

CONTENTS

Social Media.....1,3
Integration.....1,4
Internal Communication....2,6,7
Events Calendar.....2
Predictions.....5
Data Dive.....7
The Week in PR.....8



SOCIAL MEDIA

Tips from PR Pros to Help You Strengthen Your Instagram and Instagram Stories Efforts

Get PR pros together to discuss Instagram and the topic moves to the Instagram Stories feature very quickly. That's to be expected: What some call a **Snapchat** clone has gained popularity fast. Just weeks ago, barely two months after its introduction, Stories confirmed a *TechCrunch* report that it already has 100 million daily active users. And, yes, for those in the glass-half-full camp, that means 200 million daily active users of Instagram haven't availed themselves of Stories.

Still, brand communicators are taking advantage of Stories' capabilities to show a montage-like sequence of photos on Instagram. In addition communicators are excited about Oct. 21 media reports that Instagram is testing live video. Makes eminent sense, of course, that parent **Facebook**, whose Facebook Live feature has vaulted to popularity, would do the same for Instagram. As one PR pro says, "I'm sure Mark Zuckerberg has someone working on live video [for Instagram] in a

Continued on page 3

INTEGRATION

BY CHARLENE DEBAR, MANAGER, CORPORATE COMMUNICATIONS, TOSHIBA AMERICA MEDICAL SYSTEMS

A 2-Step Approach to Integrating Communications and Business Teams

Ask just about any marketer if an integrated strategy is important, and you probably will get a yes. Ask if his or her marketing effort is integrated, and you'll probably get a no.

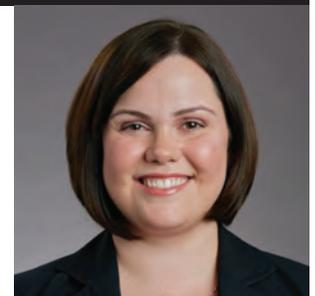
Some 70% of marketers told an **Altimeter** poll that they lack an integrated content strategy. Yet integrated marketing is such a hot topic it was the subject of a 60-page report from **The Conference Board** that was recently shared with *PR News Pro* readers (*PRNP*, Sept. 26). If everyone values the importance of integration, why are so few brands actually doing it? An article in *PR News* listed a host of reasons (*PRN*, Oct. 26, 2015).

I'll be succinct. Because integration is hard, that's why. Hard, but not impossible.

Toshiba America Medical Systems, Inc. (TAMS) struggled with ensuring integration. As I'm certain you know, in a fast-paced environment it's very easy to get caught up in your projects and fail to consider integration, or much of anything besides your immediate team.

Over the past five years TAMS has implemented processes that have helped—dare I say forced—its marketing organization to integrate.

Here's how:



Continued on page 4



Editor, Seth Arenstein,
sarenstein@accessintel.com

Editorial Director, Steve Goldstein,
sgoldstein@accessintel.com

Graphic Designer, Yelena Shamis,
yshamis@accessintel.com

Content Manager, Sophie Maerowitz,
SMaerowitz@accessintel.com

Assistant Content Manager, Mark Renfree,
menfree@accessintel.com

Managing Editor, Guidebooks, Ian Wright,
iwright@accessintel.com

Director of Marketing, Laura Snitkovskiy,
lsnitkovskiy@accessintel.com

Marketing Manager, Rachel Schermann,
rschermann@accessintel.com

Account Executive, Lindsay Silverberg,
lindsay@prnewsonline.com

Publisher and VP of Marketing, Amy Jefferies,
ajefferies@accessintel.com

SVP/Group Publisher, Diane Schwartz,
dschwartz@accessintel.com

Chief Operating Officer, Heather Farley
President & CEO, Don Pazor

Group Subscriptions — Laurie M. Hofmann,
lhofmann@accessintel.com

Additional Copies & Article Reprints —
Contact Wright's Media, 877-652-5295;
info@wrightsmedia.com



**Access
Intelligence**

Published weekly by Access Intelligence, LLC
9211 Corporate Blvd, 4th Floor
Rockville, MD 20850

Client Services:

Phone: 888.707.5814 • Fax: 301.309.3847
e-mail: clientservices@accessintel.com

New York Editorial Office:

40 Wall Street, 50th floor, New York, NY 10005
Phone: 212.621.4890 • Fax: 212.621.4879

For subscribers only: full access
to PR News article archives at
www.prnewsonline.com

UPCOMING EVENTS AND WEBINARS

PR MEASUREMENT WORKSHOP

NOVEMBER 16, 2016
NEW YORK CITY, NY

DIGITAL PR AWARDS LUNCHEON

NOVEMBER 16, 2016
NEW YORK CITY, NY

GOOGLE FOR COMMUNICATORS BOOT CAMP

NOVEMBER 17, 2016
NEW YORK CITY, NY

Why Feedback is Important as You Build Your Intranet

[Editor's Note: This is part II of a two-part series about building an employee intranet. In part I, David Quiñones emphasized the importance of listening to employees and deciding on KPIs as the first steps before building an employee intranet. Part I appeared in the previous edition of *PR News Pro*.]

CHOOSE YOUR SOLUTION

Based on the outcomes of your use case, the next step will be settling on a platform. What are you going to use to build this community?

For one of the projects we are wrapping up, lashing together nearly 10 distinct automotive aftermarket brands, each with its own identity, we engaged our client with **Jive Software**. It was the right solution for the circumstance. But you should play the field (especially if you're in a consultant role working with several brands). Never get married to a single platform. No matter how much they bill themselves as such, platforms are never one-size-fits-all, and many factors go into the decision. [Please see sidebar on page 6.]

An important consideration is how much your agency or department will remain involved following the launch of the community. Will you stay on to run the community? Will you devote man-hours to moderating articles, editing or authoring new blog posts or curating content? Or is this simply an install-and-leave?

