



AMPLIFY PR IMPACT WITH **SOCIAL**

A  TRENDKITE PR Playbook

Intro

You work really hard to earn high-quality media mentions, but after an initial jolt at launch, news tends to slip down the search rankings until it's buried. And that content is too valuable to let sink into the Google abyss! According to a Forbes survey, 85% of consumers said articles, reviews, blogs, and videos by experts were the most influential online media when considering a purchase. These hard earned PR mentions need an evergreen strategy behind them!

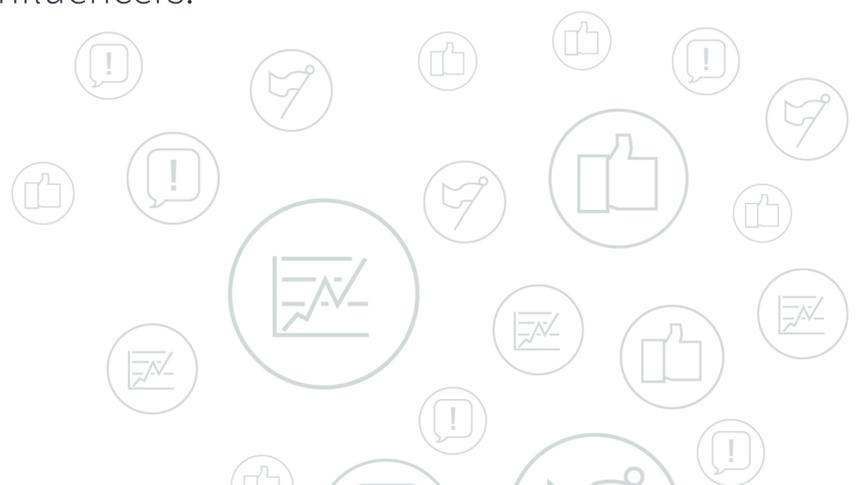
So, what are some of the best PR pros doing to keep high-value media mentions evergreen? By leveraging the impact of social amplification, the modern PR pro is strategically involved in their company's social media planning.



Situation

Social strategy, once thought of as the domain of the social media intern, is now a core way of amplifying your earned media efforts. At the most basic, brands will immediately share any positive or relevant media mentions on all of their social channels, which is great, but only a first step. People don't always react to or notice every article in their feed, which is why one-and-done isn't a good strategy for social. And as a leading creator of original content, PR needs to lean in.

For this playbook, we define social media amplification as the act of sharing your content, either through organic or paid engagement, within social marketing channels. The amplification part comes in by getting your content promoted (amplified) through employees, customers, industry partners, fans, and influencers.



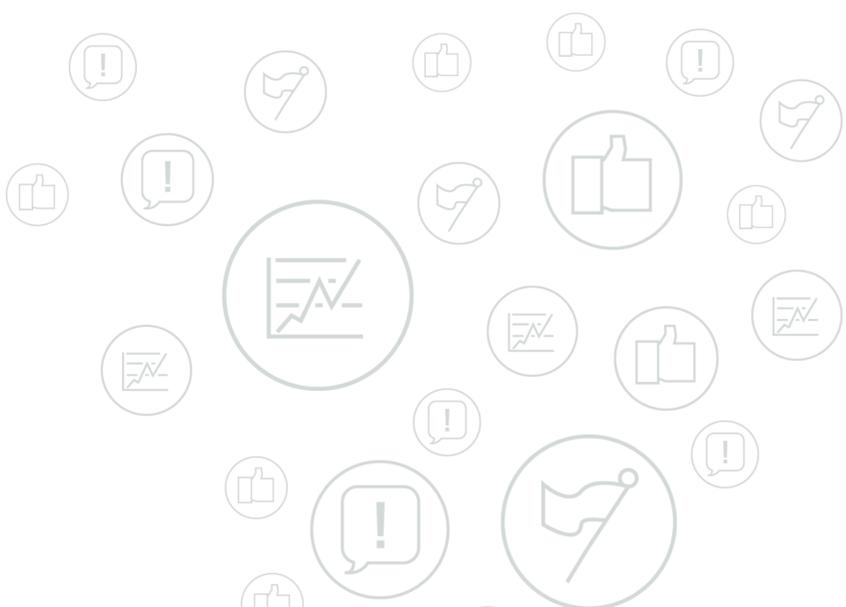
Preparation

Before you run the play, organize and gather the right equipment. In this case, a deep dive into your social media mentions that resonate best with your audience. Answer the questions: which garnered the most social shares? Or which had the most quality audience engagement?

Go a step beyond your earned media; set up searches for your competitors' mentions and include industry news. Not only will this give you a stronger understanding of what works best for social amplification but this can also give you a better idea of which publications you should target and journalists you need to include.



