

#2 ^{MY} PR STACK



A PRACTICAL GUIDE TO
**MODERN PR TOOLS
& WORKFLOW**

FOREWORD

TACKLING MARKETING AND PUBLIC RELATIONS WORKFLOW

2

FOREWORD

By Stephen Waddington

Welcome to the second PRstack book. 30 people have written how-to public relations and marketing guides to tools.

PRstack's purpose is straightforward. The project helps make sense of the tools market and create a modern workflow for a communication team or public relations agency.

Academics and practitioners, students and senior professionals, and men and women have all come together to work on this project.

The second PRstack book is more ambitious than the first but the principles remain the same.

The project is open-source. Content was pitched, debated and refined. Along the way we've invited comments via Facebook and Twitter.

Each chapter has been reviewed and edited by myself and Margaret Clow. Prezly founder and CEO Frederik Vincx has provided design support to create the physical and digital versions of the book.

In each chapter there's an explanation of a tool, what it does and how you use it in practice.

Contributors share practical advice on different areas of public relations workflow including planning, content, engagement, and monitoring and measurement.

We've also included guidance from experts on implementing change within an agency or communication team, and some simple hacks to get you started.

I'd urge you to read this in conjunction with the first book. Together the two books provide practical guidance and case studies for more than 50 tools.

My thanks to everyone that participated in this version of the PRstack book, as well as those involved with the first version. I appreciate you giving so generously of your time and expertise.

I hope that you'll agree that it's a useful contribution to public relations and marketing practice.



ABOUT STEPHEN WADDINGTON

Stephen is Chief Engagement Officer at Ketchum. He is Visiting Professor in Public Relations at the University of Newcastle, and was President of the CIPR in 2014. He is the author or editor of five books on public relations practice.



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***CHANGING
ORGANISATIONAL
WORKFLOW***

HOW TO IMPLEMENT AND **CHANGE** **WORKFLOW** IN A COMMUNICATIONS OR PUBLIC RELATIONS TEAM

Public relations tools are a hot topic following the creation of the PRstack website and first book. Frederik Vincx explains how agencies use new tools as part of their workflow.



Frederik Vincx
@fritsbits

- ☰ Changing working practices is tough in an mature organisation operating an established sector
- ☰ Ten practical solutions for implementing change in your organisation

As a vendor of public relations tools I meet a lot of agencies and in-house teams. They often know about PRstack. They're impressed by the amount of tools (250+) but explain that they haven't done much with tools yet.

The same question keeps popping up: how do we get started with this? How do we get our team on board?

CHANGING WORKFLOW IS HARD

Improving a workflow isn't just about tools and technology, it's mostly about changing processes. And that takes a lot of time and effort. Communications teams are generally willing to improve their workflows yet often daily work simply gets in the way.

Many teams do manage to keep up with the constantly evolving offering of new tools and techniques. However I interviewed several communications professionals and asked them how they roll out workflow improvements.

Here are 10 tips that will help you implement change:

1. START WHERE IT HURTS

How do you go through the list of 250+ tools in PRstack?

Gerry Wisniewski, a director at Edelman, suggests to start by listing the most boring and repetitive tasks that your team is doing. What do the juniors hate doing? Which jobs don't you like? These are the tasks that tools solve best.

Here's some inspiration:

- Tired of copy/pasting coverage reports in Powerpoint? There's [a tool](#) for that.
- Fed up with manually updating contact spreadsheets with social data? There's [a tool](#) for that.
- I made a list of [10 boring tasks that you can automate](#).

2. HAVE TECH TESTING MOMENTS

Embed tech testing in your organisation. Award winning agency Battenhall has learning lunches every Thursday. Each week another team member presents new tools or opportunities. It helps them keep a finger on the pulse.

3. GET AMBASSADORS

The people that present tools will become its champion. They're the early adopters that can spread the enthusiasm with the majority and laggards. Give these people the time to follow up and the freedom to try their new tools.

4. INVITE A GEEK FROM YOUR TEAM

Programmers or system administrators will look at your workflow problems from a different perspective. Invite them to your workflow improvement sessions. Make sure to keep the "yes hat" on though, because nothing can kill enthusiasm over ideas like over-analytical technical discussions.

5. INVITE VENDORS IN

Learn first-hand about tools from the people that build it. Vendors are often open to coming over for a show and tell. It's a win-win: the vendor gets product feedback and meets a potential client. The communications team gets to discover technology that can make their work easier. Both get a free lunch

6. INVITE AN EXPERT

You could also invite experts over for a presentation about PR tools. Hire seasoned PR trainers like @horationelson [IN FULL] or @stuartbruce [IN FULL] to jumpstart your workflow improvement efforts. Paying for training will make sure that you invest time and it increases the chances of following through.

7. TRY FAST

Avoid analysis paralysis. Refrain from listing the pros and cons of tools up front. Also refrain from asking permission from your boss. First, try if it feels good. Do a small test and see if

the software helps you to be faster or better. You'll be able to make a much better case if you decide to roll the solution out to the rest of your team.

8. DO A RISK-FREE PILOT

Using a brand new tool for an important project might not be the best idea. In times of stress people too often revert to their old ways of working.

Trying a project management tool? Use it to plan the next office party, for example. If it works well for a small team, the enthusiasm will spread through the organisation much more than via an email directive from the CEO.

9. EDUCATE THE TEAM

Demonstrate to team members how the tool will make their lives easier or add value. Danny Whatmough, head of Social, EMEA at Weber Shandwick, told us that implementing new tools requires education around how it is used and how every person can get the most out of it. If the value to the individual isn't properly communicated the technology will fall flat.

10. USE A SOFTWARE REQUIREMENTS CHECKLIST

In big organisations the procurement and IT team will want to have their say. Most developers of Software as a Service (SaaS) are allergic to this. Their business model is built around

repeatability: they have one software solution that they sell to all their clients. Getting stuck in long sales processes gets in the way of improving their software for all clients.

Speed up the procurement process by having a compact software checklist. This is a list of security and product requirements that your team needs. It will make it easier to measure up the tool and to get started.

Ask your team to list their most painful tasks. Armed with the [PRstack list of 250+ tools](#) you'll most likely find many time savers that will allow you to focus on the work that really matters.



ABOUT FREDERIK VINCX



Frederik is a user experience designer hell-bent on improving the lives of communication professionals. As the founder of PR CRM Prezly he has spent the past six years building software that helps teams improve their relationship with the media, bloggers and stakeholders.

STICKY NOTES AND SPREADSHEETS TO SOFTWARE AS A SERVICE

Aly Saxe is a recovering public relations agency owner. Here she tells her story of building a start-up to help agency owners reinvent workflow.



Aly Saxe
@Aly_Saxe

- ☰ An account, by former agency boss, of the opportunity for tools in modern workflow
- ☰ Understand the impact of software as a service on public relations
- ☰ If your clients or organization isn't driving change then millennial employees will

I had the most genius spreadsheet system any public relations team could ever want. I could tell you anything – which reporters my team had the best relationships with; which awards were worth the client’s time and which were just cash cows; how many speaker proposals we had to submit to get one keynote; who pitched which blogger on what day and how many pitches it took to get them to write about the client.

As brilliant as it was, we still missed deadlines. We still had the occasional double pitching incident. We still couldn’t always find exactly what we needed, when we (or the client) needed it.

During this time my agency found a niche in the business-to-business technology space and launched 50 or so software as a service (SaaS) startups. Every industry was enjoying a buffet of cloud-based tools to help them with every aspect of their workflow.

While most every industry has an avalanche of SaaS, public relations has been slow to get on the bandwagon. A recent [Arketi Group survey](#) found nearly half of public relations teams didn’t consider themselves knowledgeable on cloud technology, and 41% listing complexity as a technology challenge.

Despite the influx of new SaaS tools out there, many of which will be covered in this edition of #PRStack, public relations teams are largely sticking to what they know for the most part – spreadsheets and sticky notes.

Why? Public relations software that’s emerged in the last few years isn’t a scary, cumbersome intruder, here to confuse you and mess up your processes. It’s also not reserved for big agencies and their Fortune 500 clients. It’s available now, affordable for the smallest teams working on behalf of the smallest companies.

But what you really need to know about public relations SaaS is that it’s not just a competitive advantage - it’s mandatory. Here’s why.

ASCENDANCY OF SALES AND MARKETING TECHNOLOGY

Public relations teams are more vulnerable than ever. Organizations are on the hunt for faster and more cost-effective options. A recent [PR Council survey](#) reports that when it comes to negotiating with client procurement, 44% of teams say procurement’s top goal is to reduce

billing rates, while 24% say the goal is to reduce overall budget.

So put yourself in the client’s position. You can choose a public relations team that offers up a basic monthly report listing recent activities and media hits, or you can go with a team that offers up insight and data that pairs great results with smart resource allocation and a clear line of sight to ROI. Which would you pick?

If you think the public relations industry is too mired in traditional processes to change – well, that’s what late adopters and naysayers said about other industries such as customer relationship management (CRM).

In the early 90s, the typewriter still had a place in the modern office and your best sales managers had a rolodex. Then the software boom of the 90s changed business forever and [CRM software](#) became a known category by the end of the decade. Salesforce, the first major SaaS CRM vendor, quickly became the category leader, with its cloud-based CRM becoming ubiquitous in companies all over the world.

Implementation rose quickly, with two studies showing an increase from [57% to 72%](#) adoption of CRM in just four years. By 2014, CRM was a \$23.2 billion market. Could you even imagine a sales team operating without CRM today?

[Marketing automation](#) came along a little later to solve a specific problem: marketers needed to manage various channels and a demand for more sophisticated lead nurture. This was virtually impossible to do with their manual systems. Sound familiar? So marketing automation software was created to help marketing teams deftly control their entire funnel, all the way to sales. Not everyone jumped on the bandwagon at first; at the start of 2013, only 25% of the world’s biggest companies had adopted marketing automation. Today, just two years later, that figure has [shot up to 59%](#).

Today any business that tries to manually run a marketing programme, manage sales operations from a Rolodex, or analyze its inbound results based on web traffic alone faces a Herculean task. No sophisticated organization (even really small ones) would consider putting in the amount of resources required to do any of these things without SaaS.

TRANSFORMING EFFICIENCY INTO EXCELLENCE

Looking over our own industry's evolution, we've seen the public relations workflow management grow from pens and legal pads, and sticky notes (I'm guilty) to spreadsheets. Only in the last couple of years have savvy public relations practitioners started to look at software that can put us on par with our sales and marketing peers.

One factor accelerating this adoption: the rising leadership of millennials in the public relations field. As a generation of digital natives accustomed to tech convenience, younger public relations professionals simply won't accept the wasted time and effort involved in manual processes.

One survey found that 67% of millennials judge their employers by their technical knowledge; another study found that this group was much more frustrated than older workers when they had to waste time searching for documents or contact information, or locating specific information about a task.

Millennials expect the workplace speed and efficiency offered by SaaS tools – and according to the U.S. Bureau of Labor Statistics, they are currently the largest sector of the workforce, with 28% already in management positions.

Finally, let's remember that we're in the business of client service. Much of our job is about soft skills, such as ensuring our clients feel accommodated and understood. A CEI Survey that says 86% of buyers will pay more for a better customer experience. That's important to remember in a service industry like public relations – and right now SaaS is a service provider's best friend.

Sticky notes and spreadsheets can't empower public relations teams to map intelligent measurement with valuable relationships and excellent service. But public relations SaaS can unlock the door to stronger connections, more efficient organizations, bigger retainers, and better results. Teams can't afford to hesitate anymore – public relations SaaS is here and it's going to change everything.



ABOUT ALY SAXE

Aly Saxe (@Aly_Saxe) is a recovering public relations agency owner, and now the CEO of Iris, a software platform for savvy public relations practitioners.





SIMPLE WORKFLOW HACKS

USING IFTTT AND ZAPIER TO **AUTOMATE REPETITIVE PUBLIC RELATIONS TASKS**

IFTTT and Zapier are powerful tools that automate many repetitive tasks that you frequently do on the web, as Stuart Bruce explains



Stuart Bruce
@stuartbruce

- ☰ Understand when it's appropriate to use automation - and when it's not
- ☰ How to set up IFTTT and Zapier tasks to automate repetitive tasks
- ☰ Hands-on example of how to set up a Zapier task to create a native Twitter image from an Instagram photo

If you're organising an event you can create an IFTTT recipe or Zapier Zap to automatically add everyone who mentions it to a public Twitter list.

Both sites work in a very similar way. You create an account, connect web services and then create triggers that Zapier or IFTTT uses to do an action on another web service. In fact IFTTT is an acronym of If This, Then That.

EXAMPLES OF PUBLIC RELATIONS TASKS THAT CAN BE AUTOMATED

These are just a few ideas for common public relations tasks that you can automate

- Add people to a Twitter list if they mention certain keywords or key phrases.
- Email people to ask them to share your new blog post.
- Save a photo that you like on Facebook to your OneDrive or Dropbox account.
- Post a tweet when you create a new Instagram video or photo.
- Creating a new project in an accounts package such as FreeAgent automatically creates the project in Toggl so you can track your time.
- Promote a new podcast episode via updates on social media channels and email.
- Add email addresses from an event evaluation form to a MailChimp list for email marketing.
- Send news or blog headlines to Buffer for editing/approving before going out in a different time zone.
- Add a new Office 365 contact to MailChimp list.
- Save favourited tweets to OneNote.

AUTOMATION IN ACTION

I was the moderator of the World Communication Forum in Davos and at the end of the two days was meant to give a speech summing up the proceedings.

However, I decided to make it more social and engage a wider audience by inviting the chair of each of the sessions to give their own 15 second summary which I shot live on stage with my mobile and published immediately as an Instagram video.

HOW TO CREATE A ZAP



You can create your own custom zaps or explore existing ones. It's easiest to start with existing ones and then experiment with editing and changing them before starting to create your own.

In this example we're going to use a zap that converts an Instagram image into a Twitter image so that Twitter will display it inline, as it doesn't do so with Instagram images anymore.

- 1) Set-up a free Zapier account here <http://zpr.io/fNqr>. Using this referral link gives you (and me) 100 extra free tasks per month. Thanks!
- 2) Choose Explore on the top menu.
- 3) Type Instagram into the search box and click on the logo.

1 Choose a trigger and action

Need inspiration? [See existing Zap templates](#) or [explore the Zapbook](#).

 Instagram	▶	 Twitter
New Media Posted	▶	Create Image Tweet

↖ WHEN THIS HAPPENS ...

... DO THIS ↗

Message (required)

The content of your new tweet.


Caption text Test for #PRstack to show how to use Zapier to create and tweet a Twitter image from an Instagram image Insert  fields

Image (required) 

The image URL or file object from trigger.

Images standard Resolution URL Insert  fields

- 4) Click on Explore Instagram on Zapier!
- 5) Click on Use this Zap for Instagram New Media Posted to Twitter Create Image Tweet.
- 6) The Choose Trigger and Action should already be set-up with Instagram as New Media Posted and Twitter Create Image Tweet.
- 7) It will then prompt you to connect your Instagram account. Make sure you're logged into the correct Instagram account, before you do this. It will prompt you to name the account. This stage is important if you are using it professionally as you might want to connect multiple accounts.
- 8) Next you'll be prompted to connect your Twitter account, which is the same process as for Instagram.
- 9) Step 4 is to add custom filters, but you can ignore this at the moment.
- 10) Step 5 is to write the content of your tweet. The insert image URL field should already be set-up.
- 11) Step 6 lets you test the zap.
- 12) The final step is to give your Zap a name and turn it on.



Now that you've successfully experimented with a zap you can start to edit it and to create your own custom ones.

RISKS OF AUTOMATION

The biggest risk of using automation tools like IFTTT and Zapier is that they are automation tools. Public relations is about relationships between people and organisations and you can't automate relationships.

There is always a risk in using free services that they can be withdrawn or changed without notice. Both services also rely on the APIs (application program interfaces) of the web services they connect to and companies frequently change their APIs which might mean that your zap or recipe suddenly stops working.

For example LinkedIn recently restricted its API access which means that some of my favourite zaps stopped working.

WHICH SERVICE SHOULD YOU USE?

IFTTT is a more consumer focused service, while Zapier is more targeted at businesses.

Personally I prefer Zapier. It's harder to use and doesn't have such a 'pretty' interface as IFTTT, but connects to far more services enabling you to do more. The customer service provided by Zapier, even on free accounts, is also very good.

Managing Zapier is also easier as you can add multiple accounts of the same type (e.g. several Twitter accounts) which means you can manage all your corporate accounts from one Zapier account. With IFTTT you have to set up multiple IFTTT accounts.



ABOUT STUART BRUCE



Stuart Bruce is an independent public relations adviser working with in-house corporate and government agencies and teams all over the world to help modernise their public relations strategies and practices. He is a Fellow of the CIPR.

USING IFTTT TO AUTOMATE COMMON PUBLIC RELATIONS TASKS

Andy Ross shares six of his favourite automation tasks from Twitter alerting and monitoring to native social media posts.



Andrew Ross
@AJMRoss

- ☰ Understand how to create recipes on IFTTT, combining triggers and actions.
- ☰ Experiment with six recipes to automate common public relations tasks.

TIP

If This, Then That (IFTTT) is a free-to-access network that puts the internet to work for you, creating simple connections between the products you use every day.

For public relations practitioners the power of IFTTT is in automating web-application tasks, easily transposing data and insight, cutting out many arduous manual tasks. A selection of some of the most productive IFTTT recipes for public relations are shared below - but the best way to discover is to bake your own.

GETTING STARTED WITH IFTTT

Follow the simple one-step process to sign up for an account on the IFTTT website. From here, IFTTT should show your dashboard. On the dashboard, there is a brief explanation of how IFTTT and recipes work.

'This' stands for a trigger, while 'That' stands for an action. These two linked events create an IFTTT recipe.

Click recipes and you will see links to create custom recipes, browse and use recipes already created by other IFTTT users. If you've added a recipe to your dashboard, you will have options to turn off, delete, and edit that recipe.

#1: TWITTER MONITORING

The simple 'Save All #Tweets with Any #Hashtag to #Google Docs #Spreadsheet' recipe combines RSS and Google Docs, and once set up, automatically compiles all your hashtag mentions in a single spreadsheet document, working round the clock to make sure you never miss a tweet.

What's more, creating your Google Sheet as a shareable file will also allow your team 24/7 access to this updated list of tweets on any device, at any location, with a web connection.

This is a fantastic solution to save time in compiling top tweets and understand more about the key influencers driving not just your twitter interactions, but also those of your competitors

#2: INTEGRATED COMMUNICATION MANAGEMENT

Buffer is a fantastic low cost solution to drive traffic, increase fan engagement and save time on social media, allowing you to take your content planning and social sharing to the next level.

Mixed together with Google's Calendar functionality (which can be embedded in Outlook and many other services/devices too) this IFTTT recipe allows you to have clear oversight of an integrated editorial calendar of both offline and online activities, meaning that you're always on top of timings for key strategic announcements.



**Save All #Tweets with Any #Hashtag
to #Google Docs #Spreadsheet**

IFTTT

by nngupta

Add

TIP

For IFTTT, RSS (or really simple syndication) is like flour is to baking, an essential ingredient that sits at the core of many staple recipes.

You can automate notifications from RSS to almost any device, easing the burden of sharing information across your organisation – be that through monitoring the activity of competitor newsrooms, tracking key stakeholder announcements, or simply keeping tabs on the latest news in your sector.

A great tool for creating custom RSS feeds is Page2RSS - a service that helps you monitor web sites that do not publish feeds, checking any web page for updates and delivering them to your RSS reader.

#3: TWITTER ALERTING

You've got wind of a big policy announcement coming from Westminster, and it's vital that you get on the front foot as early as possible, publishing your response immediately following the aftermath.

Using IFTTT to integrate Twitter with your smartphone's own native notification functionality is a quick and easy time-saving solution to your problem.

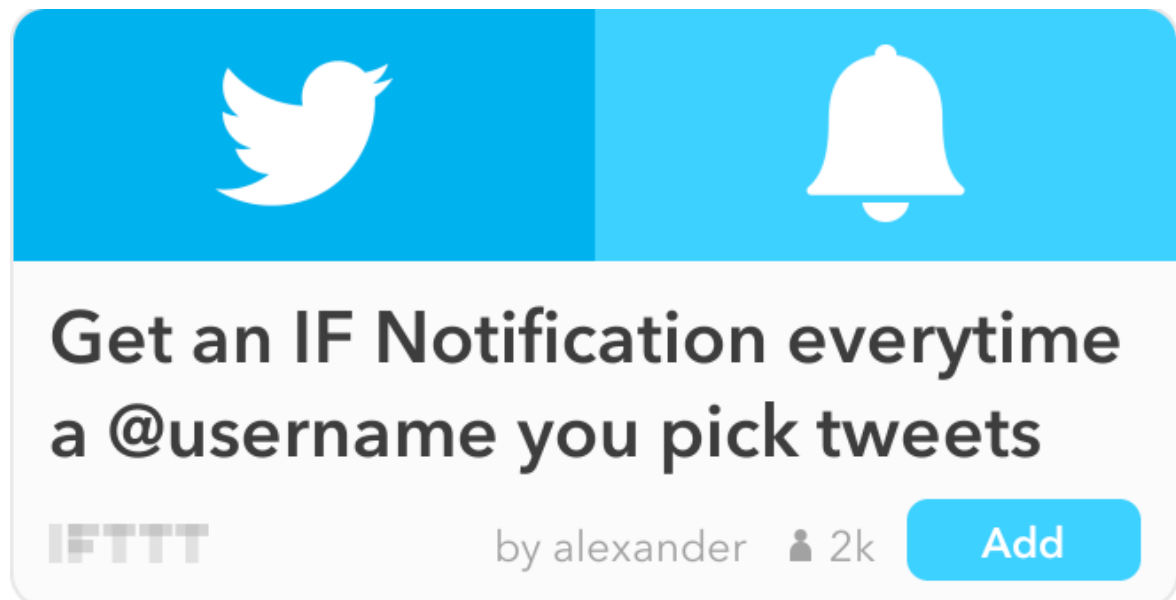
By cooking up a recipe which immediately messages you a notification every time a username you pick tweets, you can get on the front foot immediately - whilst also making sure you're not pre-occupied with constantly refreshing your Twitter feed.

#4: POSTING NATIVE IMAGES TO TWITTER FROM OTHER PLATFORMS

Launching a new social platform can be a burden - but having convinced yourself of the benefits of the impact and influence of setting up an Instagram account, you're struck by the fact that all of those fantastic photos you've lined up to post look clunky when you share the images across your primary network, Twitter.

You also know that tweets with timeline images increase engagement by more than half, yet you don't have the time, resource or the capacity to duplicate your work.

This solution is simple, but an absolute time saver for one-man-bands or small teams. Setting up this IFTTT recipe means that when you post on Instagram, the photos will show up in your Twitter feed as full images rather than just links. Simple.



The image shows a screenshot of an IFTTT recipe card. At the top, there are two icons: the Twitter bird logo on the left and a notification bell icon on the right, both set against a blue background. Below the icons, the main text reads: "Get an IF Notification everytime a @username you pick tweets". At the bottom left, the IFTTT logo is visible. In the bottom center, it says "by alexander" followed by a person icon and "2k". On the bottom right, there is a blue button with the word "Add" in white text.

#5: AUTOMATICALLY BACKUP CONTENT

User-generated activity is also a great content creation resource for your team - perfect for sharing across other channels, both externally and internally.

But you don't have the time or the energy to commit to the manual laborious process of flicking through every photo posted in a Facebook group and saving to a hard drive or shared area.

Cloud services will let you take a deep breath and relax. By connecting [Facebook with a cloud-based storage system such as Dropbox](#) through [IFTTT](#) you will now have immediate access to Facebook photos you have been tagged in - accessible from anywhere with an internet connection.

IFTTT is a great way of backing up any incoming or outgoing social content, whether that be text-based to Google Docs or image-based to Dropbox, Flickr or Google Drive.

#6: MONITORING YOUR SEARCH RANKING IN REAL TIME

Using [VisualPing.io](#) tool is a great way to monitor your search engine ranking for a specific query, and setting up alerts will make sure you receive alerts each time your ranking changes.

To better track and make sense of any data trends, instead of just letting them sit unread in your inbox, bake IFTTT's recipe that combines [Gmail with Google Docs](#) and keep a record of these changes in one easily accessible spreadsheet.



The image shows an IFTTT recipe card. At the top, there are two icons: the Facebook 'f' logo on a dark blue background and the Dropbox logo on a blue background. Below the icons, the text reads: "Download new Facebook photos you're tagged in to a Dropbox folder". At the bottom left is the IFTTT logo, followed by the text "by pavelbinar" and a person icon with "98k". On the right is a blue button with the word "Add".



ABOUT ANDREW ROSS



Andrew is the public relations and policy manager at the Chartered Institute of Public Relations (CIPR). He's passionate about using paid, owned, shared and earned media to deliver business focused communications outcomes.

USING A TABLET TO MANAGE AN AGENCY OR COMMUNICATION TEAM

Flexible working means more than just the ability to work from home. According to Rachel Miller it's about accessing what's important to you, whenever and wherever you need it.



Rachel Miller
@AllthingsIC

- ☰ Build a communication team or public relations agency on a tablet
- ☰ Description of a modern office: electronic documents, syncing files, online editors, networking and a cloud-based suite of office applications
- ☰ How-to guides for FaceTime, LinkedIn, Microsoft Office 365, ScannerPro, SharePoint, Skype, Slack, WhatsApp and Wordpress

I run my company from a flexible office space I rent, and the rise of apps means, in reality, your office can be in your pocket.

I can be as productive on my tablet, an iPhone or iPad, whilst on the train or in the garden, as I can sitting in an office cubicle on a laptop.

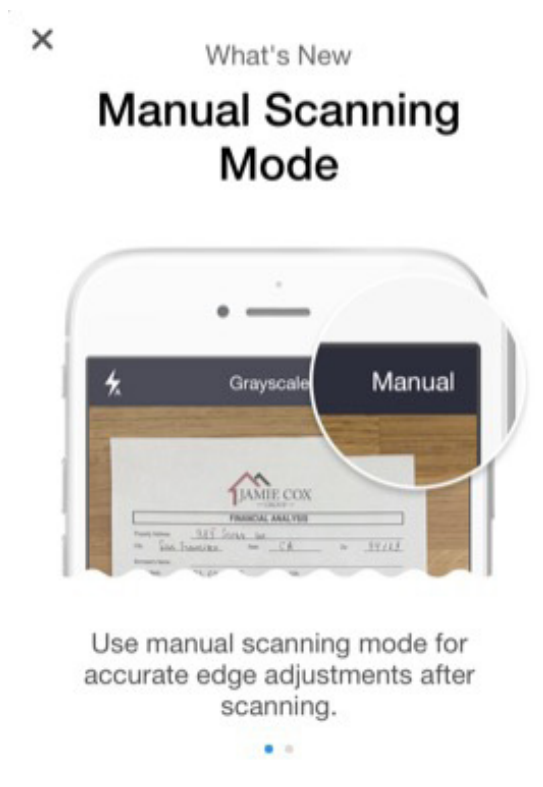
Here are five things I do constantly, and how I do them on my tablet while on the move.

#1 SCANNING DOCUMENTS

There's always a reason to need to use a scanner. Gone are the days when you need a bulky flatbed scanner attached to your computer via USB. I recommend the app ScannerPro by Readdle.

It's as simple as using your device's built-in iOS camera to take a photograph, which the app then converts into a scanned picture which can be saved as a jpeg or PDF, meaning as soon as it has saved the file, you can share or upload it. There's also the option to have multi-page PDFs.

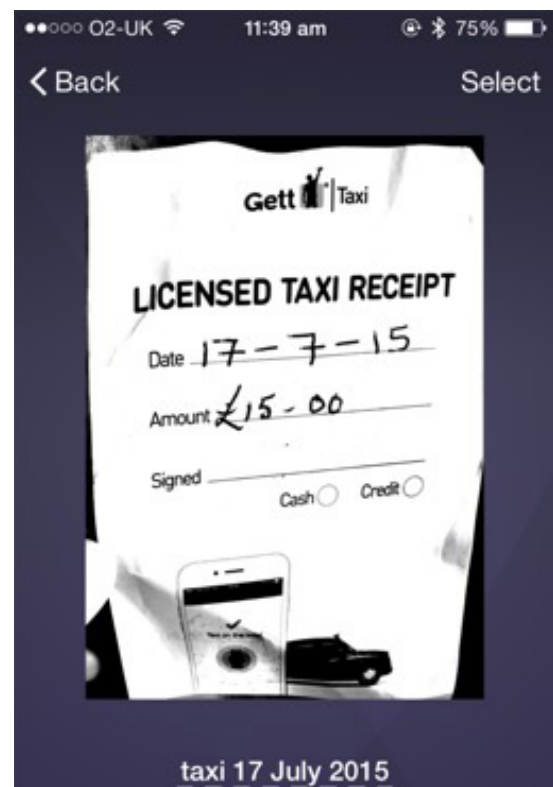
The manual scanning mode gives you accurate edge adjustments after scanning – no more wonky images or missing sections. It automatically detects the edges, fixes geometry, removes shadows and creates the perfect scan.



#2 SYNCING RECEIPTS TO SHARE-POINT

I have synced my scanned files to my OneDrive for Business via the ScannerPro app. I scan receipts, train tickets and other expenses using it knowing they are synced and saved immediately.

This means I don't need to sit and manually scan or photograph piles of receipts at the end of the month, but do it as I go, and know it's already in my files. I've set a rule in SharePoint so it calculates the amounts too, which saves time as my accounts are updated as soon as I share and save the image.



#3 WRITING BLOG POSTS VIA WORDPRESS

I use the WordPress app to write and edit blog posts. It's good enough to create articles from scratch without the need to use a laptop.

It also allows you to track visitor stats to see what your top posts have been and the most popular stories of the day. Plus it shows you where your site visitors have come from.

If you turn on notifications, you can be informed when you have received comments or if there's something requiring your attention on your site. This helps you keep in touch with the community around your website.

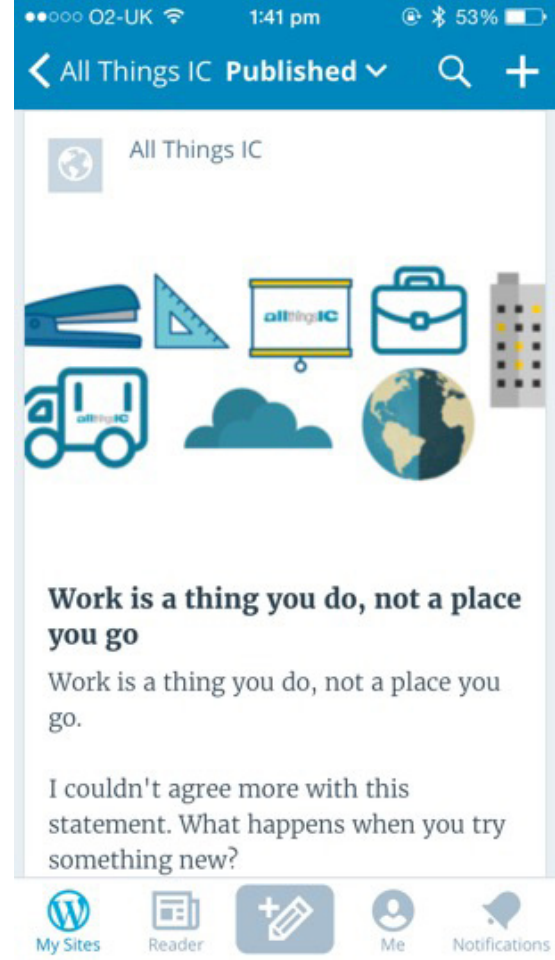
#4 KEEPING IN TOUCH WITH MY PROFESSIONAL NETWORK

Having an iPad or iPhone means you are always contactable, from making calls (often forgotten!) to FaceTiming or using the Skype app, clients can reach you.