IT'S A COMMUNITY...BUT HOW MUCH OF A COMMUNITY?

Intranets have traditionally been one-way conversations—organizations speak to their employees, employees listen. But the advent of social networking has changed expectations. People can comment and weigh in on almost all media they consume online—they expect the same behavior from their intranet community.

That's why intranets have become communities, fertile ground for the exchange of ideas. The more successful software providers have excelled at replicating this behavior, creating environments that foster engaging, two-way conversations.

Your challenge is to identify just how much dialogue your client or brand can tolerate. Functionally, through advanced administrative features and permissions-based assignments, you can give users as much or as little voice as you wish. You can provide the entire system a direct line to

the CEO, or you can limit feedback to the comments sections of posts.

The natural inclination for many brands is to limit this type of open discussion for fear of criticism, or worse, insurrection. We advise against this tack for two main reasons.

- ▶ First, the point of community-driven intranets is to facilitate precisely this kind of dialogue. To shunt it is to defang the very system you are implementing, and for that you may as well hang up a corkboard in the break room.
- ▶ Second, sunshine is often the best disinfectant. If there is discord in your organization, being deaf to it won't make it go away. When issues bubble to the surface, you can actually do something about them before they boil over.

Have a plan in place to address concerns when they are voiced. Don't forget, it takes a lot of courage for an employee or store-level worker to pipe up and voice criticism. If they do, they are likely just as wary of reprisal as you are of the negative light.

Embrace the opportunity to make it a safe conversation, first with a community moderator response, then, if necessary, followed up by a member of leadership or even an executive.

Meeting criticism head-on is a critical part of fostering trust and engagement in the community. Allowing your clients or leaders to paper over those concerns is doing them a disservice.

STAYING OUT OF DEVELOPMENT HELL

Now it's time to get to work developing. This is where the rubber meets the road.

There's no tougher part of the process than development, because it requires patience. Programmers and engineers are busy coding, IT teams are integrating data and users, content managers are migrating content, project managers are keenly focused on timelines and implementing the plan outlined at the start, and stakeholders are throwing curveballs in the form of additional builds and last-minute changes. Each part is dependent upon the other.

Brand leaders cannot make decisions until they see the developers' work progress. Tech teams are unable to advance until they have



Continued on page 6

How Instagram Stories Can Bolster Your Message

basement somewhere.” With all the activity swirling around Instagram, we decided to check in with PR pros to hear their best practices and tips and how they distinguish between Instagram, Instagram Stories and Snapchat.

Starting Out: Perhaps you’re a communicator at a brand that’s been hesitant to experiment with Instagram. Or you’re employed at an unsexy B2B that believes it can’t tell its story via pictures. Both hurdles are surmountable, our pros say.



Hilary duPont
Social Media
Strategist
Chobani

“There’s not a lot of risk to start a personal Instagram account and start following people and brands...and eventually experiment [with your own posts]...since very few people will be following you at first,” says Stacey Cunningham, senior brand manager at **Diageo**, the London-based alcoholic beverages company whose brands include **Smirnoff, Johnnie Walker, Baileys, Ketel One, Tanqueray** and **J&B**, among others. Indeed testing is a watchword for Cunningham’s work with social platforms. “We’re testing content across [social media] platforms all the time,” she says. With new features like Instagram Stories, “everything we do is a test,” she says. Cunningham’s not alone. Hilary duPont, social media strategist at **Chobani** says she’s constantly “testing and learning.”



Amy Derjue
Senior Content
Specialist
Solomon
McCown &
Company

And what about the non-photogenic B2B? “We tell all brands, even unsexy utilities, that you probably have a story to tell with photos,” says Amy Derjue, senior content specialist, **Solomon McCown & Company**. Well, if you’re at a utility, Derjue says, and storm season is approaching you might want to engage your audience by posting photos of your employees out in the field preparing. “Providing information and knowledge before a crisis is a great tool” to offer customers, she says.

Content Keys: Perhaps no category has benefited more from Instagram Stories and its ability to display a series of pictures than culinary and drinks brands. As such, Cunningham touts the value of Instagram Stories for relaying drinks recipes and recipes for food that include alcohol. “The first thing follow-

ers ask us [in comments on social] is ‘What is that? How can I make it?’” Providing step-by-step recipes quickly has become “our bread and butter” with Instagram Stories, she says, because recipes provide value to Diageo’s social followers. Contextually relevant content offered at the right time and to the right audience form the triumvirate of Diageo’s marketing philosophy, she adds. Instagram, Instagram Stories and other social platforms are “a complement to, not a replacement for” its marketing activities, Cunningham says. An ancillary takeaway is to monitor comments. duPont says her two-person team “reach out right away” when they see comments or strong content with the hashtag #greekyogurt.



Stacey Cunningham
Senior Brand
Manager
Diageo

It’s Alive: Another use of Stories, both Cunningham and duPont say, is to promote live events, allowing fans to experience things such as parties, conventions and fairs. Diageo recently did a local activation when Bailey’s was featured at the NY Taste Festival, Cunningham says. Chobani, duPont says, used Instagram and Instagram Stories to tout the launch of a Chobani café in NYC. The challenge for her brand, duPont says, is broadening local activations so “even if you don’t live in NY, you feel connected.” Chobani does this by featuring content that ties in to the café and includes those unable to visit NY.

