

# Writing for PR and Social Media

Presented by  
Andrea Aker, Aker Ink  
Beth Cochran, Wired PR



# What You Will Learn

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- **What is PR?**
- **Fundamentals of PR communications**
  - News Releases
  - Blogs
  - Social Media
  - Media Pitching
- **Resources**

**Writing for PR**

# What is PR?

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- **Telling Your Story**
- **Developing Relationships**
- **Demonstrating Your Value**
- **Establishing Trust**
- **Reinforcing Your Brand**

**Writing for PR**

# News Releases

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- **When You Need a News Release**
- **Determining Your Audience**
- **Distribution Options**
  - Email
  - Newswires
  - SMR platforms

# News Releases

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## Anatomy

Contact:  
Name, Title  
Company  
Direct Phone Line  
Email address

FOR IMMEDIATE RELEASE

**PRESS RELEASE HEADLINE INSERTED HERE IN ALL CAPS**

*Subtitle Inserted in Lower and Upper Case*

**CITY, State** – (Date, 2011) – Insert a descriptive lead that answers the “who, what, where, when, why, how.”

Use short paragraphs. Writing should be clear, concise, consistent and grammatically correct. Press releases are traditionally written in AP Style. This is a standardized style of writing used by most print media, primarily newspapers. To learn more, visit <http://www.apstylebook.com/>.

“Any quote in a press release should read like someone actually said it,” said (name, title of company). “Journalists do not like to print contrived and rehearsed quotes, nor will customers believe them. Every press release doesn’t need a quote. If you use one, be sure it’s relevant and memorable.”

Keep the body of a press release to approximately 400 words or less. Remember to use SEO keywords and anticipate questions your target audience would ask.

For more information, visit (website).

### **About (Company Name)**

The section is called a boilerplate. It offers a brief description of the company and its services and/or products. The same boilerplate is appended to all press releases. For more information, visit (website) or call (602) XXX-XXXX.

###

# Writing for PR

# News Releases

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## Headlines

- **Purpose**
  - **Preview Content**
  - **Capture Attention**
- **Audience**
  - **Media**
  - **Customer**
  - **Search Engine**

Writing for PR

# News Releases

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## Headline Components

- **Use Action Words**
- **Avoid Jargon**
- **Be Clear and Concise**
- **Utilize Keywords for SEO**
- **Localize\***

## Headline Style

- **Punctuation**
- **Capitalization**

# News Releases

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## Headline Examples

**Weak:** *Company A Receives a Grant*

**Strong:** *Company A Awarded \$25,000 Grant for Commitment to Animal Welfare*

**Passive:** *Joe Smith is Beaten by Jane Doe in Race for Community Chair*

**Active:** *Jane Doe Defeats Joe Smith in Community Chair Race*

**Wordy:** *Company A and Company B Announce New Strategic Partnership, Which Company Executives Say will Enable Distribution in European Retail Markets*

**Concise:** *Company A\*and Company B\* Partnership Opens Distribution to European Retail Markets*

Writing for PR



# News Releases

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## ▪ Lede (lead) Components

- 5 Ws and the H
- Avoid Repeating Headline Verbiage
- Inverted Pyramid

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Lede

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# News Releases

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## ▪ Lede Examples:

*Veer Consulting Principal and Managing Director Dave Ryder has been elected to the board of directors for the Greater Arizona Chapter of the National Society of Arts and Letters (NSAL). He will serve as two-year term starting in September.*

*Hotly debated payday loans are coming to an end in Arizona, and now thousands of consumers who became entrenched in the lending cycle must learn to live without them.*

*Widely acclaimed as a gift book for pet lovers, *Life to the Max: Maxims for A Great Life* by a Dog named Max, is now being celebrated by parents nationwide for its inspiring message, thoughtful writing and visual presentation.*

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# News Releases

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## ▪ Lede Examples:

