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SOCIAL MEDIA

How a So-Called Unglamorous Brand Builds Community on Instagram With Creative Content

Instagram news last week centered on influencers. One story involved a very unglamorous brand, the anti-nausea drug **Diclegis**. A pregnant Kim Kardashian endorsed it on Instagram in 2015. That post, though, lacked a clear, **FDA**-approved listing of the drug's side effects. The **FDA** slapped **Duchesnay**, the drug's maker. Last week, there were multiple problems when Kim endorsed the drug again on Instagram. Some prickly Instagrammers complained the new post's side

effects language was too extensive; others whacked Kardashian for being inauthentic: they said she's merely a paid shill for big pharma, especially since she's no longer pregnant and suffering from nausea.

This hubbub led us to think about unglamorous brands and whether or not their stories can be told visually on Instagram, but without glamorous influencers like Kim Kardashian. It also led us to think about how so-called unglamorous

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INTEGRATION

BY ALLEN PLUMMER, CONTENT MARKETING LEADER, HEAD, INSTITUTIONAL SOCIAL MEDIA, VANGUARD

How Vanguard Ties Traditional PR & Social Media Together Successfully

In my professional capacity, I meet regularly with colleagues who work in and lead social media for some of the largest and most well-respected brands in the country.

During the past several years, I've noticed a pattern in these discussions: Social media professionals are quick to acknowledge (and commiserate over) relationships with their company's attorneys and compliance partners, yet seldom mention their colleagues in PR as key stakeholders and collaborators.

In fact, I'll go as far as to say that social media professionals seldom recognize the potential of their platforms as PR tools, which is unfortunate.

I might be biased in making these observations. After all, social media at **Vanguard** sits within the various marketing departments and not within PR itself.

That's sometimes the case at other brands, of course, but it's just as common to see social media managers report to the head of PR.

Similar to what I noted above, in those instances, I've heard social media pros complain that they struggle inside PR. "[PR] doesn't get us," I've heard them say. "They don't understand that we're marketing." Or, "Our PR team just



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brands can engage followers on a visual Instagram.



Erica Campbell Byrum,
 AVP,
 Social Media,
 ForRent.com

Like people, every brand has unique characteristics as well as challenges. The brand ForRent.com has a challenge in that people rent apartments or homes sporadically, perhaps once every few years. At its essence, the brand “really is just a giant search engine...[and] we’re not tangible, we’re a service,” says Erica Campbell Byrum, its assistant VP of social media. How then does **ForRent.com** keep people engaged for lengthy periods, in between the times they’re either signing a rental agreement or thinking about moving?

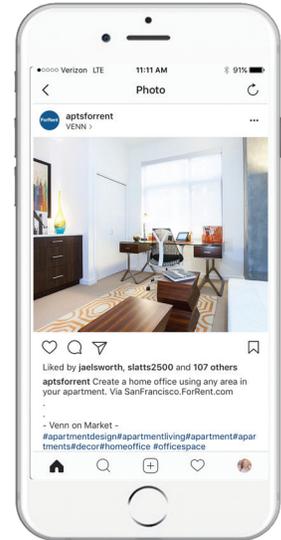
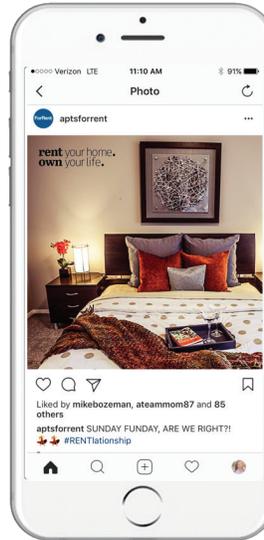
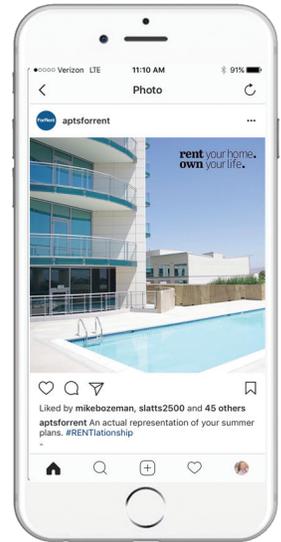
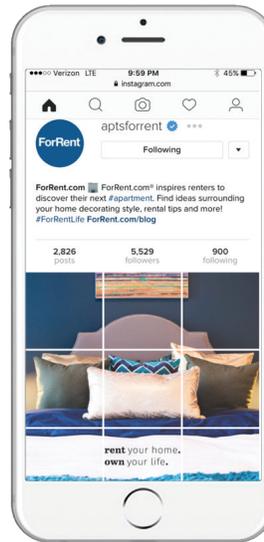
For Byrum, that challenge—which is the brand’s “biggest,” she says—has become an opportunity, although she admits the brand, which is a B2B and a B2C business, “struggled” early to find its footing and lacked consistency.