Instagram vs. Instagram Stories: While Instagram Stories is relatively new, it’s already formed a character, our communicators say. For example, Stories is far more in-the-moment than Instagram, they agree. Images that are poorly lit are acceptable for Stories, yet don’t pass muster on Instagram, Derjue says. And Stories lacks the paid ad placements of Instagram and the geofilters of Snapchat, although both probably are coming soon. The larger question is whether Snapchat or Instagram/Instagram Stories eventually will dominate? Perhaps they will coexist, as Snapchat skews slightly younger than Instagram, although both have a tremendous number of young followers (55% of those 18-29 use Instagram; 60% of 18-24s use Snapchat). ■

CONTACT: @hilzdup @derjue @diageo_NA

THE SOCIAL MEDIA GUIDEBOOK

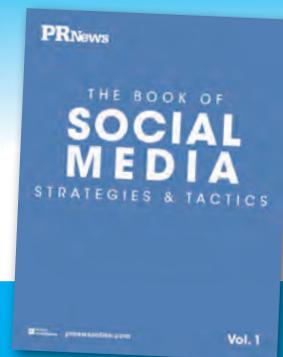
This 11-chapter guidebook focuses on communicating in a mobile and social world, winning the attention of audiences on the platforms most important to PR and marketers, social media listening strategy and technology, social media measurement and so much more.

Chapters Focused On:

- Facebook
- LinkedIn
- Pinterest
- YouTube
- Blogs
- Twitter
- Instagram
- Google+
- Tumblr
- Snapchat

PRNews

Questions? Contact Laura Snitkovskiy at laura@accessintel.com
www.prnewsonline.com/social-media-guidebook-vol1



How Two Steps Made Integration a Reality

INPUT SESSIONS 2.0

TAMS breaks marketing into two categories: four business units with roughly 10-15 people in each; and one corporate communications group of about 20 people [see chart below]. The business units work directly with the parent company in Japan to bring products to market. Corporate communications develops strategies and executes tactics on behalf of the business units.

In the past, it was not uncommon for subgroups of the corporate communications team to work in silos. For example, PR, brochures, social media and digital all had separate input sessions with the business units for their respective projects. As a result, key messages were not consistent across much of our communication. In addition, it took a lot of extra time and effort to fix things at the last minute. It was often the key message.

For example, PR would meet with the business unit (BU) and BU would say the most important thing to focus on was X. Then, at a meeting two weeks later with advertising, something changed or the advertising team would ask something new and the BU would say, “Great point—yes, that’s most important.” So, communication materials were not aligning and supporting the key message, which was not only confusing, but also did a disservice to our brand and products.

Today, when TAMS is launching a product or program, it convenes one input session with all internal and external teams; everyone at the session receives the same information simultaneously and agrees on a single-minded idea. Together.

This input session involves the business unit director and managers, all of corporate communications, plus any key

partners, such as PR and advertising agencies.

You may be thinking, “that’s one big meeting. Isn’t it overkill?” It’s not. Beyond ensuring that everyone is working off of one key message, it saves so much time, and our business units really appreciate it. While overwhelming to them at first, they now see the benefits of having one large meeting rather than multiple small ones.

MEETINGS WITH ALL STAKEHOLDERS PRESENT

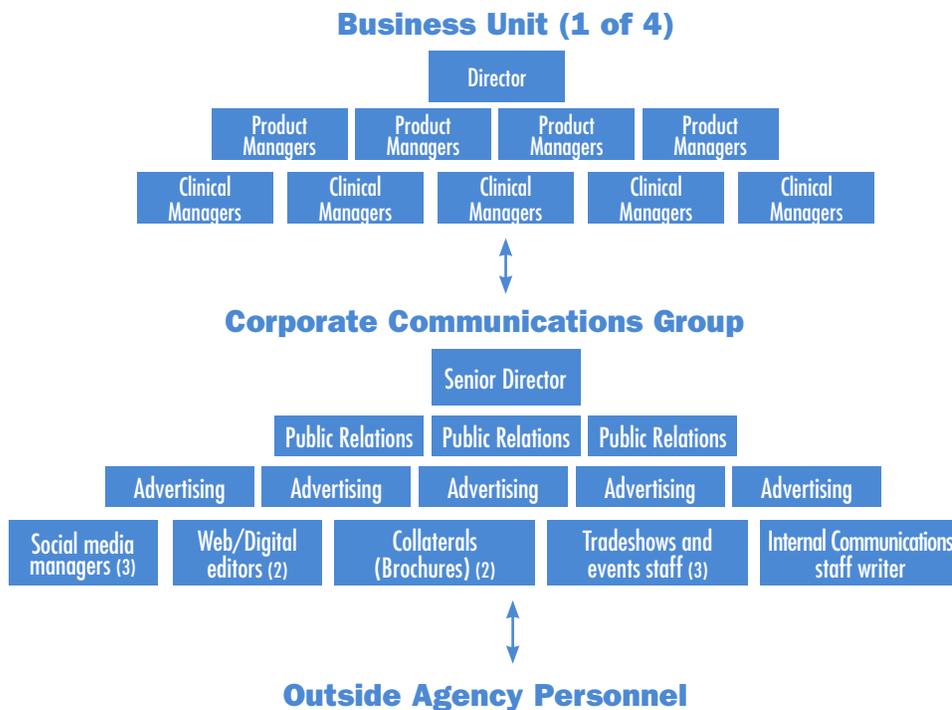
With so many projects going on at once, we realized that we weren’t leveraging the work of our separate teams. About five years ago, we started to hold regular bi-weekly meetings with each business unit. We have a running project list for each, and at the meetings we go through every project and update the status or ask for resources or information.

It seems like a simple thing to do, but the results have been game changing. For example, now everyone on the team knows what press releases are on the calendar, which means social media knows that it has to plan posts, the digital team knows that the website needs to be done by a certain date and the collateral team has a brochure ready to go.

These two simple processes have made a world of difference for us as a marketing organization. Now, we are all working from the same message, with the same set of information and working together to time delivery of communications to have maximum impact. ■

CONTACT: CDeBar@tams.com

How One Brand Integrates Communications and Business Units



A Big Meeting Now Pays Off Later: This basic org chart represents a product launch meeting of one of four Toshiba America Medical Systems (TAMS) business units (top) with its corporate communications group (middle) and outside agency personnel (bottom). Ideas and tactics flow between the three groups during an initial meeting, ensuring maximum coordination. Note: These renderings are an approximation of TAMS’ org charts. They were designed by PR News Pro and presented for illustrative purposes only.