*Rhonda Allison Cosmeceuticals has introduced the RAW Abyssine Shaving Gel as part of its new RAW men's line, an integrated skin care system designed specifically for the active man. The aloe- and glycerin-based gel formula works to improve skin hydration, reduce negative skin reactions and irritations, repair damage and leave skin feeling cool, soft and refreshed.*

*Rhonda Allison, a pioneering professional cosmeceutical skin care company, has appointed five master aestheticians to provide continued education in advanced aesthetics to skin care professionals throughout the United States and continue its expansion in various markets.*

*Laura's Gourmet Granola, a chef-created, artisan granola company out of the West, will make its debut at the 56<sup>th</sup> Annual Summer Fancy Food Show, June 27-29 at the Jacob K. Javits Center in New York City.*

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# News Releases



- **Body**
  - **Length**
  - **Content**
  - **Clear and Concise**
  - **Believable Quotes**

Body

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# Media Pitching

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## Why?

- What is it?
- When do you pitch?
- Who is on the receiving end?

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# Media Pitching

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## Media Pitch Components

- **Newsworthy Angle**
- **Personalized Content**
- **Expert Credentials**
- **Target Audience/Value for News Audience**
- **Media Opportunities**
- **Visuals**

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# Media Pitching

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## Media Pitching Examples (Bad):

*Dear Editor:*

*Our company is having a ribbon-cutting ceremony on July 1. Can you cover the event? All of our employees will be there, and we are very excited to showcase our new building. It's happening at 3pm at 333 E. 3<sup>rd</sup> St.*

*Hey Ash,*

*People are getting sick everyday from eating peanuts. You should interview the CEO of the Allergy Factory to learn what you can do about it. He knows everything there is to know about the dangers of peanuts. Please let me know when you would like to interview him. He is busy next week, but maybe the week after.*

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# Media Pitching

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## Media Pitching Examples (Better):

*Hi Jeff,*

*Hope your week is going well. I wanted to run an idea by you for Father's Day or summer backyard barbeque. Since it's peach season, perhaps Chef Laura Slama of Celebrated Cuisine could demonstrate how to make her Peach and Bourbon BBQ Sauce, and how it can be used on chicken, pork, salmon, or ribs.*

### ***Visuals:***

- *Recipe demonstration*
- *Peaches, salmon, chicken and pork on the grill*
- *Tess and Ryan can help build the sauce and each can choose a protein to grill*

*Please let me know if I can provide any additional information. Thank you for your time.*

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# Blogs

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## Blog Writing

- **Why Blog?**
- **Know Your Audience**
- **Telling Your Story**
  - **Be Authentic**
  - **Be Transparent**
- **Write Strong Headlines**

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# Blogs

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## Examples:

- Imperial Sugar: <http://bit.ly/ImpSugar>
- Mint.com: <http://www.mint.com/blog/>
- IBMers' Blogs: <http://www.ibm.com/blogs/zz/en/>
- MailChimp: <http://www.mailchimp.com/blog/>

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# Social Media

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## Tell Your Story through Social Media

- Know Your Audience
- Understanding the Platform
- Tone and Style
- Tying it all together



facebook

Linked in

Writing for PR

# Social Media

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## Twitter



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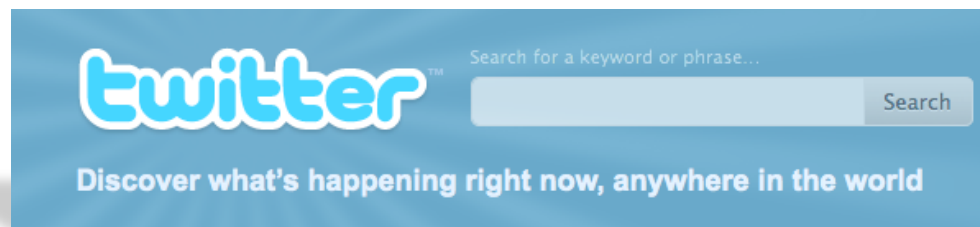
# Social Media

