

WELCOME!

***Leveraging Your Impact Using
Public Relations and
Social Media***

PR Defined:

- Strategic communications process that builds mutually beneficial relationships between organizations and their publics
- Shaping an image or generating positive publicity for an entity and enhancing reputation



Why is PR Important?

Nothing more important than a nonprofit's reputation, image and level of awareness.

Impacts:

- Reaching and obtaining customers
- Securing funding and grants
- Obtaining volunteers
- Building quality Board
- Engaging constituents
- Attracting quality employees

Many Tools in PR Toolbox

Newsletters

Presentations

Special events

Crisis communications

TODAY'S FOCUS:

Media relations

and getting your story told and heard!

Media Relations

More difficult than advertising

- Harder to control message
- Never guaranteed

But...

- Not as costly
- Builds credibility
- New tools like social media maximize effectiveness



Especially Important for Nonprofits

- Competition is fierce
- Funding is scarce
- Budgets are tight
- Tough economy impacts giving
- Need continues to grow
- Time needs to be spent wisely
- Maximize effectiveness, increase results

Here's What Works...

Tried and true
traditional media relations tools

WITH

Cutting-edge, social media tools



Step 1: Identifying Your Audience

- Consumer/client
- General public or community served
- Volunteers
- Donors/contributors
- Referrers, partnering organizations



Step 2: Define Message for Each

Example

- People with disabilities/families/caregivers
- Employers of small to mid-sized companies
- Parents of youth with disabilities and education and transition professionals



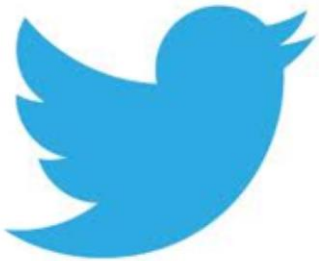
Step 3: Determine What's Newsworthy

CHECKLIST

- Timely
- Significant
- Prominence
- Revolutionary/innovative
- Unique
- Interesting/compelling
- Educational
- Helpful
- Emotional
- Impacts the community
- Impacts the economy
- Impacts audience
- Appeals to mass audience
- New data
- Solution to problem
- Trending

What's Trending Now...

... by using social media. Let's take a look at its power...



3 Ways to See What's Happening

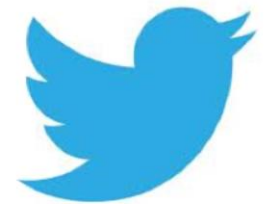
1. Check out your Facebook News Feed



2. Google Alerts



3. Advanced Twitter Searches:
<https://twitter.com/search-advanced>

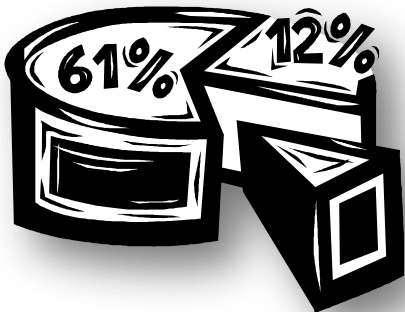




Is your story idea newsworthy?

Enhancing Your Story

- Testimonials/personal stories
- Tie to event, awareness month
- Credible resources
- Prominent sources
- Link to new report, study, statistics





Can you enhance your story?

Example: Launching a Program

Story?: Program helps people with disabilities become employed

1. Launched around NDEAM
2. More than a paycheck—it impacts lives
3. 530,000 working-aged individuals with disabilities in PA
4. Testimonial of Oni
5. Resource solves a problem
6. New, statewide program

The Philadelphia Inquirer

"People With Disabilities Are Working Too"

By Cynthia Henry
Inquirer Staff Writer
Published Tuesday, November 3, 2009

Andre Taylor of Sicklerville loves to do dishes.

"I'm a single guy. I don't have many at home," said Taylor, 36, smiling as he wheeled himself around the cafeteria of the Abilities Center of Southern New Jersey in Westville, where he works.

Taylor is among about 220 employees at one of South Jersey's leading providers of jobs, occupational training, and educational services for people who are born with disabilities or who acquire a disability through an accident, illness, or injury.

