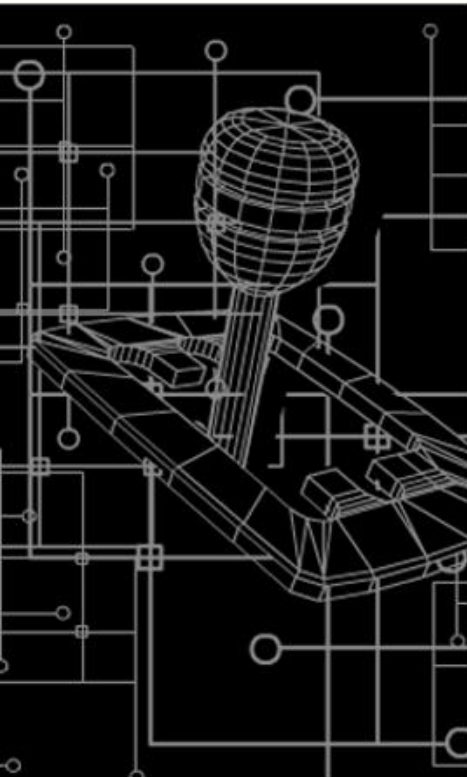




SHIFT

communications



The Social Media Newsroom Template

Spring 2007



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From One-To-Many to One-Of-Many

- **The Web is now “for everyone, by everyone.”**
- **Web 2.0 tools like social bookmarks, blogs, etc., have made it easy for people to research, create, publish, share and respond – with each other & with brands.**
- **Corporations are eager to participate... but are still evolving from a broadcast-oriented, *one-to-many* paradigm, towards a model in which they adapt to a new reality: their voice is just *one-of-many*.**
 - Companies are accustomed to speaking to people through the filters of traditional communication channels (mainstream media, PR, advertising, direct mail).
 - It will take several years for traditional corporations to engage with their stakeholders thoroughly, consistently, directly and without fear.
- **The “Social Media Newsroom” template is intended to get companies thinking about how to present themselves to broader audiences; to motivate greater participation and openness; and potentially boost organic website SEO.**
 - In part it is also intended to both “microchunk” news content and make most elements “subscribable,” so visitors can readily pick-and-choose, receive-and-share *only* those content aspects that are *relevant* to them, as individuals.
 - Although “conversation is king,” we recognize that companies exist to make money. It will be important to strike a balance between reaching the masses (i.e., through SEO) and reaching individuals through conversation.

What It Is – What It's Not

- **It's a template. "Templates" are merely guides; a "getting started" point – this template is not intended nor offered as a "rulebook."**
 - People get busy. They have good intentions but need a li'l push. So, here ya go.
 - Per the Social Media Club: "If you get it, share it."
 - Thoughtful feedback will be embraced.
- **Creating a Social Media Newsroom does not mean you get to check-off the Social Media check-box.**
 - Social Media demands on-going interaction: you need to be actively participating with the people who may care about your brand; a Social Media Newsroom won't do the job for you.
 - We believe that even if you don't "get" Social Media just yet, exploring the tools could lead to an epiphany about the concepts, and we offer up this template as one such tool worth exploring.
- **Neither a Social Media News Release nor a Social Media Newsroom are intended for any one specific audience.**
 - They are intended to meet the needs of *people* – journalists, bloggers & laypeople.
- **Neither a Social Media News Release nor a Social Media Newsroom are capable of correcting bad PR practices.**

Housekeeping Before We Get Started...

- The following slides briefly describe the template's key features & functions.
- The template consists of 3 main sections: the **CENTER**, **LEFT-NAV** and **RIGHT-NAV**; each element described in the following slides is described within their corresponding sections.
- In most cases we will explain our rationale for specific features.
- Where we expect some questions, or wish to motivate conversation about specific items, we'll use the term "Challenge:" to raise the red flag.
- Yes, this presentation is far too wordy: we figure it's better to over-explain.
- If you care to respond, here are some suggestions, data points & contact info:
 - We're tagging this effort "socialmedianewsroom" for Technorati purposes; if you do the same in your blog, it'll help keep the dialogue cohesive.
 - SHIFT's blog, where the template was announced, is at <http://www.pr-squared.com>.
 - Other resources are listed at the end of this presentation.
 - My email is tdefren@shiftcomm.com.

