



USING SOCIAL MEDIA IN YOUR PUBLIC RELATIONS

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VIDEO

Source:

<http://www.youtube.com/watch?v=sIFYPQjYhv8>

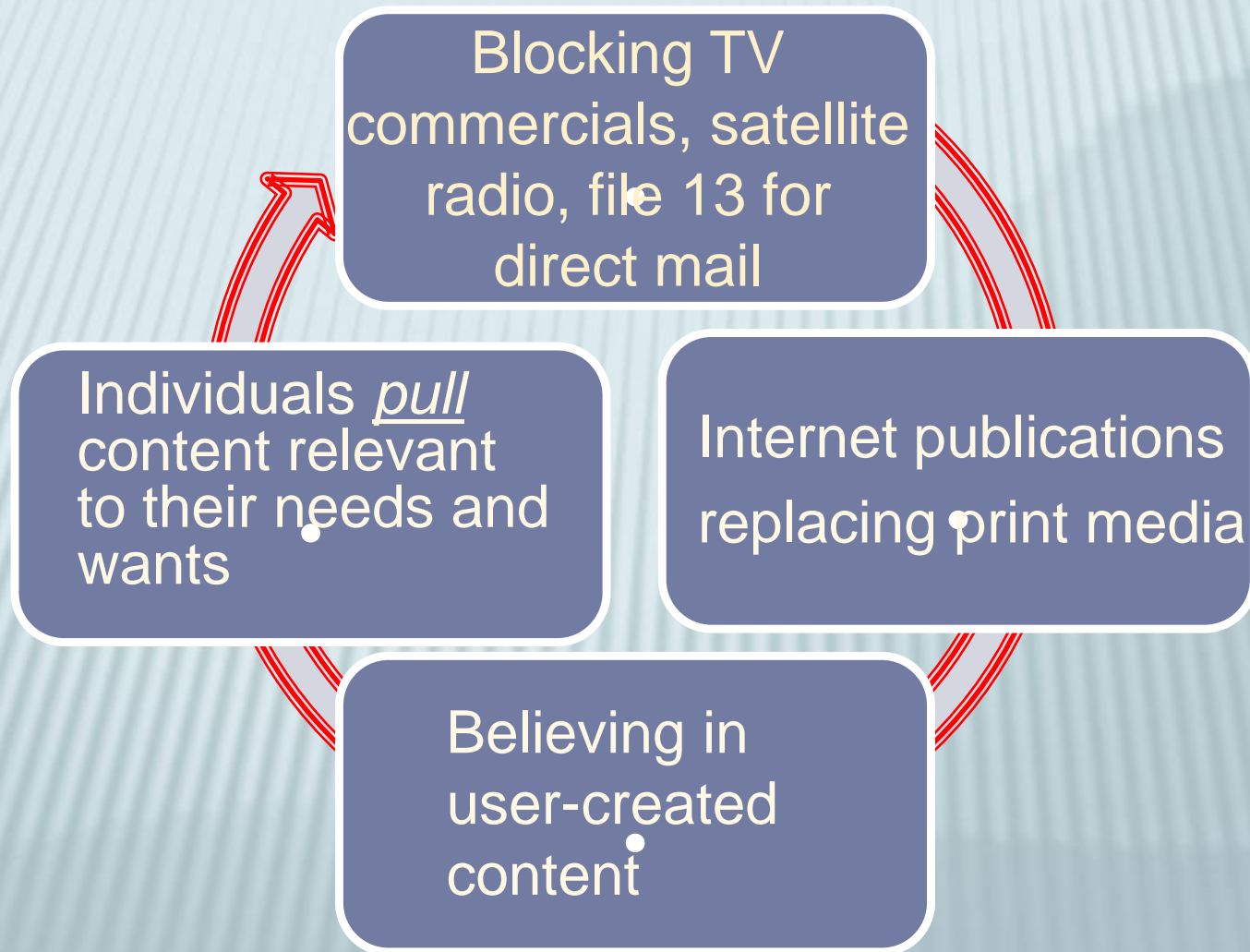
TRADITIONAL ADVERTISING & PUBLIC RELATIONS

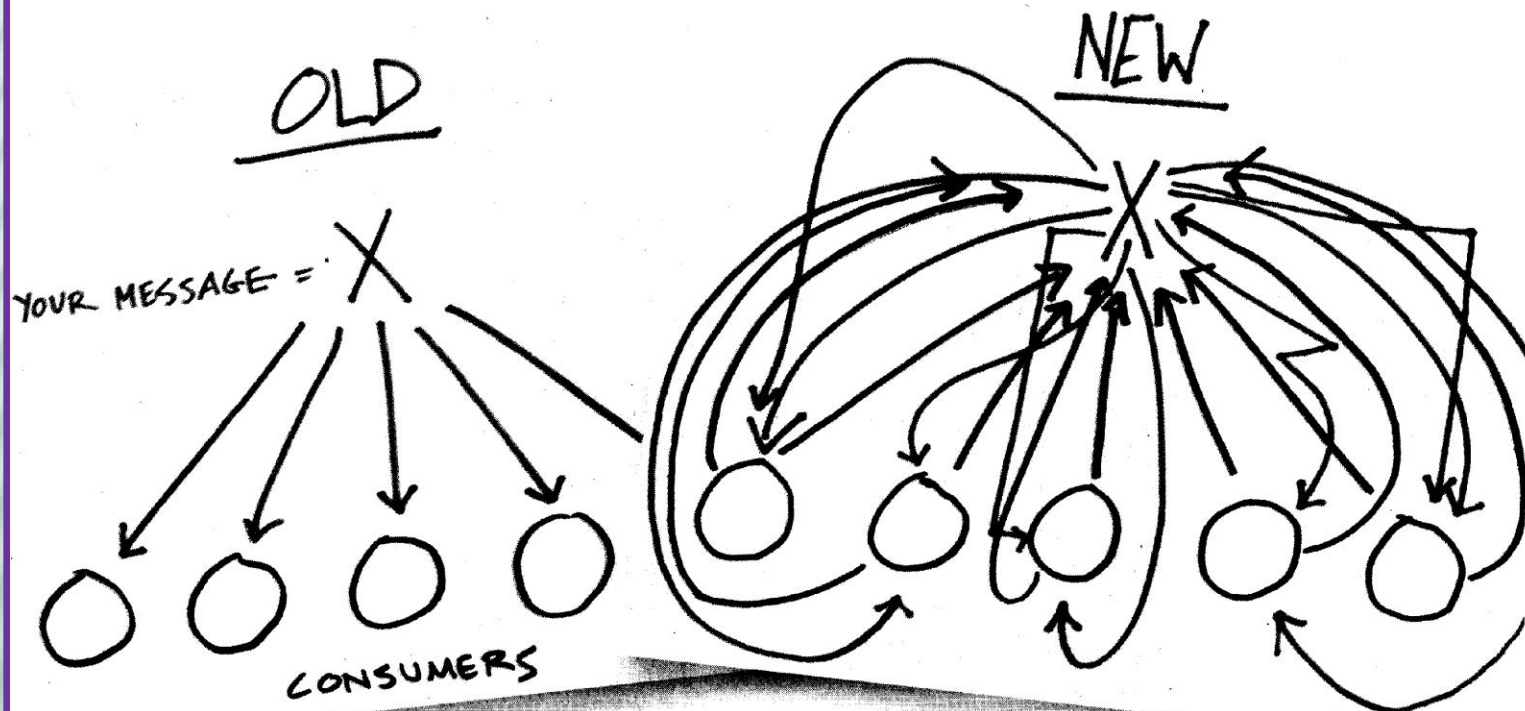
The Way We've Been...

Pushing our message out
to consumers.

Interruptions and Disruptions!

THE NEW PARADIGM





Sales on a 2-way street

PR–NOT ADVERTISING–THE PATH OF CHOICE

Better mileage from
your PR dollar than
you can get from your
advertising dollar,
particularly in today's
new media landscape

TRADITIONAL MEDIA OPPORTUNITIES

Print:

Newspaper

Magazines

Newsletters

Signage

Electronic:

Radio

Television

Cable

Online:

Static Website

NEW WEB 2.0 MEDIA OPPORTUNITIES

Internet Advertising

RSS Feeds

Website

Podcasts

Video Blasts

Blogs & Micro blogs

Social Networks and Media

SOCIAL MEDIA IS:

- Platform to establish relationships
- Word-of-mouth “advertising”
- Information source
- Trustworthy, organic referrals
(trusted by both consumers and business searchers, with a 94 – 97% of clicks in non-paid listings) (Marketing Sherpa)
- Revenue-generating, cost-saving communications