The center wants to expand, but the state has slashed its contribution toward the operating budget, and fund-raising has been cramped by the recession. The waiting list for jobs has about 50 names, said president and chief executive officer Susan Perron.

Nationally, the unemployment rate for workers with a disability was 16.2 percent in September, compared with 9.2 percent for workers without disabilities, according to the most recent data from the Bureau of Labor Statistics.

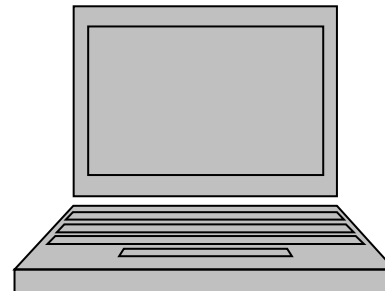
But that figure, which measures people in the workplace who lost jobs, tells only part of the story, experts say.

The total number of working-age people with disabilities without jobs nationally exceeds 70 percent, said Bill Ditto, New Jersey's director of disability services. The Garden State has 1.9 million residents with disabilities of all ages.

In Pennsylvania, about 530,000 working-age individuals receive Social Security disability benefits. In 2008, about 5 percent of them also had

Step 4: Targeting & Connecting With Appropriate Media & Consumers

Know where
members of your
target audience get
the information that
drives their
decisions



Traditional Media Relations & Media Monitoring

Determine which reporters cover news related to your organization:

- Subscribe and read the publications read by your target audience
- Utilize search engines to find online editions
- Search for past stories written by reporters covering your beat
- Get feel for style, approach, specific topics

Traditional Media Relations & Media Monitoring

Build relationships of trust with reporters:

- Write or speak clearly and precisely
- Get right to the point
- Be factually accurate and reliable
- Follow what they cover and understand what makes them tick
- Offer solid resources for interviews

Traditional Media Relations & Media Monitoring

- Work as liaison to schedule interviews
- Be prompt, deliberate and quick to respond
- Know preferred method of receiving information
- Be considerate of their time
- Help them do their jobs even better

“You are not my friend, you are my resource.”

Are Journalists Even on Twitter?

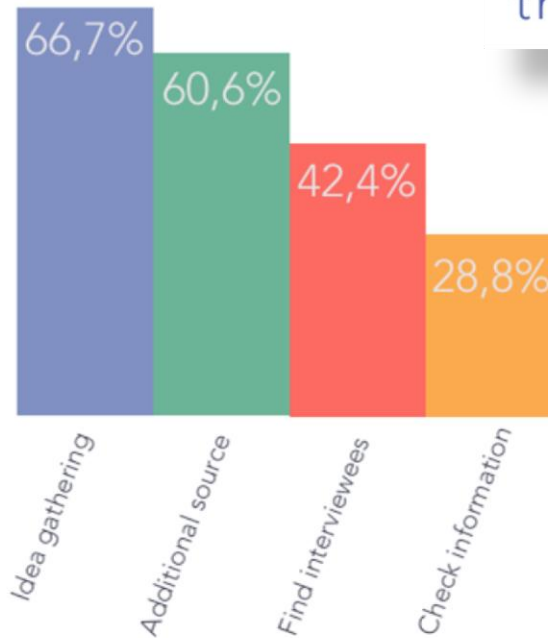
9/10 journalists use social media at the **office**



7/10 journalists use social media at the **home**



5/10 journalists use social media **on-the-go**



75% of Journalists use social media to **DISTRIBUTE** their stories.

How to Find Journalists on Twitter

Search on news outlets' websites

The screenshot shows the website for ydr.com, York Daily Record / YORK SUNDAY NEWS. The navigation bar includes Home, News, Sports, Business, Opinion, Living, Photos and Video, Jobs, Shop, Cars, Homes, Classifieds, and Place Ads. The main content area is titled 'Staff Listing' and '» Features'. It contains a table of staff members with their names, roles, contact information, and social media links.

