

Bianchi PR Tipsheet #6

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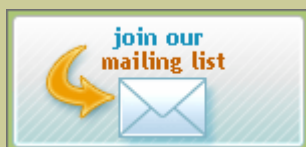
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→ Keys to News Release Success

Despite a lot of talk to the contrary lately, distributing a news release is still one of the cornerstone tactics of PR. It hasn't become irrelevant in today's social media-fueled world, the rules for releases have simply changed.

So instead of asking if you should write a news release, ask yourself how.

Here are a few tips to help ensure success for your news release:

Build it right -- How you structure your release is more important than ever. Releases should contain informative data interspersed with links, images and to-the-point passages, rather than traditional pages of jargon-laced text. Appeal to the shorter attention span.

Use trends/issues/controversy-- Instead of simply making an announcement about your company or product, use your release to tie in a hot topic or issue within the industry and then back your way into your story.

Include multimedia -- Up the value of your release by including images, charts, graphs or links to pertinent information, websites or videos - anything visual or interactive helps.

Have attention-grabbing, yet clear, headlines -- Think of your headline as the "first impression" of your release - your one chance at getting readers interested enough to read further. Be upfront about what the news is. The importance of the headline should not be overlooked ... or your release will be.

Remember your website -- Make sure the release is posted on your website as soon as it's distributed. Since your website will be listed on the release, traffic can increase almost immediately and your site should look updated and current.

Link, link, link -- Be sure to post or link to your release across all your social media channels. Post it on Twitter, Facebook and LinkedIn. Upload related videos to YouTube and materials such as presentations or data reports to SlideShare.

Blog about it -- If you have a personal or company blog, write about the news there as well. Having a blog not only lets you talk about the news in a different way, but it serves as yet another outlet to get the word out. Don't just repost the release, but add perspective and insight.

If you have further question or need help with news release development/distribution, contact us at 248-269-1122 or bianchipr@bianchipr.com.