I use various social networking apps to communicate with the communities I'm part of. This includes Slack to keep in touch with the FIR podcast network show hosts, Yammer for CIPR Inside and Google Plus for the CIPR Social Media Panel.

• Slack

The Slack app for Apple Watch sends me notifications, allowing me to decide whether to switch to iPhone/iPad to respond. It's useful to track mentions and be alerted to information intended for me.



• WhatsApp

The WhatsApp Watch App is also good enough to keep up-to-date with notifications. It's glanceable information rather than detailed as you can see what has come in. However, using WhatsApp via iPhone or iPad is better as you can reply properly and view more of the conversations.



- **LinkedIn**

The LinkedIn app has most of the functionality of the desktop version. It works well to access your inbox, reply to messages and invitations and read published posts. It also enables you to follow companies and clients you need to keep up-to-date with.

#5 WORKING USING MICROSOFT OFFICE APPS

As I have a Microsoft Office 365 subscription, I can access the full suite of Microsoft Office for Mobile apps. They work as well on mobile devices as desktop.

It has full functionality, which means I'm able to edit PowerPoint slides, edit Word documents, access spreadsheets in Excel and see the full folders in Outlook. It's good to be aware of the different options so you choose what's right for you.

The basic package (Office 365 Business Essentials) doesn't have full Office desktop. But gives you a 50GB inbox and up to 1TB of online storage.

The Office 365 Business package has a licence covering 5 phones, 5 tablets and 5 PCs or Macs per user. It has the full Office desktop, so you can work virtually anywhere.

Office 365 Business Premium includes all of the above, plus mail and HD video conferencing with Skype for Business.



ABOUT RACHEL MILLER



Rachel is the Founder of All Things IC communication consultancy and blogger at allthingsic.com. An experienced and multiple award-winning practitioner, Rachel is endlessly curious about internal communication.



PLANNING

USING NODEXL AND GEPHI **TO MAP** **NETWORKS AND** **INFLUENCERS**

Michael White shows how to use network mapping to identify communities and influencers by examining social network connections.



Michael White
@michaelwhite1

- ☰ How-to guide to using open-source tools to identify communities and influencers
- ☰ Build a network map to understand the topology of a network and the role of different participants

Social media is about relationships. Network mapping lets us see these relationships. In this tutorial we combine the functionality of NodeXL and Gephi to create a visual network map that can be used as part of a public relations programme.

NodeXL is a free open-source plugin for Excel developed by the Social Media Research Foundation. [Download it here](#) and double click on the template file to run in Excel. Unfortunately it is not yet compatible with Mac OS or the latest version of Excel. Keep up-to-date with the [release history for the latest version](#).

Gephi is a free open-source program for Windows, Linux or Mac OS that uses data to create interactive and explorative visualisations. Think of it as the Adobe Photoshop of visual data analysis. Download it here and run through the installation instructions to get it running.

I'll use NodeXL to:

- 1) Gather data on the network connections between Twitter users mentioning the #PRstack hashtag;
- 2) Import this data into Gephi to visualise as a network map;
- 3) Draw top-line results from the visualisation.

As we are using open-source software it is reliant on [Twitter's API Rate Limits](#). This can cause frustration due to slow loading. The Twitter developer community expects restrictions will soon relax to encourage innovation.

Otherwise use NodeXL to import data from other social networks that do not have these restrictions.

USING NODEXL TO GATHER TWITTER DATA

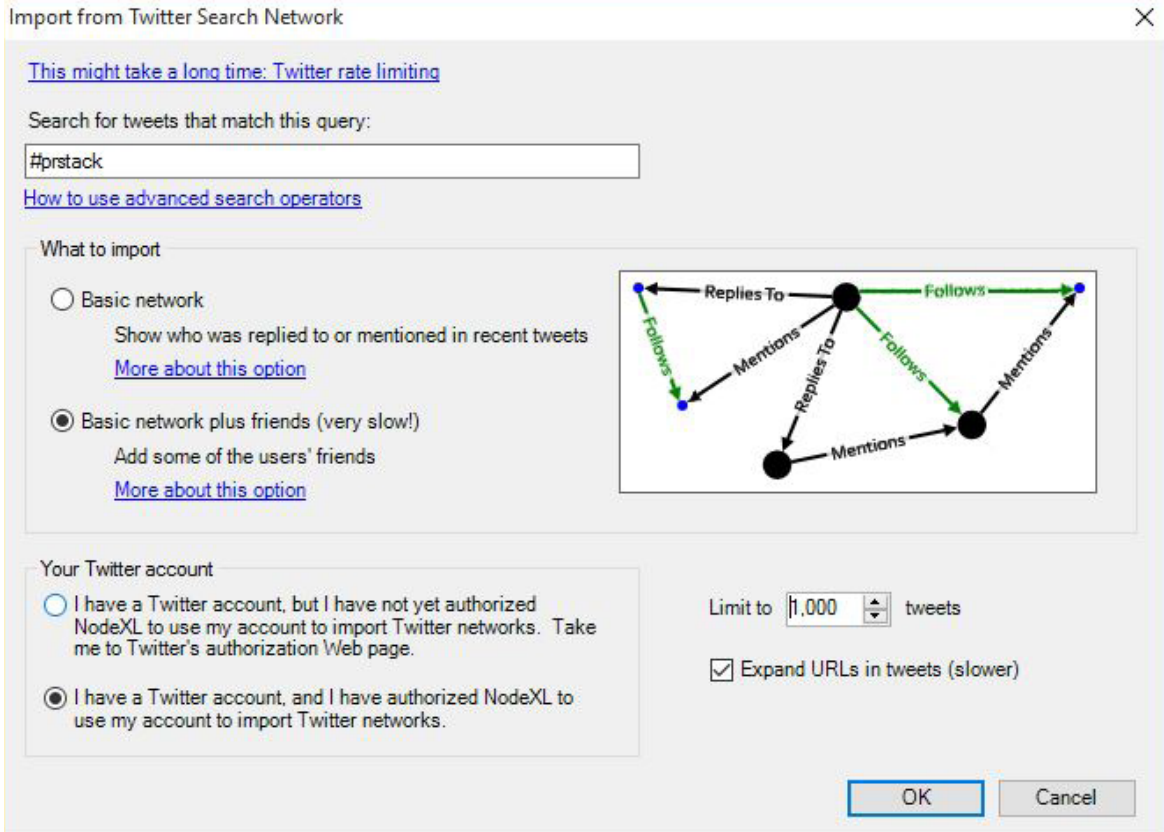
- 1) Open Microsoft Excel via the downloaded NodeXL template and select the 'NodeXL' tab, which should be to the right of 'view'.
- 2) Select 'Import' where a list of nine social media options exist; select 'From Twitter Search Network'.
- 3) Fill in the details you would like to search across; the more tweets you select, the longer it will take to develop (large maps can take 24hrs+).

- 4) After the import is complete your Excel sheet will be filled with data, notably vertex 1 and 2 with Twitter usernames.
- 5) Click on 'Export', which is just below 'Import', and export 'To GraphML File'. Click 'Yes' on the message that appears about edges and save your file for accessing later on.

There are ways to visualise data in Microsoft Excel using the NodeXL plugin, but over the last two years I've found Gephi offers greater functionality.

USING GEPHI TO MAP YOUR NETWORK

- 1) Start the installed Gephi program and on the 'Welcome to Gephi' pop-up window select 'Open Graph File'. An options screen will come up where the default selected 'Directed' network is correct.
- 2) Next calculate eigenvector centrality which involves selecting the 'Data Laboratory' tab, navigating to the bottom of the screen to the 'delete column' button, and then delete eigenvector centrality (as a quirk of NodeXL the column imports as blank so must be deleted).
- 3) Return to the 'Overview' tab and under Statistics, to the right of the screen, 'Run' eigenvector centrality. This is a measure of how important a single node (Twitter user) is in a network, as calculated by the number of edges (connections).
- 4) Next select the 'Ranking' tab on the left of the screen, click the red diamond that appears to the right of 'Nodes', and select the rank parameter as eigenvector centrality. The min and max node size is simply a visual representation to show how important a Twitter user is based on connections; click 'Apply'.

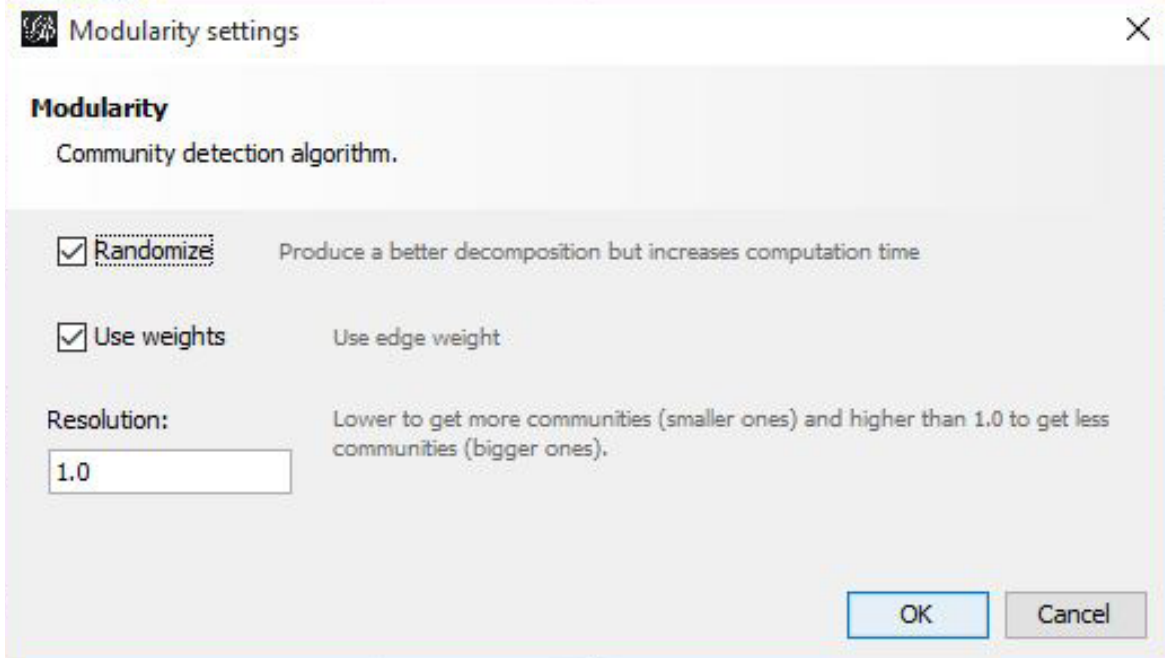


5) Now return back to the 'Statistics' panel and run 'Modularity', approving the default setting. Click on the 'Partition' tab, select the green arrows to refresh, and from the dropdown menu select 'Modularity Class' to colour the nodes; click 'Apply'. These are the basic statistical requirements to generate a basic social media network map, now to visualise.

6) From the 'Layout' tab select the 'ForceAtlas 2' visualisation and run it, you will see your nodes generate. Have a play around with these settings; place your cursor above items to get a description of each item. Also notice the ability to switch text on at the bottom of Gephi so that usernames show.

To finalise your network graph select the 'Preview' tab at the top of Gephi, hit the 'Refresh' button at the bottom of the screen, and select your desired options.





Have a play; there are no wrong or right methods to visualise. Once finished, click on 'File' at the top left of Gephi to export your visualisation; .PDF is the basic export preference.

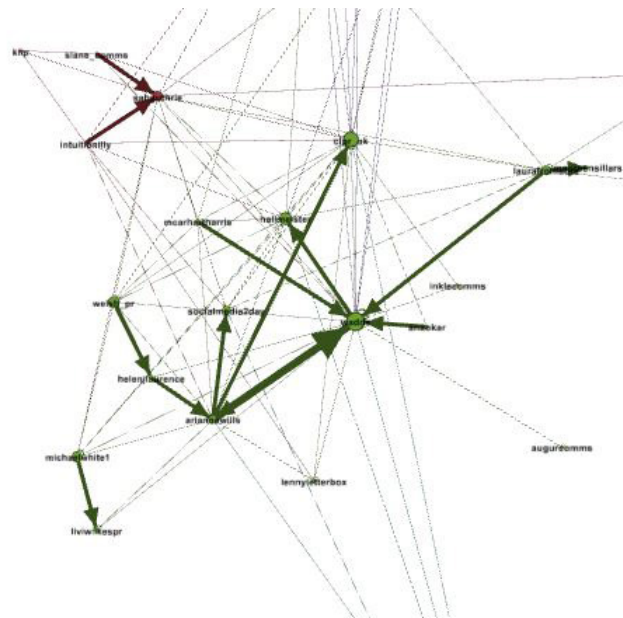
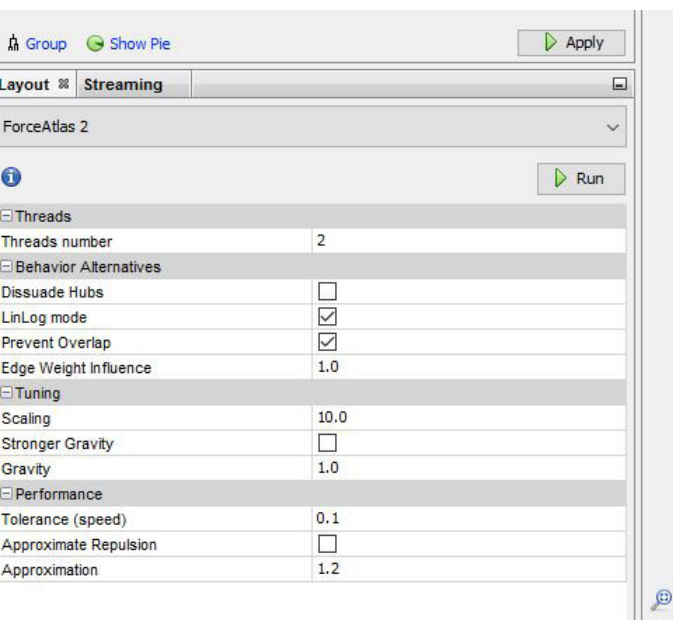
HOW TO READ YOUR NETWORK MAP

The accuracy of a network map will depend upon the size of the dataset used, data used, and how it was generated. For a detailed introduction to the technicalities of social network mapping buy the book [Analyzing Social Media Networks with NodeXL: Insights from a Connected World](#).

We can read the map using the below as indicators:

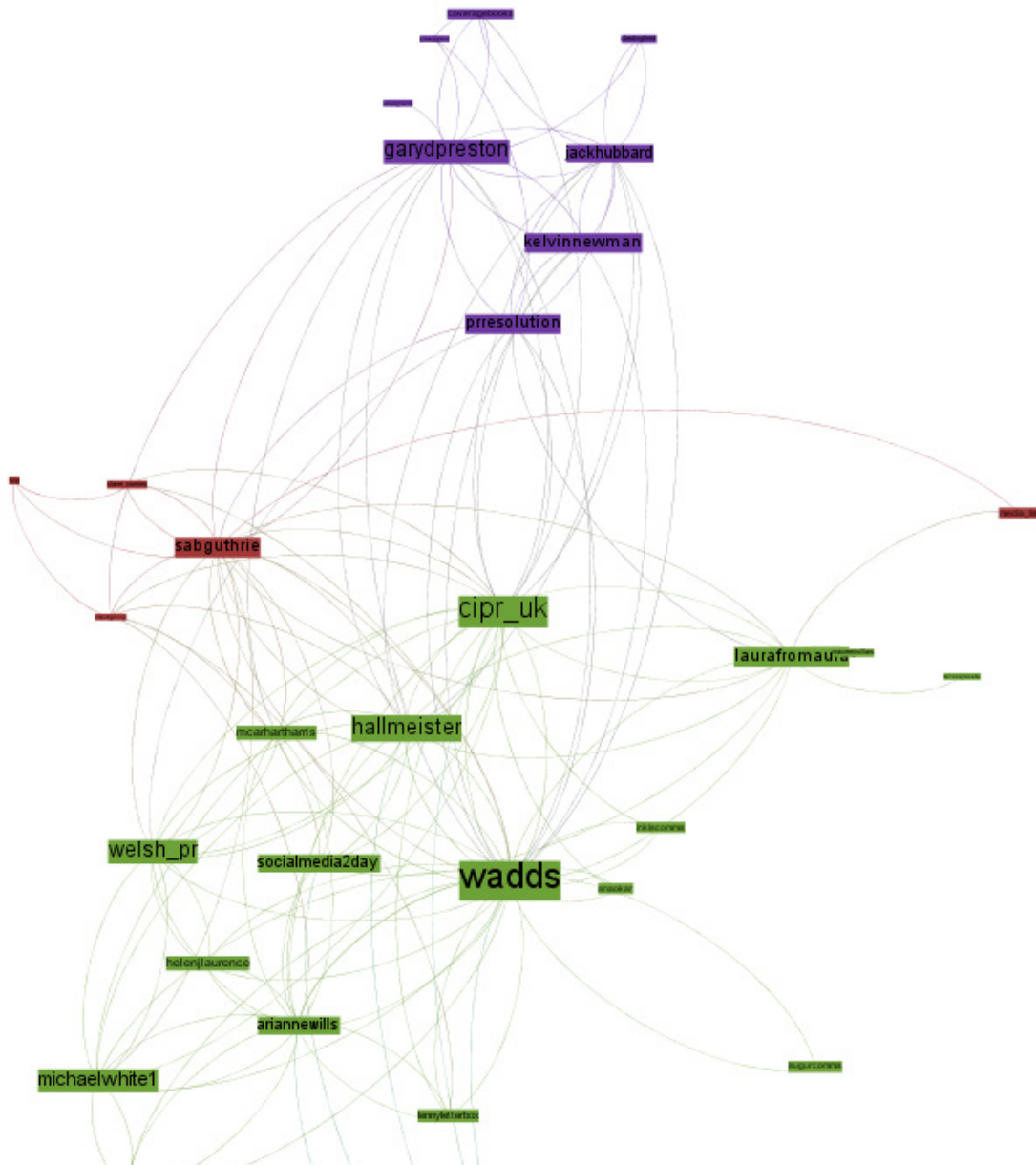
- Colours represent potential communities (as specified between their follow/following relationships);
- Lines (edges) show follow/following relationships;
- Twitter user (node) size refers to influence (bigger the better), as calculated by the number of connections.

This guide is a basic overview of social media network mapping. The technique has untapped potential and an application to visualise social media networks.



WHAT YOU CAN UNCOVER FROM THE PRSTACK COMMUNITY

The PRstack community isn't just about developing how-to guides to make sense of the growing third party tool pool. It is a cultural shift that invites innovation to the workflow of public relations in the 21st century. A necessary step forward in a competitive industry where digital practice areas are contested and claimed by a range of agencies; resulting in boardroom budget battles. In the end everything leads back to open-source innovation and community discussion. Geeks rule the world; this is why I'm proud to be a part of the PRstack project.



ABOUT MICHAEL WHITE



Michael is a digital specialist at strategic communication consultancy Lansons. He is rated one of the UK's top ten PR bloggers by media measurement company Vuelio.

USING AWEDIENCE TO ENGAGE WITH AN ONLINE COMMUNITY



Matt Anderson
@MrMattanderson

- ☰ Map a social media community using Awedience around an issue or topic to identify influencers
- ☰ Identify the behaviour and content that drives conversation within the community
- ☰ Understand the best times to engage with members of the community based on when they are most active

Media databases on the whole tend to be inaccurate, they don't include bloggers or social media power users and the plethora of tools that measure influence can be very misleading, gamed easily or just plain wrong, such as Klout.

This analytics landscape leaves public relations practitioners with only one option - to hack together information from resources such as Bluenod, Peer-index and Technorati, with a large dose of good old fashioned research, to determine influencers within a community accurately.

Awedience is a rich analytics environment with broad breadth and depth. The app.awedience.com free layer has over 30 different reporting elements for each analysis.

However, its key benefit is the segmentation of Twitter followers into tightly connected groups so that all other metrics, most importantly influence, are in context.

HOW TO ANALYSE A COMMUNITY EFFECTIVELY FOR POWERFUL RESULTS

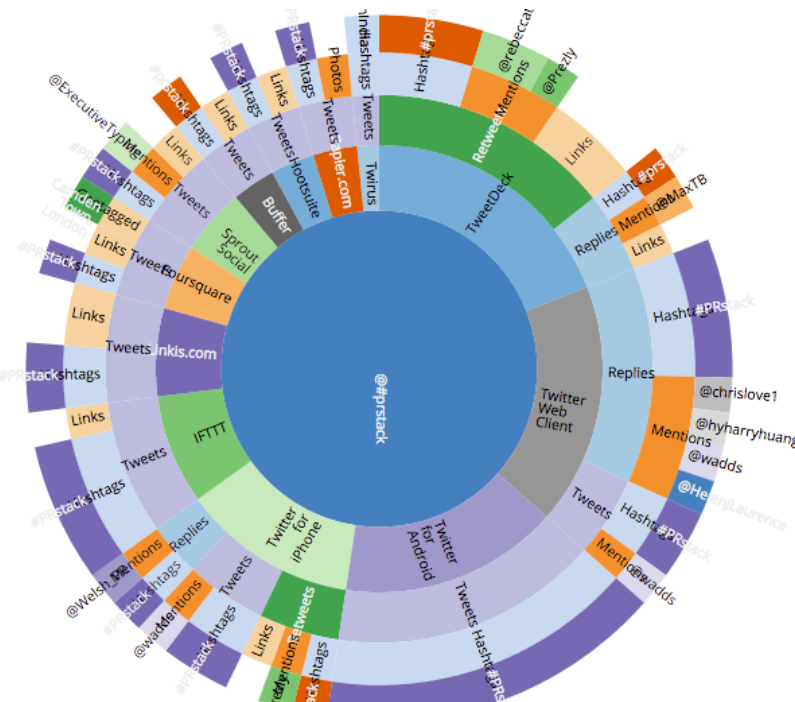
With the Awedience tool you'll be guided to know what to say, when, about what, and to whom - powerful stuff.











To do this effectively we need to understand how a community functions by finding out how to:







- Define your target community and iteratively build new segments
- Analyse structure, communities and contextual influencers
- Who are the key players in an industry that drive relevant conversations
- What content drives conversations and what is the best time to share content
- Measure the impact of your activity and does the network change

I will show you how this is easily achieved with Awedience which analyses either accounts or a hashtag such as #PRStack.

The app can immediately provide a powerful summary to instantly allow you to make sense of a community in an interactive 'sun burst' as seen below or by clicking on the activity tab for all the top line information.



Top 10 Mentions			
Name	Count	Percentage	
 Angharad Welsh @Welsh_PR	3	8.3%	▼
 Stephen Waddington @wadds	3	8.3%	▼
 Max Tatton-Brown @MaxTB	3	8.3%	▼
 Ben Matthews @benmatthews	3	8.3%	▼
 Rebecca Taylor @rebeccataylorpr	2	5.6%	▼
 Helen Laurence @HelenJLaurence	2	5.6%	▼
 Prezly @Prezly	2	5.6%	▼
 Harry Huang @hyharryhuang	1	2.8%	▼
 Sara McCracken @dougahorse	1	2.8%	▼
 Margaret Clow @ExecutiveTyping	1	2.8%	▼

Top 6 Replies			
Name	Count	Percentage	
 Angharad Welsh @Welsh_PR	1	2.8%	▼
 Stephen Waddington @wadds	1	2.8%	▼
 Harry Huang @hyharryhuang	1	2.8%	▼
 Max Tatton-Brown @MaxTB	1	2.8%	▼
 Helen Laurence @HelenJLaurence	1	2.8%	▼
 Chris Love @chrислоve1	1	2.8%	▼

#1 WHAT CONTENT STIMULATES CONVERSATIONS IN A COMMUNITY

By clicking on the analysis tab on the left hand side you can see the most mentioned hashtags to join in with conversations or key phrases, so you can have a better idea of the tone of voice and lexicon of a community.

Also under tweets is retweets - you can instantly see the most shared content and tactics that work in engaging a community, such as this tweet by Prezly with a bright engaging image.

#2 WHO DRIVES CONVERSATIONS IN A COMMUNITY AND WHO IS PASSIVE

Awedience allows you to immediately drill down into conversations, to give you insight on the latest news, discussions or issues. It will let you know who is making the most effort in engaging with the community or leading discussions.

#3 WHO IS REALLY INFLUENTIAL WITHIN CONTEXT RATHER THAN NOISY?

Social Media is a mass of data – conversations, links, groups, friends, interests – and it’s hard to read. The community analysis makes it useful- finding individual groups and communities, subject-based conversations and identifying who drives, leads and influences each one.

Within large industries, it will split a community into sub communities regarding who has influence within them. The larger the node the more influential the community member, based on context.

You are even able to set goals to target influencers in the software too.

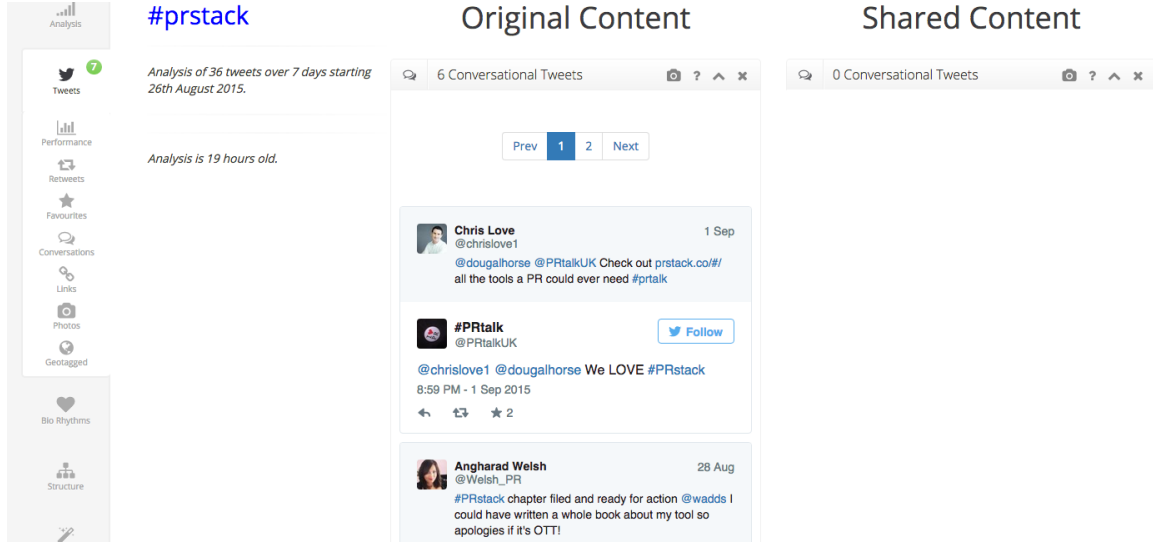
4 Retweeted Tweets

 Prezly
@Prezly Follow

Why we built the most exhaustive guide about PR tools on the planet buff.ly/1hTgibx #prstack #yeswecan
8:55 AM - 2 Sep 2015

 Prezly





#4 WHEN IS THE BEST TIME TO ENGAGE WITH A COMMUNITY OR INFLUENCER

Click on the biorhythms heart shaped tab to reveal when an account or community is active. This diagram below is featuring my account @MrMattAnderson.

You can see that the best time to engage with me is generally in the mornings towards the end of the week. A great way to use this data is to perhaps find the best time to pitch to a blogger for example.

Awdience delivers actionable insights regarding who are the best people to engage with, what content influences them and at what time is best to stimulate and drive conversations with a community.

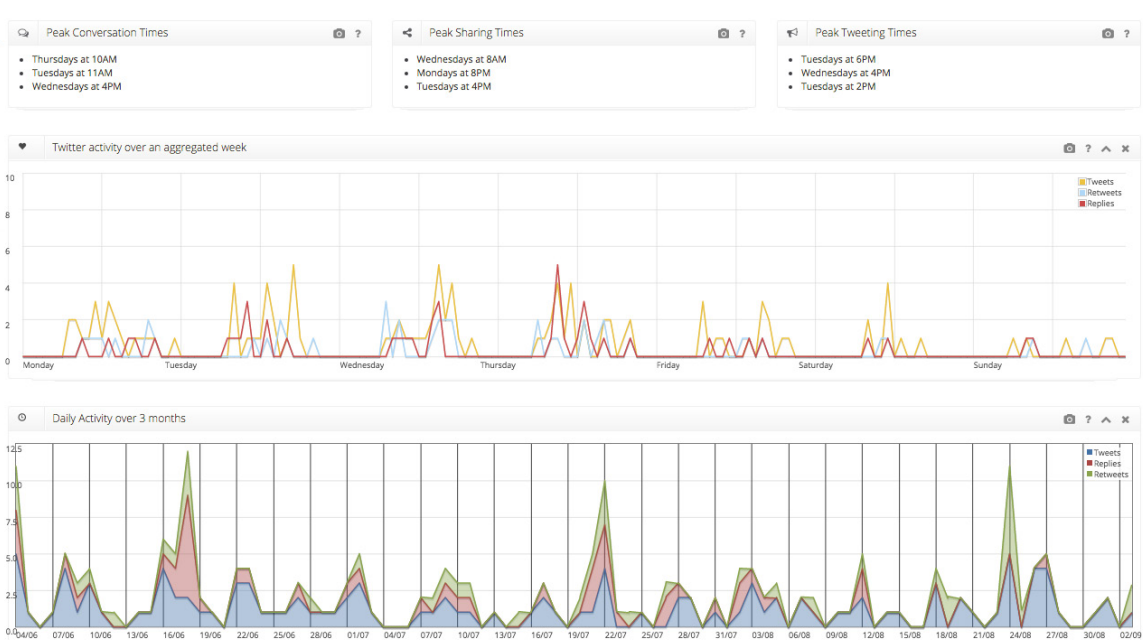
More in-depth analysis, such as community and structure, is a paid for service but the remaining reports are all based on a freemium model app.



ABOUT MATT ANDERSON

Matt (@mrmattanderson) is the co-founder of Montage Communications. He's a storyteller, community builder and social media veteran, working with clients including Brabantia, Pilgrims Choice and The North Face.





USING TRAACKR TO **BUILD RELATIONSHIPS WITH ONLINE INFLUENCERS**

Erica Eliasson explains how the Italian heritage wine brand Barone Ricasoli reached new generations of consumers by focusing on social influence.



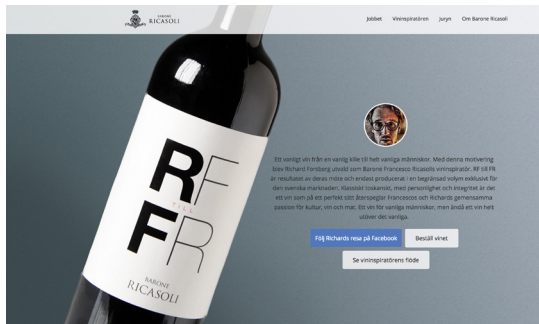
Erica Eliasson

- ☰ Understand how to identify influencers around a market or issue using Traackr
- ☰ Learn lessons from a case study to apply to your own organisation
- ☰ Best practice guide to influencer identification and engagement

Digital marketing transformation doesn't always come easily for heritage brands. They have been around for a long time and have generally gained a loyal client base. However, with an ageing customer base and a rapidly changing media landscape, Barone Ricasoli needed to reach new generations of consumers.