Name	Role	Contact Info	Twitter Handle	Staff Role
Pat Abdalla	FlipSide editor	Email Pat 717-771-2106	Follow @YDRSouthpaw	staff Q&A
Buffy Andrews	Assistant managing editor for features and niche	Email Buffy 717-771-2052	Follow @buffyandrews	staff Q&A
Sarah Chain	Multiplatform features journalist/books editor	Email Sarah 717-771-2090	Follow @ydrbooks	staff Q&A
Teresa Cook	Copy editor	Email Teresa 717-771-2022		staff Q&A
Matt Eyer	Assistant features editor	Email Matt 717-771-2021	Follow @mjeyer	staff Q&A
Bethany Fehlinger	Multiplatform features journalist	Email Bethany 717-771-2002		staff Q&A
Stacia Fleegal	Multiplatform features journalist	Email Stacia 717-771-2034	Follow @shapeshifter43	staff Q&A
John Hilton	Religion reporter	Email John 717-771-2024	Follow @jhilton32	staff Q&A
Ashley May	Multiplatform features journalist	Email Ashley 717-771-2053	Follow @ashleymaytweets	staff Q&A

How to Find Journalists on Twitter

Determine journalists' handles by searching "lists" on Twitter.

The image shows a screenshot of a Twitter list titled "Lancaster Newspapers". The list is a public list by LancasterOnline.com, described as a directory of reporters, bloggers, columnists, and editors at Lancaster Newspapers in Lancaster, Pa. It has 19 members and 0 subscribers. The list members are:

- Ernie Schreiber** @ernieschreiber: Executive Editor, Lancaster Newspapers, Lancaster, PA.
- Tim Buckwalter** @buckwalter1: Online community news editor for Lancaster Newspapers Inc. Your news. Your community. Your way. Check out the site for your area.
- Lancaster Sports** @LancasterSports: Lancaster Newspapers Inc. Sports Department. Lancaster County's No. 1 source of sports info. Find us on Facebook, too, here: <http://on.fb.me/15AN2un>
- Brett Hambright** @BrettHambright: Court reporter for Lancaster Newspapers, hopeless Philly sports fanatic.. If it's gummi, I'm game.
- Eric Stark** @EricGStark: Sports writer, travel editor and TV/radio columnist in Lancaster, Pa.
- Cindy Stauffer** @cindystauffer: Reporter for the Intelligencer Journal/Lancaster New Era. Love a good story. Tell me yours.

Statistics for the list: 30,818 TWEETS, 96 FOLLOWING, 5,802 FOLLOWERS. The user is currently following the list.

How to Monitor the Conversation

Use program like Hootsuite to monitor conversation on Twitter. The tool can help you track:

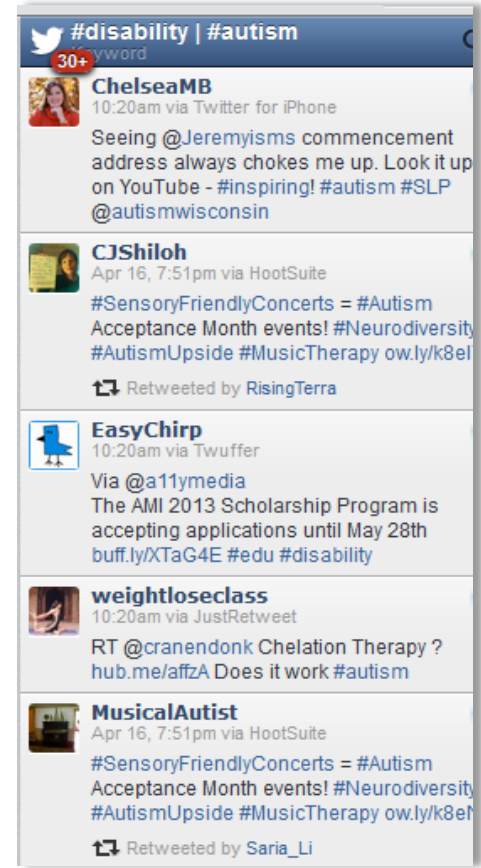


- Mentions
- Retweets (RT)
- Hashtags (#)
- Direct Messages (DM)

How to Monitor the Conversation

Use program like Hootsuite to monitor conversation by audience type and keyword searches.