Part of the solution, the brand found—in addition to consistency in tone of language and photo style (Byrum recommends using bright photos, as she explains in the sidebar on page 3)—was humanizing itself via Instagram. During holidays you might find a photo of the ForRent.com office staff enjoying St. Patrick’s Day activities, for example. More substantially, it decided to provide followers with information not just about renting an apartment or home, but about home life generally, including decorating tips and tricks, recipes fitness and health.

To augment its lifestyle effort, ForRent.com has a blog. More than that it has a blogger ambassador program where it invites bloggers in specialty areas, such as food and home decor, to write for it. Besides providing its usual base of users with useful content about food, the bloggers bring their own followers to ForRent.com, raising awareness of the brand, Byrum says. A recent wrinkle for the blog is an emphasis on specific cities and neighborhoods. “We’re going 100% geo[location],” she says.

TAPPING THE PUBLIC FOR CONTENT

And while ForRent.com has photographers on staff—that’s clear when you look at the quality photos it posts on its Instagram account—many of its photos come from followers through what we’d call strategic contests. For example, Byrum tells us that when she knows she’ll need material about a particular subject for the blog, she might begin a contest asking followers to submit pictures of various aspects of life in that community. “Whatever content we need...we weave



Bright Pics Work: The Instagram post on the upper right illustrates the emphasis ForRent.com puts on ‘bright’ images. At upper left is an imaginative use of six posts to create one complete picture.

Source: ForRent.com

into” a contest, she tells us. Last August, for example, the contest asked followers to shoot something else. “Day one was home, day two was sunset, day three was pet, day four was in your closet...day 14 was a drink, day 27 was my town.” At the end of the contest ForRent.com “curated more than 2500 photos that we now own the rights to and can repurpose in our future” campaigns, on its blog or Instagram account. “This is a unique way to use the power of the crowd when you might not have the most attractive brand or a lot of assets to work with,” she says.

Mini Case Study: Since our topic is finding an Instagram campaign for brands that some might think lack visual appeal, we throw a curve-

How to Find Visual Elements for Any Brand

ball at Byrum. We search for a really unglamorous product and see if she can come up with a way to tell its story on Instagram. “At the end of the day, every brand has a story, regardless whether you’re B2B, B2C, government or nonprofit,” she says. OK, so we ask how can a company that makes the cardboard boxes that business envelopes come in develop a visual campaign for Instagram?

Her answer comes quickly. “Take stylized photos of the boxes...put the box of envelopes in a really nice office setting, instead of the usual office background. And make sure there’s a lot of white space and light coming in.” To prove her case that brands with what might be considered unglamorous product lines and nonprofits can mount successful efforts on Instagram, she points to **MailChimp**, **HubSpot**, **HP**, **San Diego Zoo** and **San Francisco SPCA**. “You can barely tell if it’s a fashion diary or if it’s a global technology brand... [their photos] look high end and editorial...they’re doing a great job.” She also lists **J.Crew**, **Loft** (from **Ann Taylor**), **Cabin Folk** and **IvoryonSunset** as brands that are “killing it” on Instagram.

Editorial Calendar: ForRent.com uses an editorial calendar to coordinate its Instagram account and blog content. For posting on Instagram, the team eschews a scheduling tool, preferring to post by hand, although “we still use [the

tool] **CoSchedule** to take a look at what the content is in advance.” A color-coordinated **Google** calendar is used to show future content.

