

PRESS *feed*

SOCIAL MEDIA NEWS RELEASE STEPS:

STEP ONE

1



Write the **HEADLINE**.
Keep it short. 10-12 words.
Use relevant keywords.

STEP TWO

2



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

3



LEAD PARAGRAPH
Main news hook in a
short paragraph. Use the
keyword or phrase. Link to
more information about
the news angle.

STEP FOUR

4



CORE FACTS
Use bullet points.

STEP FIVE

5



SUPPORTING DATA
Add research, statistics
or trends. Add links to any
useful information.

STEP SIX

6



ANALYSTS' COVERAGE
Mention any analysts'
coverage of the subject
or trend. Supply links
to this content.

STEP SEVEN

7



Add a section for
APPROVED QUOTES
from executives, partners,
analysts, customers, users.
Offer custom quote
on request.

STEP EIGHT

8



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

9



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

10



Add **GRAPHICS** if possible,
charts, graphs, slide deck,
infographics. Supply
embed code.

STEP ELEVEN

11



TAGS
Tag every item in the
release with keywords
so it is easy to index
and find online.

STEP TWELVE

12



RSS FEED URL
Provide the RSS feed URL
for your news releases.
Provide feed URLs for
your images, videos
and graphics.

STEP THIRTEEN

13



BOILERPLATE
The "About Us" information
with the full URL of
your website.
<http://www.yourcompany.com>

STEP FOURTEEN

14



CONTACT INFO
Supply specific media contact
with name, e-mail, telephone
number and Twitter, LinkedIn.

STEP FIFTEEN

15



SHARE THIS
Provide easy, one-click
sharing options for Facebook,
Twitter, Pinterest, Google Plus.