- Create keyword stream searches to monitor topics.
- Create lists of Twitter handles to easily monitor conversations among journalists and influencers.



Step 5: Determine Outreach Format

Varies greatly by reporter, but here are a few options:

- Press Release
- Email
- Telephone
- Twitter

Effective Press Releases

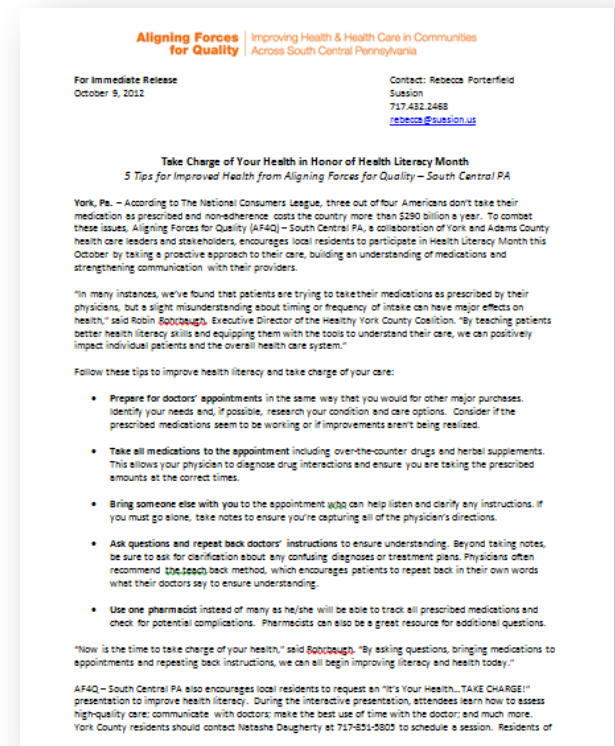
Reporters want:

- One to two pages
- Nonprofit organization's logo
- Media contact information
- Headline that grabs journalist's attention
- Location and date
- Journalistic style
- Lead paragraph—most relevant to message
- Five Ws (who, what, where, when, why)

Effective Press Releases

Reporters want:

- Concise, well written, factual and timely
- Clear description of the news
- One or two quotes
- Enough to get interested and show you have enough resources for solid story
- Boilerplate



Phone vs. Email Pitches

The answer is both!

- Always pitch over the phone
- Chance to ensure reporter gets information
- Can obtain feedback
- Can answer questions
- Cultivates relationships
- Can fine tune information
- Can determine interest
- Can respond to objections for coverage

Email pitch is usually next!

Preparing Phone Pitch

- 30 seconds to make pitch
- Jot down key points
- Clear, precise, factual information
- Why information important to readership?
- State who you are and your organization
- Always throw in VAs
- Position as knowledgeable, resourceful, flexible





What's your 30-second pitch?

Ready to Call

- Never call journalists when they're on deadline
- Never leave a message
- Never promise anything you can't deliver

Phone pitch generated interested! Now what?



Following Up with Email Pitch

- Follow up as quickly as possible
- “Information you requested”
- Contact information
- Information included in phone call
- Elaborate and expand
- Facts, statistics, research, trends
- Serve story on silver platter!

Pitching in Action via Twitter



AF4QSCPA: Thanks for including us & our partners, @leighzaleski York area health organizations & i <http://t.co/EWeGt3RAFe>

11:53am, Apr 02 from H



leighzaleski: For su us posted on anything covering on #nosweaty @AF4QSCPA

12:17pm, Apr 02 from T

Simple ways to cope with stress

Posted on April 8, 2013 by Leigh Zaleski

Email Switch 11

Don't let stress get the best of you. Take a breather. Count to three. And return your body and mind to a state of zen because all the huffing, puffing and worrying might counteract your efforts to live a healthier life.



According to a [2012 report by the American Psychological Association](#), 35 percent of Americans say their stress increased in the past year. Stress puts people at risk for health complications, and many people use unhealthy behaviors to cope.

