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2013 OPPORTUNITY FINANCE NETWORK
ANNUAL CONFERENCE
PHILADELPHIA, PA • OCT. 15-18, 2013

PR & Social Media: Kissing Cousins

Stefanie Arck, OFN | Jess Brooks, Boston Community Capital
Blair Kahora, Buchanan PR | Bob Sullivan, Freelance Reporter
October 17, 2013

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PR & Social Media: Kissing Cousins

★ Session Overview

- Part 1: Why Kissing Cousins?
 - Similarities
 - Differences
 - Learnings
- Part 2: Expert Panel
 - Bob Sullivan: Freelance reporter, formerly with NBC News
 - Blair Kahora: Buchanan PR
 - Jess Brooks: Boston Community Capital
- Part 3: Q & A

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Why Kissing Cousins?

- ★ How alike?
 - Used to meet similar goals:
 - Reach external/ new audiences
 - Raise awareness/generate interest
 - Develop relationships
- ★ How not alike?
 - PR has traditionally been a one-way communication vehicle
 - People see PR as a way to speak **at** and not **with** someone
 - Social media is interactive—encourage “liking,” commenting, sharing
 - Length/tone/call to action

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Why Kissing Cousins?

- ★ **Lesson: Use your PR to open a dialogue, just like social media!**

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4 Esses of Social Media... for PR

- ★ Use these social media practices to secure breakout PR:
 - Short (pitches)
 - Simple (easy to understand, no jargon/acronyms)
 - Stories (heartbreaking/heartwarming/relatable)
 - Stats (the more interesting/crazy/substantive, the better)

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Don't Forget

- ★ Digital releases are a good hybrid (less copy, more content)
- ★ Customize your outreach: listen/respond, don't broadcast, you don't like spam nor do reporters
- ★ 2 way communication (HARO, ProfNet)
- ★ Still about relationships

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Panel Discussion

- ★ **Jess Brooks:** Senior Vice President of Development & Communications, Boston Community Capital
- ★ **Blair Kahora:** Account Supervisor, Buchanan PR
- ★ **Bob Sullivan:** Freelance reporter, formerly with NBC News

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