We Owe You

The Social Media Newsroom template is a product of many people's hard work.

- We'd specifically point to Ogilvy's Rohit Bhargava's pioneering work on [Social Media Optimization](#): a philosophical inspiration for the Social Media Newsroom template.
- We'd also point to hardcore evangelists such as [/Message's Stowe Boyd](#) – his well-documented cynicism about the ability of corporations, marketers and PR pros to understand Social Media continually forces us to ask: are we doing the right things, for the right reasons, for the right people?
- Other inspirations include [Chris Heuer](#), [Brian Solis](#), [Tom Foremski](#), [Shel Holtz](#), [Jeremiah Owyang](#), [Lee Odden](#), [Ryan Anderson](#), [Shannon Whitley](#), [Brian Oberkirch](#) and [Dr. Tony Hung](#), among many others too numerous to count. Our thanks to all.

Social Media Newsroom Template

Company Logo

Description:
News about company and its role in the XYZ industry

News

Company Site

Web

Search:

FIND IT!

Executive Corner

Links to biography, speaker history, **Linked in** profile

Links to biography, speaker history, **Linked in** profile

Subscribe for updates on executive activity by [RSS](#), [e-mail](#)

Media Coverage

Excerpt and [link](#) to media coverage

Technorati this
 Save this
 E-mail this

Excerpt and [link](#) to media coverage

Technorati this
 Save this
 E-mail this

Excerpt and [link](#) to media coverage

Technorati this
 Save this
 E-mail this

Subscribe for media coverage updates by [RSS](#), [e-mail](#)

PR Contact Information

Contact Name

Click here to request an interview

Multimedia Gallery

Previews and links to download embeddable versions of company logo, executive pictures, product shots, podcasts, videos, etc.

Terms of Use

News Releases

Meld News + Blog:
Each release hosted on a separate page (permalink). Moderated comments and trackbacks allowed on individual release "micro" sites

Headline, excerpt and [link](#)

Technorati this
 Save this
 E-mail this

Headline, excerpt and [link](#)

Technorati this
 Save this
 E-mail this

Headline, excerpt and [link](#)

Technorati this
 Save this
 E-mail this

Subscribe for company news updates by [RSS](#), [email](#)

Tag Cloud

Relevant terms about company, industry, products, executives, speeches and competition. Also, tags related to individual press releases and media coverage

del.icio.us Accounts

RSS SUBSCRIBE

del.icio.us/company

RSS SUBSCRIBE

del.icio.us/industry

RSS SUBSCRIBE

del.icio.us/competition

RSS SUBSCRIBE

del.icio.us/misc.

Schedule

Upcoming tradeshow appearance(s), link(s)

E-mail this

Subscribe for company event updates by [RSS](#), [email](#)

RSS Feeds (OPML)

Corporate bloggers and vloggers
Pictures
Profiles
Excerpts

RSS

SUBSCRIBE

Subscribe to all company updates

Storyline Syndicator

What We're Reading...

Blogs
Mainstream media links

co.mments

Explaining the Elements of the Social Media Newsroom

CENTER SECTION

- **Description:** A Google-friendly (organic SEO), basic description of the site.

Description:

News about company and its role in the XYZ industry



Search:

- **Search:** Make it easy to search for info, specific to the newsroom, the corporate site, or the WWW.

Challenge: *“Won’t a WWW search send people away from our website?”*

- Yes, but, if they want to leave, why wouldn’t you help them? Also, all current browsers are now tabbed, increasing the likelihood that visitors’ departures are temporary (i.e., they are likely gathering info based on content at your site).

Explaining the Elements of the Social Media Newsroom

CENTER SECTION, ctd.

- **News Releases:** The Social Media Newsroom is a landing page that guides visitors to more extensive content on dedicated interior pages.

Note: Design the site to enable easy content access, regardless of browser or machine type...avoid content that may be annoying or invasive to visitors.

- Each news release in this section is listed by headline (and excerpt) – *clicking on a release leads to a permalinked microsite dedicated to each individual release.*
- To the left of each news release headline in the newsroom is a preview (e.g., Flickr photostream) of any multimedia assets affiliated with the release, such as product pictures or executive photos. If no multimedia is available, a standard logo jpeg is appropriate here.
- At the news release-specific microsite, moderated comments and trackbacks are enabled so people can comment, question and participate in conversations with the company's representatives and each other.