According to the

If you're feeling more stressed, consider these tips from Dr. Edward Rogers for how to calm down. From the left, Lisa [unclear], of York Township, Bob Hayes of Renaissance York Township and Laura Sharp of Spring Garden Township meditate. Daily Record/Sunday News — Paul Kuehnel)

York Daily Record



About this blog

We want to create a fun and inviting space to share knowledge about healthy living to help our community get stronger and feel better. We don't want you to sweat the small stuff -- having the latest tennis shoes, belonging to the best gym or running a mile in record time. We want you to know that it's not a big deal to get started -- or keep going -- in this health and fitness journey. We want this blog to be a place for everyone -- no matter what your interest or



ydrcom

Apr 08, 2:34pm via HootSuite

RT @leighzaleski: Simple ways to cope with stress #health #nosweatyork @becksp18 @AF4QSCPA @WellSpan @HanoverHospital @TformHealth...



leighzaleski

Apr 08, 2:32pm via Web

Simple ways to cope with stress #health #nosweatyork @becksp18 @AF4QSCPA @WellSpan @HanoverHospital @TformHealth yorkblog.com/nosweat /2013/0...

1 retweets

@Leighzaleski: 696 followers

@ydrcom: 5,671 followers

Pitching in Action via Twitter

1. Searched for people talking about disabilities.
2. Followed @Special Happens, a blogger in the disability community.
3. Pitched via e-mail and followed-up with a Tweet.



LivingWell2013: Thx for follow @Special_Happens! Just e-mailed details on Living Well With A Disability Conference & Expo. <http://t.co/JuFsvHhJ4i>

12:02pm, Mar 19 from HootSuite



3,033 Followers 2,068 Following 18,891 Updates 56 Klout



Special_Happens: @LivingWell2013 Thank you. I got those. I will be in touch soon!

11:27pm, Mar 19 from TweetDeck



LivingWell2013: @special_happens Wonderful, thank you!

9:55am, Mar 21 from HootSuite

Pitching in Action via Twitter

4. Client event included on website for FREE.


5. Followed up with a “thank you” tweet.

From the Editor

**Living Well with a Disability :
2013 Conference & Expo**

The Conference is August 23 - August 26, 2013
The Expo is August 24 - August 25, 2013
held at the
Lancaster Marriott & Lancaster County Convention Center
in Lancaster, PA.

For more information, visit their site [here](#).



Our family's journey continues to be long, complex, enlightening, at times grief-stricken, but always filling us with pride for the strength our son holds. As our struggles continued, we have questioned, guessed, gotten angered and, in the end, return to the understanding that...



LivingWell2013

Mar 22, 9:35am via HootSuite

Huge thank you to @Special_Happens for including our Conference & Expo on her website! Check it out: ow.ly/jiKyD

Pitching in Action via Twitter

1. Created a media list focusing on disability publications.
2. Reached out to editor via e-mail.
3. Followed up with Tweet and link to client's website.
4. Editor called and will feature event in Summer edition.
5. Also retweeted event to her followers.



Follow Up After Coverage

Media relations is all about relationships you develop with the media

- Send thank you
- Can you keep them updated on issues?
- Don't nitpick minor inaccuracies
- Always a risk, outcome usually positive

post-gazette.COM
Pittsburgh Post-Gazette



Use Social Media to Directly Reach Consumers

The Value of Social Endorsement

◦ SOCIAL ENDORSEMENT

If a friend posts a charitable donation on a social media site, people tend to:



Take time to learn more about a charity if they see a friend posting about it.

68%



Ask the friend for more information about the cause.

58%



Have more respect for a friend that posts about a charitable donation.

51%



Would donate.

39%



Would repost the donation request.

34%



Would do nothing.