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## Twitter

- **Writing Your Profile**
- **Best Practices for Businesses**
- **Self Promotion Do's and Don'ts**
- **Two-way Communication**



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# Social Media

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## Twitter Examples:

**Bad:** *Buy my new book on writing for PR here:*

*www.reallylonglinkinsertedrighthere.com*

**Good:** *What are your PR writing pet peeves? My 2 cents, please share yours: (short link)*

**Good:** *Retweet this post and get 50% off my latest book discussing PR writing best practices! (short link)*

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# Social Media



## Facebook



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# Social Media



## Facebook

- Writing Your Profile
- Engaging Through Posts
- Interact and Share Your Wall
- Pages vs. Personal Profiles



**Julie Nations Noonan** What is the best conditioner for dry, curly, frizzy hair...very parched from the summer heat???

9 hours ago · Comment · Like · Flag

**Dolce Salon & Spa** ~ the quenching line from Bumble and Bumble is AWESOME!! but i recommend the whole line not just the conditioner  
8 hours ago · Like · Flag

**Arlene Ashe** And I would add Moroccan oil to your routine. It's done wonders for me.  
8 hours ago · Like · Flag

**Lisa Chacon Andrews** I have to agree, have been using the shampoo and conditioner this month and it really helped my hair!  
3 hours ago · Like · Flag

Write a comment...

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**Dolce Salon & Spa** Fri the 30th- hookUP! 40% off ALL Services=TOTAL! 35% off ALL Products=TOTAL! New Services booked On/For 30th. (already booked?ADD-ON!) See pic below for deets:

**Dolce Mascots!**  
Here is ALL you need to know about HookUPs!  
Here are all our Mascots we have created so far.. I will put them here as we make them!  
By: Dolce Salon & Spa

9 hours ago · Comment · Like · Share

7 people like this.

View all 7 comments

**Shweta Chopra** I got Micro done today at Chandler Dolce. Loved it looks like I am coming back in 6 weeks for another one.  
8 hours ago · Like · 1 person · Flag

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# Social Media



## Facebook Examples:



**Shari Rinaldi Braund** The Extraction Webinar was very enlightening...learned some helpful techniques...! Your company is One of the Best Run Companies in America..! Your products are active, clean and fun to personalize for each client, the back bar can't be beat, and your Customer Service and Education opportunities are the best..! Than...  
[See More](#)  
July 24 at 11:07am · [Comment](#) · [Like](#) · [Flag](#)

 **Diana J Wilson** likes this.

 **Rhonda Allison** Thank you Shari for the feedback and kind words. That is exactly what we want to do and so glad we are able to support you! Much great success.  
July 24 at 12:34pm · [Like](#) · [Delete](#)

Write a comment...



Wall Info Events Photos Discussions Video >> +

What's on your mind?  
Attach:  [Share](#) [Options](#)

 **Rhonda Allison** Troublesome hyperpigmentation got you down? Read my recent blog on Journey to Brighter Skin.....  
[Rhonda Allison - RA Blog Post](#)  
[www.rhondaallison.com](http://www.rhondaallison.com)  
Rhonda Allison provides aestheticians and consumers with natural skin care solutions, including chemical peel, facial treatments, anti-aging, and retinol-based solutions.  
Yesterday at 2:48pm · [Comment](#) · [Like](#) · [Share](#) · [Promote](#)

 Frank Chiuppi and 3 others like this.  
[View all 4 comments](#)

 **Lauren Collins** What a great blog! Can you incorporate microdermabrasion with any of the professional treatments listed in your blog? I ♥ Rhonda Allison peels! Proof is in the pudding!  
Yesterday at 4:55pm · [Like](#) · [Delete](#) · [Flag](#)

 **Rhonda Allison** Yes, Micro can be very effective with certain peels - call our office for some guidance on this - type of micro, pressure and acids used is important.  
Yesterday at 6:33pm · [Like](#) · [Delete](#)