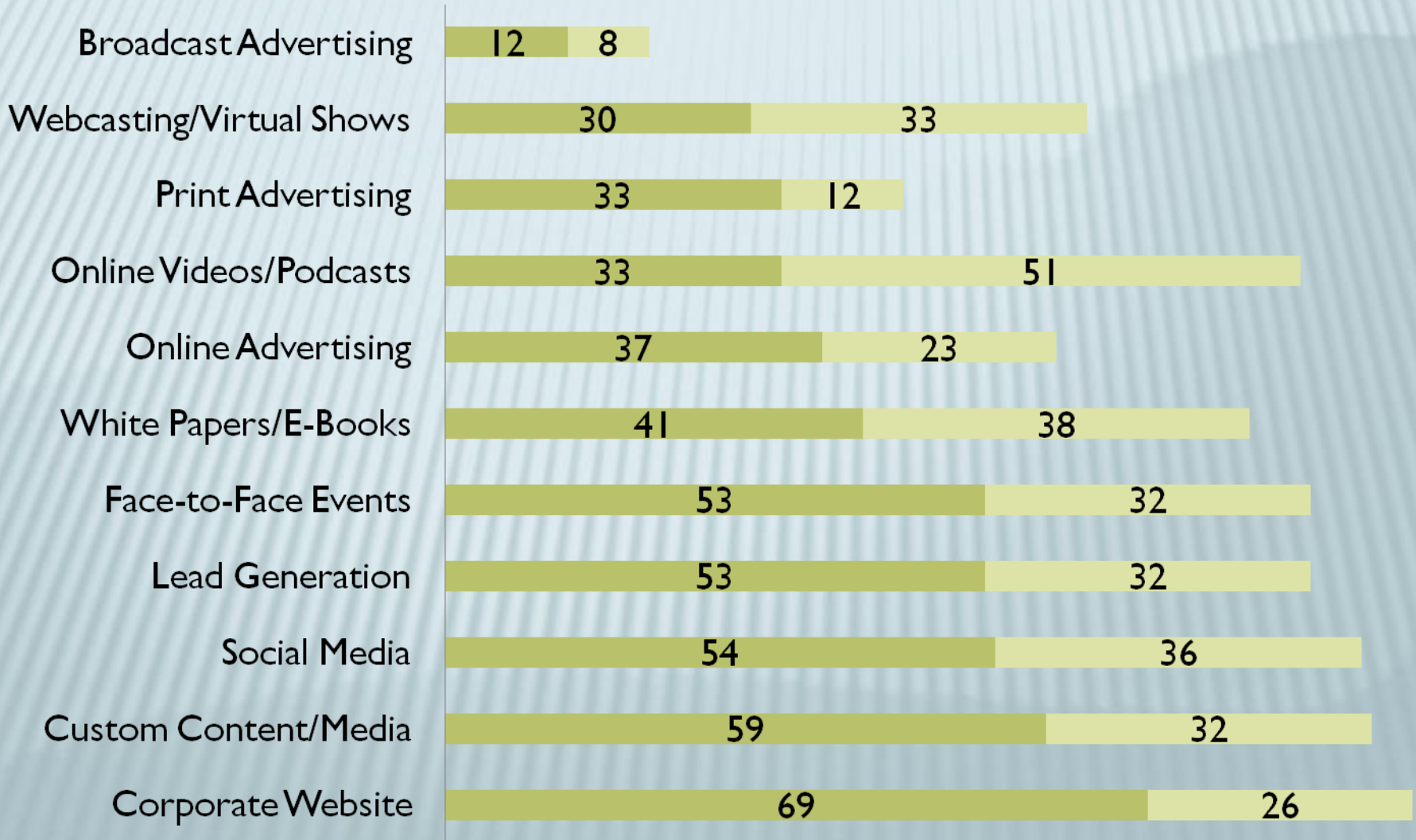


SOCIAL MEDIA BENEFITS

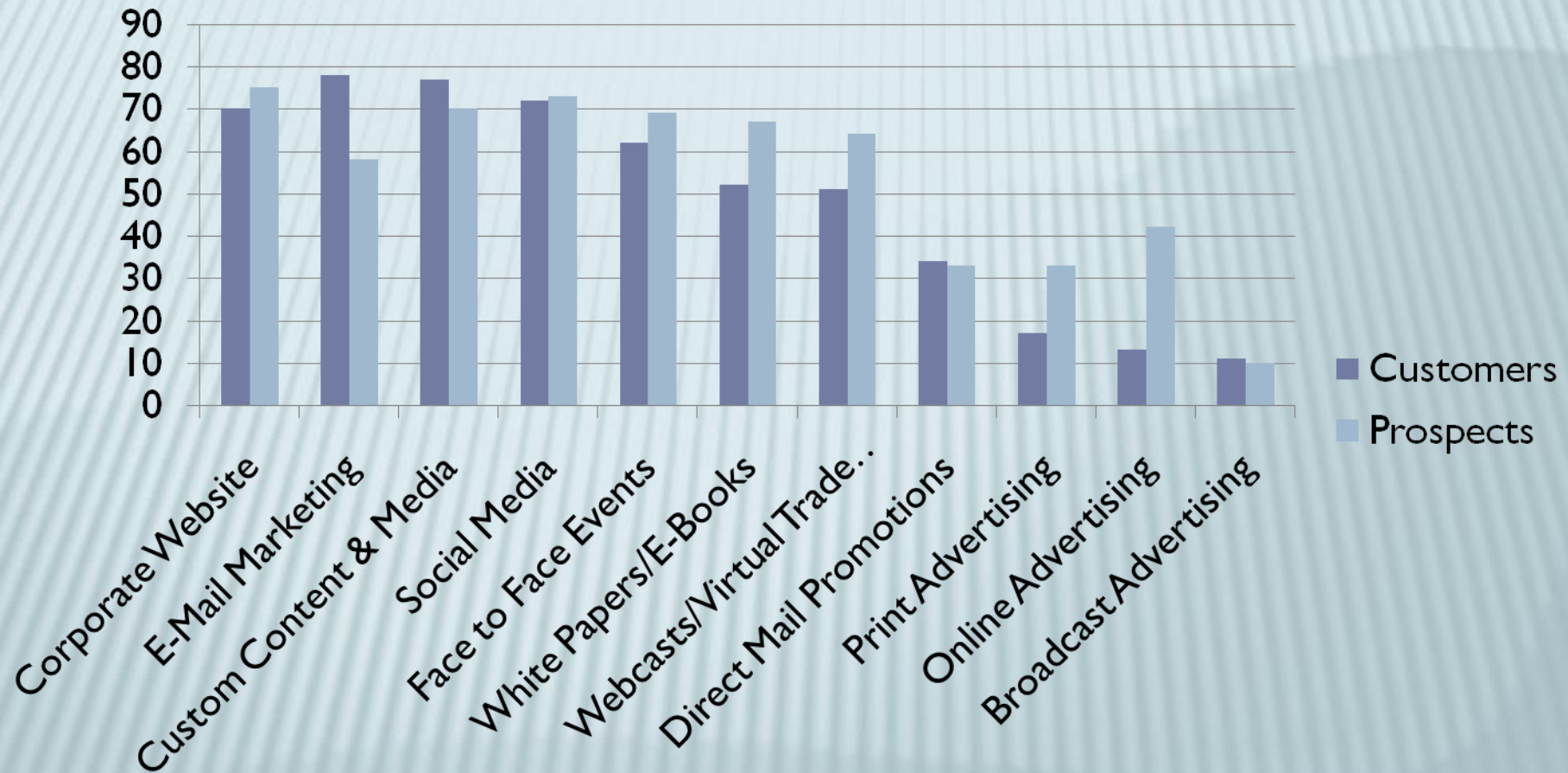
1. Become an **Ally, Friend and Expert**
2. Build **Great Traffic** with interested people
3. Create positive **Brand Awareness**
4. Becomes more **Personal, Accessible and Trustworthy**
5. Direct conversations to **Benefits** to Audience
6. Another way to be found and **Tell Your Story**