At the beginning of each quarter the team, which is lean (three social media employees and access to two or three search agencies) meets to consider upcoming events and milestones that could lead to content. “We’re typically working one quarter ahead,” although there’s flexibility for last-minute additions, she says.

Measurement: “We know Instagram is not going to generate leads for us the way Facebook will. It’s more a brand awareness play for us...and something that lets us tell our story in a more creative way that’s a little less intrusive than some of the other social platforms.” Although she says “some of the new advances Instagram is making with Stories and the capability to have more links link out to your web site are game changers, and we may start to see traffic increase from Instagram.” Today, though, ForRent.com is looking chiefly at engagement, such as likes and comments, “and we want to see our networks grow.” The brand also makes use of reach, impressions and exits with Stories, “so you can see exactly where people are exiting on your stories.” ■

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5 Tips for Building Community on Instagram

1. The brighter, the better:

Byrum’s talking photos here. “You’ll notice a lot of our photos have bright light coming in through the windows. Those tend to outperform some of the darker, heavier photos. “For us, modern furniture, interesting prints, lots of color, kitchens and living rooms [do really well]...but people

really like culture shots too.” Those are the humanizing, behind-the-scenes photos of ForRent.com staff. “You’ll notice a lot of bloggers [and Instagram accounts] shoot from above and shoot on very bright surfaces, like marble, and use white cardboard as a background because it reflects a lot of light.”

2. Be Consistent:

Stick to “a specific style or theme” with your Instagram content (as mentioned in the article above). In addition, be consistent with your posting. “We post several times a day and we make sure that’s happening every day.”

3. Plan: “Spacing out your content is important, as

is knowing when the peak times of the day are for your audiences.”

4. Use Hashtags: “If you don’t, it’s like putting a billboard in the middle of the woods.”

5. Style Points: “Taking time to style your photos and using natural lighting is really important.”

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Mixing Digital, Traditional Tactics for Integration

wants me to get them media coverage,” is another statement I’ve heard at conferences. “Their requests keep me from actually connecting with our customers.”

Whenever I run into this, I find myself reminding colleagues that the best companies in this space balance the two. Best-in-class brands know that social media is as much about PR as it is marketing.

Although our team doesn’t fall under PR, we consider PR to be a key stakeholder. Indeed, PR is a key stakeholder for all marketing at Vanguard. Owing to that, we interact regularly with our PR colleagues to ensure that we’re supporting their efforts (and vice versa). Here’s a handful of things we’ve learned along the way.

EMAIL WORKS WONDERS

First, we’ve set up a dedicated email group between social media managers and our PR team. Whenever one of our social professionals sees a customer complaint or potential issue on social media, they immediately share the post with PR via the email group. Our PR team, in turn, has established a daily coverage schedule so monitoring these potential problems is a shared responsibility. PR guides the decision of when and how to respond to issues on social media, and social teams are able to effectively triage problems without making sensitive calls in a silo.

An added benefit is that when problems arise, everyone who works in social media and PR receives the email. This means everyone can instantly be on the lookout, as well. PR, in turn, gets a direct and immediate line of sight into customer feedback that other types of communications don’t offer.

...BUT FACE-TO-FACE IS NECESSARY

We’ve also set up regular, consistent touchpoints around information sharing and content plans. Once a month, I meet with the chief of staff for the managing director of our Institutional Investor Group, the leader of our internal communications team, our executive writer and our PR representative.

As a group, we’re able to share what we’re working on, what big initiatives are coming, what we’re hearing from leaders and most important, what the five of us can do to help each other and stay in sync as situations arise. Although we seldom meet with a formal agenda, we all leave smarter and more knowledgeable than when we walked into the room.

PROCESSES DEVELOP CONSISTENCY

In addition to sharing our thought leadership and amplifying our internal marketing efforts, our social media teams look to earned media as another great source of content. That said, we value PR’s input on the nuances and background around media coverage, especially when we don’t always know the sensitivities around a particular topic.

Our social media managers are expected to keep an eye out for positive media coverage both on the web and via social channels. When they find something, their first step is to

share it with both PR and our compliance division to ensure it’s appropriate for us to share as a brand. (It’s not a surprise that over time, our social teams often are able to anticipate potential PR or legal problems before sending articles over for consideration.) In those instances where we are able to amplify positive media coverage, it’s a win-win for everyone involved.