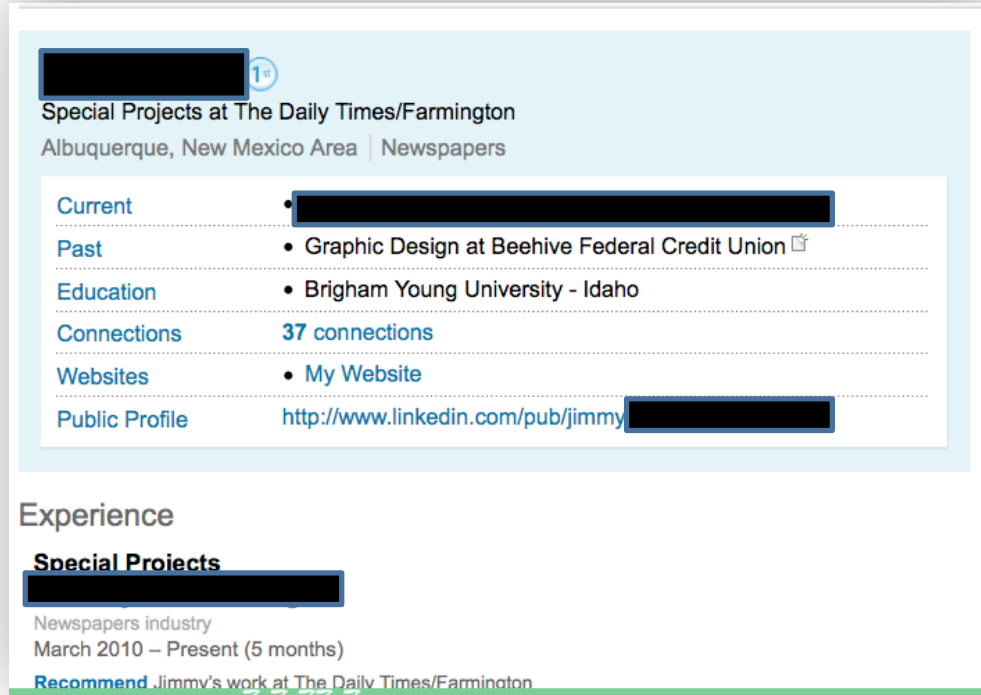
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# Social Media



## LinkedIn

- Utilizing Your Profile
- Answering Questions
- Share



The image shows a screenshot of a LinkedIn profile page. The profile name is redacted with a black box, followed by a blue '1st' badge. The headline is 'Special Projects at The Daily Times/Farmington' and the location is 'Albuquerque, New Mexico Area | Newspapers'. The profile is divided into sections: 'Current' (redacted), 'Past' (Graphic Design at Beehive Federal Credit Union), 'Education' (Brigham Young University - Idaho), 'Connections' (37 connections), 'Websites' (My Website), and 'Public Profile' (http://www.linkedin.com/pub/jimmy/[redacted]). Below this is the 'Experience' section, with a sub-section for 'Special Projects' (redacted) in the 'Newspapers industry' from 'March 2010 - Present (5 months)'. A 'Recommend' section is partially visible at the bottom, showing a recommendation from 'Jimmy's work at The Daily Times/Farmington'.

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# Social Media



## LinkedIn

The screenshot shows the LinkedIn profile for xyzCo. The page is titled "xyzCo Company Page" and includes a navigation menu on the left with options like Home, Company Groups, User Groups, Profile, Contacts, and Inbox. The main content area features a "Jobs" section with three positions: Sales Director, Eastern Region; Product Engineering Lead; and Finance Administrator. Below this is a "Corporate Culture Video" section with a video player showing the text "Join the world's best & brightest team xyzCo". There is also a "Recruiters at xyzCo" section listing Chris H. and Denise K. with their respective roles and descriptions. At the bottom, there is an "Employee Spotlight" section featuring Kathy G. and Arrman S. with their roles and descriptions. A poll titled "How has the economic landscape affected your job search?" is also visible, with options like "Took a job to avoid unemployment", "Changed industries", "Postponed my search", and "Decided to go back to school".

