

digital pr guidebook

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- ▶ crisis management
- ▶ video
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PUBLISHER'S LETTER

Tweet Twice and E-Mail Me In the Morning: PR's New Rx

I was at a conference recently attended by nurses, predominantly fifty-something females who hold management roles at hospitals and insurance companies. The conference facilitator started off the day by reminding everyone what the hashtag was for the event. The attendees looked to the left, then to the right, searching for meaning in that morsel of information. Hashtag was not in their vocabulary. So everyone laughed that nervous cackle we're all familiar with, and the conference proceeded without any Twitter coverage. And the beat went on.



I use that story to illustrate a key challenge of digital communications: knowing your audience. Do you understand what their habits are, online and offline, and are you applying that information to your PR strategies? I would wager that anyone reading this guidebook understands how important it is to identify who your influencers are online, what they are saying about your organization (and your competitors) and which social media platforms they are embracing. And, you probably are not ready to bury the press release or e-mail, but recognize that these two communication platforms must be used differently and more deftly. You might have a Facebook fan page and multiple Twitter accounts, and are using LinkedIn for recruiting and networking. Or you might not—which is fine, it turns out.

The *PR News Digital PR Guidebook* is ambitious, and we hope true to our mission of giving you the no-fluff insights and tactics that you can apply right away. We set out to cover the critical areas of digital communications and uncover for you the challenges, opportunities and real-world steps to help you drive your initiatives up smart, cost-effective avenues and around mind-twisting bends that change before your very eyes.

We are often asked, what's the next new thing? After MySpace and "macro" blogs it was Facebook, and that gave way to Twitter and now there's attention being paid on the PR front to geo-targeting and mobile apps. When will it ever end? It won't, and that is what makes digital communications so exciting for Public Relations.

We are always blessed with outstanding contributors from all walks of the PR trade who share their best and next practices. This book is no exception, and I'd like to thank them for taking time to spread their ideas and lessons learned. And for our readers, I trust this *PR News* guidebook will answer a lot of questions and give you some new, fresh ideas. Keep me posted on your developments in the digital space. E-mail me, tweet me or just call me (I still use a telephone every now and then).

Sincerely,

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