

Social Media News Release Template Step-by-Step Guide

The media landscape has changed dramatically over the last five years and we've seen a sudden jump in adoption of social media tools by journalists in just the last year. There are several companies and organizations that do regular surveys of how journalists are using social media and the 2011 surveys show a sharp rise across the boards. Online and social media news has become the norm.

One of the eye-opening results from the 2011 surveys of journalists is the rapid rise in adoption of social media by reporters and web editors. However, just over half of those surveyed feel that PR folk are not keeping pace with this [digital PR revolution](#). They say we're not using the social media news tools that would make it easier for them to do their jobs - like providing a state-of-the-art online newsroom with all the features that make their news gathering easier..

Journalists are under a lot of pressure today. They're all being asked to do more with fewer resources. While they still have to do the work they did before, they also have to provide content for the website. That means lots of multimedia content along with the story. The majority of journalists say they rely on PR content more than ever, but they need it in a new form: a social media news release with multimedia to support the story.

Here are the 15 steps to crafting a successful social media news release:

- Write a short, concise headline. Keep it to 10 – 12 words. Your headline should make a good Twitter pitch. Use your main keyword near the beginning of the headline.
- Add a main image that tells the story. Use an original, good quality image in a jpeg format and add the source code with the image URL so that a blogger or journalists can easily and quickly add the image to their story.
- Craft the lead paragraph with the news angle and the 5Ws.
- List the core news facts in the release in bullet points.
- Write the rest of the release in narrative form. Add links to research, facts, statistics or trends that could be helpful to the journalist writing the story
- Link to relevant analyst coverage.
- Add approved quotes from the main players in the release. Add links to their bios and social profiles. Add a note that bloggers and journalists can call for interviews and custom quotes.
- Make the release available in an RSS news feed. Feeds are the blood vessels of the social web and your news content needs to be in that stream.
- Add more images, so that there is a choice for bloggers and journalists. This allows them to choose an image that fits their take on the story. Supply source code and URLs for all images.
- If possible, add a short video. It is quick and easy to make a digital video and get it online. 85% of all media website now use video and many of them are looking for completed videos from an outside source. Supply the embed code for the video so that they can immediately embed it on their website or blog.
- Add any other supporting material: charts, slide decks, pdfs, infographics or whitepapers.
- Tag all the content with the keywords that will make it easy to find in search or social sites. Use word you think a journalists might use to search for when writing story on this topic.
- Add the About Us boilerplate. Avoid corporate-speak and PR language. Make it actual and

substantive.

- Include a contact person – a real person. Don't use PR@yourcompany.com Add the social profiles of the contact person.
- Add icons that connect to all social content for the company and provide social sharing links so they can like your news on Facebook, tweet it right from your news release, post it to a host of other social sites or email it to friend if they prefer.

[Download a pdf of the social media news release guide](#)

PRESS *feed*

SOCIAL MEDIA NEWS RELEASE STEPS:

STEP ONE  Write the HEADLINE Keep it short, 10-12 words. Use relevant keywords.	STEP TWO  Use a large main IMAGE that tells the story visually. Place the image above the headline so that the headline acts as a caption.	STEP THREE  LEAD PARAGRAPH Main news hook in a short paragraph. Use the keyword or phrase. Link to more information about the news angle.
STEP FOUR  CORE FACTS Use bullet points	STEP FIVE  SUPPORTING DATA Add research, statistics or trends. Add links to any useful information.	STEP SIX  ANALYSTS' COVERAGE Mention any analysts' coverage of the subject or trend. Supply links to this content.
STEP SEVEN  Add a section for APPROVED QUOTES from executives, partners, analysts, customers, users. Offer custom quote on request	STEP EIGHT  Add more IMAGES so that the journalist or blogger has a choice of images to use in their story. Supply an embed code for all images.	STEP NINE  VIDEOS Add a short video to the release. Post to YouTube. Host on your site in a branded player. Supply embed code for the video.
STEP TEN  Add GRAPHICS if possible Charts, graphs, slide deck, infographics. Supply embed code.	STEP ELEVEN  TAGS Tag every item in the release with keywords so it is easy to index and find online	STEP TWELVE  RSS FEED URL Provide the RSS feed URL for your news releases Provide feed URLs for your images, videos and graphics.
STEP THIRTEEN  BOILERPLATE The "About Us" information with the full URL of your website. http://www.yourcompany.com	STEP FOURTEEN  CONTACT INFO Supply specific media contact with name, e-mail telephone number and Twitter, LinkedIn	STEP FIFTEEN  SHARE THIS Provide easy, one-click sharing options for Facebook, Twitter, Pinterest, Google Plus

There are many wire services that allow you to post your release online in this format. However, most journalists do not get their news from wire services anymore. They are trolling social media sites for news and sources. They're using search engines. They'll come to your website and look through your online newsroom.

You need to be able to post your social media news release in your online newsroom, with all 15 steps.

If your current newsroom does not have these features, and you are considering upgrading it and adding social media features, schedule a demo of the PRESSfeed Newsroom.

Call Sally Falkow on 626 676 6419

Technorati Tags: [social](#), [media](#), [news](#), [release](#), [SMNR](#), [newsroom](#), [online](#), [PRESSfeed](#), [Digital PR](#)

Description:

A 15 step guide to crafting an effective social media news release that has all the features journalists have requested..

"Every website needs to have a social media content hub so that you have one go-to URL for journalists, bloggers and the public," advises Sally Falkow (APR) co-developer of the PRESSfeed social media newsroom. "Your online newsroom should facilitate all 15 of these steps so that you can post news releases in social media format to your company website."

"Pew Research identified search as the factor that most impacted the news business in the last decade and sharing news as the one that will most impact news in the next decade.," says Falkow.

"Make your news content easily shareable. Offer Facebook Like, Tweet This, Google +1, StumbleUpon and email options."

PRESSfeed is an online newsroom that was developed to be a useful [digital PR tool](#) to help PR and marketing people deliver their news to journalists and editors who require the content in the social media news release format with multimedia elements attached to a story.

