



PUBLIC RELATIONS

EFFECTIVE, AUTHENTIC COMMUNICATION

BENEFITS

Positive PR is good for your business. Company reputation is a key factor in people choosing to work for you, buy from you or invest in you.

Articles can position you as a thought leader in your field. Online, being featured in a credible publication can also enhance your own website's rankings.

A good press release is not wasted if it's not published the first time around. It helps build a relationship with the journalist and can be repurposed for use elsewhere.

CHALLENGES

PR should be a part of your marketing mix, but writing copy and contacting publications is resource-intensive. It might be better to outsource this.

There's no guarantee that your release will be published, or that it will win you business.

The publication might make changes to your article which impacts on the message.

Alternatively, they may select a headline that doesn't match with your story.

“ THE PEOPLE MUST KNOW BEFORE THEY CAN ACT, AND THERE IS NO EDUCATOR TO COMPARE WITH THE PRESS. ”

Ida B. Wells



WRITING PRESS RELEASES

If you want good press coverage, it's important to write a press release that is relevant and newsworthy. It's a harsh question to ask, but "Will anyone care?" is a useful filter. If the answer is "No," hold off until you have a better story. Here are some pointers.

Ask yourself the basics



Who? Who are the stakeholders? Who does your news affect/who does it benefit?

What? What's new, unique, useful?

Why? Why is this important news? What's different?

Where? Is there a geographical angle?

When? What is the timing of this?

How? How did this arise?

Consider your target audience



Write your posts based on your community's wants and needs. Segment your audience. Audiences vary and you may need to use different platforms and slightly different tones to appeal to different people.

Write a killer headline



Write your suggested headline in the Subject line of your email.

Keep it punchy



Use short sentences and keep it concise. Additional info such as contact details goes in Notes to Editor. Send your release in the body of the email

Include a photo



Add a high resolution photo. It shouldn't feature a logo and avoid shots of groups of more than around five unless it has been professionally taken.

Follow up



Remember that journalists often work to tight deadlines and can't respond every single time. Your email may have even got lost in their inbox. Follow up with a call.

TOP TIP: NURTURE RELATIONSHIPS



Get to know the journalists who cover your field (online as well as offline). Be generous - if they've written a piece you found useful, let them know. Share their articles across your social media.

“ **WORDS, ONCE THEY ARE PRINTED,
HAVE A LIFE OF THEIR OWN.** ”

Carol Burnett