

PRNews presents

DIGITAL PR GUIDEBOOK

 **Access
Intelligence**

Published by PR News Press | www.prnewsonline.com

PRNews

Guidebook Editor & PR News Editor:
Courtney Barnes, 212.621.4986; cbarnes@accessintel.com

PR News VP/Group Publisher: Diane Schwartz,
301.354.1761, dschwartz@accessintel.com

Group Editor: Iris Dorbian
idorbian@accessintel.com, 212.621.4670

Managing Editor: Greer Jonas,
gjonas@accessintel.com, 212.621.4876

Director of Marketing Comms: Amy Jefferies,
301.354.1699, ajjefferies@accessintel.com

Director of Circulation Marketing:
Carol Bray, 301.354.1763, cbray@accessintel.com

Associate Art Director: Dmitry Ekzarkhov

Division President: Heather Farley

President & CEO: Don Pazour

PR News ADVISORY BOARD

Ned Barnett — Barnett Marketing Communications

Carol Cone — Cone Inc

Peter Debreceny — Allstate

Mike Herman — Epley Associates

Anne Isenhower — American Cancer Society

Jim Lukaszewski — Lukaszewski Group

Mike Paul — MGP & Associates PR

Deborah Radman — CKPR

Gerald S. Schwartz — G.S. Schwartz & Co.

Helene Solomon — Solomon McCown & Co.

Mark Weiner — Ketchum

PR News BOARD OF CONTRIBUTORS

Andy Gilman — CommCore Consulting

Angie Jeffrey — VMS

Bruce Jeffries-Fox — Jeffries-Fox Associates

Richard Laermer — RLM Public Relations

Richard Levick — Levick Strategic Comms

Katie Paine — KDPaine & Partners

Rodger Roesser — Justice & Young

Lou Thompson — National Investor Relations Institute

Reid Walker — Honeywell

Article Reprints: 800.707.5814;
Clientservices@accessintel.com

For photocopy or reuse requests:
800.772.3350 or info@copyright.com



PR News is published weekly by Access Intelligence, LLC
4 Choke Cherry Road, Second Floor,
Rockville, MD 20850 USA 888.707.5814
www.pnewsonline.com

E-mail: clientservices@accessintel.com

New York Editorial Office:

110 William St., 11th Floor, New York, NY 10038

Phone: 212.621.4986; Fax: 212.621.4879

Subscription/Renewal Coupon

I want to subscribe to PR News for \$697 a year and receive 48 issues plus full access to the online Article Archives.
Fax this coupon to 301.309.3847 or email information to clientservices@accessintel.com.

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____

ZIP: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

For subscribers only: full access to PR News article archives at www.pnewsonline.com

Payment information: Attention: MD, CO, WI customers, please add appropriate sales tax to your payment.

Bill my: VISA MASTERCARD AMEX DISCOVER

Card Number: _____

Amount: _____

Signature: _____

Expiration Date: _____

Please Print Name on the card: _____

LETTER FROM THE EDITOR



Dear Reader,

The age of digital communications has matured past its infancy, having reached milestones well beyond its years, and what a growth spurt it's been. From a mere five years ago — when e-mail communications was a no-brainer and blog volume was barely above a whisper — to now, PR professionals have had quite a job of keeping up with constant changes and opportunities in online communications.

But hope is not lost, as there are a growing number of exemplar communications programs that have harnessed the power of digital platforms in innovative ways. Take IBM and its use of online “Jam Sessions” to engage employees and customers alike, or Philips Electronics’ adoption of video-gaming technology to train employees and foster an internal culture of teamwork. Then there’s Southwest Airlines’ pervasive success with the “anarchic,” consumer-generated content of blogs and online video platforms like YouTube.

These examples are just a taste of the leading communications strategies you’ll find in the pages of the first-ever *PR News* Digital PR Guidebook. Our editors culled information from all corners of cyberspace — and from the minds of its top visionaries — to offer you and your team the most comprehensive roadmap of digital communications best practices and strategies. And no region — from the Wild West of social networks like Second Life and MySpace to the mathematical jungle of new media measurement — will be left unexplored.

We’d like to thank all our loyal friends of *PR News* who contributed to this first annual Digital PR guidebook. I welcome your thoughts on the topics explored in this book, and hope that you find this guidebook exceeds your expectations.