WHAT MARKETERS ARE DOING

■ 2009 ■ 2010



NEW LEADS & CUSTOMER RETENTION



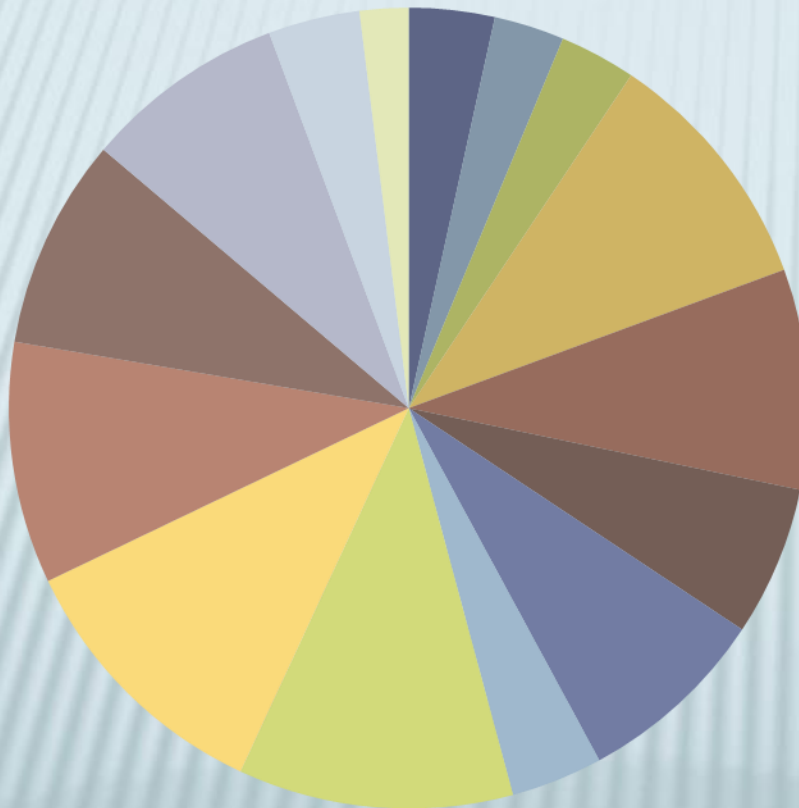
WHERE ARE OLDER PEOPLE ONLINE?

- + Over 20% of Internet users are 55+
- + 29% of 50 -64 year olds use the Internet and make up 22% of the population
- + 8% of the 65+ set use the internet and comprise 15 of the US population
- + 58% of 65 - 74 use the Internet.
- + Facebook usage by 55+ has increased by 513.7% (slower start but rapid adoption)

These users are in the healthier, higher income and educational levels of this demographic.

OLDER BOOMERS

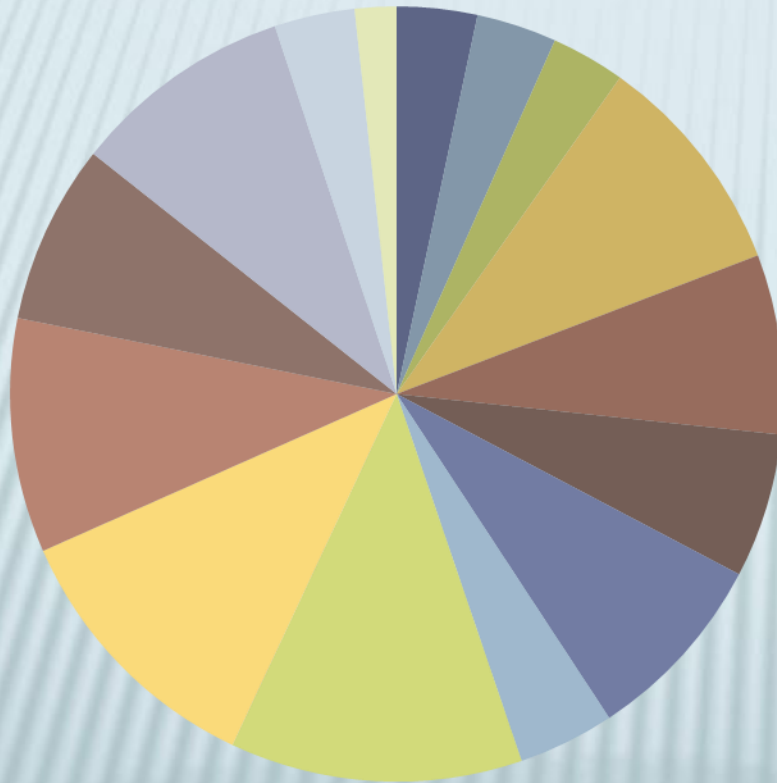
55-63



- Play games
- Instant Message
- Read blogs
- Get Health Info
- Buy goods
- Banking
- Visit Govt. Sites
- Get Religious Info
- Email
- Use Search Engines