MEASURE QUALITATIVE WINS, AS WELL

We all know that social media has its own set of metrics and terminology. Social professionals love to talk about clicks, engagement, impressions and all the other numbers that are used to measure their influence.

As we know also, good metrics aren’t quantitative only, they’re qualitative as well.

Owing to that, our team tracks social media mentions of our brand, as well as unsolicited shares and posts of positive earned media. While certainly smaller in number compared to other social media metrics, these earned media examples show PR’s influence with our audience in a way traditional media can’t. While the publication of a story demonstrates success for PR, social media shares and mentions show that those efforts have legs, that people actually read and appreciate them.

COLLABORATION IS KEY

A concerted effort to maintain a healthy, collaborative relationship between our groups complements these initiatives. It’s not unusual for me to call our PR team once or twice a week, in addition to the other regular efforts. Doing so allows us to provide candid feedback, discuss urgent opportunities and find ways to work together.

Whether it’s social media holding back on a research paper or piece of sponsored content so PR can give journalists the first opportunity to read and cover it, or PR leveraging one of our blog posts as a way to strategically start discussions with journalists, our teams are able to work together to support each other’s efforts because we’re not afraid to pick up the phone and talk.

Regardless of where your social media team sits on the org chart, there are a multitude of benefits to building a strong culture of collaboration between social media and PR. With the right alignment and open communication, successful integration is possible. ■

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Note to Subscribers: For tips on social media and much more, please visit the PR News Pro Essentials Page at: <http://www.prnewsonline.com/pr-news-pro-essentials/>

Tips and Tactics to Get the Most From Social Listening in a Crisis



As a PR practitioner, you are aware of the crises that your organization may face and how to manage each crisis via traditional PR tactics; however, those same tactics may intensify or extend the crisis if executed via social media.

To counter these threats this article will emphasize the importance of creating a social listening stream, the components of a useful social listening stream and how to use the social listening stream to determine when and how to respond to crises via social media.

THE IMPORTANCE OF SOCIAL LISTENING

10 years ago communications about your organization were primarily one-to-many, controlled by your PR team and deemed authentic. Now these same communication tactics may be perceived as deceptive if applied via social media. With the addition of this new communication medium, conversations are now one-to-many and one-to-one and require different approaches. These approaches can be determined by expanding your monitoring capabilities to include social listening.

Social listening—as defined by **Sprout Social**—is “the process of tracking conversations around specific phrases, words or brands, and then leveraging them to discover opportunities or create content for those audiences.”

The process of social listening is similar to that used to monitor mentions of your organization via print, radio or television. The difference is that it is immediate and more comprehensive. **HootSuite** says social listening is more than “searching for and collecting data and mentions of your brand, industry and audience conversations, [it is also the process of] analyzing this information and taking action—turning the data you have collected into a viable strategy.”

By adding social listening to your crisis management plan, you will learn the following:

- ▶ Who is talking about your brand
- ▶ What is being said about your brand
- ▶ When the conversations about your brand are occurring
- ▶ Where the conversations about your brand are occurring and determine the following:

- ▶ Why the conversations about your brand are occurring
- ▶ How you will address the conversations about your brand

Now that you know the importance of social listening, we can explore the components of a useful social listening stream.

COMPONENTS OF A SOCIAL LISTENING STREAM

Successful social listening is not a set-it-and-forget-it activity. In fact, it requires many resources to be useful, e.g., tools to gather and analyze social data, persons to set up and manage the tools, persons to interpret the data and communicate the analyses, persons to prioritize the results and develop strategies based on the results and persons to execute and manage the tactics.

If you have a social media team, that team will assume these aforementioned roles and consult you for setup, reporting, messaging and escalation strategies, which we will address in the next section. If you do not have a social media team, then you will need to assume these roles beginning with the selection of a social listening tool.

When selecting a social listening tool, look for one that

- ▶ Analyzes data and aggregates points of commonality,
- ▶ Finds themes without being prompted by keywords,
- ▶ Automates the highly labor-intensive aspects of recording, analyzing, categorizing and visualizing data and insights,
- ▶ Enables leaders to evaluate the analysis and
- ▶ Offers a genuine price value.

