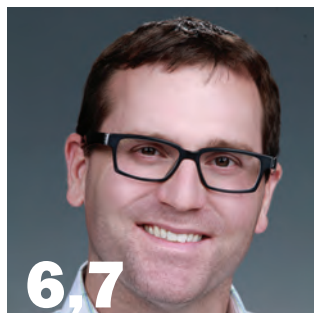


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## SOCIAL MEDIA

### How Oracle Drives Engagement on Social by Serving Its Audience With Thought Leadership

We're all guilty; we concentrate on the number of followers brands get on their social channels. In addition, the number of likes a post has accumulated on social media seems paramount. Yet for Steve Moskovitz, **Oracle's** global director of social media, concentrating only on numbers of followers and shares is the wrong way to measure success on social, particularly for B2B brands.

"With an ad you can see its effectiveness by measuring whether or not your audience liked it or commented on it or shared it," he says in an interview. "These are 3 different levels of emotion. A like is not bad. A comment means you sparked something in your audience such that they wanted to comment about it. A share means the ad was so good your audience members wanted all their friends to see it."

He continues, "The way the algorithms work, if a person

*Continued on page 3*

## SOCIAL MEDIA

BY CARMEN SHIRKEY COLLINS, SOCIAL MEDIA LEAD, CISCO TALENT BRAND

### How Trust Helped Cisco Turn Employees Into Its Best Recruiters

Who do you trust?

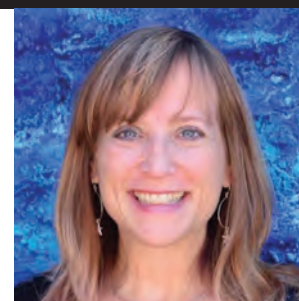
At the **Social Shake-Up Show** in May I asked this question of attendees. Who do you look to for recommendations on things from buying a car to deciding if you should go see *Wonder Woman* this weekend?

If you take off your marketing hat and put on your human being hat (which shouldn't really be that different, if you're doing it right), your answers likely will be the same as those that came from the *Nielsen Global Trust in Advertising* survey.

A little more than 50% of the people surveyed said they would trust a review site to help them make a decision. Closer to 60% would trust their professional networks for advice;

however, an overwhelming 86% said they trust their personal networks. Basically, your family, your closest friends, those you meet for drinks Friday after work, the people who take the yoga class with you—those are whom you look to.

Trust in brands is pretty far down the list and only slightly above trust in government. Especially when you're talking to members of the millennial and Gen Y generations. They don't want to be marketed to and they can smell it coming a mile away.



*Continued on page 4*



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## UPCOMING EVENTS AND WEBINARS

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GIVE YOUR CONTENT THE COM-  
PETITIVE EDGE IN SEARCH**

**JULY 27, 2017**

1:30-3PM ET

**BIG 4 SOCIAL MEDIA  
CONFERENCE & GOOGLE  
FOR COMMUNICATORS  
BOOT CAMP**

**AUGUST 9-10, 2017**

SAN FRANCISCO, CA

**WEBINAR: PAID SOCIAL  
STRATEGIES THAT PRODUCE  
BUSINESS RESULTS AND  
IMPRESS THE C-SUITE**

**AUGUST 10, 2017**

1:30-3:00PM ET

## DATA DIVE

# Rich Dad Enjoys 76% Rise in Consumer Engagement in June With Videos

As we saw last week, June was a down month for consumer engagement with beauty and auto influencers. That was the case with consumer engagement in fashion and finance, as exclusive data from **Shareable** shows. Consumer engagement, or social actions, is defined here as the sum of reactions, likes, comments, shares and retweets. Shareability is the sum of shares and retweets. Fashion overall saw a 3% decrease in both consumer engagement and posted content vs. May. Finance was worse, down 6% in consumer engagement and off nearly 8% in the

number of posts vs. May, says Shareable's **Ron Lee**. In fashion, **Victoria Beckham**'s content was effective: Beckham was up 8% in consumer engagement despite being down 28% in the number of posts vs. May. Blogger **Camila Figueiredo Coelho**, up 14%, was the only Fashion brand in the top 5 to increase month over month in consumer engagement. In finance, **Rich Dad Co.** founder **Robert Kiyosaki** registered a 12% increase in consumer engagement, including a whopping 76% rise for videos. His video content posted was up 50% in June vs. May. ■