News Releases

Meld News + Blog:
Each release hosted on a separate page (permalink). Moderated comments and trackbacks allowed on individual release "micro" sites

	Headline, excerpt and link			
	Headline, excerpt and link			
	Headline, excerpt and link			

for company news updates by [RSS](#), [email](#)

Explaining the Elements of the Social Media Newsroom

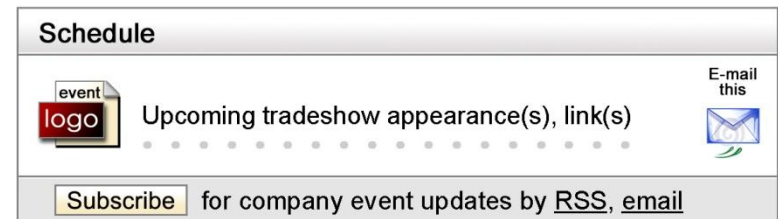
CENTER SECTION, ctd.

• News Releases, ctd.:

- Enabling trackbacks also shows [linklove](#) to bloggers, and exposes their writing to much broader audiences (subtly “sanctioned” by the brand).

Challenge: *“Let the lunatics into the asylum? This will be a bear for large companies – have you ever read the stock message boards?”*

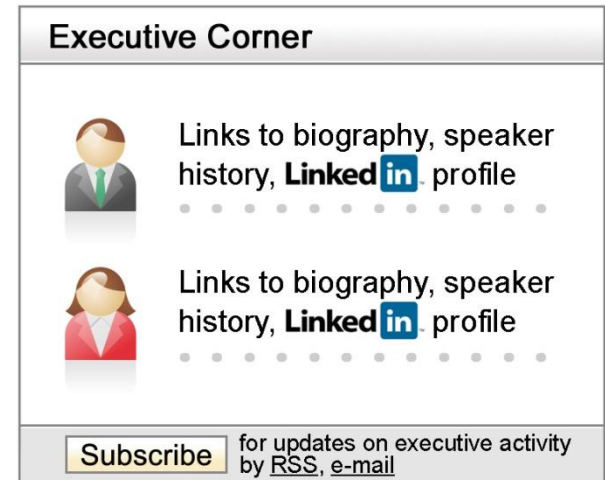
- **Note:** *moderated* comments/trackbacks. Hard work? Yup. Essential? Yup.
- Many companies issue releases that are not very newsworthy; perhaps the burden of moderating comments on “fluffy” issues will make marketers think twice about producing news releases that do not contain germane news content?
- As with the Media Coverage section, allow visitors to SAVE (del.icio.us), EMAIL or “TECHNORATI THIS” each news release.
- **Schedule:** Use this area to tell visitors where the company’s products or executives will be appearing, i.e., at industry events and forums. The official logos of the individual events should be included. As in the case of the “Media Coverage” and “News Releases” sections, the “Schedule” section should provide options to subscribe to updates via RSS or email. Each citation should also include a link to the official website/host of the event.



Explaining the Elements of the Social Media Newsroom

LEFT-NAV

- **Executive Corner:** Official photos of company executives, along with each exec's brief biography and speaker history should be previewed in this section. As with the "News Release" section, the majority of the content should be stored on permalinked microsites, in case visitors want to research or discuss an individual exec outside the site (in blogs, etc.).
 - The speaker history is helpful for industry event managers to find and approach knowledgeable, experienced speakers. Listing the execs' speaking history is an underutilized way to boost SEO and increase awareness of each executive's expertise.
 - Include options to subscribe (RSS/email) to individual executives' profiles. This will come in handy if a visitor is keen to keep track of an executive's speaking schedule, e.g., "I want to know when the CEO is going to be appearing in Boston, so I can be sure to attend that event."
 - Also consider including a link to each executive's LinkedIn profile, if they are a member of this professional social networking site.