Although free tools are available, you should invest in solutions like **SocialReport** or **HootSuite Insights** that provide metrics such as message frequency, reach, placement and sentiment, poster demographics and keyword identification.

Once you have selected a social listening tool, you will need to

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The Social Shake-Up

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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

set it up. As in so many PR activities, begin by determining your goals. Here you need to decide and get agreement on what your organization wants to learn from the social listening stream.

For the purpose of crisis management, I recommend that you start with a broad search of your brand name, including all spelling variations of it, in all social networks in all physical locations and in all languages. Next, create notifications for sudden or large frequency (amount of messages) increases. Once your stream starts to aggregate and analyze data, you can adjust the settings to achieve the results you need.

Now that you have created a useful social listening stream, you need to know how to interpret the results from your social listening stream and determine when and how to respond to crises via social media.

INTERPRETING RESULTS, COURSES OF ACTION

As your stream gathers information, look for sudden or large increases in conversations. If you notice sudden or large conversation increases, *do not* respond immediately. Instead, monitor the conversation's frequency (number of messages), reach (number of people receiving the messages) and influencers (persons who have posted the most regarding this conversation or have the largest share of voice in this conversation), sentiment (see upper graphic) and keywords (see lower graphic).

If the conversation's intensity lasts beyond 24 hours, you may have a crisis to manage; however, conversations losing

intensity within 24 hours are less likely to be considered crises. If you are unsure, consult with your social media team. They will know if the conversation has become a crisis.

If you determine that you indeed have a crisis to manage, allow your social media team to determine the best manner to respond to the crisis.