10%

NOTE

\$161.30

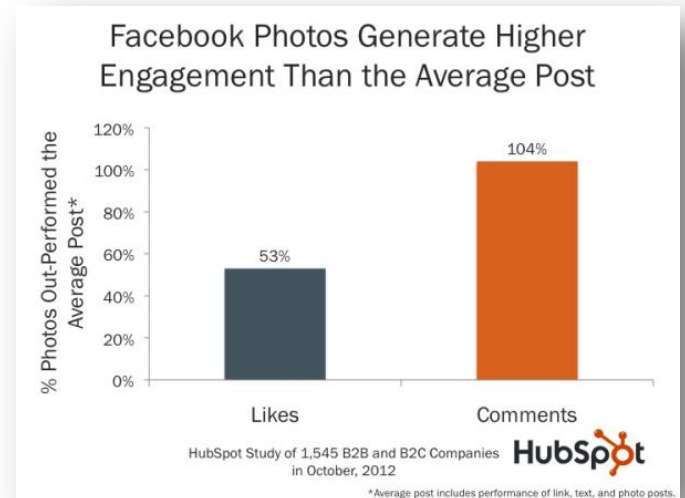


\$161.30 IS THE AVERAGE VALUE OF A FACEBOOK LIKE FOR A NONPROFIT OVER 12 MONTHS. THIS NUMBER CLIMBS TO \$214.81 WHEN COMBINED WITH OTHER CHANNELS.

5 Best Practices to Reach Consumers Using Facebook and Twitter

5 Tips for Facebook Success

1. Visuals remain king
2. Create your own content by leveraging your volunteers and staff
3. Let other organizations/people know you're including them in your posts
4. Don't shy away from incentives
5. Like and share other Facebook users' content



Share Original Content & Repurpose Others' Information


 **Living Well With A Disability**
February 22

Look who's coming to the first-ever Living Well With A Disability Conference & Expo - Tiphany Adams from Push Girls! Please share with others to spread the word. <http://ow.ly/hX55N>

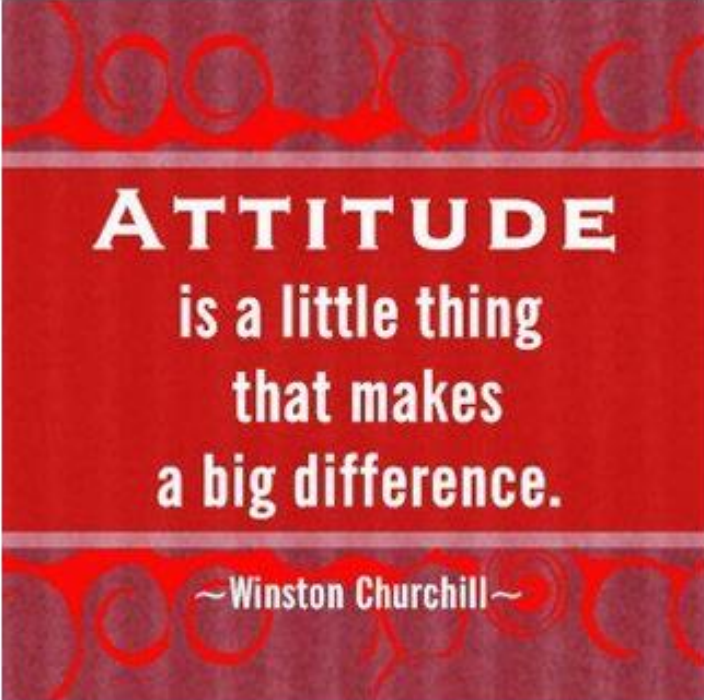


Like · Comment · Share

👍 11 💬 3 📄 11

 **Living Well With A Disability Conference & Expo**
February 26

We're on a mission to reach 100 likes! How does your positive attitude help you achieve your goals? Thanks for sharing! (image via AffirmArt Blogspot)