THE SILENT GENERATION

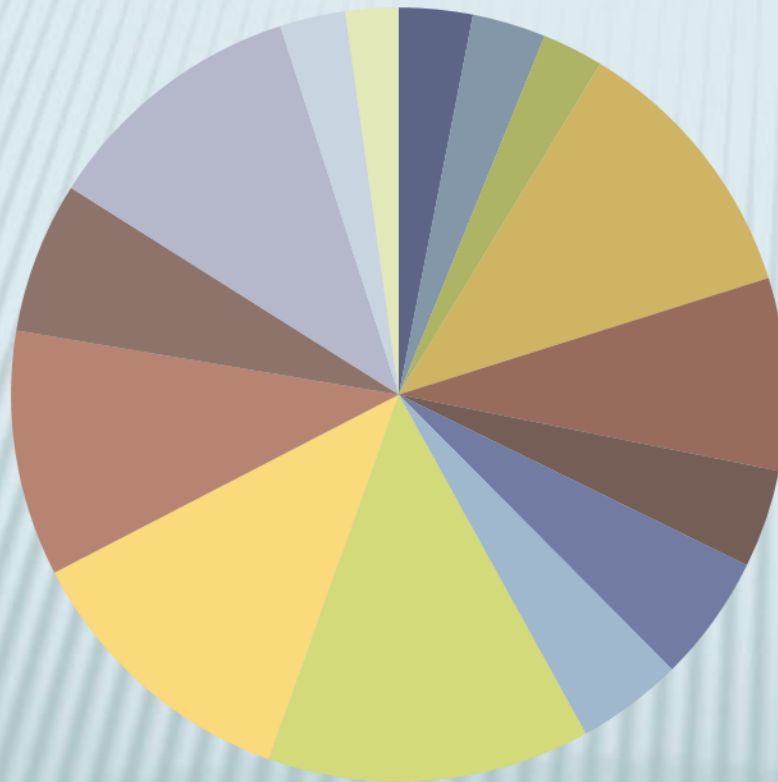
64-72



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- Use Search Engines

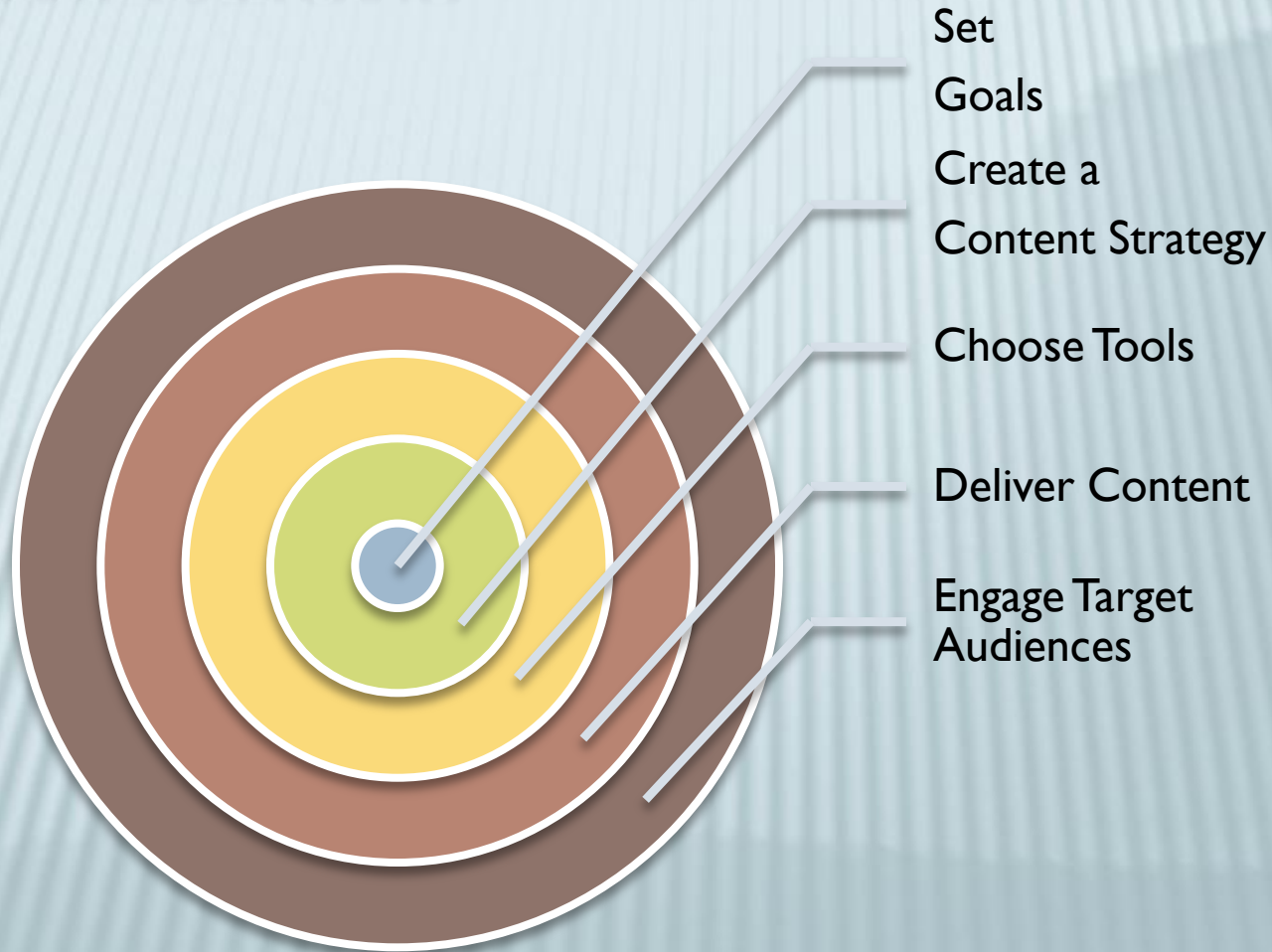
G.I. GENERATION

73+



- Play games
- Instant Message
- Read blogs
- Get Health Info
- Buy goods
- Banking
- Visit Govt. Sites
- Get Religious Info
- Email
- Use Search Engines

HOW CAN IT WORK FOR YOUR ORGANIZATION?



ADD THESE TO YOUR MARKETING ARSENAL

ONLINE
MAGAZINE
(Blog Platform)

E-MAIL
MARKETING

FACEBOOK

INTERNET
ADVERTISING

YOU TUBE

RSS FEED

LINKEDIN

TWITTER

ORGANIZATIONAL BLOGS



The New Old Age

Caring and Coping

TIME GOES BY

what it's really like to get older





AN LCRC COMMUNITY



Arts & Activities

Entertainment

Health & Wellness

Food

Lifestyle

Technology



Featured Articles

What Do Colors Mean to You?

With a kaleidoscope of new colors around us, we thought about the meaning that certain colors bring to our lives.

Posted on October 14th, 2009 to [Health & Wellness](#), [Lifelong Learning](#)

[Read the full story](#)

0 thumbs up

1 Comment

Enter to win \$100 Target gift card

Join the Let's Talk conversation...

Each time your comment is posted to Let's Talk, you are automatically entered to win our monthly drawing for a \$100 Target gift card.

The more comments you make, the greater chances to win.

Each comment will be reviewed for appropriate content before posting.

Posted on July 7th, 2009 to [General](#)

[Read the full story](#)

0 thumbs up

No Comments

Advice From Our Elders

Grandparents Day inspired us to ask elders what advice they would give to their grandchildren. While many said they just keep quiet, others were willing to share their wisdom in this column. Dominant themes include frugality and saving sex, and doing a job you love. But we also discussed relationships, health, jobs and other topics. Here [...]