Shareable

SOCIAL SCORECARD

TOP 5 FASHION INFLUENCERS BY TOTAL ACTIONS: JUNE 2017

Based on Total Actions (reactions, likes, comments, shares and retweets on content)

Sources: f t g

RANK	FASHION INFLUENCERS	TOTAL ACTIONS	TOTAL CONTENT	TOTAL AUDIENCE	SHAREABILITY
1	Chiara Ferragni	41.3M	173	10.2M	2K
2	Dulceida	13.5M	173	2.3M	12K
3	Camila Figueiredo Coelho	9.7M	389	9.4M	1K
4	Mariano Di Vaio	9.4M	80	9.3M	10K
5	Victoria Beckham	8.8M	69	31.8M	3K

Shareable

SOCIAL SCORECARD

TOP 5 FINANCE INFLUENCERS BY TOTAL ACTIONS: JUNE 2017

Based on Total Actions (reactions, likes, comments, shares and retweets on content)

Sources: f t g

RANK	FINANCE INFLUENCERS	TOTAL ACTIONS	TOTAL CONTENT	TOTAL AUDIENCE	SHAREABILITY
1	Robert Kiyosaki	471K	434	5.3M	88K
2	Dave Ramsey	444K	182	5M	61K
3	Clark Howard	337K	2K	1.2M	164K
4	Crystal Paine	197K	1K	1.1M	29K
5	Downtown Josh Brown	84K	689	765K	15K

shareable.com | info@shareable.com | @shareable

Shareable

# Emphasize Engagement Over Followers

doesn't engage with something, eventually it will disappear from the feed...that's why you have to provide content that people will engage with."



**Steve Moskovitz**  
Global Director of Social Media  
Oracle

The trouble is Moskovitz believes many brand executives still value the wrong KPIs when it comes to social media.

"You may have to explain to a CMO why a bunch of likes don't matter," he says.

"What matters is whether or not people are engaging with what you're posting...If you've built up a community you want to make sure followers are hearing you and are responding to what you have to say."

Still, executives will urge, "Let's get more followers," he says. "In B2B, we're still too focused on likes and followers...while [likes and the number of followers] should be promoted, they should not be your main focus...in B2B [as opposed to B2C] it's not as much about building up your audience, it's about building up the *right* audience. When you're selling to CTOs you don't care as much if a college student in Illinois is following your channel. You want to make sure you come off as an industry leader," he says.

## GIVE YOUR AUDIENCE WHAT IT WANTS

And how can a brand come off as an industry leader? Every brand needs to sell, of course, and Moskovitz believes social "is still more about brand awareness than driving leads, although you can drive leads if you've built up enough credibility with [the customer]."

At the same time, "people don't always want to hear [a sales pitch for your brand] when they go on social...if you're always sell, sell, sell, they won't click on your posts," he says. "Social has to be about the audience...they want your content to help inform them, educate them or entertain them," he says. "Post entertaining content once in a while and they'll follow your brand, then the next time you post serious content it will show up [in their feed]."

## REPORTING RESULTS

We find readers want to know how other communicators report social metrics to the C-suite, so we ask Moskovitz. "I like to report [social results] in a meeting because there are so many different parts...and everybody always has a lot of questions."

One of the first things he reports is about his brand's social audience and what it wants. The tendency of marketers is to put a new product on social and tell audience members "why they want to buy this...but social is a different audience. People aren't going on social with the mindset that they want to be sold to, they are going on there because they want to be informed, they want to learn new things and they want updates and useful information...so...looking at your audience members, understanding what they're talking about and what they need" is critical, he says.

Although it's a B2C, **Red Bull** [Red Bull] "does an amazing job" on social, he says, "because they" employ "a lot of user generated content, they engage with their followers [and]...they're marketing on just about every post, but you don't feel like [it's happening]."