Source: Toshiba America Medical Systems and PR News Pro

Strategizing, Writing, Storytelling and Measurement Will Remain Important in 2017

Outside our editorial offices in New York City the leaves are turning bright orange and red. The wind is picking up, the temperature is falling. No doubt we're heading toward the end of 2016. As we do each year, *PR News Pro* will again be presenting several articles dedicated to trends for the coming year. To jump-start that process, our Sophie Maerowitz asked attendees at the recent **PRSA** conference in Indianapolis what skill(s) successful PR pros will need in 2017. Here's what they said:



Chris Bonelli, Coordinator, Global Advanced Technology Communications, **General Motors**

Audiences seem to be more fragmented and skeptical than ever, so communicators will need to use creative storytelling more than ever in 2017 to break through the clutter.



Scott Thornburg, PR Specialist, **Oracle**

1. Communicators need to find smarter and more strategic ways to relay information in a simple and succinct manner. This is imperative because verbosity doesn't resonate in the modern age—consumers are being bombarded with news and information at every turn. We need to help them distinguish truth from noise.

2. Strategic communications and coaching at the executive level will be more important than ever. Young professionals expect transparency from their leaders. The job of navigating the delicate perceptions of our leaders will increasingly fall into the hands of PR.

3. Measuring and communicating the value of PR will be a top priority. Good communicators will learn to automate what they can using tools like **Cision's** Communications Cloud, and focus only on doing those manual measurement tasks that are the most meaningful for the C-suite.



Kirk Hazlett, Fellow, PRSA, Associate Professor of Communication, **Curry College**

The ability to write concisely, clearly and compellingly will be in continual demand.



Chip Griffin, CEO, North America, **CARMA**

In 2017, PR professionals will need to put a renewed focus on the *why*. There are so many new tools and platforms out there that it's time for strategists to start saying, "Why are we doing these things? What's the thinking behind this communications approach?" As we start thinking about the *why*, we'll achieve better results.

“ We'll need to use creative storytelling more than ever in '17 to break through the clutter. ”
—Chris Bonelli, General Motors



Shonali Burke, President/CEO, **Shonali Burke Consulting**

The one skill that is not going to go out of fashion is the ability to strategize. Tools and platforms and how we implement them into our programs may change, but we always need to think about those strategically. [PR pros] really need to take a step back and think about strategy, metrics and [how they tie back to] business objectives. ■

CONTACT: christopher.bonelli@gm.com,
scott.thornburg@oracle.com, khazlett0104@curry.edu,
chip@chipgriffin.com, sburke@shonaliburke.com

May 22-24, 2017 | Atlanta, GA

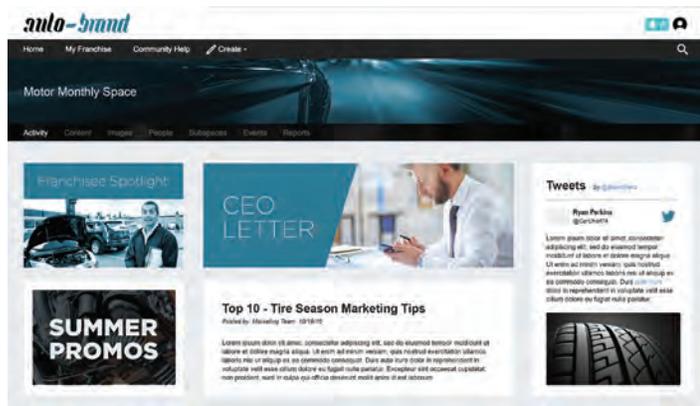


The Social Shake-Up

www.socialshakeupshow.com

On May 22-24, 2017, hundreds of digital, social media, marketing and PR professionals will gather for the annual Social Shake-Up conference in downtown Atlanta. PR News is hosting this event in partnership with Social Media Today.

Questions? Contact Jessica Placencia at jessica@accessintel.com; 301-354-1641



Where the Rubber Meets the Road: A mock-up of an employee intranet site the author helped conceive for an automotive brand. It's crucial during development to regularly engage with beta users and seek feedback. In addition, keep brand and department heads, C-suite advocates and other key stakeholders briefed. They'll be helpful after development.

approvals. Users can't see the site until it is functional. Done right, it's a deft tango of integrated teams hitting deadline after deadline. Done wrong, it's a tangled morass of development hell.

Project managers can save the day here. It's their job to

BUILDING AN ACTIVE INTRANET IN 90 DAYS

- Day 1: Strategy Session
- Day 2-10: Digest Strategy Session
- Day 11: Use Cases
- Day 12: Solicit quotes from platform providers
- Day 12-15: Refine and agree upon Use Cases
- Day 16: Engage platform provider
- Day 17-60: Community Development
- Day 40-75: Communicate the new community to the user base, create excitement
- Day 60: Beta Launch
- Day 60-75: Content Import/Development
- Day 75: Hard Launch
- Day 75-90: Monitoring and responding to user feedback
- Day 90: Provide first biweekly metrics report

shine the light on any bottlenecks and suggest ways to break them open. This is a true skill.

During development, you must identify and engage with a group of beta users, and you must regularly poll them for feedback. Separately, you should be sharing development and ac-

Continued on page 7

COMPARING INTRANET PLATFORM CHOICES

You have a lot of platform choices when building an intranet. Here are a few distinguishing characteristics.

JIVE

Jive (www.jivesoftware.com) works most effectively as a partitioned, permissions-based social network. Think of a private Facebook, made just for your company. It has a distinct architecture based on "spaces," "groups" and "users."

