

Public Relations and Social Media for Business

Brainstorm & Bubbly

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Great Free & Low-Cost Public Relations Resources

Great Free & Low-Cost Public Relations Resources

- **H.A.R.O. (Help A Reporter Out) – www.HelpAReporter.com**
- Discover what stories dozens of journalists are working on every day.
- Everyone's an expert at something. Sharing your expertise may land you that big media opportunity you've been looking for!
- Also check out www.PitchRate.com and www.ReporterConnection.com

Great Free & Low-Cost Public Relations Resources

- **Google Alerts –**
www.google.com/alerts
- Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of keywords. Some handy uses of Google Alerts include:
 1. Monitoring news of yourself or your company
 2. Keeping current on a competitor or industry

Great Free & Low-Cost Public Relations Resources

- **SocialMention.com** – www.SocialMention.com
- Social Media Alerts - like Google Alerts but for social media. Receive free daily email alerts of your brand, company, CEO, marketing campaign or on a developing news story or a competitor.

Great Free & Low-Cost Public Relations Resources

- **HootSuite.com** – www.HootSuite.com
- This service allows you to post and update ALL of your social media in one place.
- Schedule posts to go out at predetermined times in the future.
- HootSuite provides basic measuring – such as showing you how many people click on your links or re-tweet your posts – for free.
- Also check out www.TweetDeck.com and www.SproutSocial.com

Great Free & Low-Cost Public Relations Resources

- **Animoto.com** – www.Animoto.com
- Animoto automatically produces beautifully orchestrated, completely unique video pieces from your photos, video clips and music.
- Fast, free and shockingly easy!
- Animoto syncs with Facebook, Flickr, Picassa, Photobucket and SmugMug to get your images in a snap. Add text and emphasize specific images with the touch of a button.
- Upload your own mp3 or choose from Animoto's collection of tunes in several different genres.

Great Free & Low-Cost Public Relations Resources

- **Business2Blogger.com** – www.Business2Blogger.com
- Fill out a form with a specific PR request, such as, “Looking for bloggers to read and write about my book.”
- Business2Blogger blasts it out to thousands of Bloggers who sign up to receive your offers. Those interested in your offer get directly in touch with you to get started.
- This can result in some great articles for your business. Cost is \$2 per blogger.

Great Free & Low-Cost Public Relations Resources

- **Free-Press-Release.com** – www.Free-Press-Release.com
- A great site to submit press releases for free online which is terrific for search engine optimization (SEO).
- Pay up to \$30 for additional optimization and features including hyperlinks, no ads, additional keywords etc.
- Note that this service puts your release online only, it doesn't actually submit it to any media sources.

Great Free & Low-Cost Public Relations Resources

- **Market Wire** – www.MarketWire.com
- Use this site to submit press releases online and to dozens or thousands of media outlets.
- Cost start as low as \$195 for a Bay Area wide release of no more than 400 words. Cost goes up with a higher word count and the larger the geographic area the release is being distributed to.
- Besides going out to media, MarketWire puts your release on the wire services and widely across the web including Google, Yahoo, Bing, Alta Vista, DogPile and dozens of other sites.
- Also check out www.PRWeb.com.

Social Media Best Practices

Social Media Best Practices

- **Post a *Minimum* of 4-5 times a week on whatever platform you're using for your business. Optimally, you should post 2-3 times per day on some networks like Facebook and Twitter.**
- Use a variety of compelling content like “infotainment,” and “edutainment,” tips and tricks, articles, helpful advice, videos and images, ask questions and run polls.
- Follow the 80/20 rule of social media posting: 80% should be helpful, informative, entertaining and educational, the other 20% can be self promotional.

Social Media Best Practices

- **Post Different Content on Different Platforms.**
- Each social media platform has a different type of audience, so what you post should also be unique.
- If you have content that you think would be appropriate for more than one platform, at least introduce it with a unique description.

Social Media Best Practices

- **Respond to Interaction – NOW!**
- When someone likes, shares, forwards or comments on a post, be it in social media or a blog, make sure you acknowledge it – and do it in a timely fashion.
- Engage fans and followers and begin to build *relationships* on social media. After all, the first word in social media is **SOCIAL!**

Social Media Best Practices

Facebook

- **Have a Great Facebook Cover Image** to introduce fans them to your business and what you do.
- **Consider Facebook Ads** to boost traffic to your website or Facebook page.
- Pay-per-click ads are very inexpensive, can be highly targeted for geographic area and in-depth demographics. The most successful campaigns start with a budget of at least \$25 per day, ideally \$50 per day.
- **Post 2-3 times per day.**

Social Media Best Practices

Twitter

- **Learn to Use Hashtags (#).** These will help categorize your post so other people searching for those works will find it. Put the hashtag in front of a word that relates to what your posting. For example, if your sharing an article about business advice, add the hashtag #business to your post.
- **Follow Key Influencers.** Find other people in your industry that are thought leaders and follow them. This is a great way to have good content in your stream as well as learn from others.
- **Tweet with People You Have an Interest In.** Then begin to build a relationship with them by retweeting their content and sending them direct messages. They could turn into potential clients for you or someone who would refer people to your business.
- **Post up to 2-3 times per day.**

Social Media Best Practices

LinkedIn

Have a Company page in addition to your personal page.

- Make sure all of the information about your business is included and up to date.
- Post from your business page at least 4-5 times per week. These should be different posts than those you share on your personal page, or if the same information is appropriate for both pages, make sure the introduction to it is different – mix up the language.

Group participation is key to your visibility on LinkedIn.

- Find at least 2 groups that would be a good match for your industry or would reach your potential clients.
- Participate in them at least 2-3 times a week by starting discussions and responding to other member's posts.
- The more you post in groups the more likely it is that you will be featured in the box at the top right of the group titled, "Top Influencers."

Social Media Best Practices

Pinterest

Once you've created a personal account, **Set up a Board for Your Business.** Use multiple boards for different categories.

- **Use High Quality Images.** Pinterest is a visual medium and quality does count here. Find images that are safe to use at www.Flickr.com/CreativeCommons.
- **Tie other products in.** Pin complementary products that aren't your direct competition. For example, if you make t-shirts, pin a picture of your tees, then pin some pictures of accessories that could go with them.
- **Tie other services in.** If you own a dog sitting service, pin up an easy to read tip sheet on how to prevent pet dander, or promote a great dog grooming service by showing a picture of a dog getting groomed and a caption of the business name.

Social Media Best Practices

Pinterest Continued...

- **Show your staff.** People love to know about people. Pin pictures of your staff, and link to their bios or posts on your company's blog or website.
- **Give them a reason!** To check you out, that is. Pin up a discount coupon or gift certificate, with a link to more information. You can also conduct a survey or offer a contest with prizes. Decide what action you want your audience to take and create incentives.
- **Be a good follower, too.** Determine who are "King Pins" (or Queen Pins) in your potential customers' areas of interest, and follow them. That way you will access their circles of influence.
- **Share images from blog posts.** It will drive traffic to your website and is great for SEO.

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