Pat Elliott (1st)  
Communications Consultant  
Phoenix, Arizona Area | Online Media

**Current**

- Principal at Western Marketing Group

**Past**

- Director at Hewlett-Packard
- Marketing Manager at PricewaterhouseCoopers
- Press Relations Manager at Intel

[see all...](#)

**Education**

- University of Missouri-Columbia

**Recommendations** 24 people have recommended Pat

**Connections** 470 connections

**Websites**

- My Company
- Facebook

**Twitter**

- PatElliott

**Public Profile** <http://www.linkedin.com/in/patelliott>

### Summary

Senior communications executive focused on enabling others to achieve personal or business success. Combine hands-on expertise in new media with solid foundation in best practices

# Writing for PR

# Social Media




## LinkedIn

People [Go back to Home Page](#)

### Adam Nash <sup>1</sup>

Sr. Director, Product & Engineering at LinkedIn  
San Francisco Bay Area | Internet



- Send a message
- Recommend this person
- Forward this profile to a contact
- Search for references

Flag profile photo as...

**Current**

- Sr. Director, Product & Engineering at LinkedIn

**Past**

- Director, eBay Express North America at eBay, Inc.
- Associate Partner at Atlas Venture
- Product Manager at Preview Systems, Inc. [see all...](#)

**Education**

- Harvard Business School
- Stanford University
- Stanford University [see all...](#)

**Recommendations** 11 people have recommended Adam

**Connections** 500+ connections

**Websites**

- My Blog: Psychohistory
- My Blog: RSS Feed
- My Patents


**Public Profile** <http://www.linkedin-alpha.com/in/adamnash>

**Summary**

A seasoned technology executive and general manager with experience across engineering, product management, product strategy, and venture capital. Focus on identifying business opportunities around emerging technologies and leading teams to design great products to address them. Strong passion for innovation and entrepreneurship with an affinity for public speaking and product evangelism.

**Specialties**

General Management, Product Management, Product Process, Product



How you're connected to Adam

You  
↓  
<sup>1</sup> Adam Nash

Adam's Connections (500+)

Shared (161)

**Pussri Abeywickrema**  
Release/Development Planning Manager at LinkedIn

Browse Events (6,174) [My Events](#) [Browse Events](#) [Add an Event](#)

### Internet Summit 08

NOV 19  
Wed, Nov 19 to Wed, Nov 19, 2008  
Chapel Hill, NC, USA  
Keywords: Business, Internet, Computers

At Internet Summit 08 join hundreds of executives, business strategists, entrepreneurs, investors and marketers for expert content on internet trends and opportunities created by web 2.0 technologies, social media, online advertising, widgets, online video, and other essential new web oriented tech...

4 Attending | Share this event

Attending Interested Not Attending

### The Fourth International Wireless Internet Conference

NOV 17  
Mon, Nov 17 to Wed, Nov 19, 2008  
Maui, Hawaii, USA  
Keywords: Computers, Networking, Internet

The Fourth International Wireless Internet Conference (WICON 2008) CALL FOR PAPERS (CFP PDF Download) Scope of WICON 2008 Wireless Internet is quickly emerging as a reality, thanks to the fast evolution of many wireless access technologies. Convergence of heterogeneous wireless networks and the...

1 Attending | Share this event

### Successful Internet Business Workshop

JAN 12  
Mon, Jan 12 to Mon, Mar 16, 2009  
Burlington Public Library - Brant Hills Branch, Burlington, Ontario, Canada  
Keywords: Business, Marketing And Sales, Internet, Computers, World Wide Web

Right at this moment, a customer at Google is searching for what you are selling... Will yours be the business that is found? Or will your competition be eating your lunch just because they know how to make a website business that works? More and more consumers are sitting in front of their compute...