Posted on September 21st, 2009 to [Feature](#), [Health & Wellness](#), [Lifelong Learning](#), [Lifestyle](#), [Memories](#)

[Read the full story](#)

0 thumbs up

No Comments

Lombard Senior Volunteer of the Year

Ray Thompson Wins Senior Volunteer of the Year Award

Throughout his 99 years, Ray Thompson has contributed his time, talents, enthusiasm, and indomitable spirit to the community. On October 1, the Village of Lombard Board will present him with the Senior Volunteer of the Year Award.

Ray's volunteerism spans many decades. [...]

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Menu

[Monday](#)
[Tuesday](#)
[Wednesday](#)
[Thursday](#)
[Friday](#)
[Saturday](#)
[Sunday](#)

Links

[AARP website](#)
[Beacon Hill website](#)
[Dictionary & Thesaurus](#)
[Helen M. Plum Memorial Library \(Lombard\)](#)
[MAYO Clinic Website](#)
[Village of Lombard Illinois](#)
[Visual Dictionary](#)

Topics

[activities](#)
[Alzheimer's Disease](#)
[Beacon Hill Activities](#)
[Beacon Hill Residents](#)
[Clark Weber](#)
[computer](#)
[Discoveries](#)
[Entertainment](#)
[Fitness](#)
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[recipe](#)
[social activity](#)
[volunteer](#)
[Volunteering](#)
[1984](#)

Polls

Does President Obama deserve the Nobel Peace Prize?

☐ yes

☐ no

[Vote](#)
[View Results](#)

Among Friends

THE ONLINE MAGAZINE OF FRIENDSHIP VILLAGE OF SCHAUMBURG

Change font size - +

SPOTLIGHT

HEADLINES

INSIGHTS

FUN

SEARCH

Event Calendar

- October
- November
- December

Links

- FriendshipVillage.org
- HappierParents.com

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SHARE

SUBSCRIBE

See Archives

Tagcloud

activities Alzheimer's Disease
Activities Residents
computer Discoveries Entertainment
Fitness Food internet conversations Life-
long Learning Memories Milestones Movies
older adults recipe social activity
volunteer 1984

Life is Better Among Friends



Friendship Village
OF SCHAUMBURG



Featured Story 1

Nulla facilisi. Vivamus ac felis id odio sagittis imperdiet. Integer sit amet urna a augue euismod malesuada. Vivamus pellentesque mi id purus fringilla elementum mattis mauris suscipit. Sed odio sem, posuere vel fermentum eget, consectetur rhoncus libero. Donec tincidunt massa aliquet nisi ultrices vel consequat justo rhoncus. Maecenas varius lacus non ante venenatis commodo consequat dui egestas. Sed odio sem, posuere vel fermentum eget, consectetur rhoncus libero. Donec tincidunt massa aliquet nisi ultrices vel consequat justo rhoncus. Maecenas varius lacus non ante venenatis commodo consequat dui egestas.

[Read More...](#)



Featured Story 2

Nulla facilisi. Vivamus ac felis id odio sagittis imperdiet. Integer sit amet urna a augue euismod malesuada. Vivamus pellentesque mi id purus fringilla elementum mattis mauris suscipit. Sed odio sem, posuere vel fermentum eget, consectetur rhoncus libero. Donec tincidunt massa aliquet nisi ultrices vel consequat justo rhoncus. Maecenas varius lacus non ante venenatis commodo consequat dui egestas. Sed odio sem, posuere vel fermentum eget, consectetur rhoncus libero. Donec tincidunt massa aliquet nisi ultrices vel consequat justo rhoncus. Maecenas varius lacus non ante venenatis commodo consequat dui egestas.

[Read More...](#)