For Moskovitz, social "is all about adjusting...it's not that executives can't learn or are unwilling to, it just shifts so rapidly that you have to be very fluid and not be afraid to fail...and the only way with social is trial and error, you have to be able to put yourself out there." ■

**Note:** Hear more from Steve Moskovitz by attending *PR News' Big 4 Social Media Conference*, August 9-10, The Grand Hyatt, San Francisco. For information: <http://bit.ly/2upXeZM>

**CONTACT:** [steve.moskovitz@oracle.com](mailto:steve.moskovitz@oracle.com)

### Takeaways

1. For B2B, it's critical to attract the right audience as opposed to merely a large audience.
2. Social is not all about your brand and its sales pitches. It's about what you can offer your audience that will be valuable and informative.
3. A key to social media effectiveness is adjusting rapidly to its quickly changing environment.

## PRNews' Big 4 Social Media Conference

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August 9-10 | Grand Hyatt San Francisco



# Cisco Employees Become Its Most Trusted Voices

## TURN INWARD FOR RECOMMENDATIONS

So what's a brand to do?

If you consider the fact that personal networks are trusted the most, your best vehicle for sharing a message might just be your brand's employees.

Their networks trust them more than anyone else.

Need more convincing? The 2017 edition of the *Edelman Trust Barometer* had a juicy tidbit in all its data, which said employees are trusted more than the CEO of a company by 16 points!

A CEO is expected to say, "My company is great, my products are great, and my people are great." But the employees, for the most part, don't have that expectation written into their job description, so their voice on the subject lends a little more authenticity.

No matter what you're trying to market, whether it be a product, or in the case of my job as the social lead for Cisco's Talent Brand, a culture or experience, first trusting in your employees to help tell a brand's story will lend more trust to the story you're trying to tell.

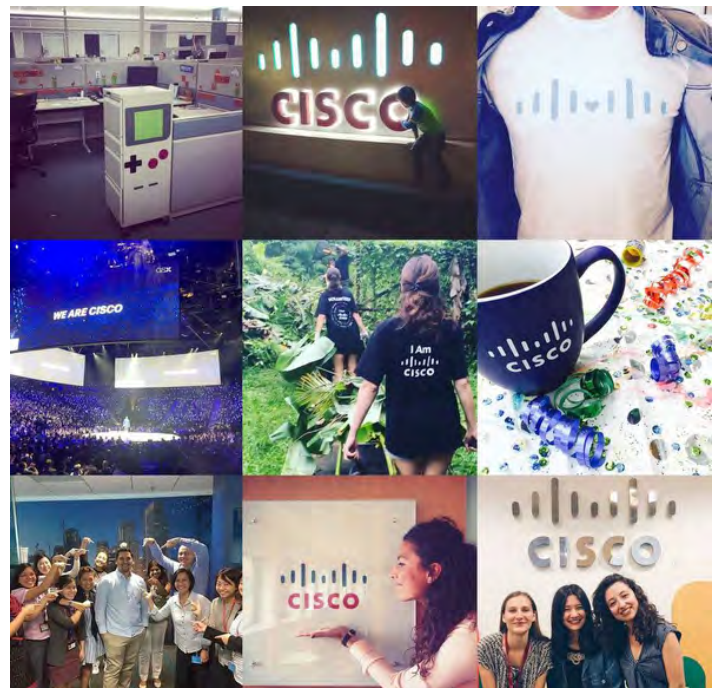
Now, I'm not just talking about getting employees to share your pre-written tweets and posts to their networks. There's value in a share, for sure, but the same exact post shared over and over again starts to become noise.

## EMPLOYEES IN THEIR OWN WORDS

No, I'm challenging you to pitch your story to employees and let them be your ambassadors using *their* words in *their* way.

The WeAreCisco social media channels have been built from the ground up employing this idea of user-generated content, which we now call employee-generated content.

We could PR our way to a culture story, but that could



They Are Cisco: The best 9 #WeAreCisco Instagram posts of 2016 give the technology company a more human face than one normally finds from a B2B. Most important, though, is that these photos originally were posted on employee accounts. Source: Cisco



Snapchat or Bust: Showing the lighter side of Cisco is its willingness to display these shots of employees posing with board chairman John Chambers as part of its Snapchat Stories series. Source: Cisco

come back to haunt us the minute it doesn't live up to the hype. Unlike some companies, Cisco has an employee value proposition that details what the brand aspires for its culture to be, but really, the employees own it. The culture is what the employees say it is.