Sincerely,

Courtney Barnes
Editor, *PR News*
cbarnes@accessintel.com

TABLE OF CONTENTS

Chapter 1: Research

Researching Podcasts: A How-To Roadmap	3
Digital Media Platforms: Is PR Still Behind the Times?	4
Media Relations: The Beat Goes On Whether PR Pros Are Online or Not	6
Researching Your Digital Risk Factors	8
Blogosphere Research	10
Digital Risk Research	12
E-mail Research	13
Social Networking Research	14

Chapter 2: Internal Digital Communications

Will the Real Super Mario Bros Please Stand Up?	23
Implementing New Media Tactics to Reach Internal Audiences	26
How to Achieve E-Mail Efficiency in Five Easy Steps	28
How to Manage the 'Virtual Worker' Phenomenon	29

Chapter 3: Digital Media Relations

Online Newsrooms: Building Effective Sites from the Ground Up	35
Writing An E-Mail Subject Line That Will Get Your Message Read	38
How to Build a Multimedia Press Release	40
Beyond the Press Release	42
Gathering Listener Feedback for a Podcast	44
Media Relations Via Video Scores Online PR Success	45
Crafting Your Message in the Digital Media World	47
Ninemillion.org and Nike Save The World One Child At A Time	49

Chapter 4: Search Engine Marketing & Optimization

The Sky Is Falling! The Sky Is Falling! Reputation Opportunities and Risks with SEO	57
Gone to (Google) Hell: Resurrecting a Reputation with the Devil's in the Digital	60
How to Optimize a Press Release for Online Searches	63

Chapter 5: Stakeholder Engagement

How to Start a 'Jam' at Your Organization	69
Web 2.0 Cynics Learn to Harness Its Power While Exploring Its Myths	71
Wooing Gen Y: Recruiting/Retaining Recent Grads Isn't Child's Play	73
Managing Risk, Maximizing Results: Video Rocks Traditional PR	75
Mouthing Off: Customer Evangelism Takes on New Media	78
How to Create a Podcast Worth Downloading (And Worth Doing It at All)	80
Six Degrees of Separation: The Keys to Leveraging Business Networks Online	82

Chapter 6: The Blogosphere

How to Manage Media Relations When the 'Journalist' Is a Blogger	89
The Basics of Monitoring Your Space	91
Corporate Blogs: Take a Long Look Before You Leap	92
How to Stay Engaged with the Blogosphere	94
How to Pitch a Blog	96
Ethics and Employee Blogging: The Science Beneath the Art	97
The Blogosphere's Golden Boy Schools PR on Digital's Inside Track	98
Video Blogging to Build Brand Reputation	100
A Virtual Omnipresent Enemy: Defending Clients Against Internet Blog Attacks	102
How to Get Your Blog Running	105
Social Media: Finding and Engaging Your Best Influencers	107

Chapter 7: Digital Video

Video 2.0: Content and Context	113
--------------------------------------	-----

Chapter 8: Social Media Networks

How to Compete in Social Media Networking and Gain a Competitive Advantage	127
Reaping the Business Benefits of Social Media	129
Communicating in an Alternate Reality: Second Life Paves the Way	132
Online Communities: PR Exec I.S.O. Friendship, New Business	134
How to Harness the Power of YouTube - Without Being the Butt of Jokes	136
War of the Wikis: Online Democracy Takes PR by Storm, But Is It Ready?	138
Mobile Social Networking - What It Is, and How To Use It	141
Managing Crises with Links and Pings: How Social Media Tools Can Help	143
Managing Risk, Maximizing Results: Video Meets Social Media	145
Brand Aids: How to Launch Your Brand into Cyberspace	148
Tips for Building a Social Networking Brand	150

Chapter 9: Digital Integration

Knights of the Roundtable: PR Pros Take on Digital Integration	157
Integrated Campaigns: Adding Digital Makes a Difference	158
Do the Twist: How Mashups Might Change Communications	160
I'll Meet You at the Blog ... and Other New Rules of Engagement	162

Chapter 10: Digital Measurement

Measurement Metrics: Maximizing Online Communication with a Cyber Toolbox	169
Rise of New Media and Integrated Marketing Challenge Measurement	171
New Rulers Meet Old Eyeballs: Quantifying Media in a Digital World	173
Media Measurement: Technology's Emerging Role	176
A Primer in Internet Audience Measurement	178
Planning and Managing an Integrated Global Media Monitoring Program	185
The Cyber-Asylum: Measuring Online Influencers	187