SHIFT communications

SOCIAL MEDIA PRESS RELEASE
TEMPLATE, VERSION 1.0

CONTACT INFORMATION:	Client contact	Spokesperson	Agency contact
	Phone #/skype	Phone #/skype	Phone #/skype
	Email	Email	Email
	IM address	IM address	IM address
	Web site	Blog/relevant post	Web site

NEWS RELEASE HEADLINE
Subhead

CORE NEWS FACTS
- Bullet-points preferable

LINK & RSS FEED TO PURPOSE-BUILT DEL.ICIO.US PAGE
The purpose-built del.icio.us page offers hyperlinks (*and PR annotation in "notes" fields)* to relevant historical, trend, market, product & competitive content sources, providing context as-needed, and, on-going updates.

PHOTO e.g., product picture, exec headshot, etc.

MP3 FILE OR PODCAST LINK e.g., sound bytes by various stakeholders

GRAPHIC e.g., product schematic; market size graphs; logos

VIDEO e.g., brief product demo by in-house expert

MORE MULTIMEDIA AVAILABLE BY REQUEST
e.g., "download white paper"

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 journalists who desire exclusive content. This provides opportunity for Agency to add further value to interested 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 del.icio.us site.

BOILERPLATE STATEMENTS

RSS FEED TO CLIENT'S NEWS RELEASES

"ADD TO DEL.ICIO.US"
Allows readers to use the release as a standalone portal to this news

TECHNORATI TAGS/"DIGG THIS"

SOCIAL MEDIA NEWS RELEASE TEMPLATE, VERSION 1.5

SHIFT communications

http://www.company.com/socialmedianewsroom/todaysnews ▶

CONTACT INFORMATION:	Client Contact Phone #/skype Email Blog Website	Spokesperson Phone #/skype Email Blog	Agency Contact Phone #/skype Email

NEWS RELEASE HEADLINE

Subhead

CORE NEWS FACTS

● Bullet-points or narrative

LINK & RSS FEED TO PURPOSE-BUILT DEL.ICIO.US PAGE

The del.icio.us page offers hyperlinks (and annotation in "Notes" field) to relevant content sources, providing context and on-going updates.

PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS

Recommendation: up to 2 quotes per contact. Be prepared to offer additional quotes to content publishers who desire exclusive info.

"3 LINKS THAT MATTER" (OPTIONAL)

Provide more info without overwhelming the reader. Links should highlight relevant data that add context to the news (e.g., blog posts, white papers). A URL "snipping" service like TinyURL is recommended.

BOILERPLATE STATEMENTS

RSS Feed to Corporate News Releases

"SHARE THIS" Universal bookmark widget

TECHNORATI TAGS

OPML Feed to Corporate Blogs

"SPHERE IT" sphere Context related web search

PHOTO
e.g., product picture, executive headshot, etc.
Embed: <object wi
URL: http://www.m

MP3 FILE OR PODCAST LINK
e.g., sound bytes by various stakeholders
Embed: <object wi
URL: http://www.m

GRAPHIC
e.g., product schematics; market size graphs; logos
Embed: <object wi
URL: http://www.m

VIDEO
e.g., CEO's view of the news, brief product demo
Embed: <object wi
URL: http://www.m

MODERATED COMMENTS

Offer RSS and email update options

Type your comment here...

TRACKBACKS/ BLOGS THAT LINK TO THIS NEWS