So instead of creating content full of marketing-speak, we go out onto social media and listen to the #WeAreCisco hashtag to discover the content that employees are creating. Photos, tweets, stories: We reach out and ask employees (as the owners of said content) for permission to use them on our channels. We've gone as far as to take this strategy to our new Careers website—every photo on the site is either of an employee or by an employee.

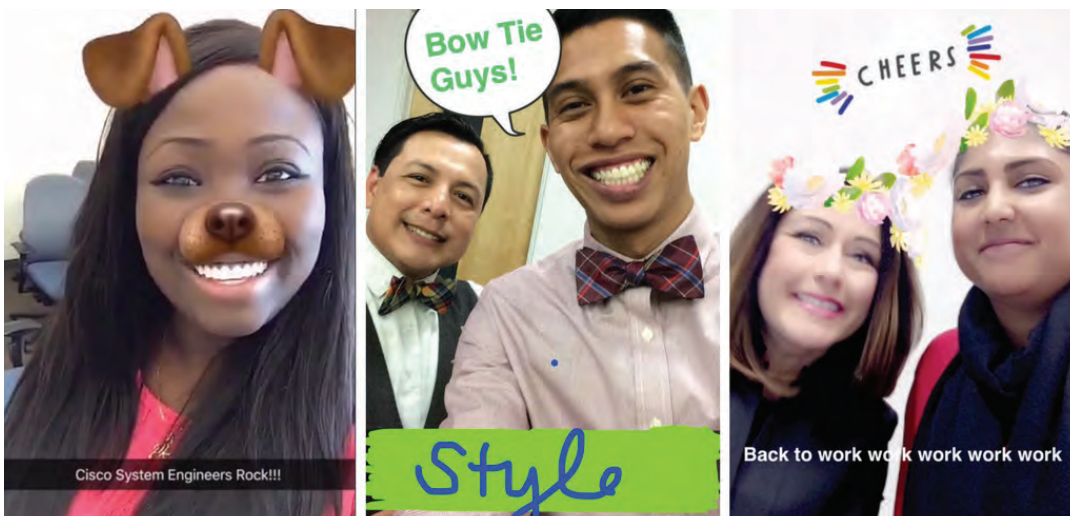
## TRUST IS KEY

The metrics back up the strategy. Our social media channels outperform engagement standards (not just in our industry, the standards for the platform for *all* brands) by anywhere from two to six times or more, depending on the day and the channel. The new website has seen drastic decreases in bounce rate and increases in time on site.

The reason it works is (here's that word again) trust. It looks authentic, it feels authentic, it's shared on employee networks, so it's accepted as a reliable source.

## EMPLOYEE VOICES CAN SELL THE COMPANY

You may be saying, "Well, of course that works for @WeAreCisco. You're selling culture."



Snappy Dressers: It's clear these humorous snaps from employees frame Cisco's culture as a fun place to work. The brand appreciates a favorable image when it is recruiting members of the young demographic, who are heavy Snapchat users. Source: Cisco

We're selling much more than culture; we're selling the Cisco brand. We're selling what the company does, how it innovates, the technology it powers and the world it has changed. Candidates are customers and customers are candidates, so by having employees talk about why they love working at Cisco, they are helping sell its products and services along with the experience of life at Cisco.

Here are several keys to our success using employee voices and integrating them into employee networks.

- ▶ **1. Trust.** As I mentioned earlier, trust is critical. You have to learn to let go of total control to reach the authentic tone.
- ▶ **2. Build in process and guidelines for protection.** Communicate what is expected—you'll be surprised (if your employees have bought into what you're selling) how much they want to please. Avoid building in so much process, though, that there are too many hoops.
- ▶ **3. Treat them like the VIPs that they are.** A little recognition goes a long way. Share metrics, share results, share insights. They're an extension of your team.
- ▶ **4. Prompt them, but don't script them.** WeAreCisco has a mission for what we want our programs to accomplish.