In Jive, your community is a "space," a large container where everything else is and all activity happens. A "subspace," like "Marketing," "Legal" or "Europe/Africa Group" is contained in the main community space. Also in the space are "groups," like "Administrators," "Leadership" or "Party Planners," and "projects," like "New Website Launch," "Business Development Acquisition" or "Jerry's 50th Birthday Party." The software delivers content via "news" and "streams," and is highly customizable, if not always intuitive from the back end.

As you can tell, Jive gets a little "jive-talky" very quickly, and for those not steeped in its vernacular it can be difficult to discern "places" from "spaces," "groups" from "projects" and "streams"

from "news." Jive also is very costly and takes the most time to implement. While an out-of-the-box Jive implementation (called an "instance") has become the most popular intranet solution in the corporate world, there are many limitations and drawbacks to the software that stymie certain projects' needs and require in-depth consulting.

You can take Jive for a test drive and join Jive's external community of users at: community.jivesoftware.com

WORDPRESS

Many people familiar with the well-known open source website platform don't realize it is capable of being crafted into an intranet community. Using a series of plug-ins, customizations and with the right theming it can. See: <https://theme-forest.net/item/thrive-intranet-community-wordpress-theme/12275020>

Wordpress is great for organizations that have fewer than 1,000 users and want to manage every detail of the project. Wordpress is more flexible than Jive, but it requires greater upfront configuration and a deeper understanding of CSS and HTML.

As it is open source, there is no

Wordpress "support team," but there is an entire planet's worth of documentation and experts who can help with any problem—and do so for free.

YAMMER

Recently acquired by **Microsoft**, Yammer is a freemium enterprise social networking service used for private communication within organizations. Like Slack, it focuses more on-in-the moment, ephemeral messaging. It is less robust than Jive and Wordpress, cheaper than Jive, but simpler to use and implement.

SLACK

The hottest internal communications system now, Slack is a short-message-driven platform that works best with remote teams of likeminded coworkers who need to share multiple ideas and messages on the spur of the moment and informally. Where **ConstantContact**, **MailChimp** and other email providers offer a "NASA approach," where every communication is like a carefully orchestrated shuttle launch, Slack is informal and most closely resembles old-school AOL chat rooms, but with GIFs.

cess with key stakeholders, brand and department heads and evangelists in the C-suite who will help in what comes next.

LAUNCH AND POST-LAUNCH

As development winds down, your efforts to drive awareness should be ramping up. An intranet community is only as strong as the user adoption, and you want robust adoption from day one.

Communicate early and often. Tailor your messages and highlight the part of the use case that appeals most to user-groups. For your finance team, let it know about the slate of new native reporting tools built into the community. For your Latin America team, show it the translation text that will make communications pertinent to its audiences. For your legal team, play up the moderation and approval functionality that gives them insight.

Recruit evangelists, well-respected VPs and executives who can rally the organization to adopt the community. Ghostwrite emails on their behalf, exhorting users to get online and start conversing.

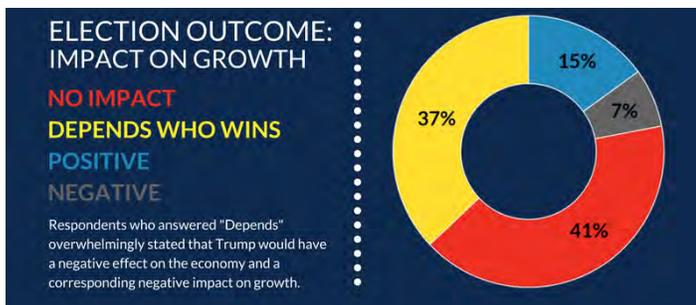
All communication should build toward a launch day, and that theoretical date is crucial. All projects must have a beginning and an end, or you risk creep. Make that launch day a steadfast rock that cannot be budged.

Most importantly, for an intranet community to be successful, it must be quantified. Remember those KPIs you decided on way back during your strategy session in part I of this article? Time to start measuring. Make analytics and metrics a part of your daily activity. Only by defining success will you be able to tell if your new community is doing its job. ■

CONTACT: Davidq@rockorange

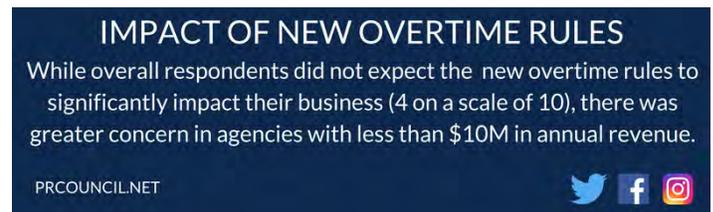
DATA DIVE

ROI Proof, Tight Budgets Worry Agency Heads



"The more things change, the more they stay the same," seems to be the message from an new **PR Council** survey. It was provided exclusively to *PR News Pro*. The survey of 100 leaders from PR Council member firms will be made available next month.

The venerable canard of proving ROI remains top of mind, the survey shows. Tight budgets and their corollary, doing more with less, follow.



