PR & Social Media: Kissing Cousins

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★ 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
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

Lesson: Use your PR to open a dialogue, just like social media!
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)
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

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