SPOTLIGHT

HEADLINES

INSIGHTS

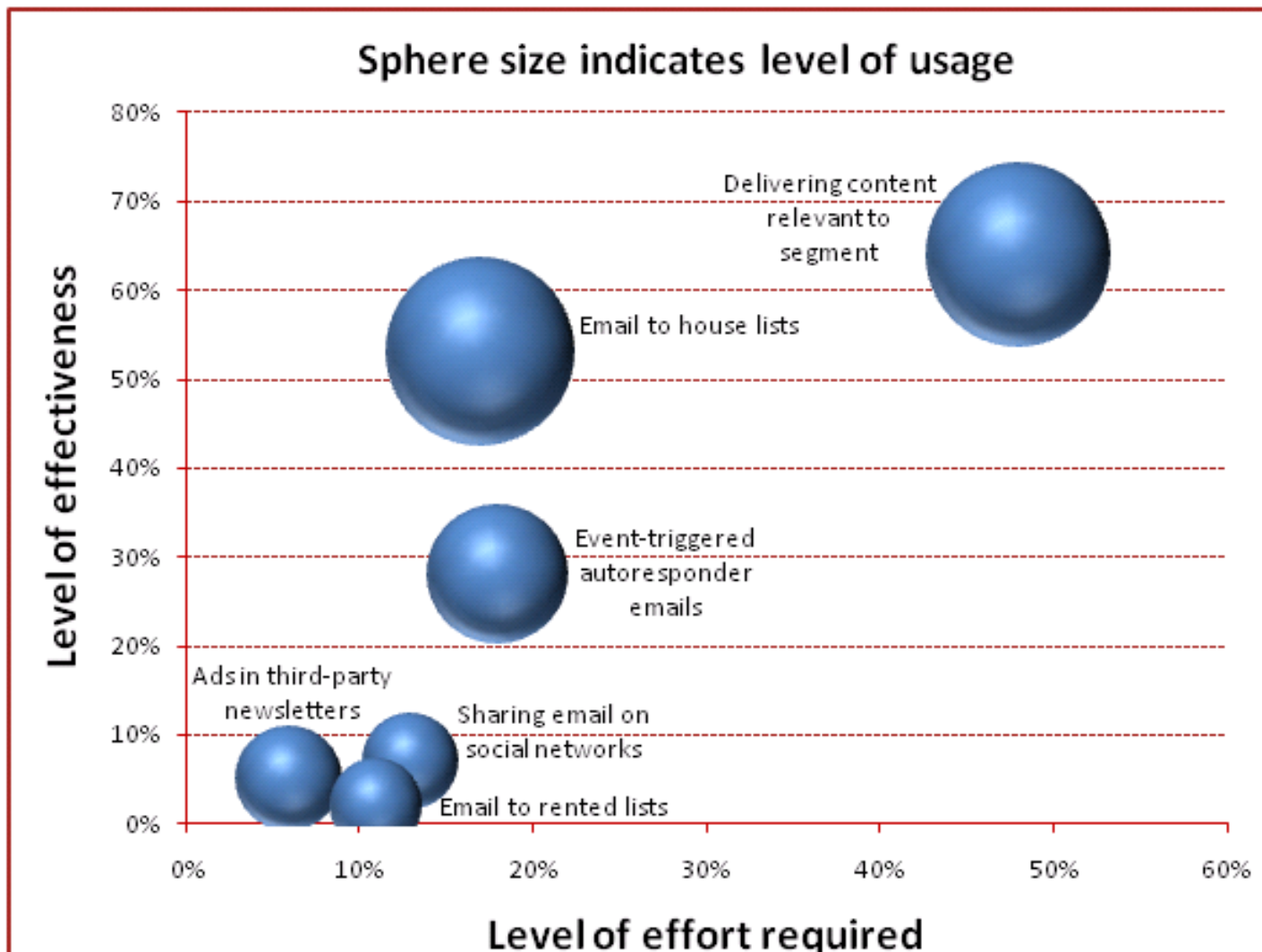
FUN

350 W. Schaumburg Road, Schaumburg, IL 60194 phone 847.884.5050 toll free 800.475.9092

INTERNET ADVERTISING

Buy appropriate keywords
Identify your target market
Set a budget
Choose channels
Monitor
Measure

E-MAIL MARKETING



Source: MarketingSherpa's Email Marketing Benchmark Survey
Methodology: Fielded Jul-Aug 2009, N=1,493

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background. A thin horizontal line passes behind the logo.