Still, our employee ambassadors directly determine how we get there.

▶ **5. Have goals.** Without goals, you'll never show success in an employee ambassador program or any program. Measure, rinse, repeat.

It's also key to this formula that you have something that your employees *want* to talk about. I can't tell you how often I've heard, "I want our employees to say how much they love this initiative." My answer always is, "Me too! But I can't *make* them love it. It's got to be something that matters to them."

There's no doubt it takes a little trust to get that trust back in marketing value. Not everything will have polish and prose. It may not look glossy and produced, but that might be what adds the most value. ■

**Note:** It's not too early to register for the Social Shake-Up 2018. Please visit <http://bit.ly/2ufV0h9> for information.

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### Takeaways

1. The voices of your employees may be your brand's most trusted sources.
2. Shelf the usual marketing-speak copy and listen instead to what your employees are saying about your brand on social media. Curate this content despite the fact that it might not look glossy and produced.
3. Trust is critical. Trusting in your employees to help tell the brand's story will lend more trust to the story you're trying to tell.
4. Trust employees, but provide them with an idea of what's expected. Avoid implementing too many procedures and hoops.
5. Similar to any other effort, provide structure and measurability to an employee-ambassador program by establishing goals up front.

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# How You Can Use Google Analytics Tabs and UTM Codes to Bolster PR



Several years ago I found myself in an annual planning meeting. I was working for an emerging tech company. Our marketing team was lean and all of us met regularly: field marketing, performance marketing/advertising, web and PR. Everyone but me in PR received an increase in budget that year.

As the meeting progressed, I noticed my colleagues and I weren't talking the same language. While I went over the number of press releases issued, media hits, social media growth, blah, blah, blah...they were talking about leads, clicks, cost-per-clicks (CPC), conversions, click-through rates and revenue. If I wanted more money, I needed to transform the way I showed my value and beat them at their own game.

I soon immersed myself in **Google Analytics**. As with many companies and organizations, our marketing revolved around our website: Drive people to it, get them to take some type of action, collect an email address if possible and work them through the sales funnel. If I could hitch my efforts to this process like field marketing or paid search did, I'd be able to show my value. Here's what I learned:

## THE ACQUISITION TAB IS WHERE IT'S AT

Google Analytics offers all sorts of wonderful tidbits, which I encourage people to familiarize themselves with. You never know what you'll find. The Acquisition tab/section, however, is my favorite. It's here that you get a breakdown of where traffic is coming from and what visitors did.

Google automatically lumps traffic into several buckets, or what Google calls Channels. The Channels I typically pay attention to are:

- **Organic Search:** Traffic from search engines like Google and **Bing**.
- **Paid Search:** Clicks from ads on Google, assuming your company/organization runs them.
- **Direct:** The common interpretation of this is traffic that came directly to your site through someone typing your URL into his or her browser. The reality is this is traffic Google doesn't know how to categorize. It certainly includes people going to their browser and typing in your site, but it also includes search traffic, clicks from shortened URLs and traffic from encrypted sites. If Google can't "see" where the traffic came from (*aka* the referrer), it calls it Direct. If you're using a URL shortener, you'll definitely want to use UTM codes so your traffic doesn't get lost in the void.
- **Referral:** This is the golden spot for PR. Referral traffic originates from some other site. Someone reads an article about your company and then comes to the site. You have to be a bit careful here because if you're running ads on a publication that you also get media hits in, the traffic from the ads could show up here. UTM tracking codes can help mitigate this issue.
- **Social:** Traffic that comes from social networking sites like **Facebook**, **Twitter**, etc. Be careful here too. Sometimes

traffic from social sites shows up in Referral. Be sure to check.

And, like Referral, if you are running ads on social sites you'll want to use UTM codes so you know which visits come from ads and which come from organic posts.

- **Email:** If you run email campaigns, generally this is where that traffic will show up. By looking at the different Channels you can see various trends and visitor behavior. For example, Paid Search may produce more traffic than Referral; however, you may notice Paid Search carries a higher bounce rate and lower session duration. That's a quality-versus-quantity story you can tell that perhaps your marketing counterpart can't. The goal here is to examine the traffic you produce and compare its performance to the other sources of traffic.