To address this issue, the Swedish wine importer WineWorld together with the digital communication agency Pronto created a unique job opening at the Baron's vineyard in Tuscany. The winning applicant would spend a few days at Brolio, the castle that belongs to Barone Ricasoli, to create a limited edition wine, which would then be sold at Systembolaget in Sweden.

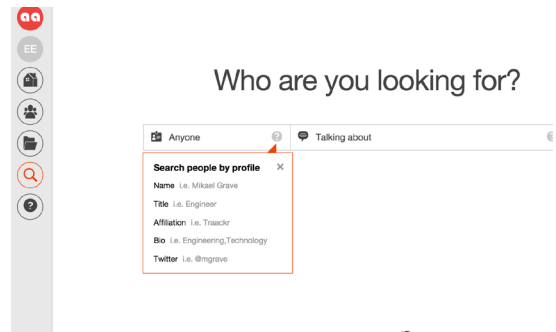
To succeed with the campaign, Pronto used the influencer marketing tool Traackr in order to identify, engage and analyse the impact from brand ambassadors and job applicants.



IDENTIFYING THE RIGHT INFLUENCERS IS KEY

Influence is not about popularity - influence is about context and content. In Traackr, you enter your keywords defining the relevant conversations you are targeting and the tool will bring up the most relevant influencers matching your entries. You can also add filters by bio, location etc.

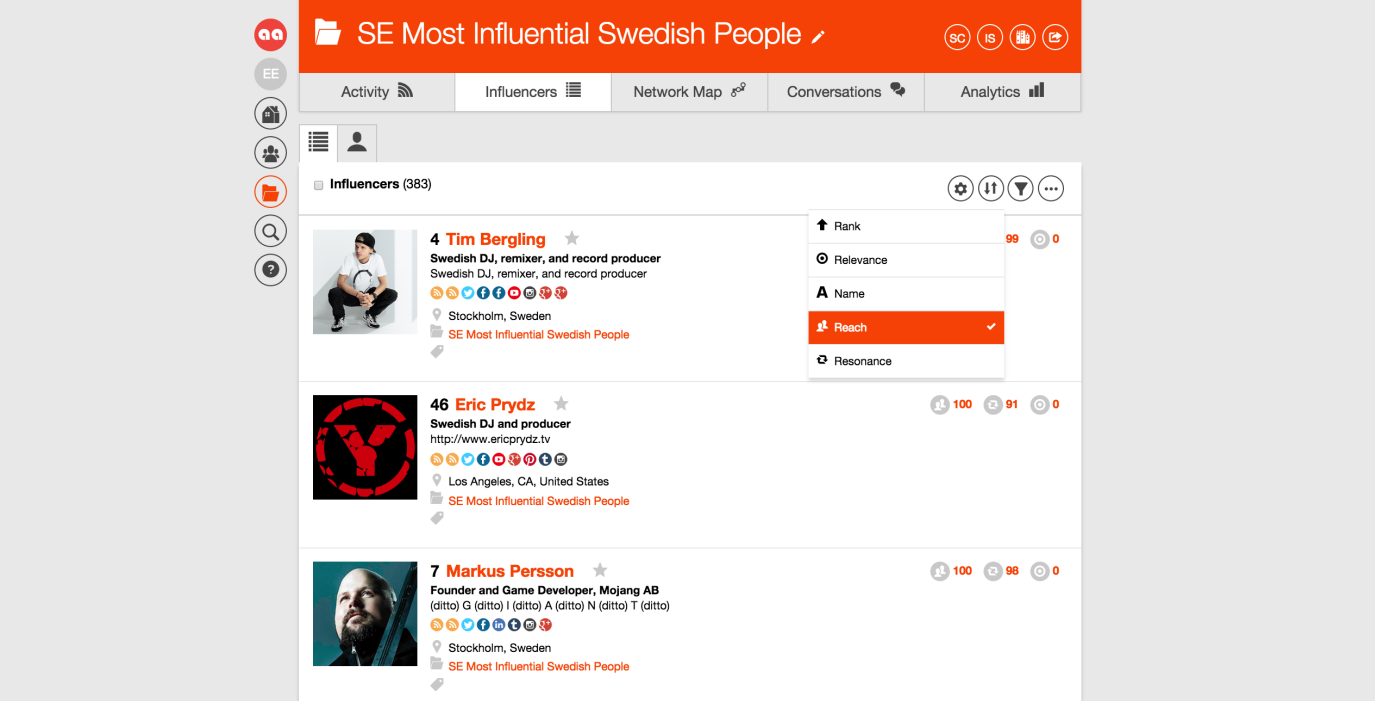
You can see influencers' online footprint and scroll their social content to understand their conversations and decide whether they are relevant or not to your project.



Traackr's conversation engine then allows you to know in real time what they publish on each platform, what they think and engage with, even what is trending within your community, which can be helpful to build your brand content strategy.

Traackr's influencer relationship capabilities gather all your interactions with your influencers (whether from relevant Twitter handles, emails or manual notes) in one place, making it easy to measure the level of engagement and manage conversations, together with your team.

After finding and adding influencers to your project, you can sort your influencers by reach (the size of the influencer's audience), resonance (the influencers' engagement with the community) and relevance.



For the Barone Ricasoli case, we started with a search that helped us to choose the four top wine influencers in Sweden. These influencers would be part of a jury that would select the new winemaker for Barone Ricasoli.

LISTEN AND ENGAGE AT THE RIGHT TIME

Digital marketers need to spend time listening to online conversations led by influencers so that we understand ongoing discussions and create activities and content that will resonate with our online community.

For the Barone Ricasoli campaign, we broadened the search after finding our jury members. This helped us to activate and engage Swedish wine lovers in order to encourage them to apply for the job opening as a winemaker at the baron's castle.

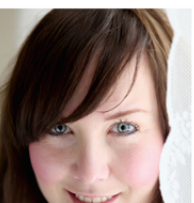
700 applications were submitted and by activating digital wine influencers found in Trackr, we could drive traffic to the job posting and help applicants to share their applications (more shares and engagement would attract the jury interest).



Karoline Nordefors

Undersköterska, Danderyds kommun
 COCKTAILLOVER! FOODIE! Chef. Writer for [diningguide.se](#)
 Projectleader [vinmotemat.se](#) Jury BCA etc.
 Instagram/twitter @nordefors nordefors@diningguide.se
 Stockholm, Sweden
 vardagmednordefors@gmail.com
 @nordefors
 Vin

56 Reach
 33 Resonance
 3 Relevance in



Maria Stromberg

Customer Delivery Manager, Aditro
 Photographer & Stylist * Recipe Developer * Swede *
 Simple Living * Vegetarian Recipes * Sweet Treats &
 Pastries * Dreamer * Adventurer * Coffee Addict by Choice
 Stockholm, Sweden
 madeby.info@gmail.com mary@madebymary.se
 @made_by_mary
 Vin

82 Reach
 53 Resonance
 0 Relevance in



Michaela Forni

Blogger, Devote.se
 Michaela Forni writes for Devote
 Stockholm, Sweden
 michaela@forni.se
 @michaelaforni
 Vin

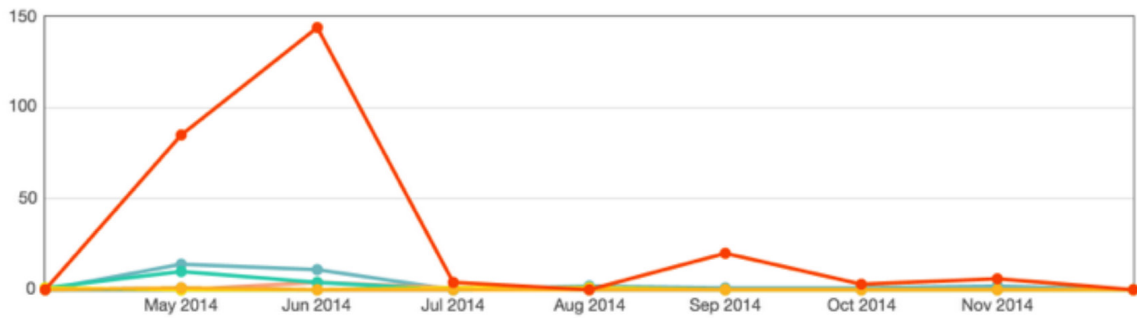
95 Reach
 95 Resonance
 0 Relevance in



Emma Lindquist

Blogger, Att vara någons fru
 En 34-årig, aningen fladdrig, kvinna med förkärlek för
 vaniljbullar, grenhångare och företagande. Tenderar att
 tycka att jag själv har vansinnigt bra idéer och kan inte
 riktigt alltid förstå att inte alla håller med. Lever med min
 man, min Buse och mina två salukiflickor Tant och Tooka i
 någon slags kärleksfull röra i vår lutande skånelänga strax
 utanför Malmö. Välkomna!
 Vin

76 Reach
 80 Resonance
 0 Relevance in



MONITOR, ANALYSE AND MEASURE YOUR IMPACT

Monitoring brand mentions and hashtags will enable digital marketers to keep engaging in conversations, for example with link shares, share of voice and sentiment.

BEST PRACTICE SUMMARY

1. Listen, listen again and continuously listen

Brands need to allow their team to spend time listening to online conversations led by influencers so that they can understand ongoing discussions, create activities and messages that resonate with the online community.

2. Identify the right digital influencers

For Barone Ricasoli and WineWorld, Pronto identified the initial set of key influencers and invited the top four ones to participate on the jury, which helped give credibility to the campaign and guaranteed earned media from the onset. Engaging with the right influencers is key for the success of any campaign, as only genuine commitment and passion can drive a real emotional connection to a brand.

3. Create a story worth sharing

With this winemaker job opening, Pronto and WineWorld created a campaign that provided ongoing opportunities for true engagement:

- Inviting the top four key influencers in Sweden to be part of the jury
- Inviting anyone in Sweden to apply (over 25 years old)
- Generating visibility for the six finalists
- Offering a money can't buy experience with the Barone Ricasoli Brand

With the influencer marketing practice maturing, best practices emerging and programs starting to bring measurable and proven results, Traackr is helping social media marketers move from tactical and local programs to develop global and scalable influencer marketing strategies.



ABOUT ERICA ELIASSON

Erica is an executive producer/analysis specialist at the digital communication agency [Pronto](#) in Stockholm, Sweden. She is co-founder of the social music app [OneSong](#).

USING FREE TOOLS TO CREATE A BASIC **SEO** **KEYWORD REPORT**

David Sawyer describes an eight-step process to create a basic keyword report in a day using freemium online tools.



David Sawyer
@zudepr

- ☰ Understand the workflow for keyword planning using Ahrefs, Excel, Google Analytics, Google Webmaster, MozBar, SemRush and SpyFu.
- ☰ Investigate the keywords that people use to find your website and those of your competitors.
- ☰ Prioritise your list based on a trade-off between volume and competition.

#1 INVESTIGATE EXISTING KEYWORDS (30 MINUTES)

Access your organisation's [Google Analytics](#) account. Make sure it's connected to your [Google Webmaster](#) account.

- Click Reporting.
- Set the date range.
- Go to the left hand column: 'Acquisition | Search Engine Optimization (sic) | Queries'.
- Eyes to the bottom and increase the Rows to e.g. 5000.
- Towards the top of the screen Export (to Google Sheets or Excel).

This spreadsheet shows you what Google Search terms are sending people to your website. Hundreds of them. In priority order (look at the 'Landing Pages' too to see which work best).

#2 BUILD YOUR OWN LIST OF KEYWORDS (60 MINUTES)

Contact your client/colleagues (suppliers/stakeholders too). Ask them what they think people would type into Google to find your organisation.

You'll have your own thoughts. Make a list.

#3 INVESTIGATE COMPETITORS (60 MINUTES)

Now for a first look at your competitors:

- Create a new Word or Google Doc.
- Pick five competitors.
- Click their homepage url.
- Right click, then 'View page source'.
- Hit CTRL F and search for '<title>', 'description', and 'keywords'. These are towards the top of the page.
- Cut and paste into your Word doc.
- Repeat five times.

Gold dust. Particularly the keywords, if available. These are often the phrases your competitor thinks will get people to their site. You're getting inside their minds: mining their intent.

#4 EXPLORE YOUR COMPETITORS' KEYWORDS (60 MINUTES)

Use [Ahrefs](#) (Positions Explorer) and [SpyFu](#) free-mium tools to find the search queries driving the most traffic to your competitors' sites.

- Type the domain name.
- Screengrab, using e.g. [Awesome Screenshot](#) or [Save to Google Drive](#).
- Rinse and repeat.

You're looking for the top five organic keywords. Run your own site too.

Repeat the same process for [SemRush](#) ([the best keyword tool](#)). It reveals the top 10 organic keywords. Click on 'Organic Research' in the left hand column then 'View full report' before grabbing.

#5 USE GOOGLE KEYWORD PLANNER (90 MINUTES)

Set up a Google Adwords account and get all of your keyword phrases into the [Keyword Planner](#).

I prefer to look for 'closely related' terms too. This way you get all the phrases from your lists but generate some extra nuggets you won't have thought of (often with complete data).

Keyword Planner

Where would you like to start?

Find new keywords

The screenshot shows the Google Keyword Planner interface. At the top, there's a search bar with the text "Search for new keywords using a phrase, website or category". Below this, there are several input fields: "Enter one or more of the following:", "Your product or service" (with a text box containing "Location XXX company" and "XXX companies Location"), "Your landing page" (with a text box containing "www.example.com/page"), and "Your product category" (with a dropdown menu). To the right, there's a "Customise your search" section with a "Keyword filters" dropdown. Under "Keyword options", there are several toggle switches: "ON" (highlighted with a red arrow), "OFF" (for "Show keywords in my account"), "OFF" (for "Show keywords in my plan"), and "OFF" (for "Show adult ideas").

Set a bid, and a budget, and download your plan. Then, delete the spreadsheet columns you don't need.

Leave yourself with: 'Keyword', 'Average Monthly Searches', 'Competition', and 'Suggested Bid'.

#6 KEYWORD VOLUME VS COMPETITION (30 MINUTES)

Everyone likes a magic formula. This one's from Larry Kim at [WordStream](#).

"...You want to go after keywords with some volume, because they'll have a better return in terms of traffic. But you don't necessarily want to go after the most competitive keywords, because you're less likely to be able to rank for them. You're looking for a sweet spot.

Take the number of monthly searches for the keyword, multiply that by the suggested bid, then divide it by the competition level on that keyword."

- Insert a new (fifth) column entitled 'Magic Formula' in your Excel doc or Google Sheet.
- Shout over to a techy colleague and ask them to help you insert a formula for column E.
- Try e.g. $= (B2 * D2) / C2$ where column B is Average Monthly Searches, column D is Suggested Bid, and column C is Competition.
- Then sort the whole kit and caboodle by column E with the highest number being the best. Don't discard the O's and unclassified.

#7 REFINING YOUR KEYWORD LIST (90 MINUTES)

Remember that Google built Keyword Planner to help people buy adverts not affect its organic search results.

While Larry's formula is useful, you must consider the following:

- What is the Domain Authority (DA) – use [MozBar](#) – of your competitors? And how does your organisation compare? The higher your DA (on a scale of 1-100) the better.
- If your DA is lower than 30 it's unlikely (even if your competitors are equally poor) that you are going to rank for the most competitive

search terms. Try targeting phrases with average monthly search volumes of fewer than 100. Hat tip to [Andy Crestodina](#) for this one.

- Try locational search terms, or longer phrases (these are good for blog posts).
- And if you sell something, which phrases are most likely to lead to a sale. Which have the highest user intent to buy.
- Now you've refined your terms, use [MozBar](#) again to see if you have a chance of ranking on Google's first page. Check out the DA of the number-one and number-10 ranking site. If your DA is within that range, go for it.

Bonus tip: Sometimes you need to throw the keyword report out of the window and think out of the box.

I've had three separate pieces of business by ranking first for '£5k digital scotland voucher'. This search term would never have shown up on any keyword report.

The key here is to write for your customers and know what they want. I [wrote an engaging blog post](#) to alert my SME customers that there was free money to spend on digital marketing (the implication being on someone like me).

This also shows that even with the lowest DA of all sites on Google's first page for this search term, my post comes out top. Why: it's engaging, well SEO'd, and I got in there first.

Web Shopping Images News Videos More Search tools

About 151,000 results (0.29 seconds)

Digital Scotland Voucher - [attacat.co.uk](#)

Ad [www.attacat.co.uk/£5k-digital-grant](#)

Receive up to £5k in funding for your next digital project.

Oodles of experience · Passionate about data · Friendly bunch · White-hat tactics

Attacat Internet Marketing has 344 followers on Google+

3rd Floor, 86 George Street, Edinburgh, Midlothian - 0131 220 1441

New £5K Digital Grant for Scottish Companies - [Zude PR](#)

[zudepr.co.uk/5k-digital-grant-scotland-business/](#)

18 Feb 2015 - It's a Scotland-wide scheme. It's called the Digital Scotland Voucher.

Eligible companies can indeed spend up to £5k and get 75 per cent (up to ...)

1) PA: 23 6 links / 4 RDs DA: 24 2,645 links / 54 RDs Link Analysis

The Digital Scotland Voucher Scheme - [Web Design](#)

[www.inspireitservices.co.uk/business-gateway-digital-scotland-voucher-s...](#)

Could your business benefit from a free £5K grant to improve your digital operation?

Business Gateway Scotland operate a voucher scheme and your business ...

2) PA: 1 0 links / 0 RDs DA: 33 19,378 links / 149 RDs Link Analysis

At the end of this step you want:

- Your full list spreadsheet (ranked by magic volume vs competition formula).
- Your top 25 to 50 keyword phrases spreadsheet.
- And I like a one-page Word document with up to ten keyword phrase groups. For example, in the case of my business, Zude PR, I rank the same for PR company Glasgow as Glasgow PR company. It'll be similar for you. These should be the basis of your static web pages. But feel free to have the odd shot at them in a blog post every so often.

#8 WRITE WELL

If you spend time doing a keyword report don't leave it lying in a cupboard. Whether you're writing a page for a website or penning a blog post, use your keyword phrase:

- Four times in the body copy (assumes a 1,000-word article).
- Once in the title tag/SERP/the headline you see in Google. At the front. And in the H1 header (usually the same as the title).
- In the meta description (no direct SEO benefit but does affect click through rate).
- Make sure you use loads of synonyms. A neat trick here is to look at the Wikipedia entry for the keyword phrase and see what words are used in the first three paragraphs.
- One keyword phrase (grouping) per page. Bar the homepage where you can try for a few.
- Please measure. [Here's one I wrote earlier](#) (see [whatsmyserp](#)).

Above all else write well or no-one's going to read your content.



ABOUT DAVID SAWYER

David owns Glasgow-based [Zude PR](#). He helps businesses and organisations to use SEO, media relations, content marketing and social media marketing. To sell their product/cause to the right people.



USING GOOGLE SCHOLAR AS A **PUBLIC RELATIONS PLANNING TOOL**

Google Scholar allows users to search for authoritative and peer-reviewed academic material. Liz Bridgen explains how public relations practitioners can use this tool.



Liz Bridgen
@lizbridgen

- ☰ A how-to guide on accessing academic research through [Google Scholar](#) and using it for public relations planning
- ☰ [Academia.edu](#), a social networking site where academics share research papers, is an additional resource for following and accessing research
- ☰ Insiders' tips on how to access academic content that is hidden behind a paywall

Do you use Google at work? Perhaps your research adds insight to your communication strategies, helps build your knowledge in a new area, or adds authority to the media content you write. Since Google (and commercial market intelligence sites) are pretty good at coming up with relevant content, why use Google Scholar for online research?

Any Google search result will present you with a mixed bag of results, however good your search terms. Among the valuable stuff there will be articles written by non-experts with their own agenda, media articles which may or may not be completely objective (and possibly written by a journalist with no knowledge of what they are writing about), and commercial information. It's up to you to decide which results are bona fide - which, if you are operating in an unfamiliar area, can prove difficult.

Google Scholar is a Google product which allows users to search for peer-reviewed (and thus hopefully accurate and authoritative) academic literature. The results of a Google Scholar search will provide links to work written and published

by academic publishers. In most cases these articles will have been reviewed before publication by several other academics to ensure their research rigour and accuracy.

Google Scholar should only contain articles and information that meet two main criteria.

- 1) They are scholarly (e.g. they are published by a university or are from an academic journal or conference).
- 2) They either have the full text or an abstract (summary) of an article available.

However, there's more - for a high rank in Google Scholar search results, the number of citations is crucial. Citations are when another author (whose

The screenshot shows a Google search interface. The search bar contains the text "problems wearing headphones for sport". Below the search bar, there are tabs for "Web", "Videos", "News", "Shopping", "Images", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 1,680,000 results (0.52 seconds)". There are four search results listed:

- Running headphones – reviewed - The Guardian**
www.theguardian.com › Lifestyle › Running
 5 Mar 2013 - But if you're using them for the gym, noise-cancelling earphones are ... an issue if you are using them for running, but their position on the back ...
- Headphones and sports a dangerous cocktail - hear-it.org**
www.hear-it.org/Headphones-and-sports-a-dangerous-cocktail-
 The specialists found that four in ten young Mexicans with hearing problems listened ... Wearing headphones while doing sports was also found to increase the ...
- The Best Headphones for Runners | Men's Health**
www.menshealth.com/teclust/best-running-headphones
 3 Aug 2012 - You don't quit when you get drenched—your headphones shouldn't, either. ... And that can mean trouble for your workout. We tested more than ...
- exercise - What are the best ways to deal with headphone ...**
fitness.stackexchange.com/.../what-are-the-best-ways-to-deal-with-headp...
 6 Aug 2011 - The Motorolas however do not feel bulky when wearing them. ... My problem with that was during running the earphones are falling off my ears.

work also meets the criteria above) mentions a particular academic article in their research. A high number of citations isn't always an indication that an article is good (it could mean that it is highly controversial) but it serves as a guide. It also allows you to see which authors have cited that work (and in turn, you can check out what they have written about).

GOOGLE SCHOLAR IN PRACTICE

Take the fictional example that you work for a small tech company that has developed a device that allows people to play music without headphones that isn't audible to anyone outside a 50cm radius of that person's head.

The benefits of this technology are immense - for instance, sportspeople can listen to music without bothering anyone else while being fully aware of their surroundings. The company behind this technology wants buy-in from large corporations who will integrate it into their products.

However, to persuade industry giants of the benefits of this technology, your communications approach needs some solid research detailing the benefit of music (and the problem of headphones) to support its claims.

Good market research is expensive and sometimes out of reach of new, small, or not-for-profit organisations. As a result, most public relations practitioners turn to Google to fulfil their research needs. The screenshot below shows the results of a standard Google search. It presents a mix of commercial content and online articles (which may or may not be using the best or most recent research and may or may not be interpreting this research correctly).

What happens if we try Google Scholar? You might find, like I have, that you have to play around with your search keywords to get the most relevant results. I've also changed the search criteria to only include articles from the last ten years.

This screenshot shows a very different set of results. Some, of course, aren't relevant but there are some articles which give us un-mediated and recent research, written by experts in their field.

The screenshot shows a Google Scholar search interface. At the top, the Google logo is on the left, and a search bar contains the text "Music AND Sport AND Exercise". To the right of the search bar is a blue search button with a magnifying glass icon. Below the search bar, the word "Scholar" is displayed in red, followed by the text "About 31,200 results (0.07 sec)".

On the left side, there are navigation options: "Articles", "Case law", and "My library". Below these are filters for "Any time", "Since 2015", "Since 2014", and "Since 2011". A "Custom range..." option is also present, with a date range selector showing "2005" and "2015" separated by a minus sign. A "Search" button is located at the bottom left.

The search results are listed on the right. The first result is titled "Music in sport and exercise" and is by "PC Terry, CI Karageorghis - 2011 - eprints.usq.edu.au". The snippet reads: "In this chapter, we have integrated the corpus of research work we have generated over the past two decades with the findings of other researchers around the world to rigorously examine whether music has a meaningful and reliable effect. We describe situations in ... Cited by 22 Related articles All 2 versions Cite Save More".

The second result is titled "Psychophysical effects of music in sport and exercise: An update on theory, research application" and is by "PC Terry, CI Karageorghis - ... of the 2006 Joint Conference of the ..., 2006 - eprints.usq.edu.au". The snippet reads: "This paper provides a narrative review of recent theory, research and applications pertaining to the psychophysical effects of music in the sport and exercise domains. A conceptual framework is presented, which emphasises that the principal benefits of music-improved ... Cited by 75 Related articles All 5 versions Cite Save".

The third result is titled "Music in sport and exercise: An update on research and application" and is by "C Karageorghis, DL Priest - The Sport Journal, 2008 - questia.com". The snippet reads: "With the banning of music by the organizers of the 2007 New York Marathon making global

In the right hand column you'll see links to PDF or HTML files - this is where you can view the articles in their entirety. If this link doesn't exist it means that the article is probably behind a paywall (although you'll still be able to see an abstract (summary) of the article so that you can check its relevance). If you are unwilling to pay to access the article (a copy of a journal article will cost around £20) you might still be able to get hold of a copy. Try these tips.

- Google the author(s) names with the title or subject of the paper. Many academic journal articles start their lives as conference papers which are often freely available. This will be an earlier iteration of the paper, but may still be useful.

If your search gives you a dizzying section of search results, or doesn't deliver the goods, you still have some options:

- Find the author(s) university home page as she or he might publish the article there. Similarly, the author may publish through their page on [Academia.edu](https://www.academia.edu) - a social networking site for academics.
- Go to the journal homepage - many journals offer selected past issues for free and you might get lucky.

Care should be taken reading academic journal articles if you don't have any training in the

area you're investigating as it's easy to misinterpret research results or cherry pick key findings without considering the broader context of the subject. However, even with this caveat, there's a lot that you can take from reading academic articles.

- A lot of commercial content focusses on what happens - academic research often looks at why things happen (using research rather than guesswork) and the implications.
- Each academic article you read contains citations. Check these out as they can direct you to other articles which might be of interest and which may not have been picked up by your initial search.
- Google Scholar is a global resource and is useful if you are researching regional/cultural contexts or want to find out more about consumer behaviour in other countries.
- You can start to understand the names of the main researchers and key university departments in your area of interest. This can then open doors to a whole range of opportunities for collaboration.

Google Scholar allows you to build your own knowledge and expertise in a specific area, rather than relying on someone else's mediated view of a subject. Which, if you want to look like an informed and educated public relations practitioner, has got to be a good thing.



ABOUT LIZ BRIDGEN



Liz is principal lecturer in public relations at Sheffield Hallam University, Sheffield, UK.

USING FOLLOWERWONK TO **MAP AUDIENCES** **AND COMPETITORS**

Helen Laurence shows how to use Followerwonk for audience and competitor research when time and money are short.



Helen Laurence
@HelenJLaurence

- ☰ Followerwonk offers a cost-effective means of identifying Twitter users by searching biographies
- ☰ Understand the demographics of the followers of a Twitter account
- ☰ Characterise and benchmark different branded Twitter accounts

Followerwonk has a range of functions, many of which are free, that provide valuable insights quickly.

AUDIENCE HUNTING

The first of these is the ability to Search Bios – a simple tool that lets you search the bios or profiles of anyone on Twitter for key words and categorise them by criteria, such as follower number or social authority.

For example, working in the field of healthcare, I might be keen to approach media psychologists to tweet about an embarrassing ailment I'm trying to raise awareness of, say bad breath and its impact on confidence. I'd simply go to Followerwonk.com, click on the Search Bios tab and enter the words "psychologist" and "TV".

I'd then choose either followers or social authority to place the findings in order.

The social authority score out of 100 is based on retweet rates and, although no measure is completely infallible, it does give a sense of which influencers could help achieve better engagement.

Search Bios is also handy for constructing blogger lists – an overwhelming task without a structured approach. For example, inputting the words "blogger" and "mummy" yields decent results and you can make things more specific by adding terms such as "huffpost". You can then either build your own list or follow the best contacts straight from the site.

As with all free tools there are limitations. It's difficult to sort your results by country so if you are trying to reach a UK market you have to sift out relevant targets. It can also miss some big influencers if the exact keyword doesn't appear in the profile (not every parenting blogger describes themselves as a "mummy"!)

so it's worth playing around to find the right combination.

KNOWLEDGE REALLY IS POWER

Having identified your key targets, the next step is getting them interested and that's where the Analyze tab comes in.

The screenshot shows the Followerwonk web interface. At the top, there's a navigation bar with tabs: Search bios, Compare users, Analyze, Track followers, and Sort followers. The 'Search bios' tab is active. Below the navigation bar, there's a search input field containing 'psychologist TV' and a 'Do it' button. To the right, there are examples of search results: managers, startups, official, presidents, google, realtors, most influence, most followers.

Below the search bar, the results are displayed as a table of Twitter users. The table has columns for 'No filters', 'tweets', 'following', 'followers', 'days old', and 'Social Authority'. The 'followers' column is selected. The results are sorted by relevance.

No filters	tweets	following	followers	days old	Social Authority
follow	26,256	1,187	738,754	2,337	75
silviaolmedo @silviaolmedo Psychologist PhD, MA Sexology, TV host, Writer, conferenciant, content producer Contrataciones, conferencias y patrocinios: solmedo@lycos.com - PR pr@silviaolmedo.tv Mex-USA-Spain					
follow	122,282	85,701	94,493	2,407	69
George Huba @DrHubaEvaluador retired evaluator health/soc services; psychologist ; research: aging, healthcare, drug abuse, HIV, mental health, mind maps; fmr CEO The Measurement Group; PhD 919USA www brain mindmap tv					
follow	45,395	422	25,380	2,174	60
Jo Hemmings @TVpsychologist Behavioural/Celebrity Psychologist . Relationships/Dating Coach. Big Brother psychologist . #UKDA Dating Expert 2014. Reality TV a speciality – at work and play! London					

Search bios

Compare users

Analyze

Track followers

Sort followers

Slice any Twitter user's followers into actionable segments. Find most influential, dormant, old, and more.

Subscribe now for in-app following and more great features. [Want to search Twitter bios?](#)

Do it

Or, see examples analyzing @portentint, @ActOnSoftware, @wistia, @SproutSocial, @randfish, @Infusionsoft, @Sprinklr, @bottlenoseapp

This provides a graphical breakdown of a given user's Twitter habits and the habits of his or her followers. More in-depth information can be accessed via subscription but the free stuff is pretty useful, so it's well worth giving this a try first.

Input the handle, select 'analyze their followers' from the drop down box and dive into the data! Just be aware that users with very large followings may require a subscription.

I've used a TV psychologist to demonstrate.

You can see when a blogger, journalist or key influencer is most active and time your approach accordingly. The active hours are helpfully broken down into retweets, @contact and non-@contact tweets so you can maximise your chances of getting a retweet for your campaign messages.

- Account ages – how many of the followers were early-adopters (perceived to be more valuable)
- Frequency of tweets – how many of the followers accounts are dormant

This allows you to make judgements about which targets to prioritise based on the engagement levels and influence of their Twitter communities.