Explaining the Elements of the Social Media Newsroom

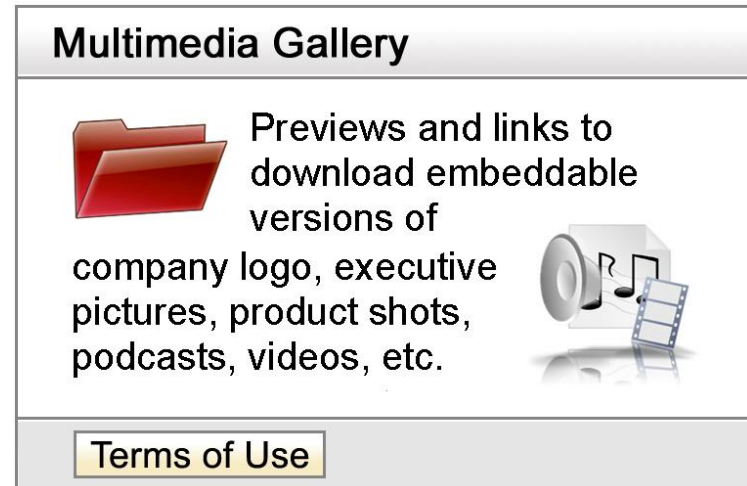
LEFT-NAV, ctd.

- **Multimedia Gallery:** This is the preview pane for all multimedia assets related to the company – i.e., product photos, executive photos, video demos (including “embed” code), logo files, etc.

- Each multimedia asset should be tagged for easy “findability.”
- Each multimedia asset should be accompanied by an “Email This” link.

The goal is to empower users to easily download, use, and share the company’s official content.

- The “Terms of Use” section may be necessary for some companies, to ensure copyright protections and/or to minimize “brand dilution.”
 - Not every company is open to seeing their logos appear online somewhere with devil-horns, new color schemes, etc. – but the smart ones embrace such user-generated content, viewing it as “brand augmentation!”



Explaining the Elements of the Social Media Newsroom

LEFT-NAV, ctd.



- **Del.icio.us Accounts:** Companies can use social bookmarking accounts to track and comment on news and posts impacting their brand or industry. It is important to not merely bookmark the news, but to also attempt a 1 – 3 sentence “response” to most entries.



- While time-consuming, this is an effective means to “open up” to visitors who care about the company’s perspectives on daily news.
- Companies can use just one del.icio.us account but may opt to standardize the use of tags, e.g., “del.icio.us/companyname/industrynews.” Visitors can subscribe to the “entire” del.icio.us account or to individual tags (i.e., they may only want to know what’s saved under a “competition” tag).
- Note: del.icio.us only allows subscriptions via RSS; email is not an option.

Explaining the Elements of the Social Media Newsroom

LEFT-NAV, ctd.

- **Subscribe to All Company Updates:** The Social Media Newsroom template is notable in part for its recognition that “microchunking” different data sets allows users to receive updates to any data they want – but, some visitors will want to know about every company update. This RSS feed aggregates all the other feeds found on the page. (An email option should also be considered.)A rectangular button with a light gray background and a thin border. On the left is an orange RSS icon. To its right, the text "Subscribe to all company updates" is written in a black sans-serif font.
- **Storyline Syndicator:** Perhaps the most interesting (and potentially controversial) aspect of the Social Media Newsroom is the *Storyline Syndicator* function. Essentially this badge links to a password-protected microsite where the company posts story ideas (about company or industry) for journalists and top bloggers.A rectangular button with a light gray background and a thin border. The text "Storyline Syndicator" is centered in a black sans-serif font.
- Instead of being endlessly pitched by PR professionals (“push”), the *Storyline Syndicator* alerts media to new story ideas, which they can check on at their leisure (“pull”). Essentially we are espousing a “private feed” – the badge on the public newsroom site merely suggests its availability to the media; they would need to contact the PR reps for password access.

Explaining the Elements of the Social Media Newsroom

LEFT-NAV, ctd.