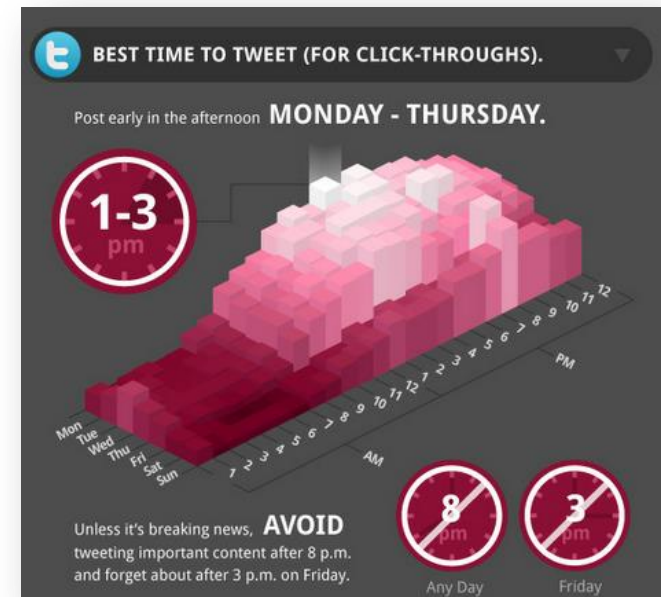


Like · Comment · Share

👍 18 💬 1 📄 4

5 Tips to Twitter Growth

1. Include trending & searchable hashtags
2. Use other handles in your posts
3. Be generous with RTs and thank yous
4. Consider timing of your tweets (tweriod.com)
5. Keep tweets less than 140 characters





What's your tweet?

Ex: Twitter Best Practices in Action


Tweet live from events using #hashtag


@AligningForces: 1,824


@codyrbarnett: 689


@andreaducas: 495


@stales: 8,266


 **andreaducas**
Feb 13, 2:43pm via TweetDeck
@AF4QSCPA I'm partial to health!
[Show Conversation](#)


 **codyrbarnett**
Feb 13, 2:43pm via Twitter for iPad
I love this! RT: @AF4QSCPA: "Medical Homes?" Or "Health Homes?" Are you ready for a change? #yourcare
[1 retweets](#)
[Show Conversation](#)

 **AligningForces**
Feb 13, 2:43pm via Twitter for iPad
@AF4QSCPA's patient-partner M. Chi explains how role of patients are evol Must take larger role 2 manage care. #yourcare #AF4Q
[1 retweets](#)

 **AF4QSCPA**
Feb 13, 2:42pm via HootSuite
"Medical Homes?" Or "Health Homes?" Are you ready for a change? #yourcare

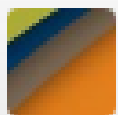
 **AF4QSCPA**
Feb 13, 2:27pm via HootSuite
You have to know what's important to patients if you want to impact their health. #yourcare
[2 retweets](#)

 **AF4QSCPA**
Feb 13, 2:05pm via HootSuite
We need to meet people where they are. We need to have them explain their culture and story and then customize care. #yourcare

 **stales**
Feb 13, 10:06am via HootSuite
Absolutely RT @AF4QSCPA: We need to fix this system that seems to have an immunity to change. - Beth Ann Swan #yourcare

Ex: Twitter Best Practices in Action

Tag others in your tweets



AF4QSCPA

Mar 15, 10:12am via HootSuite

1 in 5 elderly patients returns to the hospital w/ in 30 days of leaving. Here's how we're working w/ @RWJF to fix it ow.ly/iZ9B9

 7 retweets



LivingWell2013

Mar 01, 3:33pm via HootSuite

RT @LisaLightnerLL Win a year's supply of Tom's of Maine Toothpaste + tips 4 teeth brushing for kids w/ special needs ow.ly/fbkze

 1 retweets



LivingWell2013

Mar 18, 9:51am via HootSuite

Great community! RT @DisabCommunity: Join ow.ly/j6TAI to share blogs, pictures w/ other people living with #disabilities!

 2 retweets

A Job Well Done: Case Study of the YMCA of Greater New York

YMCA of Greater New York



Six kids who once had trouble picturing a better future, now pursue it with vigor and passion. [Read their stories at ymcastrongkids.org/nyc](http://ymcastrongkids.org/nyc)

New York City's YMCA
2,084 likes · 70 talking about this

Community Organization
Strengthening the foundations of community. We're New York City's YMCA. We're here for good.

About – Suggest an Edit

Photos Events Videos Likes

2,084

- **Event:** 160th Anniversary
- **Incentive:** Gave away T-shirts to people willing to share their stories of how the Y has made a difference in their lives
- **Appeal:** Issued via e-mail and social media



New York City's YMCA
@ymcanyc

We're here for good, and on Twitter we're here to talk!
UT: 40.764743, -73.973688 · <http://www.ymcanyc.org/>

1,316 TWEETS 1,216 FOLLOWING 3,552 FOLLOWERS

Following

YMCA of Greater New York

Result: Within 48 hours, collected nearly 300 stories and photos to create this digital timeline...