This info can be highly useful for your own Twitter account too. Once you've engaged your key influencers, learning about their habits can aid their receptiveness. You can even use Followerwonk to schedule your tweets via Buffer to go out when your followers are most active.

OUTWITTING THE COMPETITION

Keeping an eye on the competition may help you stay one step ahead but competitor intelligence is not always easily or cheaply gained. Followerwonk's Compare Users tab allows you to measure yourself against up to two competitors at any one time, providing a useful snapshot of their Twitter activity.

Input your handle and those of two of your competitors and Followerwonk does the hard work for you.

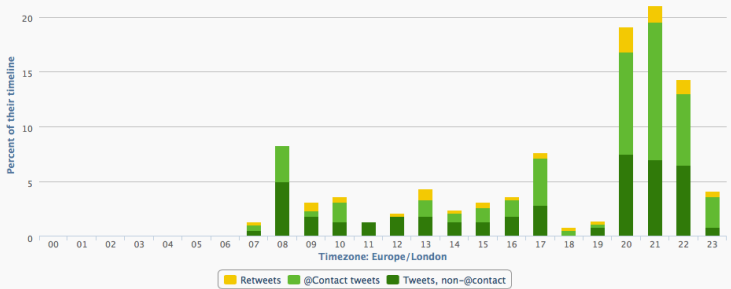
A Venn diagram shows the overlap between the three users in terms of followers and followings. You can stick to one competitor if preferred as this does give less data to wade through. I've stuck with my embarrassing ailment example of bad breath here and used three brands of toothpaste.

Where there is overlap it's useful to know, especially when your competitors are following or followed by the same media targets or influential bodies, such as charities.

You can then bear in mind that your target has also been privy to your competitors' messaging

Most active hours for TVpsychologist

This chart details TVpsychologist's Twitter activity. Using up to 400 of their most recent actions, we chart when they tweet, @contact tweet (ones that begin with someone's name), and retweet. Compare to the above chart to see how their activity compares to their followers.



Not only that but in addition you are able to analyse the activity of their followers, with a range of charts allowing you to look at:

- Follower counts – the number of people following their followers
- Following counts – the number of people the followers follow (the more they follow the less they may engage with their streams)

followerwonk »
A Moz app

Link your Moz account | [Click to try FREE for 30 days!](#) | Followerwonk Reports

Search bios | **Compare users** | Analyze | Track followers | Sort followers

Compare your social graph to competitors, friends, or industry leaders.
Subscribe now for in-app following and more great features.

colgateUK | Armandhammeruk | oralB_UK | Compare their followers | Do it

Or see an example comparing [ActOnSoftware & raventools & followerwonk](#)

Comparison of followers of ColgateUK & ArmandHammerUK & OralB_UK



13,382 followers of ColgateUK
3,285 followers of ArmandHammerUK
19,548 followers of OralB_UK

followers only of ColgateUK »	8,813	28.3%
followers only of ArmandHammerUK »	2,604	8.3%
followers only of OralB_UK »	15,002	48.1%
followers only of ColgateUK & ArmandHammerUK »	223	0.7%
followers only of ColgateUK & OralB_UK »	4,088	13.1%
followers only of ArmandHammerUK & OralB_UK »	200	0.6%
followers of all three »	258	0.8%
<i>combined total followers</i>	<i>31,188</i>	

and adapt yours accordingly. Where a user follows both you and your competitors, it's also a fairly good indication that they have an interest in the field and are likely to be friendlier targets.

Sneakily, you can also spot new targets that are following both of your selected competitors and go after these.

A summary is given underneath the graphics, which gives a basic comparison of follower numbers and social authority, alongside, average number of tweets, number of retweets, @contacts and URL tweets. A useful tool for periodically tracking how well you are shaping up against the competition.

EMBRACE YOUR INNER-WONK

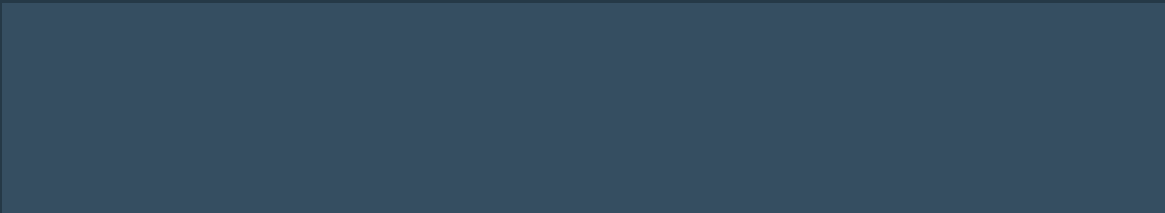
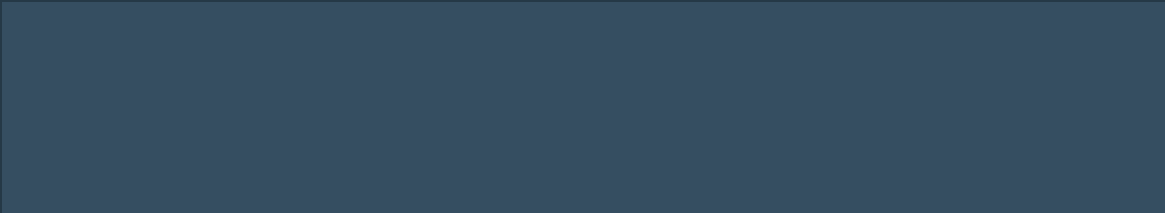
For the data-geeks among us, I've hardly scratched the surface here and there is plenty more analysis available, especially if you have the money. However, for those simply interested in putting together a savvy engagement strategy, what I've aimed to show is how straightforward that can be with this user-friendly tool. So, go on – embrace your inner-wonk.



ABOUT HELEN LAURENCE

Helen is an experienced public relations consultant specialising in healthcare comms and has worked in both agency and in-house charity settings.





CONTENT

USING WORDPRESS TO **BUILD OWNED ONLINE NEWSROOMS**

Worldpress, the world's favourite blogging platform, is ideal for building and managing a social media newsroom says Matt Appleby.



Matt Appleby
@mattappleby

- ☰ Understand the key components of an online newsroom
- ☰ Building a newsroom web site using Wordpress
- ☰ Using themes and widgets in Wordpress

You can build it into your website or use one of the many free or subscription platforms, but if you want a quick, easy, cheap and well-supported newsroom tool to do it yourself, head to wordpress.com.

PICK THE PERFECT PLATFORM

If you want to go down the self-hosted route, Wordpress is still a great option, but to keep it simple, we'll stick with the hosted wordpress.com option. There's a perfectly serviceable free option - it does carry ads and limit customisation though. So it's worth trading up to Premium or Business, the latter actually gives you many of the advantages of wordpress.org including access to Google Analytics.

The first job is to head to the store menu and either register or map to an exciting domain name - that rids you of the wordpress.com extension in your URL.

BUILD YOUR NEWSROOM

What makes Wordpress a viable newsroom option is the choice of available news themes - they'll take care of the site structure/navigation and give you the instant look and feel of an online publication. Just search news in Appearance/Themes - popular examples include Morning After, Newsworthy, Twenty Fifteen.

Check the customisation options before committing - most will at least allow you to design your own header and add company logos.

Tip: For some great examples of innovative news sites outside the corporate world, check out what some of the bigger hyperlocals are doing. There's even a great hyperlocal wordpress [theme](#) that's free to use, developed by Cardiff's [Centre for Community Journalism](#).

SET UP YOUR MAIN PAGES

Effectively, the site's now built and it's time to get the content in, starting with the fixed pages, for example:

- Contacts page
- Corporate profile/About us
- Key staff bios/pics
- Media gallery
- Fast facts and FAQ

Wordpress distinguishes between Pages (your static content) and Posts (in our case, news stories). You can chose whether you want the landing page to be your latest news posts or a fixed page in Settings/Reading.

To set up the navigation, go into the Pages menu and set the order of each page. If you want to create drop down menus of pages, head to Appearance/Menu - it's a straightforward system to add pages to a parent menu.

	WordPress.com Free	WordPress.com Premium	WordPress.com Business
Free Blog	✓	✓	✓
eCommerce	—	—	✓
A Custom Site Address	—	✓	✓
Space	3GB	13GB	Unlimited
No Ads	—	✓	✓
Custom Design	—	✓	✓
VideoPress	—	✓	✓
Premium Themes	—	—	Unlimited
Google Analytics	—	—	✓
Support	Community	Direct email	Live chat
	Free <i>for life</i>	£85 <i>per year</i>	£250 <i>per year</i>

You're likely to want a gallery of images/audio/video. They're easy to upload into the Wordpress library with the Media menu. Most themes will have a Gallery page layout option which you can then use to set up your media portfolio.

To add video, you can either do it direct with a Wordpress upgrade - this will give you a built-in HD player for content. Or it's easy to pull in content from Vimeo or YouTube by grabbing the embed code and dropping it into a page or post. Just switch the input box from Visual to Text to add code.

SET UP YOUR WIDGETS AND MENUS

Wordpress is set up to link easily to most social networking sites so creating feeds is a simple drag and drop process. This is what's going to make the newsroom truly social and shareable.

First up, go to the Sharing menu and link the accounts you want to use. While you're here use this menu to set up the sharing buttons that will appear on the bottom of every news post.

Using the Widgets menu, drag the feeds into place and drop them in the order that you want them to appear on the site. It's easy to, for example, drop in a Twitter, Instagram or Facebook feed. While you're in this menu, add a search bar and any other navigation tools you need such as latest news or most read.

To add any text, images or feeds that aren't already in Widgets - maybe a document download, product shot or intro video - just add a Text box and drop in the content or code you want to add.

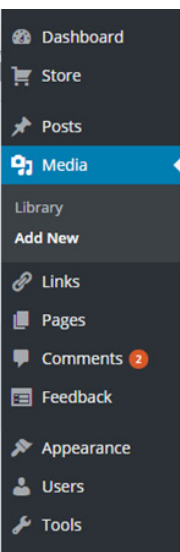
One last menu option to consider is whether you want to group your news thematically. Maybe you want to be able to group news by product or region, for example. First create new categories in the Posts menu for the theme you want to group. That will then appear as an option for every post you write. To pull all these posts under a single menu - go to Menus and create new. You'll see a drop down list of categories - simply tick the ones you want to appear and rename the menu.

ADD YOUR NEWS POSTS

Add a new Post for every story you want to create. It can be a mix of text, bullets, tables, images, audio or video - all are easy to create or embed. It's easy to add links to external sites or other content within the site and sharing buttons can be automatically added to every post. It's up to you whether you keep comments open or not.

There's a simple workflow for completing your release - work your way down the right hand menu options and don't skip any:

1. Decide on when to publish - immediately or scheduled
2. Select which (if any) of your social feeds the release will be shared with and create custom copy for the tweet/post
3. Tag the post (keeping site navigation and search in mind)
4. Categorise the post
5. Upload a featured image (rename and add alt text as you do)

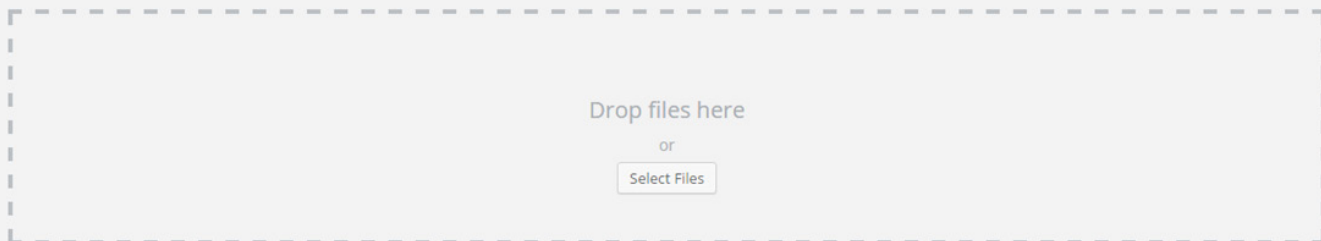


Upload New Media

Allowed file types: jpg, jpeg, png, gif, pdf, doc, ppt, odt, pptx, docx, pps, ppsx, xls, xlsx, key.

You are currently using 970.2 MB out of 3.0 GB upload limit (32%).

Did you know that you can upload videos and embed them directly on your blog with VideoPress included in our [Premium Plan](#)?



You are using the multi-file uploader. Problems? Try the [browser uploader](#) instead.

Maximum upload file size: 1 GB.

970.2 MB used, 2.1 GB (68.4%) upload space remaining.

With many themes, content can be made sticky so that it always appears at the top of the news feed or it will need to be tagged to appear in any featured slots - for example if you've gone with a theme that has a ticker or carousel option.

The Wordpress.com platform is search-friendly and each release you create will have its own URL and be ranked just like any other blog post.

LEARN FROM ANALYTICS

You'll need to upgrade if you want to be able to link into your Google Analytics. But even the free built-in Wordpress stats and insights are a great tool for showing what content is performing best, when's best to post and who is subscribing/following.



ABOUT MATT APPLEBY



Matt Appleby (@mattappleby) is a Fellow of the CIPR. He's managing director of Golley Slater public relations in Cardiff and an award-winning hyperlocal blogger.

USING WORDPRESS TO **BUILD A PERSONAL PORTFOLIO**

Wordpress offers a more professional platform than many other blogging sites, making it the go-to site for people working in public relations, according to Livi Wilkes.



Livi Wilkes
@LiviWilkesPR

- ☰ [How to build an online portfolio using Wordpress](#)
- ☰ [Description of the different elements that make up a Wordpress site](#)
- ☰ [Difference between a managed and self-hosted Wordpress blog](#)

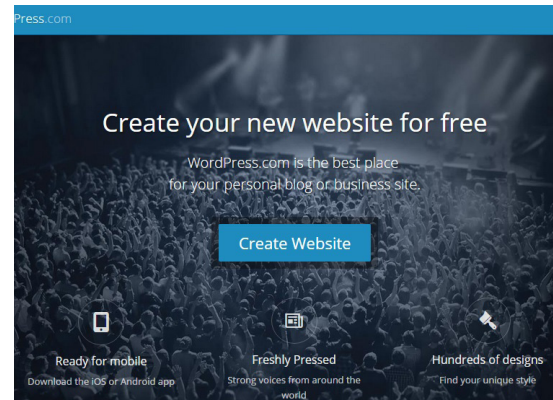
Wordpress provides its users a way to create, post and share content with other professionals in the same industry and field, as well as being a platform to showcase your own personal brand – you.

SO, WHAT CAN WORDPRESS DO FOR YOU AS A PUBLIC RELATIONS PROFESSIONAL?

Whether it be for your business, or just for your own brand, blogging is a great way to get your name out there. Creating content that fellow public relations professionals can relate to and learn from will increase your popularity in the field and, hopefully, create more business for you.

Wordpress has the option for more than one user to have access to the CMS at one time, making it useful for PR agencies that need to write multiple posts. Different accounts can have different levels of access to the Wordpress site, such as administrator or contributor.

Although Wordpress is primarily a blogging platform, it can also be used as a company's professional business website. Because of the multiple layouts and customising options, your site can have as much of a professional or blog-style feel as you like. Everything you need to customise your site – from layout to posts and pages – can be accessed through the Wordpress dashboard.



CREATING YOUR OWN DOMAIN

When you create a Wordpress site, your site will automatically come with the address wordpress.com. If, after a few months of blogging, you're getting lots of views and visitors and your site has become a real passion for you, it's worth looking into self-hosting. Basically, this means your address will finish in .com or .co.uk/.org and will have a more professional look and feel to it.

There are multiple web hosts out there, but Wordpress has the option to register your domain through them; this is very straightforward and cheaper than many of the other web hosts at around £20 a year.

HOW TO MAKE YOUR WORDPRESS SITE PERSONAL TO YOU

Before you can start thinking about your blog's content, start off by making it visually appealing, easy to navigate and relevant to you. When creating a site on Wordpress, the first step is to create a site address/URL. This address can't be changed, unless you decide to buy the domain, so think carefully: make it appropriate to your content.

The second most important thing is your Wordpress site's appearance. There is a huge variety of layouts, colours and themes on Wordpress (some for free, some that have to be paid for) that will be suitable for the image you want your brand to have; make it clean and simple, with colours that reflect you and your content.

Setting up a Wordpress site is the ideal time to create a logo for your brand, if you haven't already got one – preferably with your name/site address/brand name on. Put this on your homepage so visitors can automatically recognise you and your brand.

NOW, ON TO THE CONTENT

Using Wordpress to build a personal portfolio could be seen as a more creative version of your CV; your achievements, your awards and the services you can offer other PR professionals. For example, as a university PR student, potential employers will be interested in not only your academic achievements but the effort you put into the industry away from compulsory university work. Building your own online portfolio, where employers can see your determination and passion for the industry, is a great way to nail this.

Based on the audience you want your Wordpress site to reach, write your content in the tone and style you want your brand to have, whether it be light hearted and fun or formal and professional.

LINK WORDPRESS WITH YOUR SOCIAL MEDIA ACCOUNTS

The key to a successful blog is creating sharable content with the PR industry. Writing posts or re-blogging posts that other professionals can relate to will lead them to your blog, allow them to find your social media accounts and get to know you and your brand.

- Dashboard
- Store
- Posts
- Media
- Links
- Pages
- Comments 1
- Feedback
- Appearance
- Themes
- Customize
- Widgets
- Menus
- Header
- Background
- Mobile
- Users
- Tools

Themes 456

Active: Penscratch Customize

Lovecraft

Libretto

Publication

blink

Appetite

Sharing Settings

Publicize

Connect your blog to popular social networking sites and automatically share new posts with your friends. You can make a connection for just yourself or for all users on your blog. Shared connections are marked with the (Shared) text.

→ [More information on using Publicize.](#)

Facebook	<input type="button" value="Connect"/>	LinkedIn	<input type="button" value="Connect"/>
Google+	<input type="button" value="Connect"/>	Tumblr	<input type="button" value="Connect"/>
Twitter	<input type="button" value="Connect"/>	Path	<input type="button" value="Connect"/>

Sharing Buttons

Add sharing buttons to your blog and allow your visitors to share posts with their friends.

On social media accounts such as Twitter, LinkedIn, Facebook and Instagram, it's worthwhile having the same profile photo as on your Wordpress site so you're instantly recognised and visitors can connect all your platforms together.

If you're studying public relations and want to get ahead and ready yourself for work then building a Wordpress blog is a great start point.



ABOUT LIVI WILKES



Livi is in her third year of Public Relations and Communication at Southampton Solent University. She was awarded the title of Britain's Best Public Relations Student Blogger 2015 for her blog [Live Love Laugh PR](#).

USING **LIVE VIDEO** **STREAMING** TO ENGAGE WITH DIFFERENT AUDIENCES

Live video streaming apps place the emphasis on viewer engagement and are a good addition to the public relations toolbox, says Abha Thakor.



Abha Thakor
@NonStopNewsUK

- ☰ Understand the potential of live video broadcast as part of a public relations campaign
- ☰ Use Meerkat and Periscope to live stream an event or meeting to engage new audiences
- ☰ Best practice workflow for live video broadcast or streaming

The application of live streaming in public relations is limitless. Live streaming makes the traditionally passive spectator active, able to ask questions of the designer, artist or manufacturer, increasing the customer base through closer relationship marketing. PR practitioners can complement other marketing activities, cross promote and engage new audiences via this technology.

Manufacturers can demonstrate new products, streaming the production line to thousands of potential customers who can make suggestions for features they would like to see incorporated into a future build. Live streaming can also aid the design and early promotion process as it allows for a collaborative approach between producer and consumer.

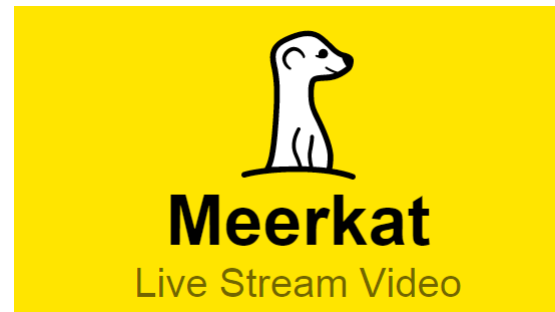
Another area showing positive results is focus groups, where an app enables participants who cannot attend in person to view a discussion and add their comments in real time.

MEERKAT APP

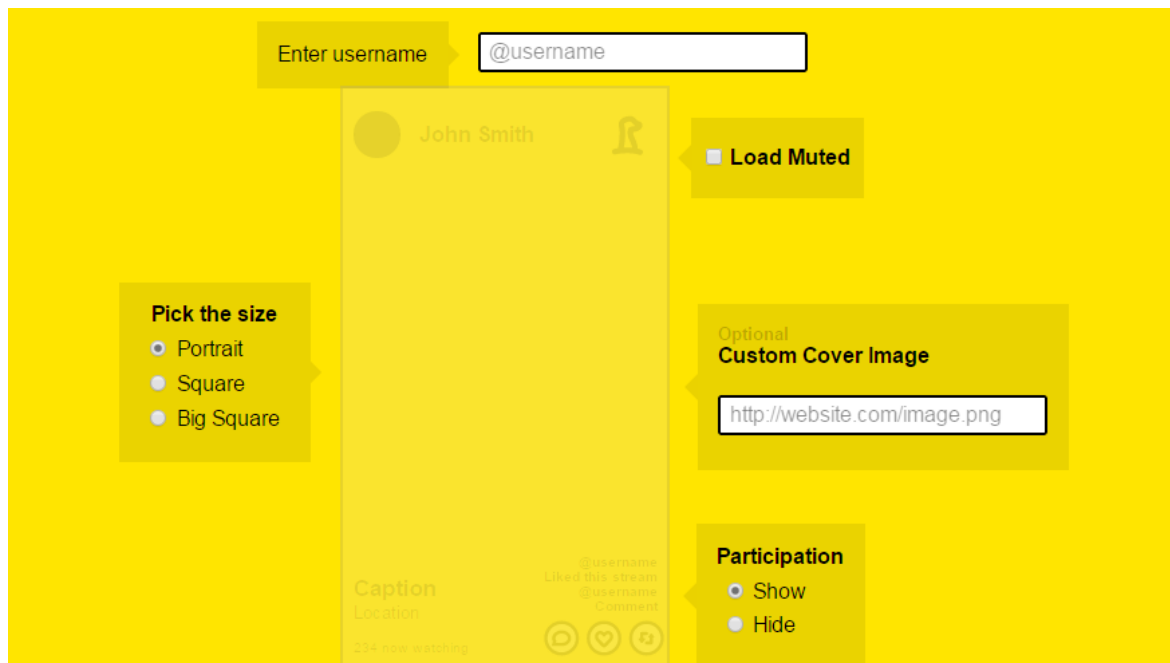
The app has the effect of turning a smart phone into a portable webcam, streaming video directly to your connected Twitter feed. You can start a stream immediately or schedule it to go out later.

You can send your live video stream from the newer Apple and Android devices to all of your Twitter followers via the Meerkat app. Followers will receive real time updates on their mobile or desktop devices.

Meerkat has an embedded player option so you can embed your stream directly into websites to increase its reach and capture repeat visits to your regular broadcasts. Its built-in promotion ability means that it can advertise your next upcoming stream.



The standard Meerkat app does not provide a recording facility and you will need an added tool like [Katch](#) to save a Meerkat stream. You can bring in audiences accessing your Twitter feed through their computer browser by using tools such as [Lookats](#), which as a live stream search engine also lets you monitor your brand.



#lookats like it? twit it

The world's first live stream search engine

Search...



Category

PERISCOPE APP

The Periscope app claims to give users the chance to “explore the world through someone else’s eyes”. Viewers see a protest or a campaign directly through the eyes of those involved, with no third person translating or interpreting the experience as in traditional broadcast reportage.

You can use the tool on newer Apple and Android platforms to broadcast video using your organisation’s Twitter stream. You can notify your followers who can watch the stream and send comments or feedback in real time.

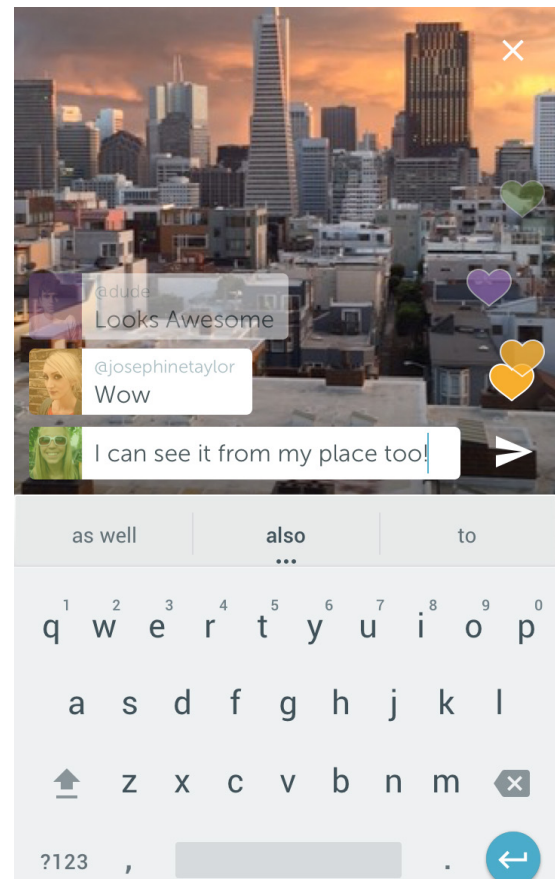
At the end of the broadcast, you can make it available for replay, currently for 24 hours, after the event. Broadcasts can also be made to segmented audiences by issuing targeted invitations.

Apps like this are becoming powerful in tourism communications conveying strong, emotive imagery with the benefit of sound from the scene. Audiences go on scenic journeys with an opportunity to interact with the traveler or share experiences from a destination.

Streams have been used to allow viewers to follow a particular health treatment from the perspective of someone undergoing it and to ask questions or give encouragement during the different phases.

ALL PART OF THE GAME

Combining live video streaming with games technology gives opportunities for branding and campaigns through fun technology, such as Google’s new YouTube Gaming, Amazon’s Twitch and Sony’s Live Video Streaming apps.



Large corporate brands are already beta testing games linked to live video feedback opportunities from customers and adding competitions to encourage further home videos and live video responses.

The power of streaming technology as a communications channel will grow with wearable apps and speech devices.

IDEAS FOR USING LIVE VIDEO STREAMING APPS

Technology is moving at such a pace that facilities that used to be beyond the resources of smaller PR teams are now accessible. Many of the live video streaming apps can be used with limited costs.

I have worked with organisations using the technology to:

- Broadcast segments of meetings, or invite responses from a wider audience to market research or training sessions
- Update live from a project's location direct to key stakeholders
- Produce streams which can be integrated into training sessions to engage wider audiences
- Provide crowd-sourced solutions to IT issues (both freeware and by brands as part of their communications campaigns around new product announcements and for reputation management)
- Interact with health organisations to improve wellbeing.

POINTS TO REMEMBER

- ✓ If broadcasting from an office, talk to the IT team about using the wired connection or a solid wi-fi signal. If you are on location, check your wi-fi or mobile data signal is robust enough for a transmission to avoid losing your connection.
- ✓ Rules of broadcast apply when using live video, the local government code and other publicity and advertising codes too. For live streams, make sure you have permissions and the relevant signage on display. If you hit a problem, make sure the team on the ground know how to disconnect the live feed.
- ✓ Broadcast content is the responsibility of the originator. It is best to have a plan for what you are streaming, think about the campaign elements you want to focus on and how you are going to monitor and deal with any negative or inappropriate material posted during the live stream.
- ✓ Think about the backgrounds and branding opportunities. Where are you going to position the phone, tablet or mini-webcam to capture the speakers and the activity?



ABOUT ABHA THAKOR





Abha is a Chartered PR Practitioner, who has worked with web tools and digital platforms for more than 15 years. She is the founder of [Non Stop Business Support](#), improving communication and processes through technology integration.

USING REAL PEOPLE TO TEST DIGITAL CONTENT

You think your content is great. But is it the best it can be? Tim Lloyd says that only real people - customers, users, consumers - can help you.



Tim Lloyd
@timolloyd

-  Learn how to test and optimise content as part of your public relations campaigns
-  Understand how to test content with consumers on different channels

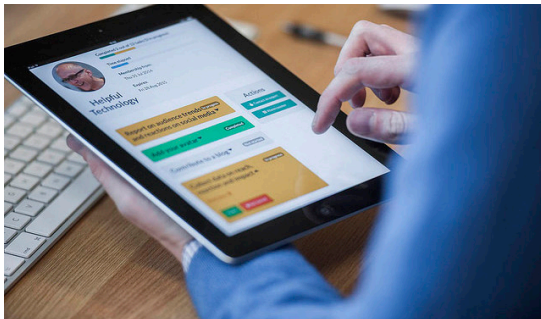
It's safe to assume that your content won't have most people's full attention most of the time. They may be at a busy train station fiddling with their mobile, half watching a TV programme while browsing Twitter, or switching between multiple tasks and tabs at their desktop while eating a sandwich.

So, your content has to work hard to give people what they need, in the short amount of time for which they might be prepared to pay any attention.

You don't need to spend £'000s on testing labs, but there are some golden rules to help make testing useful.

UNDERSTAND CONTEXT

User journeys don't start when someone arrives at your Facebook page or website. Ask questions that will give you insight into people's expectations and experiences. Talk to call centre and frontline staff about common questions and problems people are having.



WATCH WHAT PEOPLE DO

Sit next to users and focus on what they do, not what they say. "I just want a big red button that says pay here" is something users of an e-commerce site might say to a researcher. But does the analytics data or, even better, watching them use the site, back that up?

TEST WITH TASKS

Testing is not about asking people for their opinions. You want to know whether they can find the information they need, or are suitably interested in your content to want to find out more.

Here are some example tasks for different formats:

	✓	×
Newsletter	find more information on XYZ	tell us what you think about the layout
Website	pledge your support for this event	how easy is it to pledge your support?
Facebook page	sign up for XYZ event	what looks most interesting to you on this page?

Reassure people: if they can't do something or don't understand a piece of content, then it's your problem, not theirs. In fact, the more they can't do, the better, because you're learning what is wrong.