Source: *PR Council*, provided exclusively to *PR News Pro*

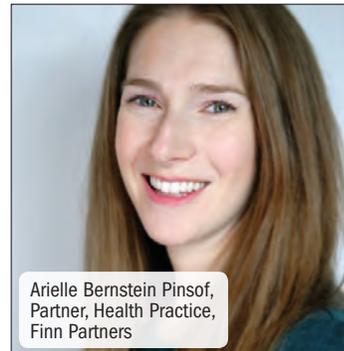
Slightly fewer than half those surveyed felt the presidential election will influence growth, yet most of those of who responded "depends who wins" believe a Donald Trump victory would be harmful to the health of the economy. The measurement question's responses are standard. ■



Hugh Burnham, CEO, Lumina



Deborah Thomas, CEO, Ardent Leisure

Arielle Bernstein Pinsof,
Partner, Health Practice,
Finn Partners

1. Spinoff: Gutenberg is scheduled to announce tomorrow that it's spun off **Lumina Communications**, which will be based in Silicon Valley, with an office in NYC. **Hugh Burnham** will be its CEO. Burnham and **Harjiv Singh** founded Gutenberg in 2003. Singh will continue to lead Gutenberg. "It was the right time for us to rebrand due to our growth in the Valley," Burnham tells us. "We feel good for the coming year," Burnham says, "there's very strong demand from the Valley, not only for PR services but for marketing...the economy here is very good." He sees PR for cloud services and cybersecurity as well as work with big data and social media as strong markets in 2017.

2. Crises Make It a Small World: It literally sent a chill down one's spine reading about the awful **Dreamworld** amusement park accident in Australia Oct. 24, which left four people dead and others, including two young children who miraculously escaped the white water ride, traumatized. Beyond the tragedy, it was sad to read how badly the crisis was handled, with the principals repeating many mistakes brands have made in the U.S. After the incident, the park, one of the country's top attractions, was closed immediately and its owner, **Ardent Leisure Group**, released an appropriately toned statement, expressing regret. Similar to the **Wells Fargo** incident, though, voices of the company's leaders were absent, spurring criticism. *The Australian* reported Oct. 26 Ardent's chairman **Neil Balnaves** was "too emotional" to speak, while high-profile CEO **Deborah Thomas** "has been holed up at Dreamworld with her mobile phone switched off." Later in the week Balnaves said

he'd be retiring. Thomas appeared at a press conference where she apologized for her poor handling of the crisis. She was forced to admit an Ardent statement saying she had been in touch with victims' families was not entirely true. In fact, she hadn't contacted all the families yet, Thomas confirmed. In addition, Thomas had to handle the fact that she'd be receiving a performance bonus of \$840,000. Ardent's board meeting was held Oct. 27, despite the crisis, also prompting criticism. Thomas said she'll donate the cash portion of her bonus, nearly \$200,000, to the **Red Cross**. Like crisis-riddled U.S. brands, Ardent Leisure's shares tanked on the news; it lost nearly 25% of its capitalization in two days.

3. Platform Prater: Go mobile if you've not already. A new **Publicis Zenith** report says 75% of internet use next year will be accessed via mobile. That's up from 68% this year. The estimated figure is 79% for '18. – **Facebook** continues to push live video, unveiling filters Oct. 25 that transform Facebook Live streams into the styles of famous artists. Facebook Live vids have quadrupled since May and are watched three times longer and accrue 10 times the comments of regular videos, *TechCrunch* says.

4. Influencer Ban? Not. Several advocacy groups delivered a complaint to the **FTC** Oct. 21 calling for it to halt influencer marketing directed at children. The groups, **Center for Digital Democracy**, **Campaign for a Commercial-Free Childhood** and **Public Citizen**, lodged the complaint against **Google**, **Disney**, **DreamWorks** and two others. Hold on, though, there's a long way to go before

the **FTC** will impose such a ban, says attorney **Allison Fitzpatrick** of **Davis & Gilbert**. "The complaint leaps to the conclusion that...marketers engaged in child-directed influencer marketing," but the videos cited are on **YouTube**, "which the **FTC** has recognized as a general audience platform, not directed to children," she says. Calling for a ban on all child-directed influencer marketing "is a broad statement that raises significant First Amendment implications," she adds. The **FTC** has said influencer marketing is permissible when brands acknowledge it as such, yet the complaint, in a footnote, "goes as far as to state that influencer marketing is unfair and deceptive even when directed to adults." Last, this is a complaint brought by advocacy groups. As such, "We should not take its allegations at face value as the **FTC** first needs to investigate" to see if they "have any merit." [Note to Subscribers: Materials related to influencer marketing regulations can be found at the *PR News Pro Essentials* page: prnewsonline.com/pr-news-pro-essentials/]

5. People: 20th Century Fox **CCO Chris Petrikin** will exit at year's end to form a strategic communications/crisis management firm. – **Fenton** named NYC Mayor **Bill de Blasio** press secretary **Karen Hinton** chief strategy officer/managing director of its NY office. – **Finn Partners** named former **Makovsky** exec **Arielle Bernstein Pinsof** a partner in its health practice. – **Rogers & Cowan** named **Alisa Granz** EVP and leader of its consumer practice. – **GSG** named HHS deputy for public affairs **Marissa Padilla** a VP – **Laureus USA** named **Patty Bifulco** VP, marketing and business development. ■

PRNews' DIGITAL PR AWARDS

Awards Luncheon

November 16 at

the Yale Club NYC

12:30 - 2:30 p.m

Register: digitalprawards.com

Digital PR Firm of the Year

- Klick Communications
- McGallen and Bolden Pte Ltd
- Tech Image

Digital PR Team of the Year

- The Coca-Cola Company - Coca-Cola Journey
- IW Group
- PepsiCo Digital
- UN Foundation - Digital Team
- Wakefern Food Corp. - Social Media Team

Blog

- Abbott - Giving Millennials an 'Eyeful' on Tumblr to Consider LASIK
- The Coca-Cola Company - Coca-Cola Unbottled
- Milton Hershey School - "Student Voices"
- Nelson Schmidt - WEDC Launch In Wisconsin
- SAP - WTA for SAP Tech on International Women's Day
- Valley Forge Tourism & Convention Board - The Pursuit