THE CHRONICLE OF PHILANTHROPY

Connecting the nonprofit world with news, jobs, and ideas

Subscr

Y of N.Y. Uses Social Media to Collect Stories—and Donors

July 24, 2012, 5:35 pm

By Nicole Wallace

The Y has made it possible for me to Zumba to my heart's content, not bad for a 54-year-old cancer survivor and diabetic.

RICHARD GOLDROSEN

2010s

Tweet Like

A story from the YMCA of Greater New York's timeline project

To celebrate its 160th anniversary, the YMCA of Greater New York T-shirts to people willing to share their stories of how the Y has made their lives.

Within 48 hours of issuing the appeal by e-mail and social media, it received nearly 300 stories recounting childhood swimming lessons exercise programs started after injuries, and long-ago summer can

The YMCA has organized the stories—some submitted with photos and posted them on a digital timeline. All of the stories that are collected in a time capsule beneath the organization's new Coney Island under construction and scheduled to open next spring.

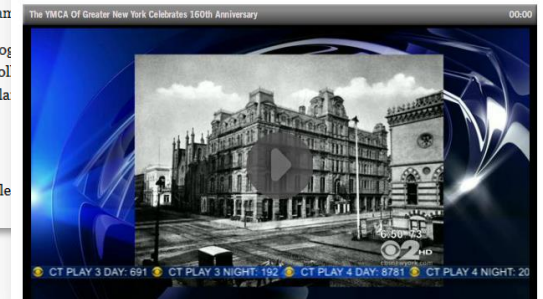
From Stories to Gifts

The YMCA of Greater New York hopes to turn many of the people stories into donors.

Our 160th Anniversary Story Sharing Campaign was featured on CBS Early Morning

CBS Early Morning welcomed Gary Laerner, Chief Development Officer at the YMCA of Greater New York, to talk about our 160th Anniversary Story Sharing Campaign. Gary introduced the campaign and discussed a few of the nearly 300 stories we have received in the first week of the campaign!

View the clip on the CBS New York website, or in the embedded Flash player below.





Capture Social Media Results to Showcase Value of Outreach



Use Social Media Tools to Capture Results

Capture content in a re-sharable format to thank donors and supporters.



Storming the Castle . . . FightCRC Style

National Colon Cancer Advocates. members of the Fight Colorectal Cancer community go to Washington.



Call-on Congress 2013

Share

FIGHTCRC · 20 DAYS AGO

With close to a hundred advocates we came together starting Monday morning in Arlington, VA where our Research Advocates first met in the morning followed by the general sessions in the afternoon.

The kick off tone was set by our good friend Max Bronstein of Research America, followed by the always passionate and entertaining Rodrick Samuels who made sure we understood the concept of "Winning" and "What we push for makes dollars and sense," while holding up an inflated Dollar Bill and a very large Penny.



Call-on Congress 2013

Share

FIGHTCRC · 20 DAYS AGO

Curmudgeon
@carleed

1st day of #ConC2013 + 1st day of hub's big new job + I'm away from him & child + #41andpregnant + insomnia = Weepiness.

20 DAYS AGO · REPLY · RETWEET · FAVORITE

Jen Crowell Kavana
@jencr93

Washington DC bound to fight for colon cancer research funds from congress #conC2013 #fightcolorectalCancer

michaelsola
@michaelsola

Getting my techy geeky thing on as we start up #conC2013 Research team. (@ Virginia Tech Research Center) [pic]: 4sq.com/15hwipX

19 DAYS AGO · REPLY · RETWEET · FAVORITE

michaelsola
@michaelsola

Good morning fellow FightCRC #1MilStrong advocates for #ConC2013 - so who has the keys to the ButtMobile? I'm not making this up

20 DAYS AGO · REPLY · RETWEET · FAVORITE



Who is Fight Colorectal Cancer

Any questions?

Thank you!

Don't forget to sign up for our blog!

Receive insight, tips and advice that will give you ideas and direction on using communications to move your mission further.

www.Suasion.us