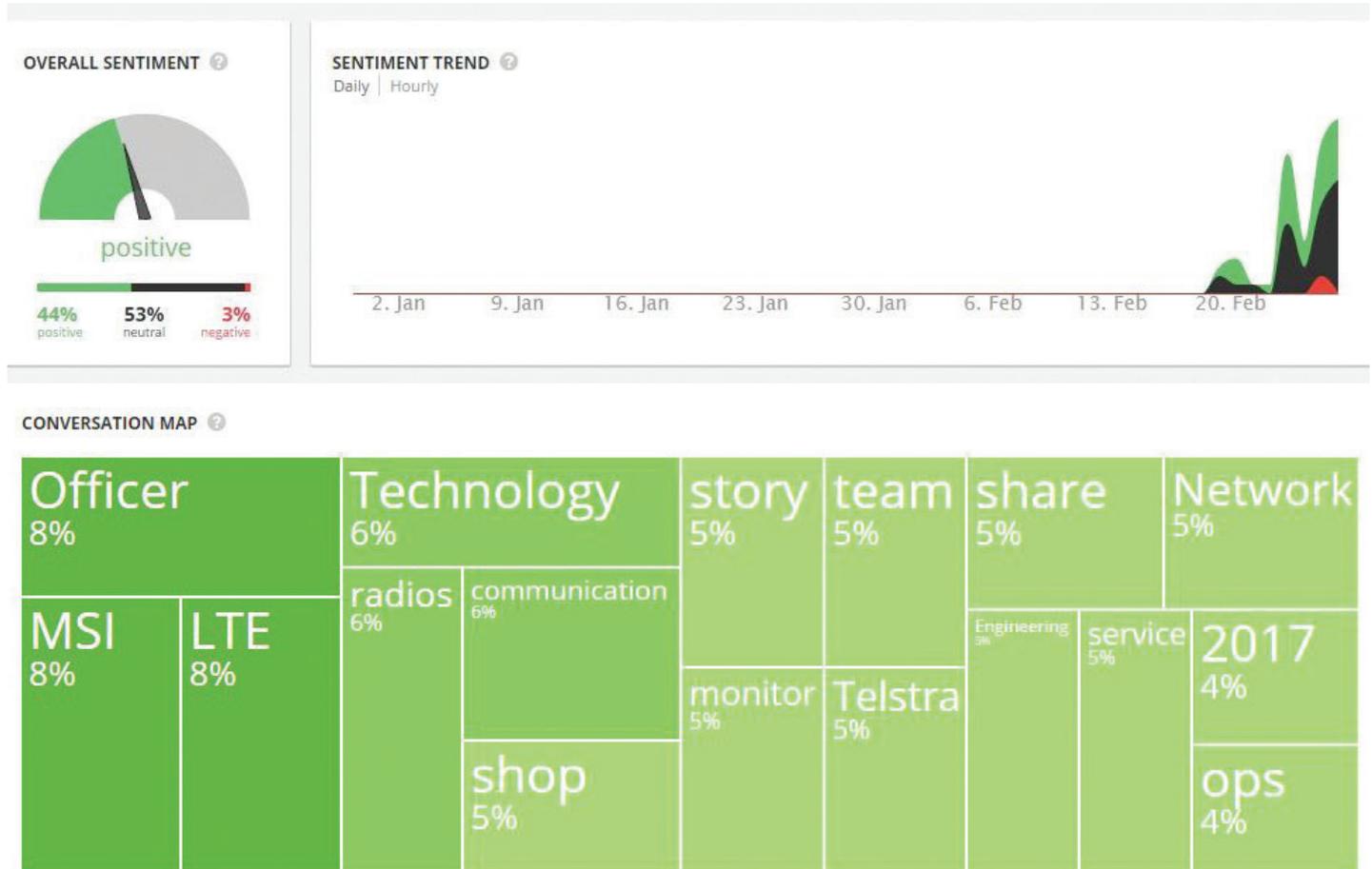
PREPARATION WITH SOCIAL MEDIA

As a PR practitioner, you are trained to get in front of the conversation by responding with prepared statements that support your organization's position and/or refute the alleged accusations about your organization, but this tactic may not be the best course of action for social media.

Prepare statements for use should the need arise; however, only use these statements if absolutely necessary and allow the social media team to revise these statements to reflect the voice and medium to which it is shared. Remember that unlike other forms of communication, social media is more emotive and reactive, so it is better to err on the side of caution when responding to a crisis via social media.

Now that you see the value of incorporating social listening into your crisis management plan, schedule a meeting with your social media team to learn how your teams can work together better. You bring unique and valuable skills to your organization that will both be needed in a crisis. ■

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How Aflac Raise Its Reputation Pulse Score for Its CSR Initiatives

[Editor's Note: Jon Sullivan, director, corporate communications, Aflac, was named a PR Professional of the Year during *PR News'* 2016 Platinum PR Awards.]

The Trends: I recently had a conversation with the **Reputation Institute**, a leading research and advisory firm that collects and analyzes data and proffers advice about corporate reputation. We discussed Pulse Scores, derived from data that the Institute calculates for companies to measure their public reputation. Its algorithms are based on seven dimensions: leadership, performance, products/services, innovation, citizenship, governance and workplace.

I left the meeting feeling very good because **Aflac's** Pulse Score is rising as a result of several recent initiatives. I also noticed the scores of several other companies are rising, too. It seems that focusing on corporate social responsibility (CSR) and reputation is trending more than ever as companies acknowledge that to a growing number of potential customers and investors, what a company represents is as important as the goods and services it provides.

A related trend appears to be that millennials are not necessarily still the tip of the CSR spear. Don't get me wrong, their passion has not waned and they are still influential. No, in fact, their thirst for corporate goodness has provided coattails bringing the rest of us along for the ride. Research shows the gap between millennials and non-millennials in terms of their concern for corporate social is almost negligible. Apparently Gordon Gekko doesn't cut it anymore as companies realize that CSR isn't the wave of the future; it's the wave of now.

The Reactions: As PR News readers know only too well, one of the age-old questions in PR is how to quantify the impact of our work. Is it impressions? Is it ad value? I am skeptical of both. When I receive a report showing a press release received 80 million impressions and gained \$300,000 in ad value, the term "alternative facts" comes to mind.

With that in mind, at Aflac we try to measure from a macro level—as opposed to looking at an individual press release or bylined article to pat ourselves on the back about impressions. The question we ask is, "How does what we're doing make a difference on our overall company reputation?" Reputation building is a marathon, not a sprint. There is ample research showing the better your reputation, the more that people will want to do business with you. It's worth the effort.