By clicking into each Channel you can examine traffic sources in more detail. For example, I once got a feature article placed in *Fortune*. Scrolling through Referral traffic in Google Analytics, I saw it generated 3,000 sessions to the website. Awesome, right? Yes, except not a single visit resulted in a lead for our business. Our customers clearly didn't read *Fortune*.

## UTM IS YOUR FRIEND BUT DON'T GO CRAZY

To get the most out of Google Analytics you need to be able to use UTM codes. They are text you add to the end of URLs that Google Analytics uses to further categorize and measure traffic. A UTM code is divided into several parameters: Campaign Source, Campaign Medium, Campaign Name.

In Google Analytics, you can click on Source/Medium and see the traffic generated from the links you tacked your UTM code onto. If your marketing department already is using UTM codes, I suggest chatting with its members and mirroring how they set up their codes so you're in alignment.

If you're new to UTM codes, don't worry, you can use Google's URL Builder to generate them.

For me, I like to use two parameters: Source and Medium. When I first discovered UTM codes I thought it would be great to set up a code for each campaign/announcement I was doing. I envisioned being able to use the data to see which announcements, etc. were most effective. In the end, I realized it was too much data for me to manage.

Instead, I focused on three areas: press outreach, social media and blog, the three main outreach channels I oversaw. I created one UTM code for press outreach, one for social media, and one for the blog, like so:

- ?utm\_source=**C o m m u n i c a t i o n s**&utm\_medium=**P r e s s O u t r e a c h**
- ?utm\_source=**C o m m u n i c a t i o n s**&utm\_medium=**S o c i a l M e d i a**

• ?utm\_source=**Communications**&utm\_medium=**Blog**

Anytime I included a link in a press release, I tacked the press outreach code on to the end of it. If I was promoting the same link via social media, I used my social media code. If a link back to our website appeared in a blog post, the blog code went on the end.

You can get more granular if you want, such as creating separate codes for each social media channel, which isn't a bad idea if you're trying to gauge whether Facebook performs better than Twitter. If you're running ads on social media, I definitely recommend creating one for paid social media and one for organic social media, something like:

• ?utm\_source=**Communications**&utm\_medium=**SocialMediaPaid**

• ?utm\_source=**Communications**&utm\_medium=**SocialMediaOrganic**

Or, maybe:

• ?utm\_source=**SocialMedia**&utm\_medium=**Paid**

• ?utm\_source=**SocialMedia**&utm\_medium=**Organic**

For me, I realized at year's end, I would be aggregating all the data by overall channel, so I skipped specific codes for each social account. All I wanted to say was something like, "The conversion rate of traffic from organic social media is XX% higher than the conversion rate of paid search."

When I started using UTM codes I noticed things almost immediately. For example, we were considering dumping our wire service. It ran us more than \$30,000 yearly. Not a single media inquiry ever came from it, and due to changes Google made to its algorithm, the SEO value of pumping out press releases had disappeared. What was the point?

Before pulling the plug on the wire service, though, I thought I'd toy with adding my UTM code in the press releases. When I analyzed the data, I noticed press releases actually were generating from 500 to 2,500 sessions, depending on the topic. Not only that, but it was high-quality traffic. The conversion rate was higher than what we got from other marketing efforts.

We typically spent about \$500 per press release. If we received 1,000 hits from a press release that meant it cost us \$0.50 per click. That's a steal. Some of the keywords we were bidding on for search ads at the same time were upwards of \$7 per click. We kept the wire service.

I walked into our next meeting with the cost-per-click (cost divided by number of clicks) and conversion rate (clicks divided by conversions) of traffic from press releases. In a matter of three months the conversation shifted from saving the company \$30,000 per year by ditching our wire service to convincing the CMO that putting out a press release every week still wasn't a good idea.

## CONVERSION EVENTS ARE KEY

As you likely know, conversion events are actions people take when visiting your site. Typically, the webmaster, marketing lead, or whoever owns the Google Analytics account sets

these up. A conversion can be anything from purchasing a product to downloading a white paper, filling out a Contact Us form or just visiting a certain page on your site.