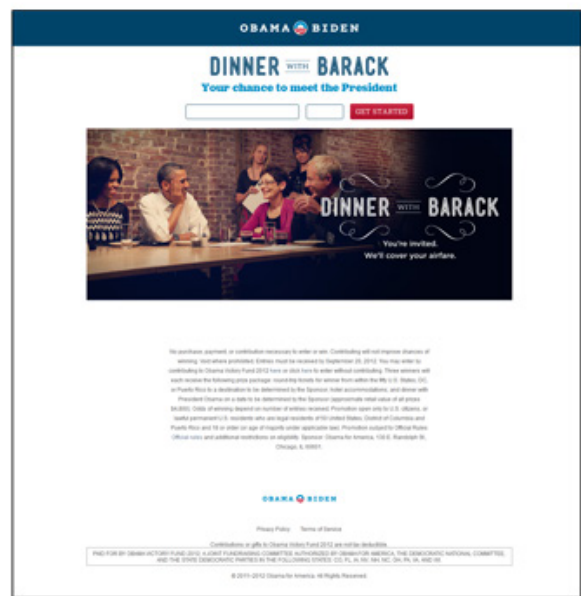
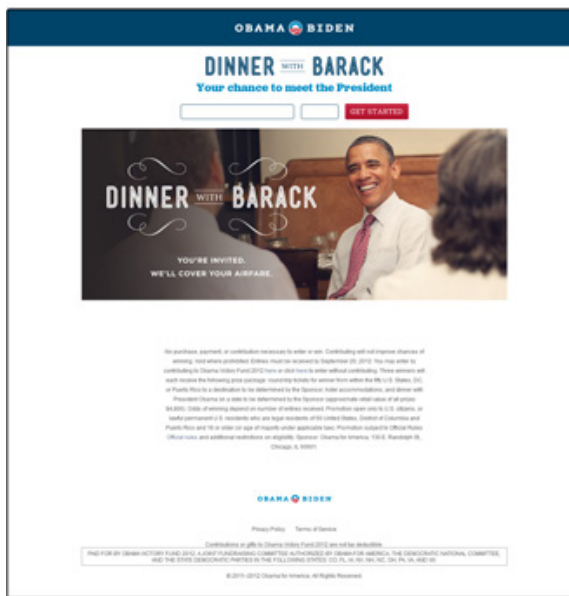
TEST, TWEAK, TEST AGAIN

Once you start testing, it's very easy to keep going down the rabbit hole. A famous saying trotted out in relation to user testing is that you only need 5 users to find the majority of usability problems on a website. While there is a definite truth to this, bear in mind that it's better to test, tweak and test again until you and your team are confident in your approach.

TESTING DOESN'T STOP WHEN YOU GO LIVE

Interrogate the data that social media and websites give you, to understand what's working and what isn't. Test your tweaked content with people, publish again, and see what happens.

The best way to test your content and how it is seen, is to create at least two different versions. Alternatively, if you want to understand more about how content is consumed on a particular channel, promote the same content but at different times of the day, or in different ways.



↑ +19%

For example, you might:

- try two different subject lines for emails (internal or external)
- promote the same video or blog post on Twitter, at different times of the day and with different words, to find out which combination creates more reaction (retweets or favourites), Twitter analytics will give you the details you need
- use different types of images to accompany Facebook posts or adverts, and see which generates more likes or shares, Facebook Insights has the data to drill into each post

Testing in this way can help to ensure you maximise the reach and success of your content. The Government Digital Service have done a detailed analysis of a campaign to encourage people to become organ donors.

The results weren't quite what they expected but finding the best version of their content means that over a 12 month period around 96,000 more people will register as organ donors, compared to their original version.



TIM LLOYD

Tim works at Helpful Technology, providing digital consultancy, training and crisis simulation. After a busy day helping teams get better at listening to their customers online, Tim can be found running the North Downs, or attempting to fix old cars.



[Redacted text block]

[Redacted text block]

[Redacted text block]

ENGAGEMENT

USING TALKWALKER TO **STEER THROUGH A CRISIS**

A problem shared is a problem halved. It's certainly the case with Talkwalker on your side, according to Angharad Welsh.



Angharad Welsh
@Welsh_PR

- ☰ Case study in crisis management using Talkwalker and based on conversations online about electronic cigarettes
- ☰ Best practice for what happens when an organisation is faced with media scrutiny

ecigarette Topics

Topics contain the keywords which you wish to search for in the form of search queries. Topics are organised into groups, and each topic can contain multiple search queries

TOPICS
ADD TOPIC +

- ecigarette
- Stakeholders
 - ECITA
 - Vapourlite
 - Vapestick
 - E-Lites

CHANNELS
ADD CHANNEL +

- Facebook
- Twitter

Search query These search queries are included in the topic. Multiple search queries are combined with the OR operator. [Detailed search syntax](#)

("e-cigarette" OR "e-cigarettes" OR ecigarette OR ecigarettes) AND lang:en

When a crisis hits, public relations practitioners need to know all bases are covered so messages get to the right people, at the right time, on the right channels. That's where Talkwalker comes in.

Start by setting up your topic and search terms. To illustrate, I've chosen e-cigarettes as an example and you can see by the screen grab above the search terms used to pull in relevant data. In this case I've also opted to only show results in English and have added some UK based e-cigarette companies in my Stakeholder group on the left-hand side.

Adding Stakeholders is a useful way of benchmarking your company against competitors for share of voice, but it can also alert you if a crisis for a competing brand is likely to have a knock-on effect in the industry as a whole. If you are not used to search syntax Talkwalker has a handy detailed guide you can call on for both simple and advanced users.

You can also add custom filter words and group them – in this case I've chosen health and survey as our main filters for stories and conversations.

I've also created a sociodemographic group to include content mentioning children, teenagers and adults. By using controversial topics as filters here communications teams get an instant over view of any crisis/possible crisis and know to draft in other areas of the business as required.

Once you're up and running it's time to monitor the data.

CUSTOM FILTERS
ADD FILTER +

- Health
- Survey
- Sociodemographi...
- Teenagers
- Children
- Adults

From the dashboard you can access your analytics. You can also build your own dashboard by adding modules from your results as you go - a nice touch that means each team can customise their Talkwalker experience and monitor the metrics that are the most important to them.

So despite your best efforts a crisis is in progress and now it's about choosing the right form of action with very limited time. Your crisis manual and pre-prepared statements will of course be helpful here (as long as they're up to date!) but it's the real-time data available through Talkwalker that's really going to save your bacon.

Analytics
Search and analyze your data stream instantly

Reports & Alerts
Create, send and schedule customised reports

Settings
Topic Setup Project Settings Account Settings

Dashboards
Build custom dashboards with the KPIs of your choice

IQ Apps
Get instant social intelligence tailored to your specific business needs and spread it throughout the enterprise

Brand Listening
Understand your social footprint by tracking online and social conversation about your brand, product, campaign or management team

Crisis
Track a crisis and instantly share all relevant information with your team or clients. Easily create post-crisis reports

Hashtag Campaigns
Get in-depth insights to compare the effectiveness of campaigns and hashtags

Let's take a look at the conversations around e-cigarettes by channel. Below you'll see a graph and a pie chart showing which channels are most active on this topic, with Twitter being the obvious favourite, followed by online news.

Armed with this knowledge you can choose to tackle Twitter first, using the right hashtags and reaching out to your influencer and brand advocate network to help spread your message.

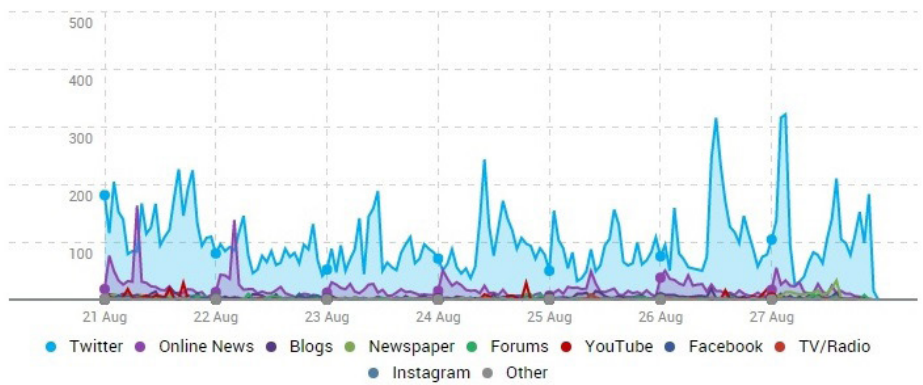
You could use bluenod to identify these people on an ongoing basis or Talkwalker does have its own influencer tool built in. Using

our e-cigarettes example we would want to know how NGOs and industry regulators are responding to the crisis and reach out to them with targeted messaging.

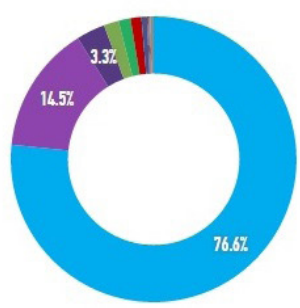
By changing the filter on this data from Media Type to Sentiment we can then decide what course of action to take in our response. Until sentiment tools can recognise sarcasm they are obviously flawed, and Talkwalker is no different. However if taken with a pinch of salt they can be useful in determining messaging in a crisis. The chart on the next page shows the majority of conversations are neutral.

None **Media Types** Sentiment Countries/Regions Languages

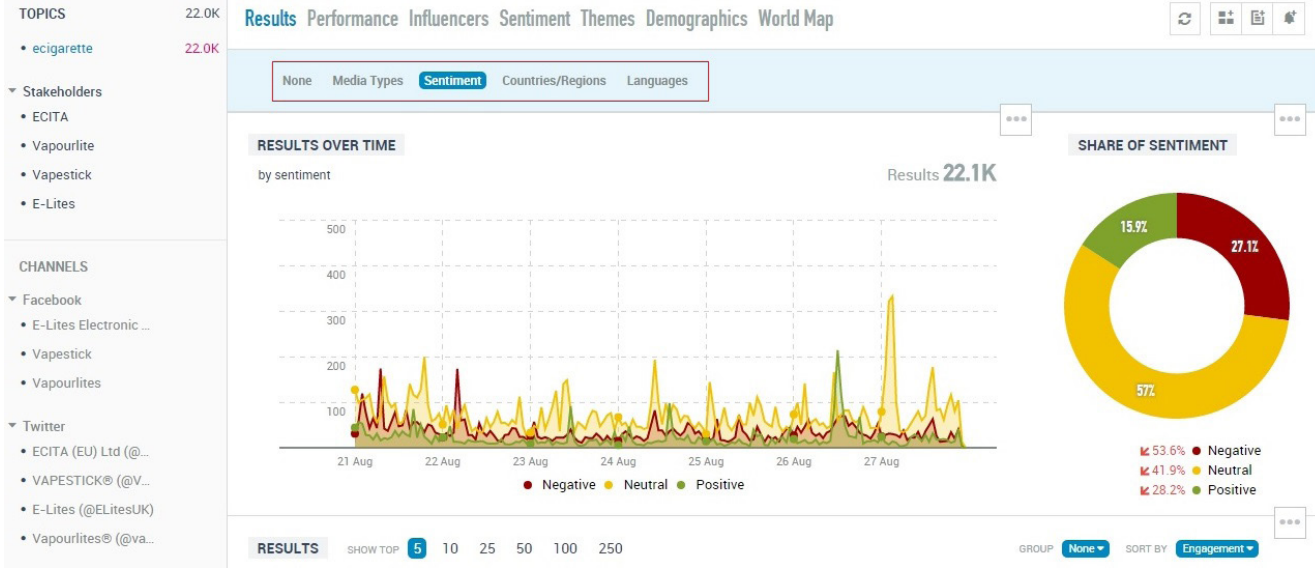
RESULTS OVER TIME SHOW TOP 5 10 25 50



SHARE OF MEDIA TYPES SHOW TOP 5 10 25 50



- 49% ● Twitter
- 12.3% ● Online News
- 32.9% ● Blogs
- 55% ● Newspaper
- 35.2% ● Forums
- 63.6% ● YouTube
- 62.2% ● Facebook
- 80.9% ● TV/Radio



You can click any part of the chart to drilldown to the updates deemed positive, negative and neutral and re-classify any as required. Doing this during the pre-crisis monitoring phase will give you better date insights when a crisis does hit.

When time is of the essence it's important all stakeholders in your company/client know what's going on so they can adapt accordingly. Talkwalker's alert and reporting functions are perfect for keeping people in the loop without needing to spend valuable time collating stats.

By clicking the three dots next to any chart (circled in red below) you can set up an alert or add to a report. The image below shows just how easy it is to set up an alert.

During a crisis we might want to be alerted when there's new results or any irregular activity, freeing up time to be hitting the phones to media or briefing spokespeople ready for interviews as required. This is also useful for involving people from outside the communications team or those working remotely that something has changed regarding the crisis.

Quick alert creation

Report label The report label appears in the list of reports

Do you want to add a suffix to the title of all widgets? [Click here](#)

Report recipients Email addresses of the recipients of the report. Multiple addresses can be separated by a comma or newline.

angharad.welsh@gravitaspr.co.uk

Report format Format of the content of the report

HTML Email

Trigger type Type of trigger used to generate the report

Trigger

- New results
- New results
- Irregular activity during last days (absolute)
- Irregular activity during last days (%)
- Irregular activity week-on-week (%)
- Schedule

Create alert report

angharad.welsh@previ...

SHARE OF COUNTRIES

SHOW TOP 5 10 25 50 100

67.8% 12.6% 7.7%

35.5% United States
65.6% United Kingdom
17.9% Australia



**AND BREATHE... BUT NOT BEFORE
EVALUATING**

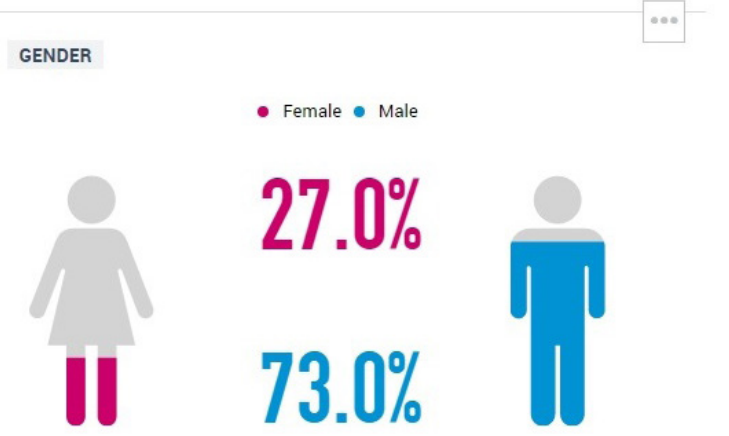
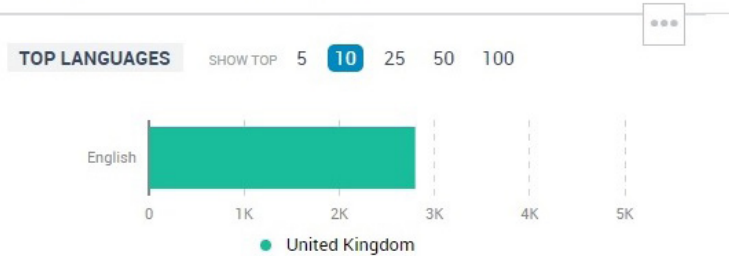
The work doesn't end when the crisis is over – now it's time to take stock.

Use the themes word clouds (which you can also turn into lists and tables if that's the way your mind works best) to get a before and after snapshot of how your crisis efforts have

worked. Your words should start to appear in the clouds, with the more negative words getting smaller. If you filter by sentiment what you would hope to see is a colour change from red to orange or better still to green.

You can also see demographics by gender to determine where PR and marketing spend could be retargeted – for example, the below screen grab shows the conversation is dominated by men. It may be you wish to target women with future activity to readdress the balance.

Demographics – United Kingdom



PLAIN SAILING

It's easy to get lost in the abundance of data available through Talkwalker and this chapter only really scratches the surface. For communications teams with little time the customisable alerts are a God send and the ease with which you can create reports makes Talkwalker a valuable tool in all situations, not just crises.

PR may now be driven by data more than ever before, but with Talkwalker you can dip in and out without fear of drowning.

At the time of going to print Talkwalker announced a new partnership with Hootsuite, allowing users to seamlessly incorporate the platform's filtering and analytics capabilities into Hootsuite and use the data to engage with target audiences more effectively. It's worth noting that to use the integrated service you will need both a Talkwalker subscription and a Pro/Enterprise Hootsuite account.

ABOUT ANGHARAD WELSH

Angharad is a former radio journalist working at Gravitas PR in Cheltenham, UK. She also writes for The Independent and The Cheltonian.

USING OPEN SITE EXPLORER TO **INFLUENCE MEDIA AND BLOGGER ENGAGEMENT**

Clients want to rank better in online searches. Rich Leigh believes that public relations practitioners are uniquely placed to help.



Rich Leigh
@RichLeighPR

- ☰ How to measure domain and page authority and what it means
- ☰ The importance of follow links for SEO optimisation
- ☰ How public relations practitioners can use Open Site Explorer for PR and SEO campaigns

Search engine optimisation (SEO) relates to how well a website is set up to rank for the search terms a potential site visitor might use to find it. For many businesses, rightly or wrongly, Google is king. I've had clients hit by search penalties, Google updates or rival SEO surges losing hundreds of thousands of pounds of revenue overnight.

Google is constantly updating its algorithms in a bid to improve the results for the person searching and push organisations towards buying ads in a bid to avoid the incessant peaks and troughs that come with the march towards this goal.

Agencies dedicated to search engine optimisation have fallen by the wayside as they've struggled to keep up. This is no bad thing – a few years ago, page one of Google was a mess of people gaming it in every way possible, going against Google's emphasis on relevant search results.

It is, undoubtedly, a better place to find what you're looking for now, but that doesn't mean it can't be ethically impacted. In every challenge there is an opportunity that opportunity sits nicely with public relations.

OPPORTUNITY FOR PUBLIC RELATIONS

On the whole, businesses understand that links from authoritative websites will improve their search engine placement. And who has a history of getting client coverage on authoritative websites like, say, those of the national media? That's right: public relations practitioners.

We should have the ability to come up with and relay relevant, topical stories or features to targeted journalists/outlets in a way traditional SEO agencies can only dream of. Often, like it or not, getting a follow link is all that matters.

In my mind, it's less a phasing out of SEO and more a matter of convergence. The modern public relations agency or communications needs to accept that this is part and parcel as clients look for a more integrated digital marketing approach.

HOW TO CHOOSE WHO YOU ARE TARGETING

The more links a client's site has from other sites, the better. Google wants (of course, it's algorithmic, so it wants nothing, but... come on, work with me) the best results for searchers. In simple terms, if a site has plenty of links, that's a good thing.

But it's not just the volume of links – quality comes before quantity. Quality in terms of links is measured in different ways, but industry-standards are Google Page Rank (check yours on www.checkpagerank.net / others) and SEOMoz's metrics, Domain Authority (DA) and Page Authority (PA).

Page Rank's out of 10 – new sites typically start at 0. Domain Authority is measured out of 100. The Telegraph's website has a Google Page Rank of 8/10 and a domain authority of 96/100. I, and others I know, typically rely on Domain Authority over Page Rank.

A link from a site with a DA of 96 is infinitely more beneficial from an SEO perspective than a link from a site with a DA of 1. In fact, you really only want to target your efforts on sites with higher SEOMoz scores, both from a time-conscious perspective and because sites with lower scores will have less impact.

At my agency, we tend to put together relevant targets and sort by DA to create an ordered list, helping to prioritise our time, because after all – you want to get the best out of whatever time your client is paying for.

And how do you find what each site's Domain Authority is? Easy: Open Site Explorer. Without creeping up SEOMoz's backside too much, OSE is a brilliant – and free (with a paid Pro version available) – tool. SEOMoz also has an incredibly active forum and regularly updated blog, packed with the latest in digital marketing tips, so don't miss out on that.

URL [Sort By URL]	DA [Sort]	PA [Sort]	Moz Rank [Sort]	Back Links [Sort]
http://www.guardian.co.uk	95.98	96.01	7.01	977306
http://www.prexamples.com	39.49	48.33	5.96	1587

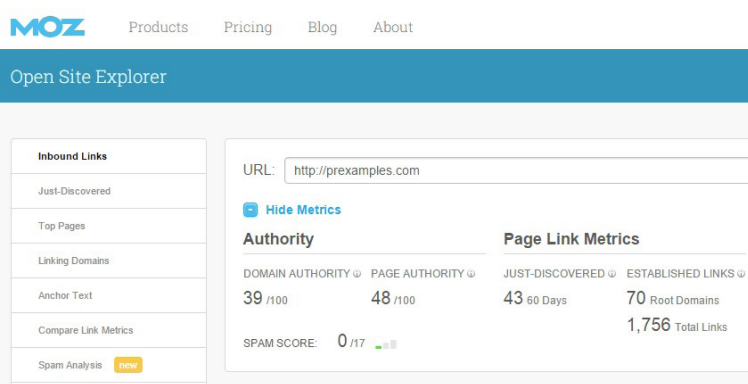
USING OPEN SITE EXPLORER (OSE)

OSE comes in once you know which audience you want to reach for your client, and you have built a list of media sites and blogs to target.

When you add a domain into the search box, it returns a number of things – including the DA, Page Authority (SEOMoz’s explanation: “Whereas Page Authority measures the predictive ranking strength of a single page, Domain Authority measures the strength of entire domains or subdomains”) and helpfully and amongst other things, inbound links – allowing you to see which sites have linked to your search URL.

Do take a look at this – you’ll be surprised how many referrers you possibly weren’t aware of. Note: you can only run three reports per day unless you register for a free account.

Compiling a target list is one thing – getting a follow link by providing the journalist or blogger with content their audience will actually appreciate is another matter altogether and one for another day.



Typically, I'd then add the DA to a new column in the target spreadsheet. If you have more than a handful of sites to check, I'd suggest using a bulk checker, like checkmoz.com, which allows you to check up to 100 at once (it also allows you to export the full list to Excel).

Once you've got your filled out target list, you can then sort by highest to lowest DA, showing you where your effort is best spent. Again, you might be surprised to find certain sites are more beneficial from an SEO standpoint that you imagined. I'm constantly surprised by just how well certain blogs rank.

A bio card for Rich Leigh. It features a circular profile picture of Rich Leigh on the left. To the right of the photo, the text reads "ABOUT RICH LEIGH" in bold, uppercase letters. A Twitter bird icon is positioned to the right of the name. Below the name, the text describes Rich (@RichLeighPR) as the founder of a consumer PR agency, Rich Leigh & Company, established in December 2014. It mentions his work with leading brands and 'interesting, inspiration and talented' personal clients, and notes that he also founded a stunt and campaign website, PRexamples.com.

USING MAILCHIMP TO **INTEGRATE CONTENT AND ENGAGE AUDIENCES**

With so many tools now available to businesses and organisations, many overlook email marketing. Laura Sutherland reckons that's a mistake.



Laura Sutherland
@laurafromaura

- ☰ Learn how to use Mailchimp to build a community via an email newsletter
- ☰ Create bespoke newsletter content or use Mailchimp to share content
- ☰ Measure and optimise your email activity using Mailchimp analytics

In this article I want to show what you can do with a free email marketing platform that's smart and considers all your other engagement activity.

MailChimp is based on the three main tasks of email marketing: manage subscriber lists, build email campaigns, and monitor activity. The impact of the emails should be about engagement.

MailChimp is based on the three main tasks of email marketing: manage subscriber lists, build email campaigns, and monitor activity. The impact of the emails should be about engagement.

MailChimp can be used for news distribution, and a more practical use is to feature content you have developed for your social platforms, ensuring your audience won't miss what you've got to say, directly to their inbox. Further down I also include 10 steps to RSS feed emails.

For small businesses with small lists, MailChimp is free to use, but if you go beyond 2,000 subscribers, there is a payment plan, which is value.

MailChimp is customizable and its easy-to-use interface is great for changing and adding content. You can also remove the MailChimp logo from the bottom of the email.

SUBSCRIBER LISTS

You may have databases on other platforms or Excel sheets. Gone are the days when you need to spend time manually updating information; nowadays, subscribers do it themselves.

Uploading from a CSV file is made simple as long as your columns are consistent e.g. name, surname, email. You can export from another platform and import straight into MailChimp. The platform can manage lists as simple or as complicated as you like, it depends on your needs.

MailChimp is also available as a plugin and widget for Wordpress, which means you can get people to sign up directly through your website, very easily.

So now your lists are set up and there's easy sign-ups signposted, you're ready to think about the design and content and timing of the email.

The basic steps for manually designing, automated or RSS feed emails are:

1. Send a campaign
2. Choose which type of campaign to send (see below image)
3. Choose which list to send it to
4. Set up – name the campaign and complete information about the visible subject and name of sender. Here you also have the opportunity to connect to Twitter and Facebook accounts and attach Google Analytics link tracking

Choose A Type Of Campaign To Send:

Regular Campaign

Send a lovely HTML email along with a plain-text alternative version.

Plain-Text Campaign

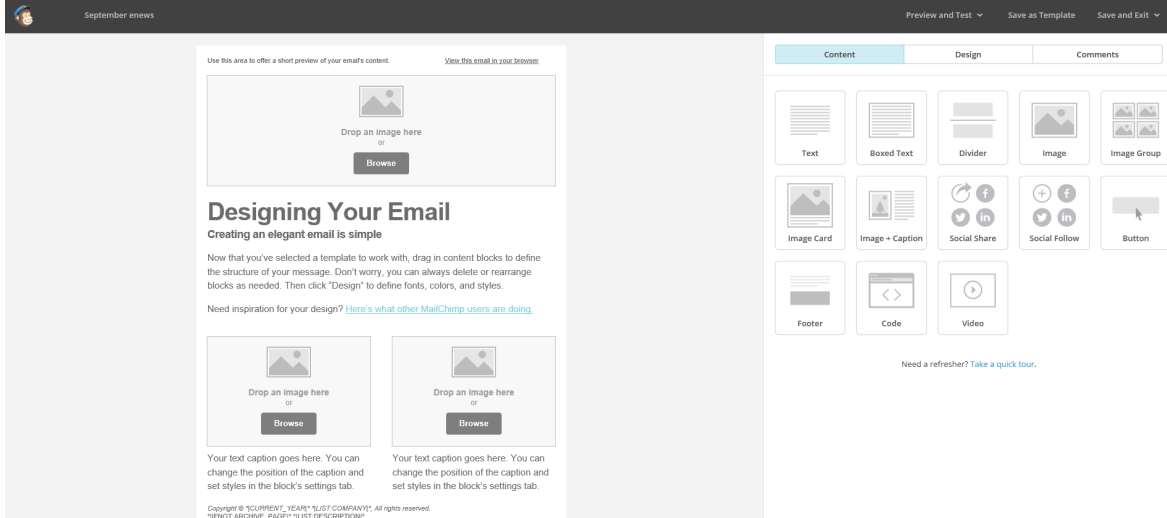
Send a simple plain-text email with no pictures or formatting.

A/B Testing Campaign

Send up to three variations of a campaign to test the best subject line, from name, email content, or time/day to send campaigns.

RSS-Driven Campaign

Send content from an RSS feed to a list.



5. Then you go on to choose a template for the layout and start adding content

EMAIL CAMPAIGNS: MANUAL BY DESIGN

Your design will depend on your content, for example if you intend to include several stories or just one piece of information. It's always recommended you keep copy to a minimum, include an image where possible and link through to a web page with further information such as a blog post or a news page.

Emails should be kept to four or five points maximum and the content should be relevant and shareable.

You can create a template in MailChimp, which means you can use this every time you come to design an email campaign. This is a good thing to set up from the start if you're going to send the same style and design of email every time.

If you're not, you can always replicate an email that you've already sent and write over the copy, adding in copy and images or taking away to suit.

EMAIL CAMPAIGNS: RSS FEEDS

Using RSS feeds to populate your email is a smart move as it automatically pulls content from your blog; you can also pick the frequency for sending emails. 10 easy steps to follow below:

1. Create a new list
2. Click Create Campaign from the Dashboard.
3. Choose RSS-Driven Campaign.

4. Put in your RSS feed URL. If you want to combine multiple RSS feeds into your emails (as in you have more than one blog), combine your feeds with ChimpFeedr.
5. Most WordPress blogs have a feed URL of <http://yourdomainhere.com/feed>.
6. Select the frequency you want your emails to send, the days of the week you want them to go out on, and the time of day you want them to send.
7. Choose the list you created (on the next screen) as the list your blog posts will be sent to.
8. Name your campaign (only you will see this), then decide the Email subject your recipients will see, along with other details such as your name.
9. Choose a MailChimp theme, select a template, go with a basic layout, or code your own design to control how the RSS emails will appear.
10. Design your email as normal, but make sure to include the RSS Items block in your email so that your most recent posts will be placed in the email.

MONITORING/REPORTS

MailChimp's reports take the hard work out of monitoring and reporting. It generates reports on the campaigns you send and it goes into detail about who has clicked what links and even gives star ratings to the campaigns, lists and subscribers.

July 2015

Switch Report ▾

Overview Activity ▾ Links Social eCommerce360 Conversations Analytics360

102 Recipients

List: Aura PR List

Delivered: Wed, Jul 08, 2015 12:00 pm

Subject: Your update from Aura

[View email](#) · [Download](#) · [Print](#) · [Share](#)

Open rate	42.4%	Click rate	7.1%
List average	38.2%	List average	6.6%
Industry average (Marketing and Advertising)	12.2%	Industry average (Marketing and Advertising)	1.8%

42 Opened	7 Clicked	3 Bounced	1 Unsubscribed
---------------------	---------------------	---------------------	--------------------------

Successful deliveries	99 97.1%	Clicks per unique opens	16.7%
Total opens	68	Total clicks	10
Last opened	8/20/15 2:35PM	Last clicked	7/9/15 12:20PM
Forwarded	0	Abuse reports	0

24-hour performance



ABOUT LAURA SUTHERLAND



Laura is Chief at Scottish PR & communications consultancy [Aura](#). She's an Accredited Practitioner, CIPR Board Director and CIPR Council member. She's currently working on the launch of a PR festival, with international influence, taking place in Scotland, June 2016.

USING GOOGLE AND LINKEDIN TO **RESEARCH JOURNALISTS AND INFLUENCERS**

If you've ever expressed frustration at the lack of accuracy with a media database, then Kevin Lorch thinks that you won't be alone.



Kevin Lorch
@kevinlorch



Google search hacks to find journalists and influencers relevant to your audience or public



Understand people through LinkedIn and make contact directly via the it or use Email Hunter

In a world where the contacts you are looking for are likely to have full profiles on social media, is there really a need to reach for your media database anymore?

When we move jobs the first thing we update is LinkedIn and many journalists and influencers populate their profiles with far more detailed information than any media database contains, in realtime too. You could say that LinkedIn is the only database you ever need.

While LinkedIn is not specifically designed for a public relations practitioner - especially since its search is limited in many ways - with a few simple googling tips you can use it for media relations efforts.

Because LinkedIn makes your profiles public it means they are searchable via Google. Therefore by using a few easy search queries you are able to generate a highly targeted list of individuals.

Pop on your 'X-ray' glasses and let's get down to the bare bones of the power of Google.

1. KEYWORDS ARE KEY

Choose a job role and keyword - for this example let's look for editors interested in wearable technology:

2. LINK US UP

"editor" "wearable technology"

Now you'll need to tell Google that you only want to look at LinkedIn.com. This is accomplished via the search operator site:

"editor" "wearable technology" site:

3. LOCATION, LOCATION, LOCATION

Something to remember is that LinkedIn creates a separate domain for each country, so if you only want to search for professionals in the UK then you need to do the following:

Add site:uk.linkedin.com to the Google search for UK. You would add: de.linkedin.com for Germany for example.

"editor" "wearable technology" site:uk.linkedin.com/

4. PICK YOUR PROFILE

LinkedIn uses two directories (pub and in) for public profiles. Because of this, you'll need to tell Google that you only want to see individual profiles in your search results and to exclude any pages containing a list of profiles.

Getting technical, LinkedIn have placed their 'directory' listings (dir) in the directory immediately following the pub directory, so you have to tell Google to exclude that using -inurl:pub/dir and include the inurl elements com/pub & com/in.

"editor" "wearable technology" site:uk.linkedin.com/

5. SEARCH

Hit search and you will see you now have a good selection of individual profiles.