So how do we build our reputation? For years Aflac has done some very good CSR activities that received mostly regional attention. Meanwhile, our business market is national.

So we conducted significant research to develop a strategy to advance our reputation on a broader stage. Tactically, we participated in CSR activities—in the same categories as before—but more designed to raise awareness nationally to showcase the good we are doing and the value we bring to

the community.

For example, we have been involved with children's cancer for 22 years. Still our efforts were being recognized regionally, mostly in Atlanta, home to the **Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta**. It is one of the 10 top cancer centers for children in the country; Aflac has given more than \$113 million for research, and yet many people outside of Atlanta are unaware of Aflac's involvement with this great cause.

CSR ON A NATIONAL LEVEL

So we became the first national sponsor for **Curefest**, a grassroots event organized by parents of children with cancer, bringing hundreds of children's cancer organizations together in Washington, D.C., for a weekend of awareness-generating celebrations. In 2016, we did a nationwide media tour at Curefest, which aired on hundreds of TV and radio stations across the country. The sponsorship led to my colleague [Aflac CCO] Catherine Blades being invited to do a six-minute interview on **CNBC's Squawk Box**. We were told it was the first segment on Squawk Box dedicated solely to CSR.

Another event Aflac sponsored with **The Washington Post** was **Chasing Cancer**, a national discussion about finding a cure. Aflac did another successful media tour at this event.

As a result of these actions and a few other things, our Pulse Score rose just short of five points, considered a very significant increase by the Reputation Institute. In fact, our scores jumped the most in the governance and citizenship dimensions, which are among the three dimensions that financial organizations value most and the two that we focused most of our efforts on. It is very rewarding when a PR person can point to tangible evidence and say, "Our plan worked."

All PR people study data and follow trends. We spend a lot of time thinking about how to get earned media for things we want to talk about. During the last few years, there has been a lot of media coverage about millennials, which is the largest demographic in the workforce. Aflac is cognizant of this and appreciates the importance of millennials in terms of reaching out via social media, **Twitter** and **Facebook**, for example. In addition Aflac certainly understands the importance millennials place on CSR and reputation. As I said, it isn't the wave of the future; it is the wave of now. As recent events have shown, (think covered wagons and videos on airplanes) a good reputation is so hard to gain yet so easy to lose. And today, more than ever, it is so, so critical to have. ■

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Note: Entries for the 2017 Platinum PR Awards will be accepted through May 12. Please see: bit.ly/2pDyixR





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Ali Lundberg, EVP, J Public Relations



Bill O'Reilly, Former Host, The O'Reilly Factor

1. Fair Warning: Readers of these pages will recall actions the **Federal Trade Commission** (FTC) has taken against brands such as **Lord & Taylor** (*PRN*, March 21, 2016) when influencers endorsing their products on social failed to disclose their ties to the FTC's satisfaction (*PRNP*, May 23, 2016). The other shoe dropped April 20 as the FTC said it sent 90 letters "reminding" brands and influencers that "influencers should clearly and conspicuously disclose their relationships to brands when promoting or endorsing products through social media." Attorney **Allison Fitzpatrick** of **Davis & Gilbert LLP** says the letters are notable because they "mark the first time that the FTC has reached out directly to social media influencers." She adds, the letters "could usher in a period of even more FTC enforcement of influencer campaigns, including enforcement actions directly against influencers." Fair warning.

2. Spin Cycle: **Bill O'Reilly** fondly called his **Fox News Channel** show a "no-spin zone." On the face of it, the statement his employer **21st Century Fox** released to announce his ouster Apr. 19 spun as much as a great knuckleball, which is to say not at all. At fewer than 30 words it barely said anything and was nearly silent on the alleged misconduct that forced out FNC's top-rated talent. Even Fox leader **Rupert Murdoch's** letter to employees was loudly silent on harassment. Instead Murdoch emphasized finances, barely mentioning Fox's culture that, he wrote, is based on "trust and respect." Both Murdoch's letter and Fox's statement spun by omission. Most communicators saw both as missed opportunities to address larger issues and reputa-

tion. If **Wells Fargo**, **Theranos**, **Volkswagen** and **United** teach us anything, it's that eventually the truth will out. Should women at Fox or former employees continue talking, O'Reilly and **Roger Ailes** may become the tip of the iceberg. What will the company say then?