Savvy web and marketing teams will add values to conversion events. They'll look at their business model, analyze their CRM data and determine that downloading a whitepaper, for example, is worth \$100 in revenue or a customer service request generates on average \$50 in revenue. Google Analytics calls this Goal Value. If you're lucky enough to work at a company or organization that has this set up, then consider yourself lucky. If conversion events and Goal Values aren't set up, well, I recommend doing so.

Even if values aren't assigned to a conversion event, measuring and tracking conversions is paramount to demonstrating your contribution and showing your worth. Using your UTM codes you can click on the Source/Medium tab within the Acquisition section of Google Analytics. Here, you'll see traffic sorted by the UTM parameters you set. If you set one as Communications/Blog, you'll see the traffic from the blog to pages on your site and you can then see the number of conversions it generated under Goal Completions. Looking at how many sessions/visits the blog brought in divided by the number of conversions gives you the conversion rate.

In my experience, I found conversion rates from blogs can be several times higher than those from field marketing or ads. It's better traffic. And why shouldn't it be? Someone who's on your blog is clearly already interested. Sending them to another page and converting them is a lot easier. While the volume of traffic may be significantly lower, the monetization of the traffic could be higher.

## CONCLUSION

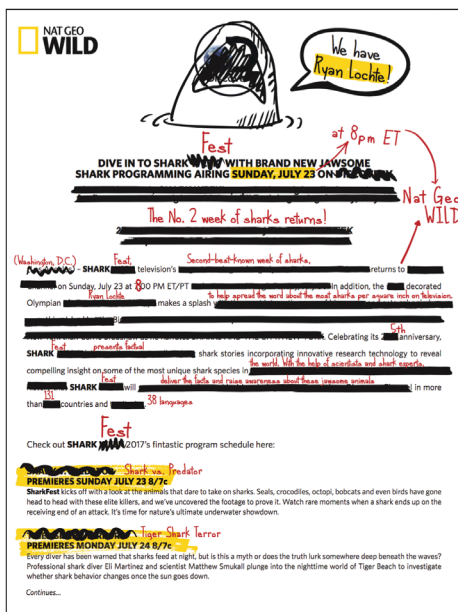
After about one year of honing my Google Analytics skills, it became apparent I was ruffling feathers. My CPC was low and my conversion rates were higher than those of my marketing counterparts. They weren't thrilled and claimed their efforts contributed to my results. They wanted a piece of the PR pie, not that it was very big, mind you, but people are greedy.

To be "fair," my boss informed me the traffic and revenue attributed to PR would be divided by four, 25% each to field marketing, paid search, ads and PR. We all were part of the same team and one discipline claiming sole responsibility for a sale or lead wasn't accurate, as it likely took multiple interactions with our brand before someone became a customer. "Fair enough," I said, "then give me a quarter of their traffic too. Who's to say PR didn't influence their results?" My budget increased that year. ■

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### Takeaways

1. The Acquisitions Tab is where the action is.
2. Become familiar with UTM codes; use Google's URL Builder to generate them should they pose a problem for you.
3. Decide how much data you can manage.
4. Set up conversion events and Goal Values.



Nat Geo Wild's Press Release

**1. Fishing for a Story:** In PR sometimes humor mixed with authenticity can help your pitch stand out. And with journalists receiving myriad releases, you need something to attract their bleary eyes. That was the case for PR pro Molly Mulrain at cable network **National Geographic Wild**. All Wild had to do was raise awareness for *Shark Fest*, a special week of programming. Wild was going up against the big fish, rival **Discovery Channel's Shark Week**, the longest-running TV stunt in history; it began in 1988. Oh, and this year, for the first time, both Fest and Week faced off on the same nights. Bent but not broken, Mulrain and Wild addressed their pitch to "all of our dear old chums...we may not be the No. 1 week of sharks on television...[and] yes [Wild's SharkFest]...is the same time as that other week... but we've got incredible stories...wall-to-wall sharks... and the only Olympic swimmer who matters: **Ryan Lochte** (cough Phelps who? cough)." The reference is to Discovery's big "get" of Olympics legend **Michael Phelps**, who's scheduled to race against a shark. (Lochte won't be doing that.) The best was yet to come, though. The formal press release was a faux Discovery Channel release with information about Shark Week programs crossed out in black marker and info about SharkFest handwritten over them in red ink (see photo). Fortunately, Wild

appreciated its rival's sense of humor: It didn't cross out Discovery's mention of its "jawsome" lineup of celebrities.