6. SUMMARY

Here's what to save for future use:

The full Google search you need is shown below, just add your specific requirements into the job title and keyword fields.

"job title" "keyword" site:uk.linkedin.com/in/ OR site:uk.linkedin.com/pub/ -inurl:"dir/ "

7. ONE MORE THING THAT CAN HELP

The result is fantastic and accurate but can be further enriched. Plugins such as [Email Hunter](#) will discover email addresses for you and other packages such as our own tool WooPitch.com that will simplify and automate the whole process.

Off you go and X-ray away.

About 213 results (0.73 seconds)

Paul Lamkin | LinkedIn

<https://uk.linkedin.com/pub/paul-lamkin/55/a27/659> ▾

Uxminster, Greater London, United Kingdom - Editor in chief at Wareable
 ... Wareable in 2014 and we're already established as the authority on **wearable technology**. ... I was employed at MSN as the senior editor of the Tech channel.

Shane Richmond | LinkedIn

<https://uk.linkedin.com/in/shanerichmond> ▾

London, United Kingdom - Owner at Shane Richmond Media Ltd
 I'm the author of Computerised You: How **Wearable Technology** Will Turn Us Into ...
 Editor. NetFM (UK) Ltd. June 2000 – August 2001 (1 year 3 months) ...

James Stables | LinkedIn

<https://uk.linkedin.com/pub/james-stables/9/94/77> ▾

London, United Kingdom - Senior Editor at Wareable
 I'm an experienced **editor** in the tech sector, who has worked across a host of ... Senior of Wareable, a brand new website that covers **wearable technology** and ...

Daniel Sung | LinkedIn

<https://uk.linkedin.com/pub/daniel-sung/12/180/45b> ▾

London, United Kingdom - Features Editor at Wareable
 ... at the site that's now considered to be the authority on **wearable technology**. ... As **editor** of one the country's largest technology blogs, I managed a team of five ...

Paul Marks | LinkedIn

<https://uk.linkedin.com/in/pmarks1>

London, United Kingdom - Freelance Science and Technology Journalist, Writer and Editor
 Freelance Science and Technology Journalist, Writer and **Editor** ... security, privacy, transparency, the internet of things, **wearable technology** and robotics.

Rachel Arthur | LinkedIn

<https://uk.linkedin.com/in/rachelarthur>

London, Greater London, United Kingdom - Fashion, business and technology journalist / digital innovation strategist
 She was previously based in New York as a senior **editor** for leading online ... branding, advertising, digital, technology, social media, **wearable technology** ...



ABOUT KEVIN LORCH



Kevin Lorch (@kevinlorch) is the founder of woopitch.com a media outreach tool for the digital age. Woopitch brings targeted discovery of journalists and influencers by using the power of social networks.

USING TWITTER LISTS TO **BUILD RELATIONSHIPS**

Twitter lists help you focus your engagement, making them a key tool in your influencer outreach activities, according to Adam Parker.



Adam Parker
@AdParker

- ☰ Understand how to build lists to listen to communities of users on Twitter
- ☰ Create and edit your own public and private Twitter lists
- ☰ Use Google to search for public lists that other Twitter users have created

Twitter has become a core application in a public relations practitioner's toolbox. It can be one of the most effective ways to build relationships with key influencers.

One of Twitter's biggest challenges for a user is focussing on the people and conversations that matter. As you start to follow accounts for different reasons things can get noisy. This is a real problem when you're trying to ensure your engagement is aligned to a specific objective.

Lists are a tool within Twitter that can help you address this problem. Identify a group that you want to focus on - a particular community, key journalists or influencers - then create a list of accounts that relate to this group.

Having a list that is clearly aligned with your engagement objectives has significant benefits including:

- Identify the members with whom you have existing relationships.
- Understand the content that's generating conversation.
- Spot the best opportunities to retweet, quote or reply to tweets by list members.

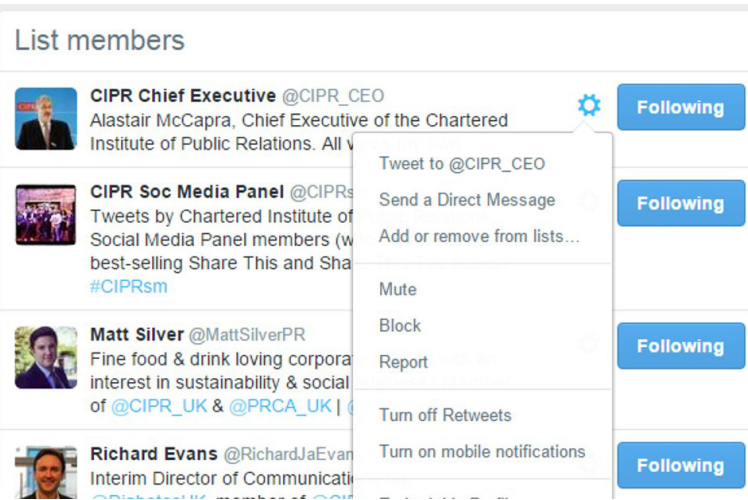
CREATING A LIST

You can create a Twitter list yourself or subscribe to one created by someone else. Limits are not an issue as you can create up to 1,000 lists, each with a maximum of 5,000 accounts.

The quickest way to start following a list is to subscribe to another user's public list. Google can help here - search for "site:twitter.com "term" list".

This does save time, but as we'll see you're wholly reliant on a third party for its membership and existence. If you want a list for a work purpose it's definitely preferable to create one yourself.

The screenshot shows a Google search interface. The search bar contains the text "site:twitter.com PR OR CIPR OR PRCA list". Below the search bar, there are tabs for "Web", "Images", "Videos", "News", "Shopping", "More", and "Search tools". The search results show "About 3,670,000 results (0.36 seconds)". The first result is "@sandradick/pr list on Twitter" with a URL "https://twitter.com/sandradick/lists/pr-list" and a description: "pr list. A public list by Sandra Dick · Sandra Dick · Members62 · Subscribers2 · Tweets · List members · List subscribers. Recently added members. · View all." The second result is "@PeterHeneghan/BBC PR on Twitter" with a URL "https://twitter.com/peterheneghan/lists/bbc-pr" and a description: "BBC PR. A public list by Peter Heneghan · Peter Heneghan. BBC PR people on Twitter. Members82 BBC Scotland PR @BBCScotPR 7h7 hours ago." The third result is "@simplisticpro/News and PR List on Twitter" with a URL "https://twitter.com/simplisticpro/lists/news-and-pr-list" and a description: "News and PR List. A public list by SimplisticPro · SimplisticPro. List of 250+ TOP Twitter PR Distribution, News and Media. Members134 · Subscribers1." The fourth result is "@AndrewBloch/PR People on Twitter" with a URL "https://twitter.com/andrewbloch/lists/pr-people" and a description: "... list by Andrew Bloch · Andrew Bloch. PR people worth following ... My favstar.fm list · Apprentice UK · pr agencies · PR People. © 2015 Twitter, About · Help ..."



Adding accounts to a list is a simple case of selecting the user and the list you want to add them to.

If you want to create a list that includes hundreds of accounts, then adding them one by one can be time consuming. Social listening platforms, influencer tools and media databases can help you identify list candidates. Some of them (including our own [Lissted](#) application) can also export a full list into Twitter in one simple step.

Once created, you can access lists via the desktop and mobile Twitter apps, as well as engagement tools like Hootsuite and Tweetdeck.

TWITTER LIST FEATURES

Lists allow you to view the list members' tweets without the need to follow them from your account. This can be helpful in the early stages of building relationships when you may not be ready to introduce yourself yet by following someone.

Lists can also be public or private, and this status has a significant impact on how they can be used.

Feature	Public list	Private list
Members notified when added	Yes	No
View membership	Anyone	User
Subscribe to the tweetstream	Anyone	User
Search within the tweetstream	Anyone	User
Add/delete members	User	User
Delete list	User	User

When deciding whether to make your list public or private consider factors such as:

- Is notifying list members of their inclusion a good way of introducing yourself?
- Are you happy for everyone to know that this is a group you're interested in?
- Does anyone else need to be able to use the list who doesn't have access to your Twitter account?

In many professional outreach situations this assessment will result in choosing private status.

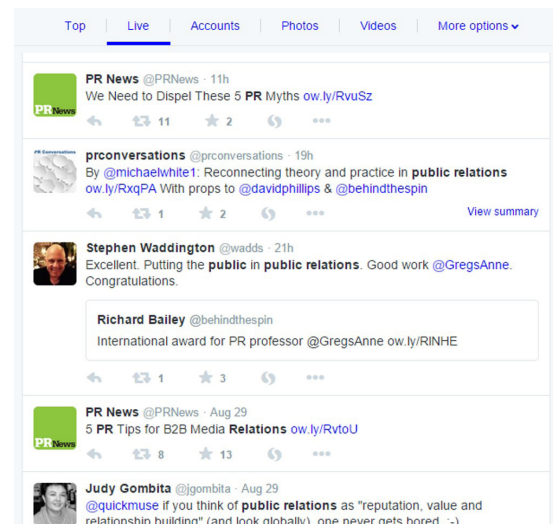
Even if you think that it will ultimately be beneficial to make it public, initially defaulting to private allows you to be happy with its membership before broadcasting to those on the list.

LIST CURATED SEARCH AND MONITORING

Lists are great at filtering out the noise, but checking the tweetstream for even a targeted list can still be time consuming. [My chapter](#) in the first #PRStack ebook highlighted using Twitter lists created in our Lissted application with the Nuzzle reader app.

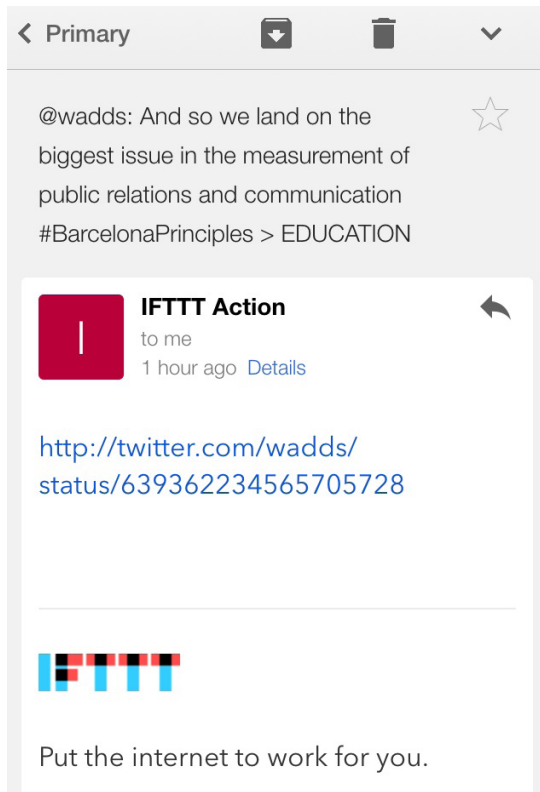
Help is also at hand with a simple hack of Twitter's search feature. In the Twitter search field enter "list:username/list keyword string". Using this command will find you the tweets that mention your keywords, but only by members of the list in question. You can use this filter for your own private lists and any public list.

Here's an example where I'm searching for mentions of "PR OR public relations" by Lissted's public UK Public Relations list.



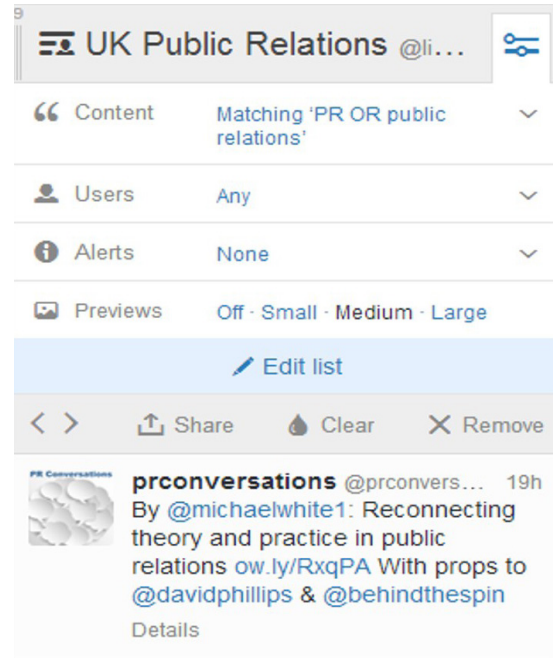
Bookmark the unique URL relating to the search to quickly access the results at any time.

You can go one step further and create an [IFTTT](#) recipe to email you when a new result for that search appears. You now have a powerful curated monitoring system. IFTTT Twitter search recipes are limited to 15 results each time they run, so be careful to ensure that the search in question is highly targeted.



HOOTSUITE AND TWEETDECK FILTERED COLUMNS

You can achieve the same result in tools like Hootsuite and Tweetdeck. Create a column that's populated by a Twitter list and then filter by your keyword string.



ABOUT ADAM PARKER



Adam brings a unique perspective to PR and social media analytics as both a CIPR Accredited PR Practitioner and a chartered accountant. His latest venture [Listed](#), takes a superhuman approach to social listening and influencer discovery that uses real world authority to identify and predict the people and the conversations that matter.

USING FACEBOOK TARGETING TOOLS TO **DELIVER TAILOR-MADE PUBLIC RELATIONS MESSAGES**

Frederik Tautz describes how to improve PR content delivery on Facebook.



Frederik Tautz
@fredinshort

- ☰ Unlock the free insights and data contained within Facebook Ads Manager
- ☰ Plan a campaign using both consumer demographics and behaviour
- ☰ Personalise editorial content based on demographics or behaviour

Organic Facebook posts reach less than 4 to 6% of a community. Paid promotion is generally the only way to beat the newsfeed algorithm and increase the reach of your content.

Facebook has some very powerful tools hidden in the Facebook Ads Manager section and can be used for planning both advertising and public relations.

Public relations practitioners can use Ads Manager to target which users see a piece of content and tailor the content based on their attitudes and behaviour.

MAKE IT MATTER –PERSONALIZE YOUR MESSAGING ON INTERESTS THAT MATTER TO YOUR AUDIENCE

Let's say you are working for a travel company. The insight you take from the brief is that people increasingly have long-distance relationships and that the client has some great Friday night/Sunday night offerings.

So you write up beautiful, romantic, heart-throbbing stories about love, over distance, to catch the commuters of love and turn them into happy customers.

Now, wouldn't it be nice to deliver those great stories you have come up with to the consumers exactly when and while they are the most relevant?

You could get into the inflight magazines. Nice, but slow and incurs dead trees.

You could buy some train station billboards. Nice but I guess that that specific audience is usually distracted when travelling. You'll also reach those arriving and departing at the same time, and they will obviously, be in a very different state of mind.

Wouldn't it be much smarter to deliver different messages to the people going home to those who are going away?

TARGET CONTENT BEYOND CONSUMER BRANDS – THE PERSONALIZED DAILY NEWS EXAMPLE

Of course this approach works for brands. But it also works for campaigning and for getting editorial content in front of potential customers.

Let's say you are trying to get people to read the

great article that you just have shared.

I'm not advocating click-baiting here but I challenge you to catch me with a headline that addresses the element of your story that speaks to me the most.

Let's use a classic headline: 'Man bites dog'.

If you want to get the dog-lovers you'll need to use a slightly altered headline: 'Poor dog bitten by man'.

Those who don't like dogs would then get this one 'Finally! Man fights back and bites dog'.

PLANNING FACEBOOK TARGETING #1 BASICS: DEMOGRAPHICS

You will need to understand the basics of Facebook Advertising before you start.

Log into the ads manager section of your Facebook page, set up your campaign as always, choose the content to become your personalised message(s) – use dark posts (posts only seen by those in the target audience, created with Facebook's Power Editor) if you want to post different headlines for different sub-audiences still linking to the same articles. Set up your targeting to location, age or gender.

#2 GETTING BEHAVIOURS AND INTERESTS TO WORK

Now play with 'More Demographics' options in combination with 'Behaviours' and 'Interests.' It's pretty easy to do, just make sure all your great thoughts about your readers/viewers when you created your content are now reflected in your delivery targeting set-up.

Who do you want your ads to reach?

Help: Choose Your Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ | [Browse](#)

Create New Custom Audience...

Locations ⓘ

Include ▾

Everyone in this location ▾

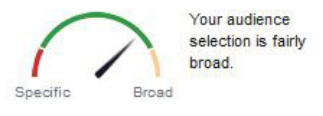
Age ⓘ -

Gender ⓘ All Men Women

Languages ⓘ

[More Demographics](#) ▾

Audience Definition



- Audience Details:**
- Location:
 - United Kingdom
 - Age:
 - 18 - 65+

Potential Reach: 36,000,000 people

In the travel client example above, this could be "Behaviour: Currently Travelling", "Demographics: Long Distance Relationship", "Gender: Men".

Then your catchy headline promoted could be something GQ-ish like "10 best airport gifts to make her think you spend hours shopping for her".

Or, with target gender: Women, the headline could be a bit more Cosmo-ish like "What men really think about long-distance relationships". Of course, depending on your specific audience, it could well make sense to switch it around.

TIP:

Don't be afraid to see a potential reach of less than 10,000 users on Facebook's reach indicator. Those are the ones you wanted in the first place, anyway. And if reach is your concern, just create some more lead-ins for more target audiences and play out accordingly.

Age ⓘ -

Gender ⓘ All Men Women

Languages ⓘ

Life Events ⓘ | [Browse](#) ×

<input type="checkbox"/>	Anniversary within 30 Days	+
<input type="checkbox"/>	Away from family	+
<input type="checkbox"/>	Away from hometown	+
<input type="checkbox"/>	Friends of	
<input type="checkbox"/>	Long distance relationship	+
<input type="checkbox"/>	New job	+
<input type="checkbox"/>	New relationship	+

Connections ⓘ [Add a connection type](#) ▾

Audience Details:

- Location:
 - United Kingdom
- Age:
 - 18 - 65+

Potential Reach: 36,000,000 people

#3 RETARGETING: CREATING A CUSTOMER AUDIENCE

Let's say you want to recognise existing customers and play an even more tailored story. This is done via Retargeting.

This tool is hidden behind the 'Create a Custom Audience' option – which you find on the very top of your audience/targeting form. (Note: This will require you to have access to the websites you want to work with, as you will need to install a 'Custom Audience Pixel' on the webserver.

But once done, you can target anyone who visits your website on Facebook, delivering more tailored headlines.

TIP:

If you want to ensure you only talk to current customers, apply the Audience Pixel e.g. to the client's shopping cart check-out page.

In the above example, targeting existing customers of your client, your headline could be more like this – the male target GQ-ish variant again: "We not only take you home, we also sell great last-minute gifts for her onboard too" or the female target Cosmo-ish variant: "What the guy in 10C really thinks about his long-distance relationship".

If you have read up to this point, you might wonder if PR and media planning are about to merge. I'd leave this open, but argue that ad / media planning tools are extremely useful for engaging with publics.

I look forward to seeing your story in my news-feed.



ABOUT FREDERIK TAUTZ



Fred is strategic digital planning director at Ketchum. He's a trained health economist and foundation manager who loves data, big and small.

USING ANEWSTIP TO **FIND JOURNALISTS BASED ON TWITTER CONTENT**

Lauren Old explains how she identifies journalists based on their interests, location and media output.



Lauren Old
@LaurenOldPR



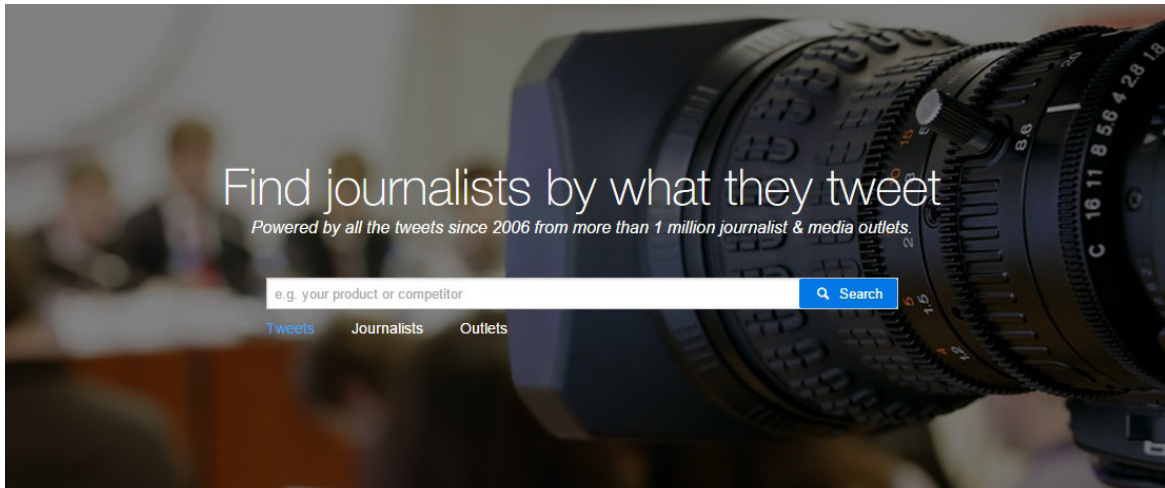
Use Anewstip to identify relevant journalists and influencers on Twitter



Learn how-to build media lists and engage with media via the Anewstip platform

Anewstip is a simple tool to quickly find relevant journalists to pitch your stories to. Unlike other tools, it doesn't just compile a list of publications based on industry, or give numbers of retweets and mentions.

You can use your search terms to target specific journalists and view their coverage of your client and their competitors. As well as a starting point for contact, this tool provides insight into journalistic opinion that can be used for both research and output.



SEARCH BY KEYWORD OR BRAND

After you've spent 30 seconds setting up your new account, you can start to enter your keywords into the straightforward interface.

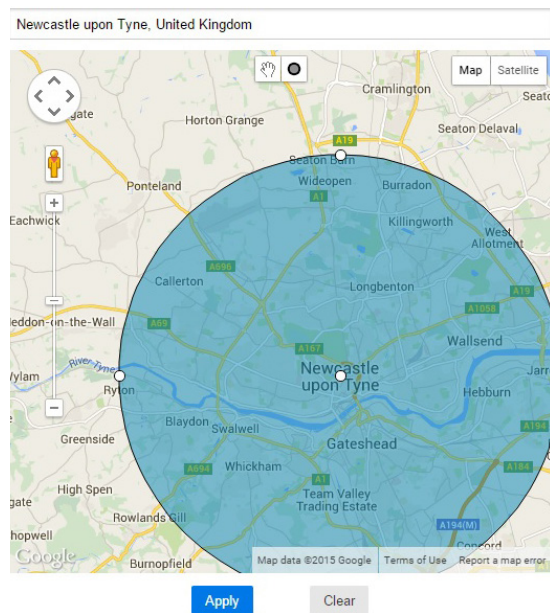
You can use the search bar on the home screen to input your key words, product name, competitor name, sector, industry or anything else you like. You can also choose whether to search for a specific journalist or news outlet to see what they've been tweeting about.

Let's say your client specialises in solar panels, you can start by searching for "green energy".

Anewstip uses the magic of the internet to bring up all of the tweets by journalists or news outlets that mention your search phrase. You can then sort the results by 'Tweet time', 'number of Tweets', or my personal favourite 'influence score', which rates the publication or journalist by their outreach. The results are grouped by news outlet so that you can casually browse through journalists' tweets via their publication.

HONE YOUR SEARCH

Wow, that's a lot of results. So how can you make sure you just get the ones you need? Use the advanced search feature to find journalists based on hashtags, mentions or geolocation.



The geolocation search is probably the most useful feature of the advanced search options, allowing you to find local and regional journalists tweeting about your keywords. Very handy if you're looking to expand into new territory, or keep things within a certain radius.

You can also draw out your own search radius using the blue circle if you want to get really specific. Ideal if you're planning an event or looking to reach out to specific stakeholders.

Another useful option is to search by date range. You can use this to track media coverage around an event, or see how journalists are responding to a particular news story. You can also use the date ranges to track changes in tweets over time, with the option of looking back up to six years.

LET THE TWEETS COME TO YOU

Once you've found the best search options you can use these to set up your own email alerts, choosing the frequency you would like to be notified. Besides staying on top of the latest industry news, you can create alerts using an organisation's name to monitor media output, or the name of their competitors to stay one step ahead.

TIP:

Make sure you've verified your email address when you set up your account to access this feature.

CULTIVATE YOUR OWN MEDIA LISTS

To save on mouse clicks, you can use your search results to make your own media lists, choosing journalists or outputs based on your needs. You can add journalists individually from your search results.

Once you've completed your search and created a relevant media list you can set up new email alerts, subscribe or export the list in .xls format to use later.

Using the Media List tab you can also browse and subscribe to public lists. Great news, someone has already done the hard work for you! If you find a public list you like the look of you can copy and expand on it to save starting from scratch.

TIP:

Beware the curse of the free account. You're limited to two media lists unless you upgrade to a paid subscription.

LIMITATIONS

As good as it all sounds Anewstip isn't without its drawbacks. To access all the features it has to offer you have to cough up the cash.

Paying for a subscription unlocks the rest of the features. You can send out pitches to journalists

from your media lists and view their full profiles, including contact information. If you're feeling really flush and opt for the Team subscription you can share media lists with members of your team in addition to the other features.

If you're not willing to sign up to a paid subscription, you can still make good use of the Anewstip site. But remember when it comes to making contact with your carefully selected journalists the only information you will have available is their name and Twitter handle. This means that you'll have to use a secondary tool, or go old school on Excel, to make your own media lists using email addresses or contact information.

It's also worth remembering that Anewstip only searches based on Tweets. Which is great for getting a general overview of opinions but relies on the journalists to link to their own articles to review in depth coverage.

A DATABASE AND DASHBOARD OF JOURNALISTS

A free account still offers you plenty of tools to play round with. You can gain insight into the opinions of journalists, monitor their responses to an event, or research media outputs of your clients and their competitors.

Anewstip doesn't boast of its versatile applicability, but its many uses are the reason behind its popularity with public relations practitioners.



ABOUT LAUREN OLD



Lauren is in her third year of studying public relations at the University of Sunderland. You can read about her experiences as a public relations student on her blog [Old Dog, New Tricks](#).

USING TWEETDECK FOR **LISTENING AND ENGAGEMENT**

TweetDeck makes managing one or more Twitter accounts simpler according to Hannah Lennox.



Hannah Lennox
@HLennox_PR

- ☰ Practical guide for using TweetDeck to monitor for keywords and hashtags
- ☰ Tracking popular conversations on Twitter such as #PRrequest and #journorequest

A common challenge people face is lack of time and focus. When it comes to social media in this day and age, it is becoming increasingly important to get involved. But by using TweetDeck, you can filter the information you receive and get what you need quickly.

Several streams are standard: the home screen, the mentions stream, the inbox stream and the notifications stream.

Custom streams enable you to monitor what people are saying about your brand when they don't use your Twitter handle, spot potential customers, engage in relevant conversations and use Twitter as a public relations tool.

USE THE BRAND SEARCH STREAM

If someone tweets about a company without using their Twitter handle, the brand search stream can still be used to keep track of the tweets that are relevant to the company.

To set up a custom stream, click on the search bar and type in what you want to find. You can then add this as a column so it will appear on the TweetDeck dashboard.

Here I searched for PRStack just to show you how you can add the search as a column, and to indicate that you can edit what content is shown, what users show up, and what type of engagement you see.

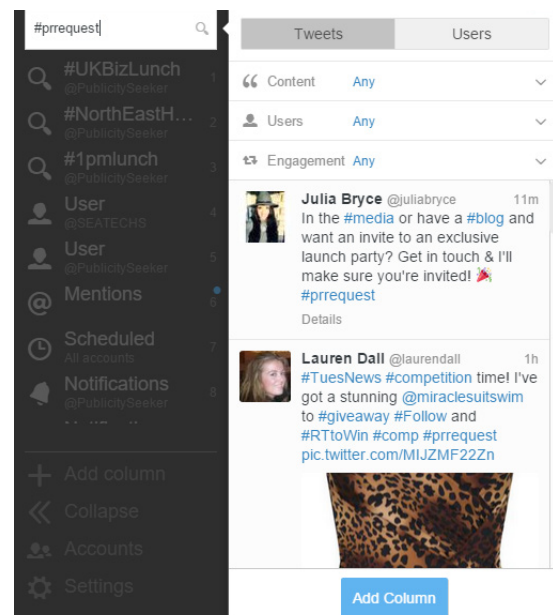
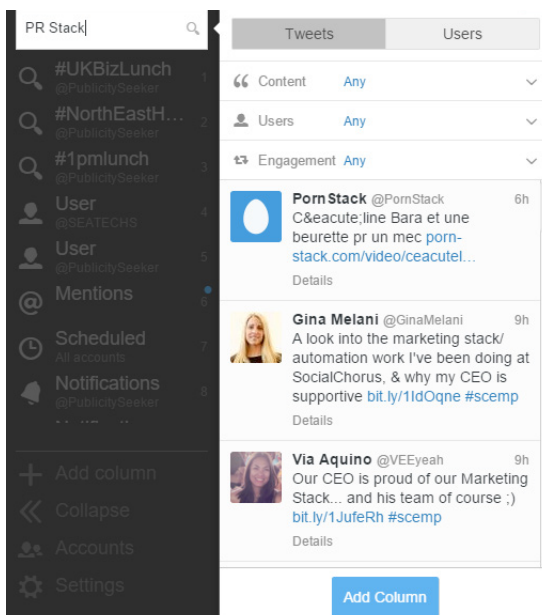
OPTIMISE TWEETDECK FOR PUBLIC RELATIONS

You can use TweetDeck as a public relations tool, thanks to the amount of hashtags used by public relations professionals and the availability of their Twitter handles.

You can find new public relations opportunities with a hashtag search. Two common hashtags often used by journalists and public relations professionals are: #PRrequest and #journorequest.

Once again, use the search bar to search for what you need, whether that be a hashtag or a Twitter handle. You can then add it as a column to keep up to date with the stream.

Here I used #prrequest as an example, so you can see the same options are there as they were in the previous example.



#PRstack

Your scheduled Tweet will send even if TweetDeck is not running at the time.

132

Tweet at 8:41am

 Add image

 8:41am · 26 Aug 2015

USE IT FOR SCHEDULING

TweetDeck allows you to schedule a tweet for a specific day or time, and it can be done for multiple accounts or just an individual account.

Write the tweet you want to schedule, then you can pick the date and exact time that you want to send the tweet out. It is worth finding out your target audience and researching what time they frequent Twitter, to ensure you reach the correct audience.

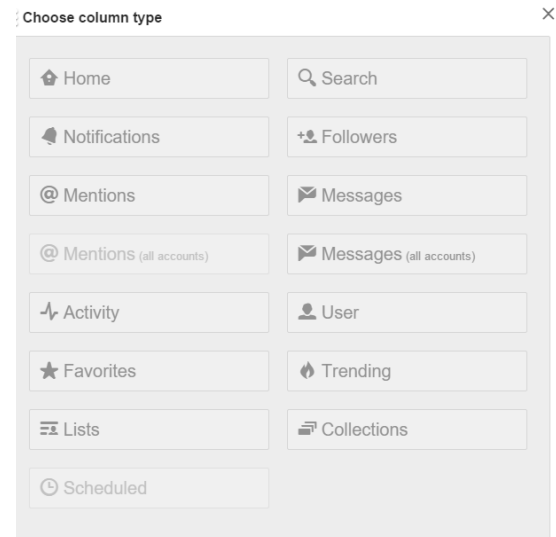
The key to Twitter success lies in conversation. This can be done even if the tweets have been scheduled. Check Twitter frequently so you can reply to any mentions, or take part in any conversations regarding your tweet. With the custom streams, this will make it a lot simpler.