3. News Bits: The Wakeman Agency obtained a license from the federal government to open an office in Cuba. Plans are to open in Havana, it says, making it the first, U.S.-based, women-owned agency to operate in Cuba. – **451 Marketing** renamed itself **Agency 451**, reflecting the company's evolution and future vision. Ownership and staff remain the same. – **Greenough Brand Storytellers** launched a brand journalism research offering that includes concepting, research design, execution, analysis and recommendations for converting insights into brand journalism strategies across earned and paid media channels. – **Beekeeper Group** of D.C. acquired PR and marketing firm **Pivot Point Communications** of Alexandria, VA. Pivot Point cofounders **Vanessa French** and **Casey Kincheloe** will join Beekeeper. – **Flackable** (love that name) moved its office to Philadelphia from Wyomissing, PA. – **MSLGROUP** is partnering with **ColorComm**, the group for women of color in communications, on a fellows program. MSLGROUP will offer formal training, access to senior leaders, mentoring and opportunities to interview at its offices, ColorComm says. The plan is to grow the program across the country, it adds.

4. Who's Listening? We know cutting through the clutter to reach customers and potential customers is a constant concern of brand communicators. We

saw sobering statistics about internal communications this week. **Gallup** says 74% of employees are disconnected and feel they're missing company information and news. Nearly 40% of corporate communicators say corporate silos are the greatest challenge to internal communications, a study of 300 global communicators from **Dynamic Signal** shows. The communicators say email tops the list of effective corporate communications, with company intranets in second place. Email does little for half the world's workforce, which lacks corporate email addresses. Non-mobile intranets (there are still plenty of companies with those) exclude workers without desks or who are away from their desks a lot. Also significant: With the average worker receiving and sending in excess of 120 business emails daily, it can be a challenge for corporate email and less-than-exciting intranets to, yes, break through the clutter.

5. People: WE Communications named 15-year agency veteran **Kate Richmond** its chief talent officer, a newly created executive board position. She'll report to CEO/founder **Melissa Waggener Zorkin**. – Crisis firm **Dezenhall Resources** named **Fred Brown** senior counselor. Brown was most recently communications director of the **Republican Jewish Coalition**. – Former **National Intelligence Council** chairman **Gregory Treverton** joined **APCO's** international advisory council. – Travel specialist **J Public Relations** promoted CA-based SVP **Ali Lundberg** to EVP and VP **Kristin Moeller** of its NY office has been named SVP. – **Edelman** named **Cydney Roach** U.S. lead for employee engagement. She most recently consulted at **Ernst & Young**. ■

PRNews' Platinum Awards 2017

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Campaign Categories:

- Anniversary
- Annual Report
- Blog
- Branding
- Cause-Related Marketing
- Community Relations
- Content Marketing
- Crisis Management
- CSR
- Digital Communications
- Education Program
- Employee Relations
- Event Marketing
- External Publication (print or online)
- Facebook Communications
- Financial/Investor Relations
- Global PR Campaign
- Influencer Communications
- Instagram Campaign

- Internal Publication (print or online)
- Large PR Firm of the Year
- Live Streaming
- Marketing Communications
- Media Event
- Media Relations
- Midsize PR Firm of the Year
- Multicultural Campaign
- On a Shoestring Campaign
- Online Press Room/Media Center
- Podcast
- Press Release
- Pro Bono Campaign
- Product Launch
- PSA
- Public Affairs
- Re-Branding/Re-positioning
- Research & Measurement
- Satellite Media Tours
- Social Media Campaign
- Small PR Firm of the Year
- Snapchat Campaign

- Speechwriting Campaign
- Trade Show/Event PR
- Tumblr Campaign
- Twitter Campaign
- Video Program
- Website Marketing
- Visual Storytelling Campaign
- YouTube
- Word of Mouth Marketing
- WOW! Award

Top People and Teams:

- CEO of the Year
- Marketing Team of the Year
- PR Professional of the Year
- PR Team of the Year
- Sole Practitioner/Consultant of the Year

Top Firm of the Year:

- Small
- Midsize
- Large

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