · Message · April 16 at 8:09pm

Clvde Slade Out politicians need independent

Write a comment...





Case Study: What Goes Into Your Food?

- **Goal:**

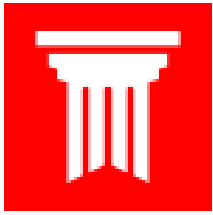
- Authoritative
- Unique

- **Results:**

- New audiences
- Long shelf-life

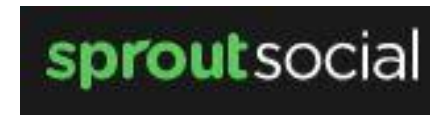
WHY NOBODY KNOWS
WHAT'S REALLY GOING
INTO YOUR FOOD





Takeaways and Tools

- Encourage experimentation
- Take social media (policy) seriously
- Hire smart



Thank you.

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