1 Attending | Share this event

**Search Events**

Reset search filters

**Date:**

- Oct - Dec '08
- Jan - Mar '09
- Apr - Jun '09
- Jul - Sep '09
- Oct - Dec '09

**Location:**

- Anywhere
- San Francisco Bay Area
- United States
- International
- Specific location:

**Event Type:**

**Add an event**  
[Add an Event](#)

Interested in Premium Event Opportunities? Email us.

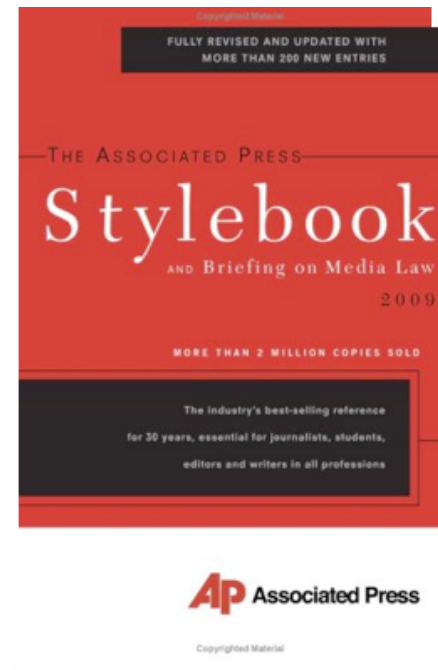
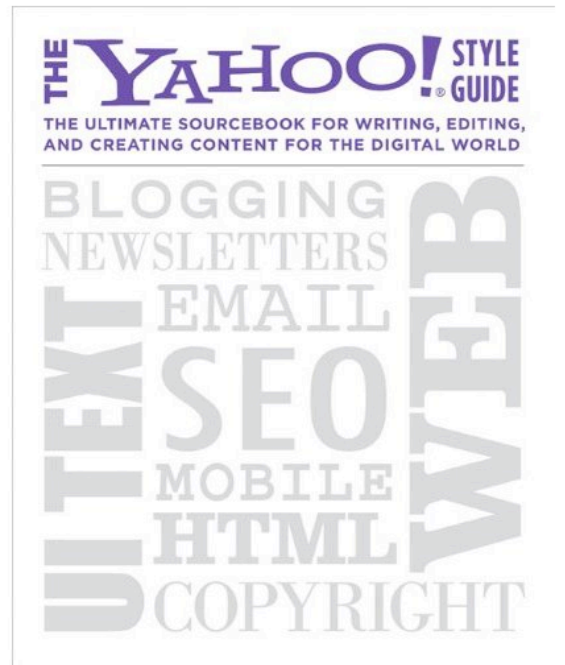
Writing for PR

# Resources

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## Style Guides:



**Thank you!**

# Resources

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## Blogs and Online Tools:

- Copyblogger: [www.copyblogger.com](http://www.copyblogger.com)
- Web Ink Now: [www.webinknow.com](http://www.webinknow.com)
- Brian Solis: [www.briansolis.com](http://www.briansolis.com)
- Mashable: [www.Mashable.com](http://www.Mashable.com)
- Gobbledygook Grader: <http://gobbledygook.grader.com/>

**Thank you!**

# Let's Connect

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## Andrea Aker

Aker Ink Public Relations

[www.akerink.com](http://www.akerink.com)

[andrea.aker@akerink.com](mailto:andrea.aker@akerink.com)

Twitter: @AndreaAker

Facebook.com/akerink

Linkedin.com/in/andreaaker

## Beth Cochran

Wired PR

[www.wiredprgroup.com](http://www.wiredprgroup.com)

[beth@wiredprgroup.com](mailto:beth@wiredprgroup.com)

Twitter: @BethCochran

Facebook.com/wiredpr

Linkedin.com/in/bethcochran

**Thank you!**