Cause Marketing/CSR

- Accenture - Being Greater Than Program
- Cohn & Wolfe - Colgate Encourages Consumers to Save Water Because #EveryDropCounts
- Current Marketing - Brita and Stephen Curry Make a Splash
- Happn - One in Three Women
- John Guilfoil Public Relations LLC - P.A.A.R.I. and Police Responding to the Opioid Crisis
- MSLGROUP - Celebration of Service: Creating Independence at Home for U.S. Veterans
- SAP - #One4 Project
- Turkish Economy Bank - TEB's Women Banking

Contest/Game

- Brownstein Group - IKEA LED Light Challenge
- Ogilvy Group UK - Pears Timeless Beauty Competition: Reimagining an iconic British brand
- SAP North America - SAP Digital Business Challenge
- St. Jude Medical/SignalWest Public Relations - "Thanks to an LVAD..." National Awareness Campaign
- Valley Forge Tourism & Convention Board - Montco's Best Pizza Tournament

Crisis Management

- Lincoln Strategy Group - Save our AZ Solar

Digital Marketing Campaign (100k and under)

- CLS Strategies - Office of Champagne, USA: Champagne Day 2015
- Miami HEAT - Throwback HEAT
- New Slang - HB Goodbye Serious
- Nickerson PR - Fuse Cambridge
- Turkish Economy Bank - TEB's Women Banking

Digital Marketing Campaign (100k - 200k)

- Better Business Bureau serving Central, Coastal, Southwest Texas and the Perm Basin
- The Getty - #GettyInspired
- R&R Partners - Las Vegas Unveils #WHHSH Beer at Coachella Music Festival
- Taylor - Tide: Welcome Home, Brett

Digital Marketing Campaign (200k - 500k)

- Adobe - Empowering Today's Digital Marketers with Leading Adobe Reports and Actionable Data
- Booz Allen Hamilton - Keep What You've Earned
- FCB Chicago - Boeing's Innovation Film Series
- OMD - PepsiCo Game Day Grub Match

Digital Marketing Campaign (500k +)

- Cisco 2016 Brand Campaign
- Lynn University
- Raytheon Safer World Campaign
- R&R Partners - Vegas VR Worldwide
- Weber Shandwick & Mars Petcare - Mix Mania

Digital PR Campaign

- Coyne PR - Pennzoil Reaches New Heights with Airlift Drift Mini Film
- Everywhere Agency - The OshKosh B'gosh #BreakForSpring Campaign
- GCI Health - The Johnson & Johnson Campaign for Nursing's Future Highlights Nurses' Vital Role in Healthcare via Digital Channels
- J. Walter Thompson MEA - HASSA ELIYA (NOW IS MINE)
- Nexon America and Wonacott Communications - Revealing LawBreakers: Defying PR Laws
- UN Foundation - Global Moms Challenge
- Weber Shandwick with Milk Processor Education Program (MilkPEP) - Get Real: Rallying Around The Truth About Milk
- XO Group Inc. - The Knot Dream Wedding

Email Newsletters

- DEVENEY - Keep Louisiana Newsletter Post Rebrand
- JLL - Connections Newsletter
- Nelson Schmidt - WEDC INsite Newsletter
- The Thomas Collective - Culturelle Newsletter

Employee Communications Online

- HARMAN International Industries Inc. - Achieving One HARMAN
- Porter Novelli - T-Mobile Launches T-Nation, a new intranet platform for employees
- Procter and Gamble - Animatics: Pathway to Employee Understanding & Engagement -
- SAP North America - SAP Digital Business Challenge
- Workiva CONNECTS with Employees

Facebook Communications

- Adobe Photoshop Space Mystery Campaign
- American Institute of CPAs - Feed the Pig
- FleishmanHillard - #FaceLeukemia
- Mary Kay Global Day of Beauty - Facebook Live
- Mohegan Sun - Full of Life on Facebook
- Tweddle Group
- Weber Shandwick & GSK - Tums Starting Spread

Influencer Communications

- Cisco Systems - Cisco Cloud Influencer GIF Digital Campaign
- Coyne PR - Pennzoil Targets DIY Automotive Audience through Proactive Engagement Program
- Linhart Public Relations - Ancient Harvest: Leveraging Online Influencers to Drive Consideration and Trial
- NJI Media - Business Roundtable's "Upgrade America" Campaign
- Porter Novelli - The Laughing Cow Love Your Local Events
- R&R Partners - Digital LGBT Influencer: Tyler Oakley
- rbb Communications - Hampton by Hilton Uncovers and Inspires a New Type of Traveler: The "Seekender"
- TELEMUNDO Generates Buzz for Billboard Latin Music Awards Through Exclusive Press Event

Instagram Communications

- Brownstein Group - Growing Garces Group on Instagram
- DEVENEY - Emeril's Restaurants' Instagram Campaigns
- New Slang - Lidl Ireland Eastergram

Registration questions? Contact Jessica Placencia at jessica@accessintel.com.

Interested in sponsoring or advertising? Contact Lindsay Silverberg at lindsay@prnewsonline.com.

- Smithsonian Institution - Smithsonian Instagram
- UN Foundation - #Instacorps

Intranet

- Workiva - CONNECTS with Employees

Listening Campaign

- Cisco 2016 Brand Campaign
- FleishmanHillard - Content Compass
- Porter Novelli - The Laughing Cow Love Your Local Events

Location-based Digital Campaign

- C-4 Analytics - Stacking the Deck
- DEVENY - Hermann-Grima Festival Season Promotional Campaign

Media Relations Campaign

- 10Fold - Where's Your Data?
- Astrsk PR - Weebly "Like a Boss" Tour
- HomeAway.com - #EiffelTowerAllYours
- IBM with Text100 - IBM Watson in 2015: the Dawn of the Cognitive Era
- J. Walter Thompson MEA - HASSA ELIYA (NOW IS MINE)
- MSLGROUP - Celebration of Service: Creating Independence at Home for U.S. Veterans
- Tech Image - Bosch Power Tools Media Relations Campaign
- Think Jam for Twentieth Century Fox - The Martian Home Entertainment Release