You don't need to be online for TweetDeck to work. You don't need to have the application running for it to send out tweets that you have scheduled.

MANAGING MULTIPLE ACCOUNTS

TweetDeck has the benefit of allowing the user to add multiple Twitter accounts all in one place. This can be done by clicking onto accounts and entering the details for the account you want to add.

Once you've done this, edit what columns appear for certain accounts, such as the notifications stream, the mentions stream and the inbox stream. To do this, you click on add column and select what kind of column you want to add. You then have the choice of selecting which account the column will appear from.



ABOUT HANNAH LENNOX

Hannah is in her third year of studying public relations at the University of Sunderland. You can keep up to date with her public relations experiences over on her blog (prgirlinaprworld.wordpress.com)



*USING IRIS TO **IMPROVE** **AGENCY AND** **COMMUNICATION** **TEAM EFFICIENCY,** **COLLABORATION AND** **PERFORMANCE***

Laura Petrolino describes a software application that is radically improving workflow at her PR agency.



Laura Petrolino
@lkpetrolino

- ☰ Understand the opportunity to use technology to completely overhaul the workflow within an agency or communication team
- ☰ Description of the implication of an enterprise application on project management,

In my operations role at Arment Dietrich, the goal is always to find ways to become more efficient, while improving team performance and collaboration. Any tactic that allows me to do all of these is essentially the golden egg.

That's why when Aly Saxe reached out to us about Iris we were intrigued.

After one discussion with Aly, my curiosity turned to excitement. I knew if this platform did what she said it did, my life was about to become infinitely easier not to mention improve our earned media efforts on the behalf of clients.

Our team jumped in and we've now used Iris for just around a year. Here is what we've found:

PROJECT AND TASK MANAGEMENT

Iris provides a necessary framework for managing, monitoring, and tracking our efforts.

This has been the biggest win for me and for efficiency in our operations. Each pitch sent out by our team is accompanied by a specific code; this allows Iris to track everything - pitches, follow-ups, and placements. Our team is able to easily see where pitches are in the process and set reminders for themselves on follow-ups and other important information.

I can log in to see what has been accomplished, our success, where we need to focus our attention, and more. This allows me to both work

with our team to adjust strategy accordingly and report back to clients quickly and seamlessly.

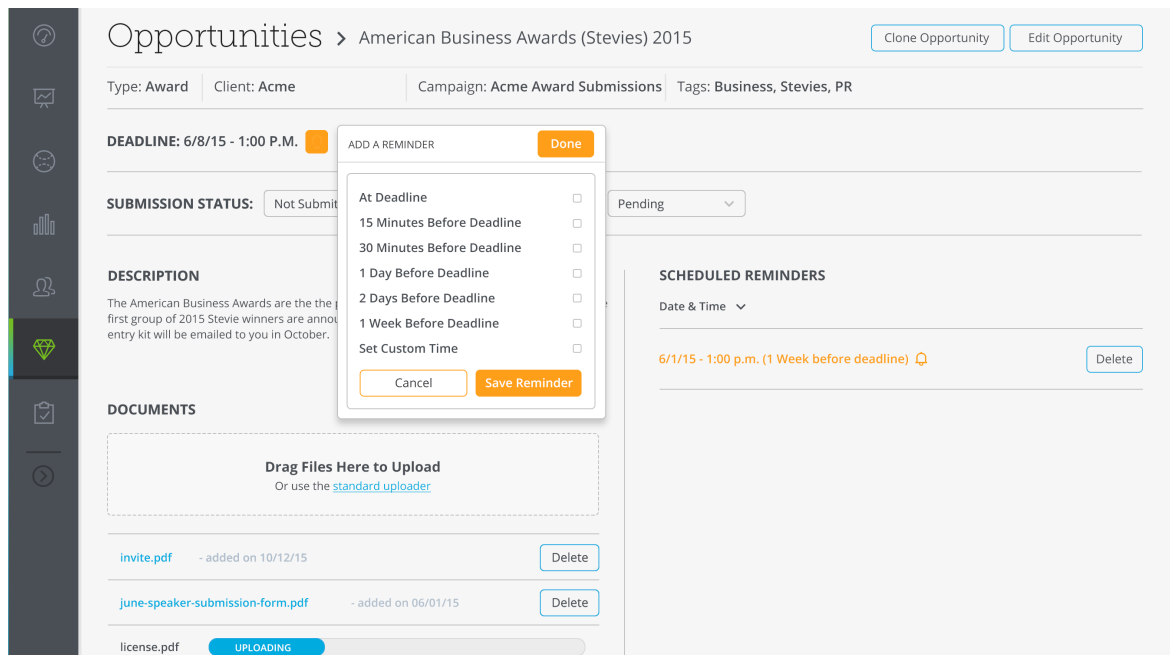
COLLABORATION

We are an integrated communications firm. This means we use the PESO (paid, earned, shared and owned) model, covering the paid, earned, shared, and owned media types. That said, it is of utmost importance each member of our team is fully aware of the other's outreach activities. Our shared and owned media managers need to understand what our earned media manager is up to in order to coordinate effectively as part of our integrated model.

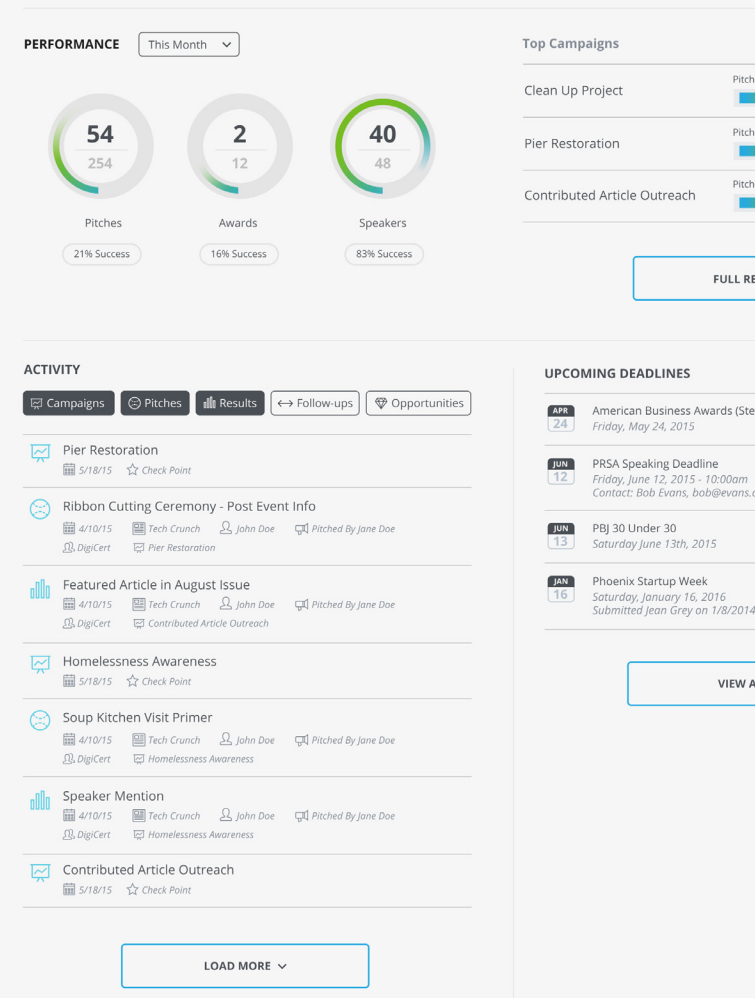
Just as Iris allows me to log on and see what everyone is up to, it also allows other team members to do the same. This way everyone is aware of who we pitch, what topics and angles we hit upon (as well as which ones are wins, and which don't seem to be of interest), and respond in turn.

CONTACT DATABASE

The contact or CRM function of Iris allows us to track all influencer relationships in an effective and comprehensive manner. It tracks all



Dashboard



communications and allows us to add important notes and feedback, easily accessible by all team members. Public relations practitioners know that earned media success is all about relationships, and being able to have all that information easily on the same platform means that we can track progress and performance.

INSIGHT AND REPORTING

We report on a lot of different metrics, and one Iris has provided, which we can't get from any other platform, is Success Rate. I can see pitching success rates, award campaign success rates, and speaker campaign success rates among other things. The measurement is simple - let's say we pitch 50 influencers for an earned media campaign and five of them write about or interview our client - that would be a 10 percent success rate.

This is helpful because:

1. It gives us benchmarks on specific kinds of campaigns and on clients. With these benchmarks we can adjust strategies, set goals, and also manage client expectations. Missing a benchmark tells us something is off and we either need to evaluate, tweak, or abandon the campaign in question. It's very powerful.
2. It helps our team be as efficient as possible. When we can clearly see what's working the best, and what's not working as well, we can make data-driven recommendations to clients. This means that their budgets and our time is maximised. When we can back up recommendations with data, it makes us look great.

AN EVOLVING PLATFORM

The Iris team continues to innovate based on customer feedback and needs, so I have no doubt our use of the platform will only continue to grow. Eventually I'd like to be able to use Iris as our sole project management platform. While we can't do that yet, each new rollout of the platform brings us closer to that reality - as well as increasing our efficiency and overall earned media performance.



ABOUT LAURA PETROLINO



Laura Petrolino is director of operations for integrated marketing communication firm Arment Dietrich, along with their award-winning PR and communications blog Spin Sucks.

USING LEADPAGES TO CONVERT WEB TRAFFIC FROM A PUBLIC RELATIONS CAMPAIGN

Gini Dietrich explains how to create web landing pages to convert web traffic and prove the return on investment for your public relations campaigns.



Gini Dietrich
@ginidietrich

- ☰ How to execute a public relations campaign using a landing page
- ☰ Practical ways of demonstrating returning on investment for public relations campaigns
- ☰ Hands-on guide and case study for using LeadPages

How often do you hear media relations solely equated to public relations and get frustrated? Media relations is a fraction of what is included in our tactical toolbox.

But it's tangible and executives understand it because they can see and feel it and the public relations industry, as a whole, has not done a great job of doing our own public relations.

As the lines blur we have a huge opportunity to take the lead on improvement in search results and the generation of real, qualified leads for our organizations.

Yes, media relations plays a part in that because we drive people to our websites from those efforts - traditional media relations, blogger and influencer relations, guest blogging, contributed content - but it's in how we capture those visitors and what we do with them, once they're on our site, that matters.

WHAT IS LEADPAGES?

Enter [LeadPages](#). It provides an opportunity for those professionals who are not web developers to create beautiful landing pages for their websites.






This is how it describes what it does:

Turn your next idea into a published landing page in less than five minutes with LeadPages. We have engineered the simplest landing page builder in the industry, so you can create, edit and deploy your next high-converting page without touching a single line of code. Our 100% mobile responsive landing pages also work effortlessly on iPhones, iPads, and Android devices, so you can ensure everyone can navigate through your landing pages.

It makes it ridiculously easy with simple drag and drop and then a plugin to publish on your WordPress site. Don't have a WordPress site? Never fear! You still don't need your IT department to help you.

You can publish to LeadPages, to Facebook, to your server, or to another social network.

How would you like to publish this page?

 LeadPages	 WordPress	 Facebook	 Your own server	 Share Page Configuration
--	--	---	---	---

I want to use LeadPages to immediately obtain a URL for this page

LeadPages has published your page at the provided URL and you can start using it immediately.

Note: [Please click here to see how this option can increase your conversion rate.](#)

https://spinsucks.leadpages.co/the-modern-blogging-master-class [View Page](#)

[Activate LeadPage Redirect](#)

FREE Live Event Page

FREE 404 Opt-in Page

FREE Ultimate Guide Landing Page

FREE Ultimate Guide Chapter Page

FREE Simple Webinar Registration Page

FREE Tiered Pricing Page

FREE Webinar Page From James Schramko 2.0

FREE Blog Resources Page

HOW TO SET UP A LANDING PAGE

Now that you have a gorgeous landing page where you can set up a webinar, a course, a book sales page, an opt-in page, a content download, or any other call-to-action, you can gather email addresses.

Those email addresses go into your organization's customer relationship management (CRM)

software and sales can be tracked against public relations efforts.

Let's use a webinar as an example.

First, go into your LeadPages account and choose the webinar template you like best.

Fill in all of the pertinent information, such as presentation topic, host's name, title, and bio, the date and time, and registration link.



PITCHING SECRETS OF THE NEW MEDIA RELATIONS SUPERSTARS

The Secret Weapons to Boost Your Ability to Connect with the Journalists and Bloggers Who Matter Most



MICHAEL SMART
Media Relations Coach
Michael spends his days helping PR pros improve their pitching success rate and enhance their PR writing. His secret weapons are so successful, the last time he opened his Inner Circle to new members, the highest level sold out in 29 minutes.

REGISTER FREE NOW!
It's happening Thursday, September 17 at...

THURSDAY • 9 am Pacific
• 10 am Mountain
• 11 am Central
• 12pm Eastern

17

THIS WEBINAR STARTS IN

19 DAYS **22** HOURS **0** MINUTES **6** SECONDS

[CLICK HERE TO REGISTER NOW](#)

CASE STUDY

WEBINAR EXECUTION WITH A LANDING PAGE

In the book, *Spin Sucks*, I took a careful look at how to do exactly that. There is a 13-step process, but you've already accomplished one of the steps so the following list has only 12 steps.

1. Choose a topic and a headline that has great search potential. For instance, a webinar about Google Analytics could be called *Advanced Analytics*, or you could call it, *The Lies and Truths of Google Analytics*. The difference is the second one is much more compelling to someone who might land on your page from a Google search.
2. Set up the webinar with your provider (brightTALK, GoToWebinar, Adobe Connect, and WebEx are some favorites) and grab the registration link they provide. Include this in the confirmation email registered users receive.
3. Create a list of tactics to use to distribute information about the webinar: News release, social networks, email, blog, Facebook ad, Google ad, and postcard.
4. Using the URL of the landing page (not the URL of the webinar software registration), create a different link for each of the tactics using the Google URL Builder. What this does is create a campaign in your analytics under traffic sources > sources > campaigns. When you open that tab, it'll list the visitors per tactic. It will list in there, 'September 17 Webinar from Newsletter,' 'September 17 Webinar from Social Media,' 'September 17 Webinar from News Release,' etc. This gives you data to use so you know which tactics work best for your audience.
5. Shoot a one minute video to describe what people will learn in the webinar. You can house this on your website and/or blog, distribute it through the social networks, and use it in email marketing. Human beings are visual creatures. You'll be amazed at how well this one thing works.
6. One month before the webinar, distribute a news release (using the media relations URL you created with the Google URL builder in the body of the release) on the wire (PR Newswire, PRWeb, PR.com, BusinessWire, MarketWired, or Pitch Engine, depending on your budget). Also upload the release to the newsroom on your website.
7. If you have a newsletter, include the webinar in the email one month prior to its date.
8. Now you want to think about email marketing, separate from the newsletter. If you have a newsletter, you'll have three other emails. If you don't, you'll do four emails. Do one a month before, one three weeks before, one a week before, and one the day before. It will seem like a lot of emails to you, but most people get the information and sit on it and then register the day before the event. The URL you use in the emails should be different to that which you use in the newsletter so you can track the effectiveness of each.
9. Using the social media URL you created, begin to post the webinar on your social networks. Ask your team to do the same. If you have a guest speaker for the webinar, have them share it. If you have a LinkedIn company page, share it there and ask people for recommendations so it rises in search results inside the social network. Fair warning: Most registrations do not come from the social networks so use this tactic with that expectation.
10. If you have a blog, write a blog post about what people can expect to learn if they attend. This is not a sales pitch. It's valuable and educational content that motivates people to register.
11. If you want to test Facebook, Twitter, or LinkedIn ads, they're inexpensive ways to see if you can attract new visitors who don't already know about you and your business. Do this two weeks before.
12. You can also go really old school and send a postcard to your database. Because that's rarely done anymore, it can be pretty effective. Do this a month before and make sure your URL is specific to direct mail so you can track whether or not it works.

Now you're ready to host your webinar and wow all of the people you've attracted through your gorgeous landing page.

You can make it as simple or as fancy as you like.

The 'click here to register now' buttons take the visitor to a page where you collect their name and email address, in exchange for free access to your webinar.

Now that you have your landing page set up, it's time to do the public relations work behind promoting your webinar and bringing in qualified leads.

LEADPAGES HELPS PROVE INVESTMENT

The last step, of course, is to make certain your webinar gets the credit for the qualified leads that come in to the organization.

In your customer relationship management (CRM) system, tag the names and email addresses of the people who registered for your webinar as such. You can use the same naming convention as you do when you create your unique URLs: September 17, 2015 webinar.

When those people go through the sales process, no matter who touches them - the executive team, a sales person, customer service - your webinar is credited for generating the lead.

You now have data that shows how many qualified leads you generated (people who registered for the webinar), how many went through the sales process, and how many converted to new customers. And, with the new customer percentage, you also have a dollar amount.

At the end of each quarter, you can report the numbers to the executive team or client and show how much money you've made for the organization. Take it a step further and compare it to how much you spent on the webinar - or other tactic - and now you have a return on investment percentage.

You can do this with any communications tactic and a beautifully created landing page in LeadPages.



ABOUT GINI DIETRICH



Gini Dietrich is the founder and CEO of Arment Dietrich, a Chicago-based integrated marketing communication firm. She also is the founder of the professional development site for PR and marketing practitioners, Spin Sucks Pro, and co-author of Marketing In the Round.



***MONITORING AND
MEASUREMENT***

USING ZOHO CREATOR TO **SHARE URL LINKS FOR REPORTING**

Have you ever sent a spreadsheet of URL links to someone only to be told they don't work? Michael Blowers has an answer.



Michael Blowers
@michaelblowers

- ☰ How-to guide to maintaining the integratory of web links from a public relations campaign
- ☰ Spreadsheets aren't an efficient way of managing public relations activity

The task seemed relatively simple. Send a client a list of links to their and their competitors' coverage. They are a bit old school so liked the idea of an Excel spreadsheet or similar.

When my file was received the links would not work. This was the case irrespective of how these were formatted. Having Googled around for a solution, it became clear that this was a well-known fault with Excel.

Like a lot of Microsoft Office users, I love and hate Excel at the same time. Many use spreadsheets to collate and analyse public relations coverage. They can feature columns of variables like sentiment, branding and messaging. If you don't need to share the spreadsheet Excel's pivot tables and graphing options are suitable for most analysis needs.

LOTS OF TOOLS

Many options were tried including [Caspio](#). This fitted the need, being an online version of Excel. But it lacked some functionality in its free version.

This was a shame as Caspio is a good tool and well worth a play. It's straightforward to import Excel sheets. It retains functionality of URL links (in the premium version). It creates a useful query form screen. This could be configured to search the columns or fields.

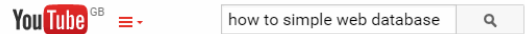
This included the ability to filter for references to themselves and their competitors, date periods and any other variable tracked. Users decide aspects like which fields use tick boxes, drop-down list and radio buttons. It then generated a bit of code snippet which can be pasted into an HTML page. This created a query form showing listings with working URL links.

Google Docs was then tried. This was also eliminated along with Dropbox. Neither could get through my clients rather picky firewall.

Before trying Zoho Creator I also tried Microsoft One Drive. This is built into most recent versions of Excel. It allows users to share Excel spreadsheet via email addresses from a cloud location. Although coming with great promise it also fell foul of my clients' firewall.

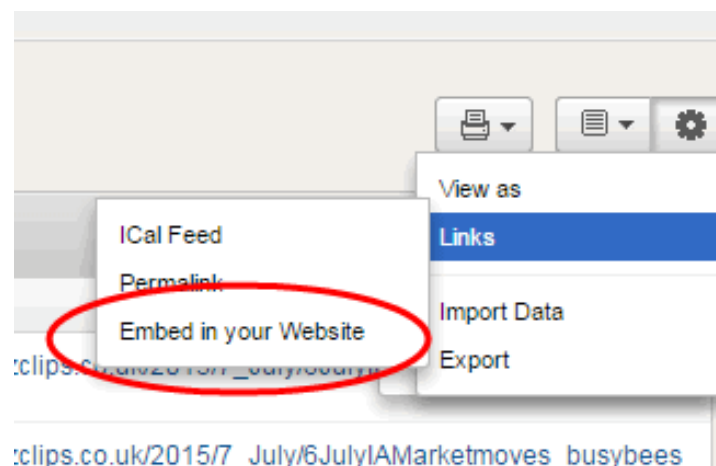
ZOHO CREATOR

The [Zoho Creator](#) Forever Free plan has a wider selection of features compared to the free version of Caspio. You can run three sets of tables, sharing with three users, including up to 750 records and 300 MB of storage. This met my monthly and quarterly reporting requirements.



When getting acquainted with a new tool increasing numbers of people are referring to online video tutorials. YouTube proved to have a rich selection of how-to videos on Zoho Creator. [Recent YouTube research found there has been a 70% increase](#) in the number of searches for tutorials in the past year.

It proved simple to upload an Excel or similar spreadsheet into Zoho Creator. This can then be formatted into the database's structure. The table is viewable online. Importantly it can be shared with other users, via an email link. Alternatively the query and results tables can be added into another html page via a code snippet.



[:clips.co.uk/2015/7_July/6JulyIAMarketmoves_busybees](https://clips.co.uk/2015/7_July/6JulyIAMarketmoves_busybees)

There are a large number of options available with this tool. These include creating a fully relational database. It can also be used to make a contact form or some type of online data collection device. It does not need to sit on their server. A code snippet can take any of these properties to your own page.

ZOHO CREATOR SOLVES THE PROBLEM AND DOES MORE

Zoho Creator can be used to collect information from users of a micro site about their interests. This can be configured to include features like data validation rules. For example only accepting numbers or text in certain fields and dates in a certain way. The forms are flexible. They could include options such as drop-down menus to focus user inputs.

Zoho Creator can work like a more sophisticated version of an online market research tool such as Survey Monkey. There are some nice to have features including the ability to customise email responses depending on form answers.

Key to the adoption of many of these online tools is the intuitive nature of the user interface. In my experience Caspio is easier to pick up than Zoho creator. Caspio makes the configurations of components like data entry and query reporting quite distinct. Zoho Creator is not so compartmentalised. The free version seems to have greater adaptability and functionality than Caspio. Zoho Creator features drag and drop assembling tools. But I do like the database creation wizards used by Caspio.

Part of the fascination with the size of the third part tool market is the possibilities. By becoming competent with a tool it improves workflow. It is difficult not to think of how they could be connected up.

While it might not be an option now, it is interesting to think of ways of connecting tools like Zoho Creator or Caspio with others. Personally, my target is to use tools like [Zapier](#) and [IFTTT](#) to feed online databases. By collecting media coverage they could be configured to do customised low-level automated media analysis on the fly.

Date	Insurer	Favourability	Division	News & Features	Headline
Jul - 2015	RSA	Marginal Negative	Commercial	AP	Bluefin hires Nick Pay and Paul Scott
Jul - 2015	Allianz	Positive	Commercial	AN	Market moves: Busy bees and brokers
Jul - 2015	Zurich				
Jul - 2015	Aviva				
Jul - 2015	RSA	Marginal	Commercial	AP	Market moves: Busy bees and brokers



ABOUT MICHAEL BLOWERS



Michael (@michaelblowers) is an Accredited Practitioner and partner at Media Evaluation Research, an independent measurement and media insight consultancy.

USING GOOGLE TO ***BUILD A DIY ANALYTICS DASHBOARD***

Analytics in social media service can be cluttered and an overkill for reporting. Max Tatton-Brown shows how to design your own dashboards.



Max Tatton-Brown

@MaxTB

- ☰ Use Google Analytics Spreadsheet Addon to build a bespoke dashboard for your campaign
- ☰ Manipulate spreadsheets to better understand and prove the investment in your PR activity

The key to a good public relations stack is all in the bridges. You can use the most advanced and wonderful tools in the world - but if they limit the flow of data between them, it's always going to result in wastage as you try and bring it all together.

This is one of the most painful areas of measurement and reporting today. Most public relations products from Facebook, LinkedIn and Twitter analytics, to the beast of them all Google Analytics, want you to consume and interpret your data on their terms.

So they keep it in their friendly dashboards, hoping you won't want to query something as useful as a .csv export.

GET A GRIP (ON YOUR DATA)

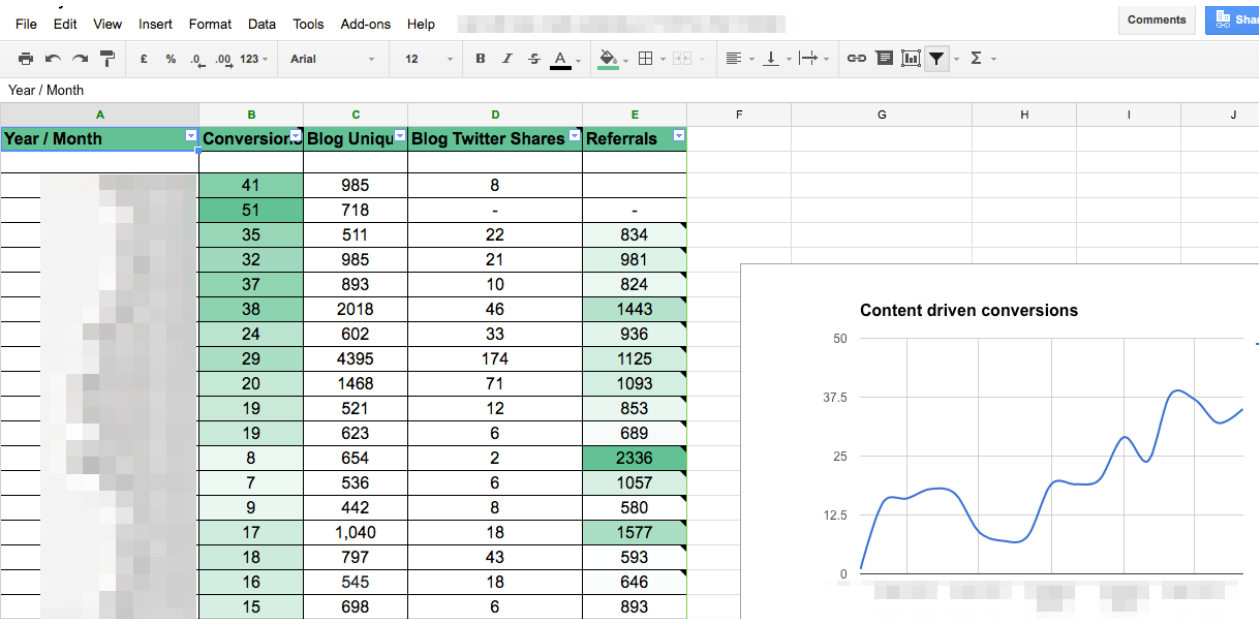
But if you want to speak truth from data, it's essential that you drag it out of their clutches and into a space where you can flex and scrutinise it as you see fit. King of the hill for this is Google Analytics.

If you aren't using Google Analytics to demonstrate, or at least scrutinise the impact of your public relations campaigns, it's possible you aren't really running any kind of strategic campaign at all.

When you're selecting the metrics that matter, Google Analytics is an essential bridge to see how everything from content to coverage is performing. But if you want to juggle data around within it, it can be, at best an intimidating environment and, at worst, a warren of slippery and time-consuming dead ends.

The solution is simple: the official Google Analytics Spreadsheet Addon.

A	B	C	D
Configuration Options	Google Analytics Report Configuration		
Report Name	MonthlyBlogUniques	MonthlyContentConversion	Blog Sessions
Type	core	core	core
View (Profile) ID / ids	ga:33399905	ga:33399905	ga:33399905
Start Date	01/02/2015	01/02/2015	30/05/2015
End Date	28/08/2015	28/08/2015	28/08/2015
Last N Days			
Metrics	ga:users	ga:users	ga:users
Dimensions	ga:yearMonth	ga:yearMonth	ga:pagePath ga:pageTitle
Sort	ga:yearMonth	ga:yearMonth	
Filters	ga:pagePath=~blog	ga:pagePath=~blog,ga:source	ga:pagePath=~blog
Segment			
Sampling Level			
Start Index			
Max Results			
Spreadsheet URL			
For help with this add-on: https://developers.google.com/analytics/solutions/google-an			



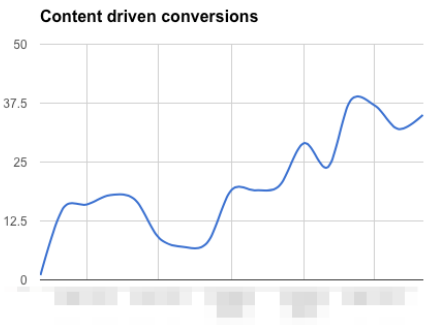
USING THE GOOGLE ANALYTICS SPREADSHEET ADDON

Using this little, well documented widget, you can set a Google Sheet to regularly and automatically pull data from any Google Analytics profile. And once you have the data out, the world is your oyster.

You can use pivot tables to aggregate referrals across time periods or from different sources. You can (sadly still only manually) export the csv data from Twitter and make a path between the most successful tweets and how traffic from that source performed once it hit your site.

You can move beyond the stale, lousy reporting that has plagued the credibility of public relations for decades. Why rely on a static, manual PDF when you could present a dynamic, automatically updating record of how your campaigns have performed?

Once you go down this path, there's almost no stopping you. It's only a hop and a skip to turning your key performance indicators into



data streams that could update directly to a Slack channel or any configurable reporting dashboard.

WHAT'S NEXT?

Just to round things off, if you're going to take data into your own hands, there are several spreadsheet formulae that you'll want to get a grip on.

Based on the great guidance in John W Foreman's book *Data Smart* investigate:

- MATCH, INDEX, OFFSET, VLOOKUP/ HLOOKUP - Useful for finding and bringing data together from multiple imported sheets
- Filters, PivotTables, Array Formulas - ways to organise data automatically to present insight.

Tools like IFTTT and Zapier can provide similar bridges for your data between services and applications. It's time to bring your data together and properly own how you juggle it and present it.



ABOUT MAX TATTON-BROWN



Max has written for The Guardian and Wired; led European public relations for Tradeshift; and now runs Augur, a communications agency that helps business-to-business companies turn stories into value.

USING SUM ALL TO TRACK SOCIAL MEDIA METRICS

How do you know if your content is effective? asks Arianne Williams - Sum All helps you compile and compare a wide range of datasets.



Arianne Williams
@ariannewills



Understand how to use Sum All to track activity across your social media communities



Generate insights to help understand how to optimise your social media activity

Every time you post on social media, data is created, whether that is from comments, likes, retweets or a click-through. Sum All is a tool which gives you an overview of this online presence. You can track which of your posts prove most popular and which get least engagement. What's more, most of its tools are free to use.

So how is this useful?

With the very nature of social media being what it is, you want to post engaging content for the relevant target audience. Looking at Twitter, for example, seeing which tweets were re-tweeted the most and which got the most replies means you can instantly see what content your audience finds most interesting or useful. You can use this as a basis for the rest of your posts.

If you have a social media strategy in place, Sum All can help you to identify if you have reached your objectives and how your audience has engaged with your posts. This will allow you to also adjust your strategy where relevant, depending on what your data reveals. This analysis of your data will give you an insight into how to reach your desired objectives.