facebook

A SOCIAL NETWORKING WEBSITE



VIDEO SHARING

VIDEO

Source:

<http://www.youtube.com/watch?v=lokLiIIIfDY>



A FREE SOCIAL NETWORKING & MICRO BLOG



**BUSINESS-ORIENTED SOCIAL
NETWORKING SITE**

SOCIAL MEDIA OPTIONS



WHO CREATES THE NEWS?

Your residents, families & referrals...
and You!



WHO GETS YOUR NEWS?

Prospects

Residents

Families

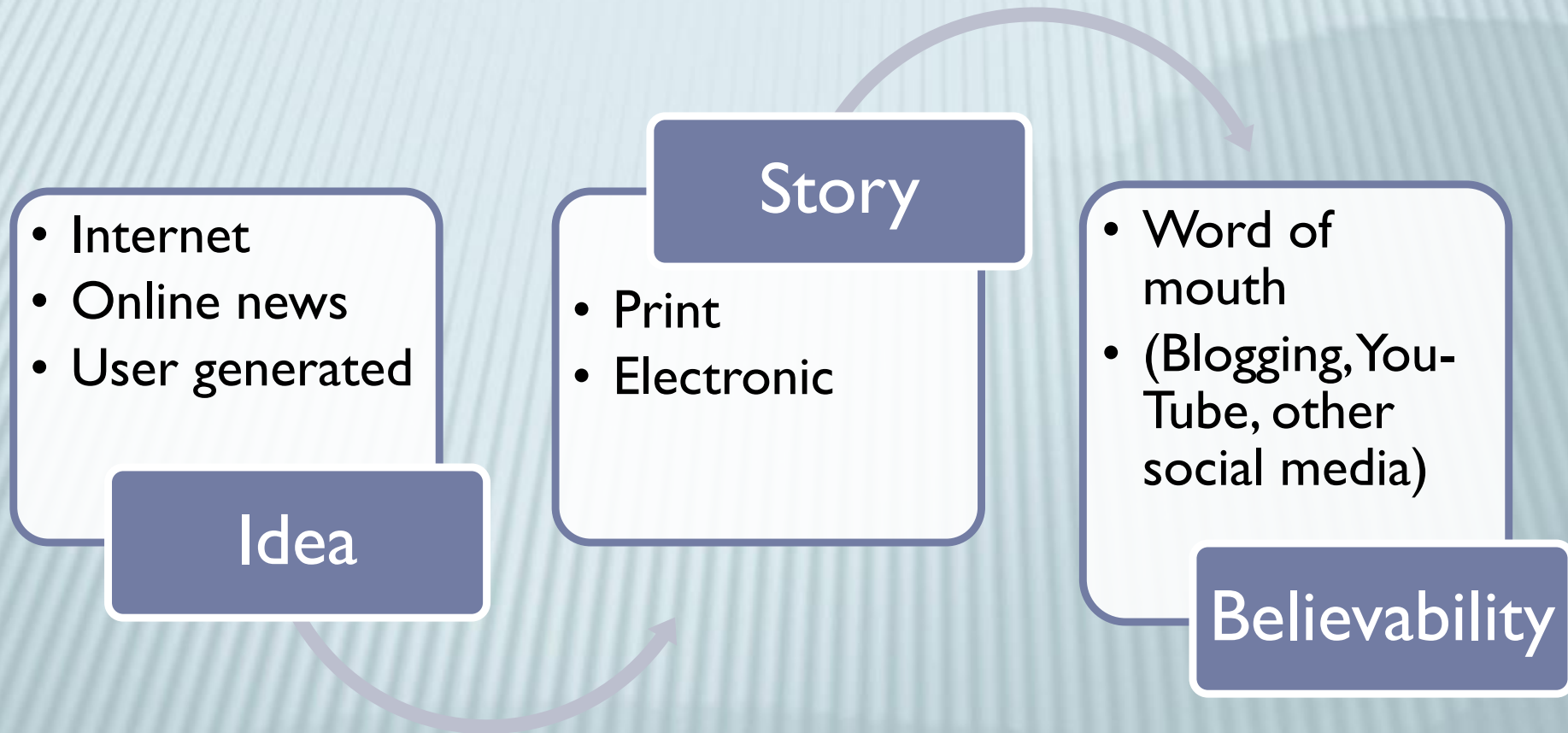
**Referral
Sources**

Friends

**Interested
People**



WHERE DOES NEWS COME FROM?



