

# PRNews'

# DIGITAL PR

# GUIDEBOOK

- ▶ measurement
- ▶ reputation
- ▶ crisis management
- ▶ SEO
- ▶ video
- ▶ mobile PR
- ▶ media & influencer relations
- ▶ financial communications
- ▶ customer relations
- ▶ public affairs
- ▶ internal communications
- ▶ social media, including best practices in using Facebook, Twitter, LinkedIn, Pinterest, Google+ and more

Foreword by Diane Schwartz,  
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# Foreword

## Getting to the Boiling Point Of Social Media



You and I are probably friends on Facebook. We are linked in and traveling in the same Google circles and pinning on the same Pinterest boards. You tweet; I retweet your tweet. When you check in to a restaurant on Four-square, I am there with you, can practically smell the coffee. If you play Word with Friends, you need to invite me to the game, because I'm there too if I'm not on Angry Birds.

If you're like me, you are overloaded with options on social media. We have more options to connect and engage (as in the scenario above) but we must make tougher decisions about where to spend our time and how to define friends, influencers, buyers, advocates and even "badvocates."

Personal becomes business and business gets personal – it's hard to disconnect from so many options, and even harder to connect in the right ways. With the right people. At the right times. And with the right messaging.

Which is why you might be reading our *PR News Digital PR Guidebook*, where we have collected the best ideas and tactics and tucked them into a pretty hefty book that will, in the end, lighten your load.

There was a time not too long ago when social media appeared to be the Holy Grail – a direct-to-stakeholder way of communicating, influencing and selling stuff. Anything that's too good to be true, you know, is indeed too good to be true. The digital landscape for communicators is vast and promising, but it's not easy to navigate without tripping every now and then or taking the wrong path. The people leading the way are the ones who understand Digital's potential and its limitations. Who understand that social media is not a strategy. It's ingrained in what we do as communicators, but the constitution is forever changing and morphing – and we all need to be OK with that.

You'll find tremendous insights from the contributors in this *PR News Digital PR Guidebook*. From how to master Facebook for your brand to how to tweet during a crisis, this guidebook will show you the way. From optimizing your press releases (yes, press releases are still important) to integrating mobile into your PR plan, this book will serve as your guide. We show you how to measure social media results in meaningful ways, with the added benefit of impressing your boss or clients.

Our *PR News* readers often ask us what their role is with video, and after reading this book you'll see how important it is to your communications plan not only because it's favored in the search algorithm but because investors and other stakeholders actually do watch your videos and make important decisions based on what they are seeing and hearing about your organization.

Not to forget e-mail as the "original social media," we directed some of our contributors to share what works and what's as good as spam when it comes to e-mail. There are *aha* moments in the book and necessary reminders, including using "10 cent words" sparingly in your tweets and not using all 140 characters when tweeting (the shorter the tweet, the more likely it gets shared).

Several of our guidebook contributors note the importance of being on top of all the latest technologies and changes. It's now a part of your job. But it doesn't mean that the people you are reaching are as tech-savvy as you. So don't throw an app down their throats if they aren't even on smartphones. Don't set up a Facebook page if they're more comfortable and active on LinkedIn.

Communicators now have an incredible opportunity to seize social media and capture the attention, emotions and allegiances of thousands if not millions of stakeholders. It's up to you what you're going to do with all these platforms at your disposal. A watched pot doesn't boil – so get out there (after you finish this guidebook) and do something! In this book, you'll learn (or relearn) that water boils at 212 degrees F, not at 210 degrees F or at 211 F – only at 212 F. This means you can capture 99% of the heat you need but if you don't have that one missing magic degree your pot of hot water will never boil. Here's to this *PR News Digital Guidebook* taking your social media initiatives to the next degree.

All the best in your Digital PR and beyond,

Diane Schwartz

Senior Vice President and Group Publisher, *PR News*

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