HOW-TO USE IT

Sum All is fairly simple to get to grips with as it does most of the hard work for you. Simply link up whichever accounts you would like to analyse – Twitter, Facebook, Instagram, YouTube, even Vimeo and American Express. You name it, Sum All will use it!

TIP:

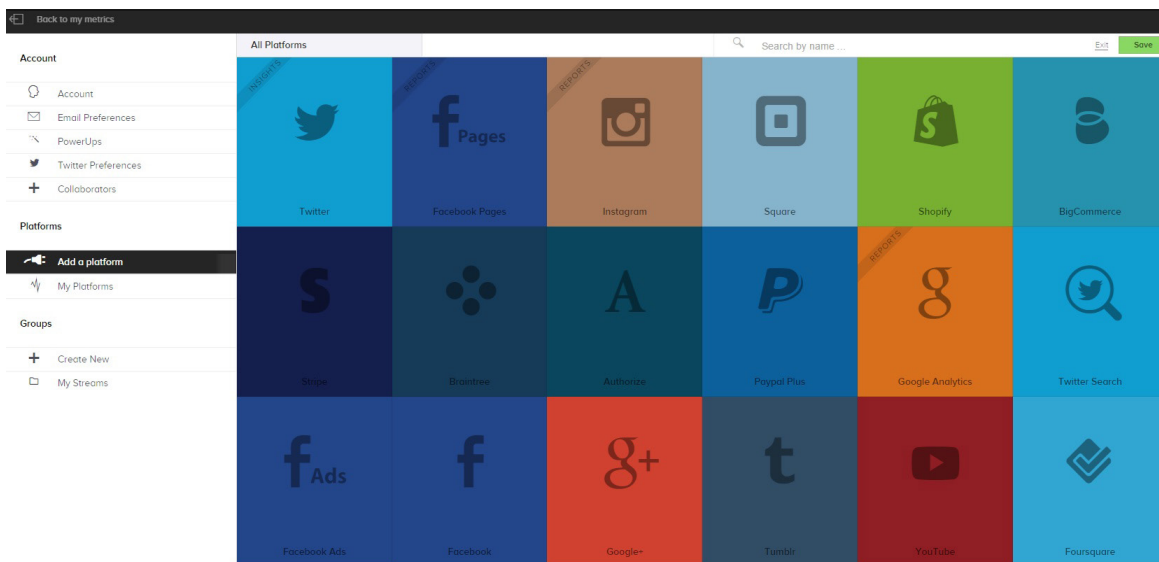
Not all features of Sum All are available on every platform. Check the options in chart view.

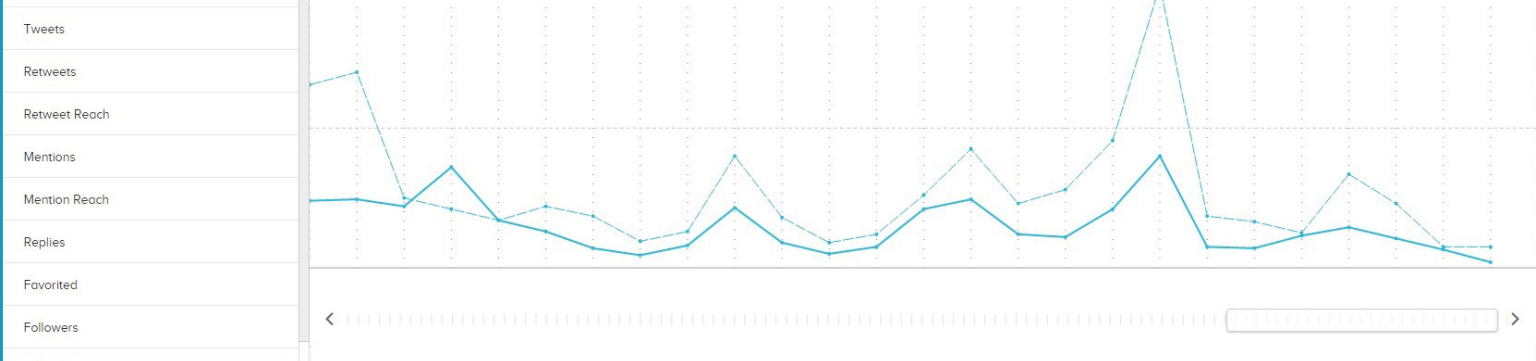
To connect to your social media channel, simply click 'Add a platform' and choose from the selection available. From there, if you are signed into the platform on your device it will connect right away, if not, just sign in and authorise the application.

TIP:

It can take up to a few hours to access your data, so leave plenty of time to set everything up.

From there, you can start tracking your datasets. Browse data by day, week, month or over a set time period - the latter being ideal for tracking the activity throughout the duration of a public relations campaign.





So let's take Twitter as an example again. You can track your tweets, retweets, favourites, follows, unfollows... you get the idea.

At first you are given an overview page of your statistics over the time period you have selected. Then by clicking on chart view, Sum All collates it into one simple graph. You can see how your social media is doing and compare the different datasets and in turn compare this with your own social media objectives.

Adding data from a variety of accounts allows you to see where the strengths and weaknesses are across your social media platforms.

A BIT MORE FOR YOUR MONEY

Sum All also has additional paid for features to help you get even more out of your data.

- Insights allow you to look at your audience engagement and analyse how to better target your posts, including best day, time and ideal post length.

- Reporting allows Sum All to create handy PDF reports of your data delivered straight to your email inbox. This includes information such as which posts have been most engaging, when is best to post, contribution of social media to web traffic and much more.
- Audience boost is for your Instagram profile, converting people from your email list into followers on Instagram.

In public relations terms, these additional features could ultimately mean your posts being more engaging to the right target audience at the right time, creating a better performing social media element to your campaign.

SUM UP SUM ALL

So to sum up, Sum All is perfect for tracking your social media activity, giving you an insight into what content to post and when, and will compare various datasets. For public relations? It's an easy to use tool for easy to understand analytics.

In
Insights

NEW!

PREMIUM ADD-ON

SumAll Insights shows you how to capture engagement from your audience and fine-tune your social media efforts.

Re
Reports

PREMIUM ADD-ON

SumAll Reports are stunning, presentation-ready PDFs that are guaranteed to impress your boss or client.

AB
Audience Boost

PREMIUM ADD-ON

Improve your bottom line by turning email lists into engaged Instagram customers.

ABOUT ARIANNE WILLIAMS

Arianne Williams is a final year student at the University of Sunderland studying Public Relations and French, hoping to work in the third sector after graduating. She blogs about her experiences as a student on [PR Professional in Training](#).

USING GOOGLE TRENDS TO **PROVE AUDIENCE ACTION**

Public relations campaigns do a great deal more than just raising awareness but it's difficult to simply prove that our target audience took action. What if Stella Bayles showed you a free tool that could prove this in 30 seconds?



Stella Bayles
@stellabayles

Google Trends can provide the proof. Let's use the 2015 Cannes Lions Grand Prix winner as an example.

The Always #Likeagirl campaign 'Turning an insult into a confidence movement' by Procter & Gamble and Leo Burnett. Now we have our example campaign let's get started.

- Go to Google and search for Trends and click on Google Trends at the top of the results.
- Search for the campaign name in the search bar: "run like a girl."

You'll see very quickly, a graph appears showing how people have searched for "run like a girl" over time. You'll also see a huge spike in people searching in February 2015. The exact time the Always campaign went live.

Let's look a little closer.

Refine the time by clicking on the 'date range' option at the top. Go to the bottom of the date options and click 'Custom'. This will allow you to select a small date range. I chose January to July 2015.

You can also add additional search terms to look for correlation in how the public searched.

Here I've added the brand name "Always".

You could argue that people might search for the word 'Always' for all sorts of reasons and it might not relate to this particular campaign. However, clever Google asks what form of

Always we require and gives us the option of Always the song, the film or the U.S. sitcom. I'd like to check the brand name so I type "Always brand" and click on brand suggestion below.

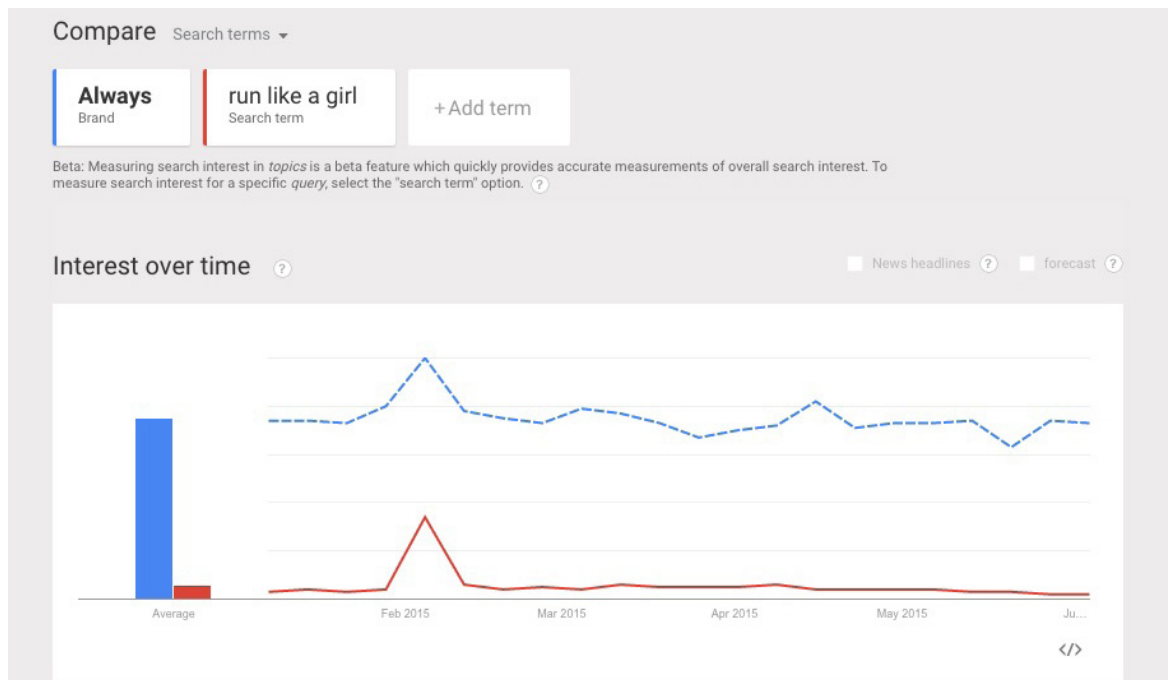
BRAND ENGAGEMENT

Immediately you can see a clear correlation between the two search terms. This tells me that in February 2015 when the Always public relations campaign went live, and coverage started to hit, there was a huge increase of interest in the campaign and brand name.

The campaign made the target audience aware and led them to take action by searching for more information and not just about the campaign but Always the brand too.

Once people searched they were met with some great 'owned content' results including, the Always site and social channels and 'earned content' through the big public relations coverage also appearing in Google results.

Not only did the public relations campaign make the target audience aware, it also triggered them to take action and find out more. They went to Google and searched for more information. They engaged with the campaign content and the earned public relations coverage.



A simple proof point that it's a great addition for reports.

AND THERE'S MORE

If a graph of public activity isn't enough and you are curious about how many people went on to search for the campaign and brand name, then it's time to use our next Google tool: Google Adwords keyword planner tool.

By signing up to Google Adwords (also free) you can use the tools within it including the keyword planner which provides you with search volume data - also known as amazing audience insight.

I went to get search volume data and trends and added my brand and campaign name. Here is the data behind the trends graphs.

Always had an additional 10,000 people searching for their brand name at the height of the campaign and just under 40,000 people searching for the campaign name and #tag..

I only used two terms in my example. Imagine if I added some other related campaign terms! A great addition of measurement that proves audience action for my report, all in a matter of minutes.

Keyword Planner

Where would you like to start?

Find new keywords

- Search for new keywords using a phrase, website or category
- Multiply keyword lists to get new keywords

Plan your budget and get insights for keywords

Get search volume data and trends

Option 1: Enter keywords

#likeagirl

Option 2: Upload file

Choose file...

CSV, TSV or text files accepted [Learn more](#)

Targeting ?

All locations

Google

Negative keywords

Date range ?

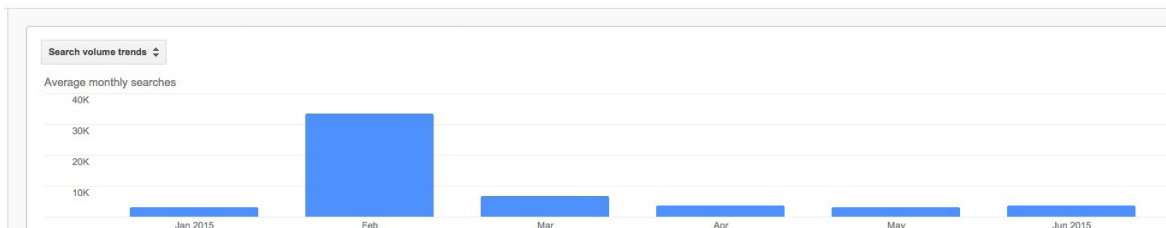
Show avg. monthly searches for: Jan 2015 - Jun 2015

Enter keywords

#likeagirl

Get search volume

Modify search



ABOUT STELLA BAYLES



Stella is a SEO public relations specialist and is the author of a book called Public Relations' Digital Resolution. Stella's mix of experience has led to public relations technology and she is now a director at CoverageBook.com, a reporting automation tool that makes coverage books quickly with public relations reach and search metrics.

USING THE SYSOMOS SUITE OF TOOLS TO **LISTEN AND PLAN**

Maria Loupa shares a how-to guide to using Sysomos MAP and Sysomos Heartbeat, influence planning and social media monitoring tools.



Maria Loupa
@mpfalangi

- ☰ Hands-on guide to using Sysomos for social media listening and planning
- ☰ Understand how to identify influencers within a community
- ☰ Set up comprehensive social media monitoring across multiple channels

Sysomos is one of the largest digital tool vendors. It has two different packages: MAP for social media influencer identification and planning; and Heartbeat to track social media properties. In this article we'll look at both tools.

MAP OUT YOUR SEARCHES

MAP is an analytics-focused tool that allows you to pull in massive amounts of data and uses complex keyword combinations to search through forums, blogs and micro-blogs such as Twitter, open social networks and content communities such as YouTube, Flickr or Wikipedia and recently Tumblr.

You can use MAP for social listening and run unlimited, ad-hoc searches through the social web, to discover when conversations started, how they spread, and what's happening right now. This can help you not only stay on top of your game, but even optimise content from an SEO perspective or research a prospective client ahead of a pitch.

You can also cross-reference conversations across brands, against your competition, or within several topics to see how they relate, contrast, and overlap. You can also see how your own or competitors' campaigns have performed. This makes it easier to set expectations and goals for forthcoming campaigns, and to understand how your brand is performing against others in social.

Type in your keyword, and instantly see results, including reach and context for your topic. Boolean queries will be your guide:

- OR helps you expand your search to include more information
- AND helps to focus your search and
- NOT tells your search to stay away from certain information.

Below is an example on a "summer ready" search, so you can better understand how to build a query.

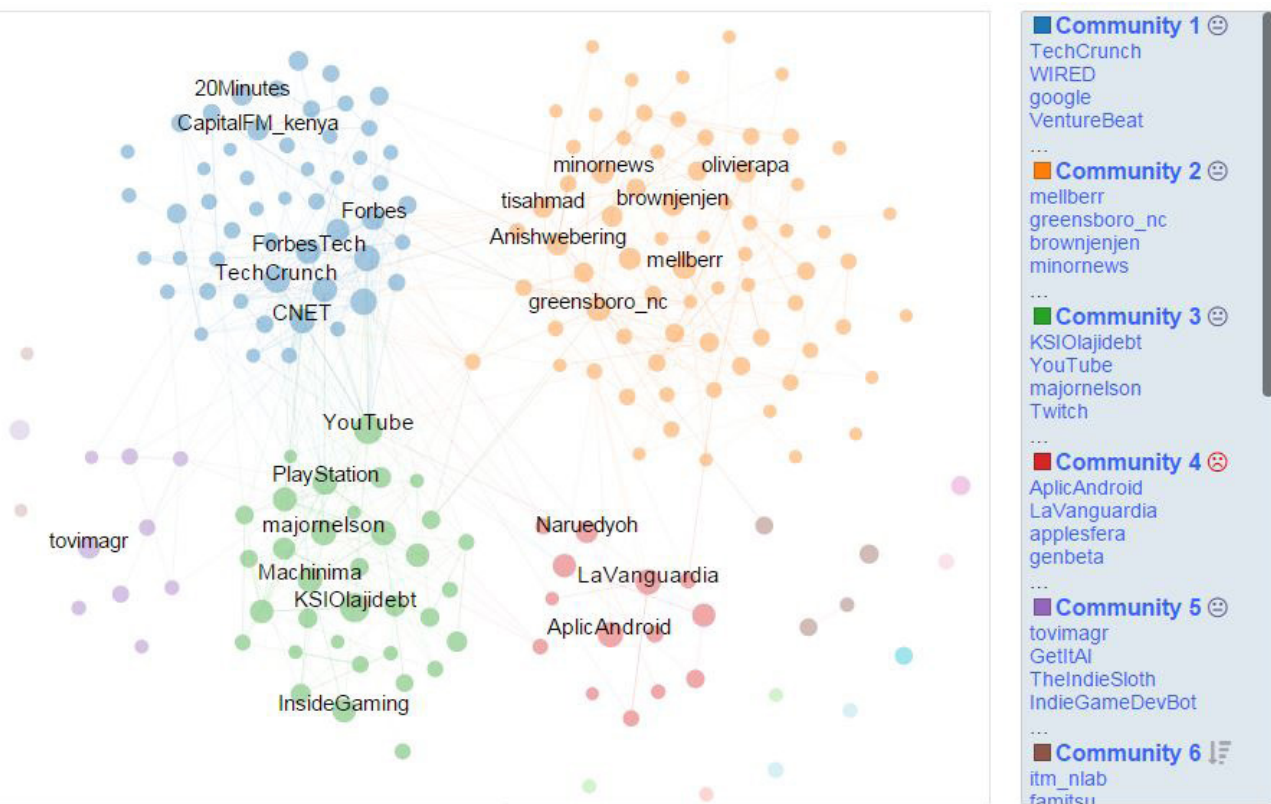
On the next page, an example on the buzzing topic of YouTube Gaming announced earlier this month. Once you input your query into MAP and hit analyse, the legwork is done for you with Sysomos' data-science powered tools identifying the key themes and trends surrounding your topic.

You can also take a look at the Text Analytics (Word Cloud/Buzzgraph) to get an idea of the keywords and sentiment around the announcement. You can also narrow your search results by geography, language, gender, source, date range. Then save your filters so you can use them again.

The screenshot displays the Sysomos MAP interface. At the top, there are two query entries: "Summer Ready 2014" and "Summer Ready 2015", both with the query "summer AND ready". Below this, there are navigation tabs: "Looking in:", "Dashboard", "Blogs", "Social Media", and "Track". A sidebar on the left shows a menu with "Overall" (selected), "Share Of Voice", "Popularity", "Blogs", "Forums", "News", and "Twitter". The main content area is currently displaying "Loading...".

A "Modify Query" dialog box is open in the foreground. It has a title bar with "Modify Query" and "Use Saved Query" buttons. The dialog contains the following fields and options:

- Query Name:** Summer Ready 2015
- Query:** summer AND ready
- Boolean Query
- Apply filter set to this Query (optional)
- Timeline:** 04/01/2015 to 08/26/2015
- Language:** Add Language
- Country:** Add Country
- State:** Any
- City:**
- Age:** Min Age, Max Age
- Gender:** both genders
- Domain:** or Select Blogset
- MediaSet:** Select Mediaset



PICK-A-POCKET

Sysomos MAP also has a handy tool called Pocket, where you can manage content you find on the web and save for later. Especially good for commuters, Pocket downloads the article allowing you to read offline and in places with no reception. Use it to save, organise and as a reminder to read for later; be the office guru in no time with your trends and competitor activity knowledge.

Just click at the top right of your screen (or right click and hit "save to pocket") on your browser, and voila! Once saved to Pocket, the list of content is visible on any device – phone, tablet or computer.

UNDER THE INFLUENCE

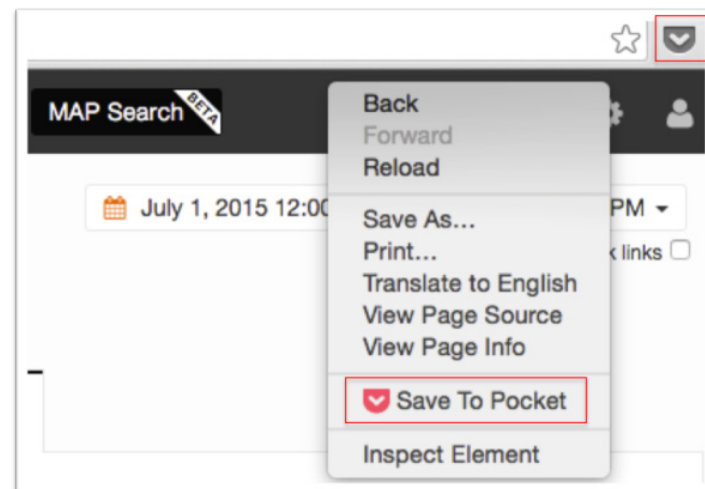
MAP can be your ally in discovering people who can drive awareness, affinity and scalability for your client and audiences – influencers. By focusing your resources on engaging with the most influential people you can achieve better ROI than you would with a more random approach.

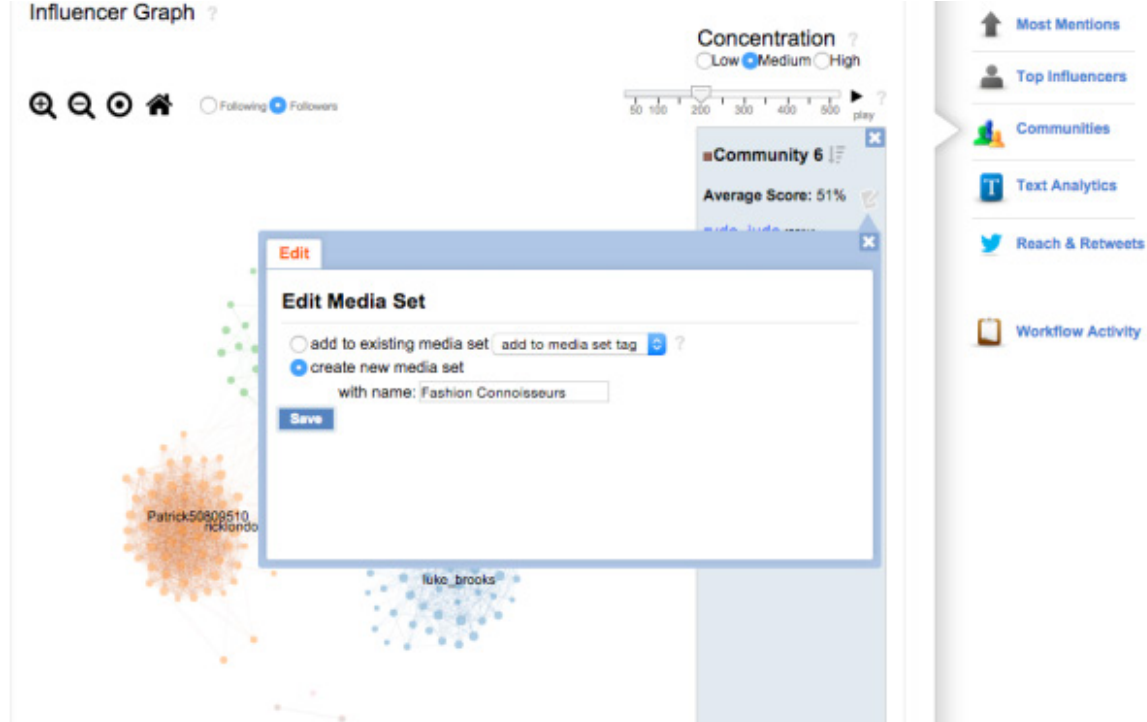
You can use MAP as part of influencers' programmes for a client and identify who influences the influencers. For example, if you're

working for a start-up, you will want to find the tech influencers. Twitter search can be false and inaccurate as you can't really customise your query.

Click on the Influencer Bio Search to see who is interested in gadgets for instance. This feature can give you insights on what motivates them and provide your window of opportunity for engaging with them.

You can also use Tweet Life to find out where any tweet started, who spread it, what inspired that interest, and how many times it was retweeted and shared.





COMMUNITIES AND CRISIS COMMUNICATIONS

Heartbeat automatically alerts you to critical conversations as they happen, and assigns them directly to the teams that can do something about it, but it doesn't stop there.

To control the message, first you have to get it. Using social media monitoring tools in a crisis comms situation is fairly common, but using a tool like the Influencer Communities feature in MAP really helps you understand the situation in more detail. Rather than simply monitor for mentions, you can work out which different groups of people are discussing the topic, who is influential within those groups, and the different viewpoints those groups are focused around.

This means that you can identify the people who are most likely to help you respond positively to the crisis. Uncover ways to create relevance for them by adding them to a Media Set and tailor your messaging to the different groups participating in the discussion. Drill down their conversations by jumping into Text Analytics, Demographics and Top Influencers.

TASK AND WORKFLOW HACKS

Sysomos Heartbeat is a workflow tool, allowing users to respond to mentions through various social networks or assign tasks for follow-up. It can be your public relations hack and provide you with one platform for everything you do on

social; it's ideal for comprehensive monitoring on a brand-specific level.

Keep tabs on sales opportunities, customer service moments, or potential legal concerns. Heartbeat lets you identify social engagement opportunities and automatically assign them to the person or department who can handle the situation.

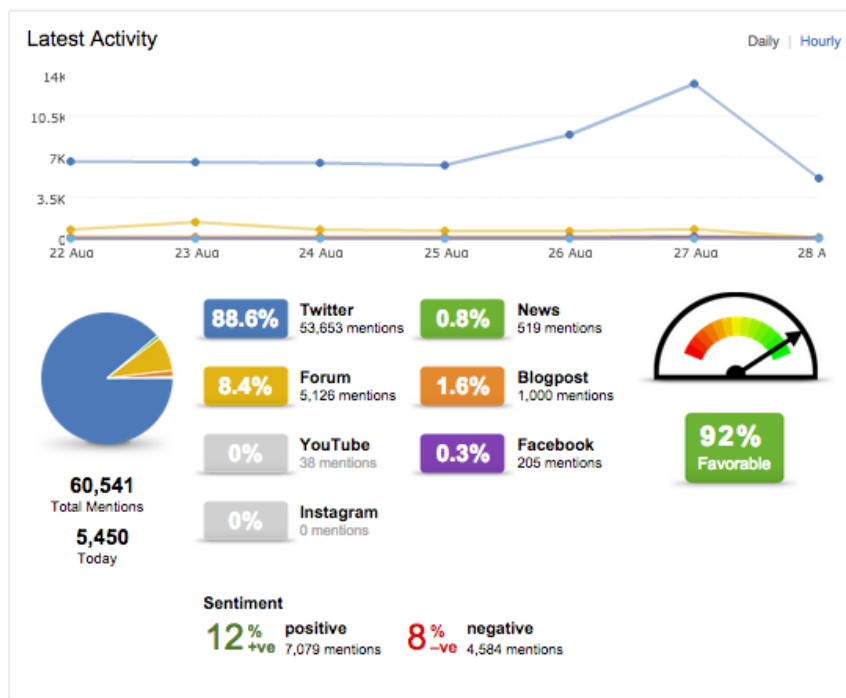
MONITOR YOUR HEARTBEAT

You can use Heartbeat to monitor selected campaigns and sectors that make a difference to your clients' business. Find out what your customers are saying, what's the state of your reputation, what products matter to your community, and who is influential in your space.

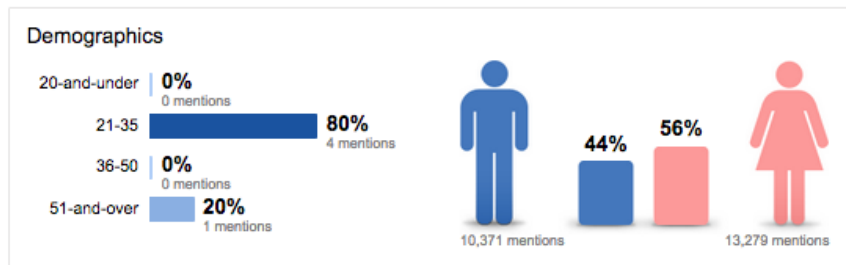
All the screens can be filtered, which can be of great practical benefit. The filters can be freely connected (example: all Tweets about Oreo in English with negative sentiment). The keywords (search queries and filter tags) are defined centrally on a one-off basis. If you're admin on any of your clients' social media profile pages you can monitor and track all activity too.

REPORTING WITH SPECIFIC DASHBOARDS

Social reporting should be mapped against product launches, announcements to influencer engagement and any content you push out, as well as for competitor analysis.



- Geography
- Most Mentions
- Top Influencers
- Communities
- Text Analytics
- Reach & Retweets
- Workflow Activity




With a customized dashboard on Heartbeat, you can pick the dates and set your filters to run just the report you need to tell your data story internally and externally. You can customise tags by finding the data that matter to you. Then tag conversations to measure, compare, and analyse the results.

Once you have your tags and filters set in Sysomos Heartbeat to see the information you're most interested in, find the widget that interests you. For instance, the Activity Summary Widget. Go to the upper right corner of the widget settings icon. Selecting the widget settings' icon will give you a drop down menu where you can


select 'Add To Dashboard'. Click that. Next, you can select a new or an existing dashboard you'd like to add that widget too.

You can also subscribe to any dashboard by heading to the dashboard you want and, in the upper right corner, you should see a Subscribe button so you can get relevant email notifications.

To sum-up, Sysomos is one of the most complete and comprehensive social media monitoring tools able to monitor and manage influencers, communities and engagement.



ABOUT MARIA LOUPA



Maria is a Senior Account Executive within the digital team at Frank PR, working with clients from FMCG to tech start-ups, with a focus on integrated PR campaigns. Maria is a member of the CIPR London Committee and often contributes to a variety of media.

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THIS IS AN INVALUABLE RESOURCE FOR ANYONE WHO WORKS IN PR IN 2015 AND BEYOND.

For almost ten years we've been talking about how technology and digital communications have radically altered the practise of public relations. Much of the discussion has been theoretical and yet one of the biggest changes is in the myriad of applications and tools that we now use every day.

From those we use to engage with on-line influencers to how we submit receipts for expense claims technology is the heart of our workflow and systems and processes bare new and change quickly. Before PRStack no-one had thought to bring these multiple technologies together for the benefit of PR practitioners.



Rob Brown
Founding Partner, Rule 5
President CIPR, 2016

IMMEDIATELY UPON PUBLICATION, PRSTACK WILL BECOME A DEFINITIVE GUIDE TO PRACTICAL PUBLIC RELATIONS.

As a professional practice, public relations has been plagued by too many publications that mystify rather than explain practice.

This project, led by Stephen Waddington, one of the world's leading public relations exponents, is an antidote to that shortfall.



Francis Ingham
Director General, PRCA
Chief Executive, ICCO