Microsite/Custom Site

- Discovery Education and Envision - Chase the Race in School
- PepsiCo - #HowWillWe
- Porter Novelli on Behalf of Office on Women's Health - Know The Facts First
- SAP - AdVenture Capital
- St. Jude Medical/SignalWest Public Relations - "Thanks to an LVAD..." National Awareness Campaign
- Weber Shandwick - VMware Radius

Mobile App

- Advantest Corporation. - VOICE Developer Conference
- Bell Helicopter - Digital Toolkit

Most Engaged Brand

- FCB Chicago - Boeing's Innovation Film Series
- IBM
- Marina Maher Communications - Connecting with Consumers and Influencers on Twitter in Real-Time to Create Army of Endorsers

New Digital Service/Product

- Accenture - Strategy Launch
- Bell Helicopter - Digital Toolkit
- Business Wire - BizWireTV
- Think PR - Aloft Emoji Room Service

New Site

- Accenture - Creating a Disruptive Digital Platform to Showcase the Best of Accenture
- Edison International - InsideEdison.com

Online Community

- Lotus823 and Maverick Industries - Cooking Up An Online Community
- Nexon America and Wonacott Communications - Revealing LawBreakers: Defying PR Laws
- Samsung Electronics America - US Newsroom

Online News Room

- Allstate Corporate Relations
- San Diego County District Attorney's Office
- Vizient, Inc.

Public Affairs Campaign

- DEVENY - Proposition Coalition
- GCI Health - America's Diabetes Challenge
- John Guilfoil Public Relations LLC - P.A.A.R.I. and Police Responding to the Opioid Crisis
- Lincoln Strategy Group - Coalition to Protect NV Ratepayers
- MSLGROUP - Celebration of Service: Creating Independence at Home for U.S. Veterans

Redesign/Relaunch of a Site

- American Foundation for Suicide Prevention - The New AFSP.org
- Food Lion - Newsroom Relaunch
- Marketplace Events - Home Show Website Redesign
- NBCUniversal - The New NBCUniversal.com
- Orange County Property Appraiser
- Purple Strategies - The Launch of the New AHIP.org
- San Francisco Public Works
- Story Partners - Vote4Energy

Snapchat Communications

- Bauserman Group - 8 Seconds at a Time: Snapchat Marketing for the Reno Rodeo
- Hawkins International Public Relations - InterContinental New York Barclay Snapchat Takeover with Condé Nast Traveler
- JPMorgan Chase & Co. - 4th of July Snapchat Story, Chase Freedom Unlimited
- Pocono Mountains Visitors Bureau - Snapchat Story Begins
- R&R Partners - Las Vegas launches official Snapchat channel with DJ Khaled
- Visit Philadelphia - Visit Philly Snapchat
- W Hotels x Baron Von Fancy PRIDE Snapchat Filters

Social Networking Campaign

- American Foundation for Suicide Prevention - National Suicide Prevention Week
- H+M Communications - Driving Latinos To Universal Pictures' Compton
- Hawkins International Public Relations - InterContinental New York Barclay Snapchat Takeover with Condé Nast Traveler
- HSS I Hospital for Special Surgery - Gabrielle's Story
- IBM x Marchesa - The Cognitive Dress
- Invisalign Drives New Leads While Reducing CPA
- National Association of Insurance Commissioners - Bad Breaks Social Media Campaign with RJ Mitte

- Tier One Partners - ASU GSV Summit
- W2O Group - Nothing can be perfect.

Twitter Communications

- FleishmanHillard - Siemens at #HIMSS16: Revolutionizing social engagement through insight and #efficiency
- Largemouth Communications - Revving Up Twitter Engagement for the Kyle Petty Charity Ride Across America
- Marina Maher Communications - Connecting with Consumers and Influencers on Twitter in Real-Time to Create Army of Endorsers
- Pitney Bowes - #PowerofPrecisionChat Global Tweet Chat Program
- Turkish Economy Bank - TEB's Women Banking
- Weber Shandwick & Mars Inc. - M&M'S 1 Million Tastes of Crispy Giveaway - #NashHasCrispy
- Weber Shandwick & Mars Inc. - M&M'S #MakeMLaugh Red Nose Day Campaign

Video

- The Axis Agency - Kaiser Permanente "Food for Health Recipe Video Series"
- FleishmanHillard - LongHorn Steakhouse Grill Masters LIVE on Facebook
- GCI Health - America's Diabetes Challenge
- IBM - 360 Degree Research Labs
- J. Walter Thompson MEA - HASSA ELIYA (NOW IS MINE)
- LA County - This Was Our Home
- Miami HEAT - Throwback HEAT
- Taylor - Tide: Welcome Home, Brett
- Tim Hortons - #WarmWishes
- Weber Shandwick & National Pork Board - Grill Crashers

Viral Campaign

- FCB Chicago - Boeing's Innovation Film Series
- H+M Communications - Driving Latinos to Universal Pictures' Compton
- IBM x Marchesa - The Cognitive Dress
- J. Walter Thompson MEA - HASSA ELIYA (NOW IS MINE)
- Nexon America and Wonacott Communications - Revealing LawBreakers: Defying PR Laws
- SAP - #One4 Project
- SHOWTIME - Emmy Campaign Buttons 2016
- UPRAISE Marketing + Public Relations - More Than Meets the Suds: Making the Most Dreaded Chore Go Viral

WOW! Campaign

- Brownstein Group - IKEA Adult Coloring Book
- Current Marketingeting - Kingsford's #PayEd Campaign
- HomeAway.com - #EiffelTowerAllYours
- HSS I Hospital for Special Surgery - Gabrielle's Story
- MullenLowe U.S. - Give Dad Nothing
- National Military Family Association - More Than a Spouse