- **Storyline Syndicator, ctd.:**



Challenge: *“Are you using the Storyline Syndicator to put PR people out of work?”*

- *Not at all. The Storyline Syndicator does not remove the need for PR people to do good PR, i.e., to cultivate and maintain high-value relationships with their top media contacts. Top-tier media will very likely want exclusive story ideas and fodder that would not be made available at this catch-all site. The Storyline Syndicator would be more appropriate for trend story ideas than company-specific features.*

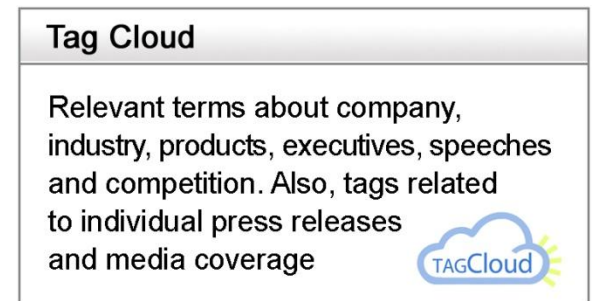
Challenge: *“Why limit access to so-called ‘credentialed’ media? Why isn’t it open to all comers?”*

- While it may not seem “social media savvy” to create content barriers, the fact remains that most companies live in a competitive world. The story concepts found within the *Storyline Syndicator*, while general in nature, may contain nuggets of data or ideas that *could* preview the company’s longer-term vision or product plans.

Explaining the Elements of the Social Media Newsroom

RIGHT-NAV

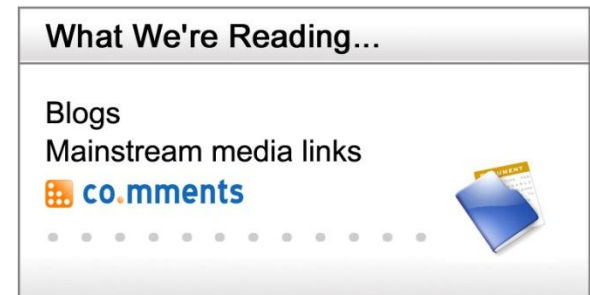
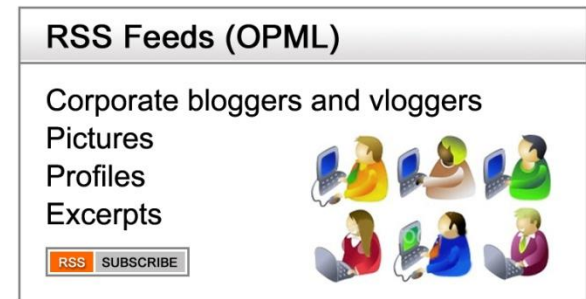
- **Contacts:** It should be easy for visitors to figure out whom to contact if they want more information. Provide as much contact info as possible, including phone, email, IM. It's also a great idea if you can include "presence" here, i.e., "I'm Online Now."
- **Tagcloud:** The [tagcloud](#) in the Social Media Newsroom contains the keywords/phrases applicable to the content found on (or linked to) the news of the company, and only link to content within the website. Think of it as "visual search terms."



Explaining the Elements of the Social Media Newsroom

RIGHT-NAV, ctd.

- **RSS Feeds (OPML)**: This section is meant to highlight the company's in-house bloggers/vloggers. Consider posting their pictures, a brief profile (“Joe is a systems analyst in the Chicago office who’s been with us since 2002.”), and options for RSS/email subscriptions to each blog.
- **“What We’re Reading”**: Similar to a [blogroll](#), this section includes up-to-date links to the mainstream media articles and/or external blogs (or blog posts) that the newsroom hosts feel are relevant to the company or industry. This section also includes a [“co.mments”](#) feed, so visitors to the newsroom also see how corporate representatives are interacting in the wider blogosphere.
 - A side-benefit to this strategy is that the “brand equity” of the company is lent to the linked-to external bloggers (“[linklove](#)”), which brings to these writers increased Technorati rankings and exposure. It’s a boon to the blogger or journalist, but certainly does *not* guarantee better “coverage” from them in the future.



Other Resources

While all of the blogs linked on Slide #5 are worth your time, these sites/resources/blogs are frequently devoted to topics of Web strategy, SEO, practical applications of Social Media, etc.

- [SHIFT's Social Media News Release Template](#)
- [SHIFT's PR 2.0 Guidebook](#)
- [SHIFT's Website](#)
- [SHIFT's Blog \(PR-Squared\)](#)
- [Rohit Bhargava's Blog \(Influential Interactive Marketing\)](#)
- [Lee Odden's Blog \(TopRank\)](#)
- [Social Media Club](#)
- [Brian Solis' Blog \(PR 2.0\)](#)
- [Jeremiah Owyang's blog \(Web Strategy\)](#)
- [PRX Builder](#)