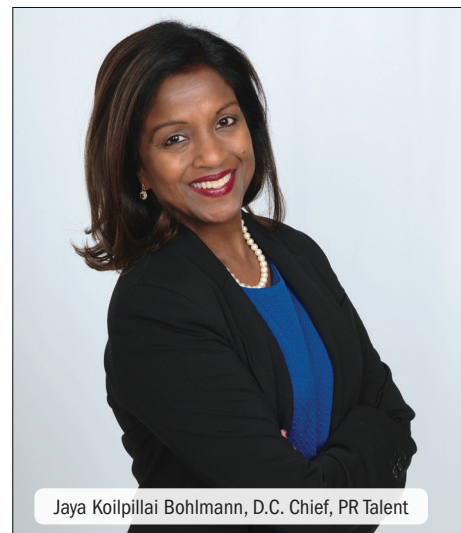
**2. Rules of Engagement:** No doubt, some brands are taking calculated risks when they go to the keyboard to engage with famous people on social media, or as **Steve Goldstein** wrote on prnewsonline.com July 18, it's a "new age (new for brands, that is) of direct confrontation on social media." A recent example is **Reebok**, which took a lighthearted swing at **President Trump** for his comment about France's first lady, **Brigitte Macron**. Tweeted from its account July 14, a Reebok diagram concludes the president's remark that Madame Macron is "in such good shape...beautiful" was inappropriate for nearly every situation. While Reebok received large props, it also took flak, illustrating issues brands face when they go political: 1. You may polarize the market into those who like your stance and those who don't. 2. Make sure your stance seems authentic or you may end up hurting your reputation. Indeed, the tweet garnered likes (89K when we checked July 21), but Trump supporters called for a Reebok boycott. In addition, social media wags noted the brand's ads for its Reetone athletic shoe featuring provocative images of the lower half of bikini-clad women with the tagline:



"Flaunt it like you never did." Example two is the spat **Delta Airlines** had with conservative writer **Anne Coulter** (1.6 million Twitter followers), whose seat on a morning flight July 16, which she'd paid \$30 extra to reserve, was given to another passenger. Coulter hit Delta repeatedly on Twitter during and after the flight, eventually attacking flight personnel and tweeting a picture of the young woman who occupied the seat Coulter had reserved. Delta tweeted an apology that evening, but also noted, "your insults about our other customers and employees are unacceptable and unnecessary." **Lawrence Parnell**, as-

sociate professor/director, **The George Washington University** master's in strategic PR program, says Delta acted appropriately, defending employees and customers. Coulter had every right to complain, but came off as "petty" when her tweets became personal. Part of the problem, he says, was Delta personnel failed to recognize Coulter as a celebrity. Two days after the flight things became even more uneasy when Coulter somehow obtained what she says are texts of a Delta attendant that suggested her seat was given away precisely *because* cabin personnel recognized her. Should this be true, Delta obviously has an even bigger image problem on its hands.

**3. People:** At our press time reports surfaced that **President Trump** named hedge funder **Anthony Scaramucci** White House communications director. Moments later White House spokesman **Sean Spicer** resigned abruptly, apparently upset over the Scaramucci hiring. Previous communications director **Mike Dubke** resigned May 30 after 3 months. **Sarah Huckabee Sanders** replaces Spicer. – Former **Uber** communications chief **Rachel Whetstone** landed quickly. She's headed to **Facebook** as VP communications, for *WhatsApp*, *Instagram* and *Messenger*. – Power company **Cummins** said 14-year veteran **Carole Casto**, VP corporate communications, (photo, p. 1) will add marketing communications to her title. – Congrats to PR News contributor **Jaya Koilpillai Bohlmann** who's been tapped to head recruiter **PR Talent's** new D.C. office. ■







# The Finnies

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