**Building Shareable Content for PR**

Using eye-catching visuals is increasingly essential to a successful PR campaign, Gini Dietrich writes. When designing a campaign, be sure to devote a good amount of time to planning distribution that will match the needs of the projects, she advises.

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<https://prsay.prsa.org/2016/12/13/go-beyond-the-news-release/>

Image source:

<https://publicrelationssydney.com.au/wp-content/uploads/2013/01/Public-relations-word-ball.jpg>