JOURNALIST MINING

- The publication you want to run your story
- Online research
- Paid services
- Blogs

WHAT DOES AN RSS FEED DO?




PITCHING A STORY

- Online submissions
- Interested writer
- RSS Feeds
- Selecting your media list
- Distribution
- Follow-up
- Accessories

AFTER THE PITCH







- Make sure your website works for them
 - Contact Information
 - Company Information
 - Press Release Archive
 - Downloadable images, including logo, charts, videos and podcasts

SOCIAL MEDIA NEWS RELEASE



SOCIAL MEDIA PRESS RELEASE

TEMPLATE, VERSION 1.0

CONTACT INFORMATION	Client contact Phone #/ Skype Email Web address Web site	Synthespress contact Phone #/ Skype Email Web address Synthespress post	Agency contact Phone #/ Skype Email Web address Web site
NEWS RELEASE HEADLINE Subject			
CORE NEWS FACTS + bullet points preferred			
 LINK & RSS FEED TO PURPOSE-BUILT DELICIOUS PAGE The purpose-built delicious page offers hyperlinks (just PDF attachments a "better" feature) to relevant historical, trend, market, product & competitive content sources, providing content as needed, and, ongoing updates. 			
PHOTO e.g., product photos, press booklet, etc.	MP3 FILE OR PODCAST LINK e.g., sound bites by various stakeholders	GRAPHIC e.g., product schematic; market size graphs; logos	VIDEO e.g., 10:04 product demo by in-house expert
MORE MULTIMEDIA AVAILABLE BY REQUEST e.g., "download while page"			
PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS Recommendation: no more than 2 quotes per contact. The PR agency should have additional quotes at-the-ready, "upon request," for contacts who desire exclusive content. This provides opportunity for Agency to add further value to forwarded media.			
LINKS TO RELEVANT COVERAGE TO-DATE (OPTIONAL) This empowers journalist to "take a different angle," etc. These links would also be cross-posted to the custom delicious site.			
BOLTERPLATE STATEMENTS			
 RSS FEED TO CLIENT'S NEWS RELEASES			
"ADD TO DELICIOUS" Advise readers to use the ribbon to a dedicated portal to this news 			
 TECHNORATI TAGS "TAG THIS" 			

SOCIAL MEDIA NEWS ROOM

Connect With Us



RSS Feeds

- [Dry Skin Care News](#)
- [Skin Care Report](#)
- [Skin Care Tips](#)

Company Information

[Executive Contacts](#)

Events & Appearances

2009-10-19: [Dermatology Convention, Denver](#)
 2009-11-15: [Health Products, Atlanta](#)

New Releases



Skin Care Tips for Healthy Summer Skin

2009-08-03 - Summer weather and activities can be rough on skin resulting in dry unattractive skin. Keep your skin looking it's best all summer long with these skin care tips brought to you by Skin MD Natural.



Natural Skin Care Treatment Alternatives for Eczema Sufferers

2009-03-11 - Skin care treatment medications prescribed by doctors for eczema often contain toxic chemicals that cause serious and dangerous side effects. New study shows hope for drug-free eczema treatment options.



Eczema Treatment May Help Relieve Symptoms of ADHD

2009-02-27 - Breakthrough skin care treatment could also help change behavioral problems that lead to ADHD diagnosis.

[More »](#)

Skin Care Tips

Skin Care Tips: Cellulite

2009-08-21 - Some facts on cellulite.

Skin Care Tips: Facial Steam

2009-08-20 - A facial steam will open pores and leave skin feeling refreshed.

Skin Care Tips: White heads

2009-08-19 - The occurrence of white heads.

[More »](#)

Natural Skin Care Report

Summer Skin Care - Protecting Infants Under 6 Months from Sun

2009-07-27 - A podcast on summer skin care and protecting infants with board certified Dermatologist Dr. Peter Helton and author of the Sweet n Sassy Girls blog Trisha Parker.

Summer Skin Care - Vitamin D Deficiency and Sun Exposure

2009-07-26 - A podcast on summer skin care and Vitamin D. with board

[More »](#)

Press Contacts

[Marilyn Dockx](#)

PR Manager

21st Century Formulations

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Tags

acne aging skin anti-aging
dry skin dry skin care dry
 skin treatment eczema
 eczema treatment natural
 skin care natural skin care
 products natural skin care
 treatment oily skin psoriasis
shielding lotion skin
care skin care product
 skin care products skin
 care routine **skin care**
treatment sunscreen

TIPS FOR SUCCESS

- Transparency and authenticity
- Develop relations and encourage conversation
- Add value to your reader/viewer's experience
- Connect with influencers
- Build communities instead of doing communications

MEASUREMENT METRICS

- Google Analytics
- Comments on blog
- Web traffic
- E-mail responses
- Facebook Fans
- Video views
- Calls from Internet Promotion
- Followers on Twitter/LinkedIn

GOOGLE ANALYTICS



VIDEO

Source:

<http://www.youtube.com/watch?v=x96KPlwfbpY>

LEARN MORE AT IVY'S BOOTH # 1347

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