There are several free tools that can give you a running start. Even Google News uses social engagement in ranking stories, so leveraging the first several results gives you a strong idea of what is top content. But it's important to recognize that social listening tools aren't designed to measure the social amplification of PR, so find ways, like TrendKite, to measure how your PR and earned media interact with social.



A tool tip for TrendKite users: there are two important tools to implement with your team.

TrendKite Alerts

First, an organized and automatic way to see your media mentions, TrendKite Alerts. A mix up proprietary search and filtering algorithms that go beyond the limited functionality of Google Alerts, TrendKite Alerts deliver relevant news about your brand. They can be set up for daily mentions, breaking news, snapshot and team alerts for your brand, industry, competitors and anything else that's important to your PR efforts.

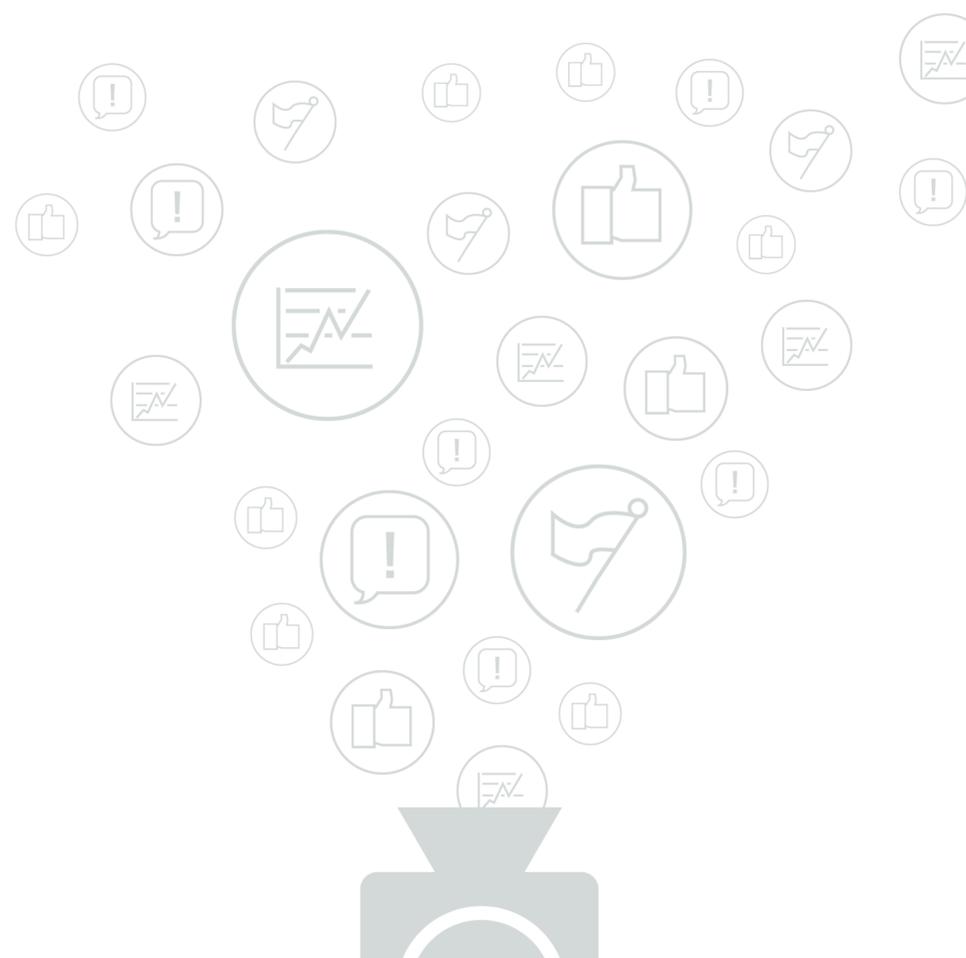
TrendKite Newsletter

Second, integrate a way to curate impactful articles you will want socially amplified by your team into your regular workflow. With TrendKite Newsletter, you (and your chosen recipients) can stay on top of impactful brand coverage, industry trends, and competitive developments. Not only will a curated newsletter help to generate awareness of valuable media mentions, it also gives the team insight into your PR efforts with in-depth PR metrics like SEO impact, article impact, sentiment, and social shares.

And don't forget about the social media amplification module within your dashboard, which shows you how many times your PR coverage has been shared socially, and across which social channels. This doesn't replace your social listening or social organization tools but it does give you the PR-driven perspective on social media shares.

We make the assumption that your team is already using a social media scheduling tool, but if you're looking for a strong contender, Buffer and Hootsuite are great low-cost/no-cost tools, and Spredfast and Oktopost are a couple of our favorite enterprise level tools. Social amplification is an incredible way to keep your media mentions evergreen but you need a tools to organize your posts or you'll never be able to wrap your head around execution.

Now, let's talk about the strategies behind social media amplification.



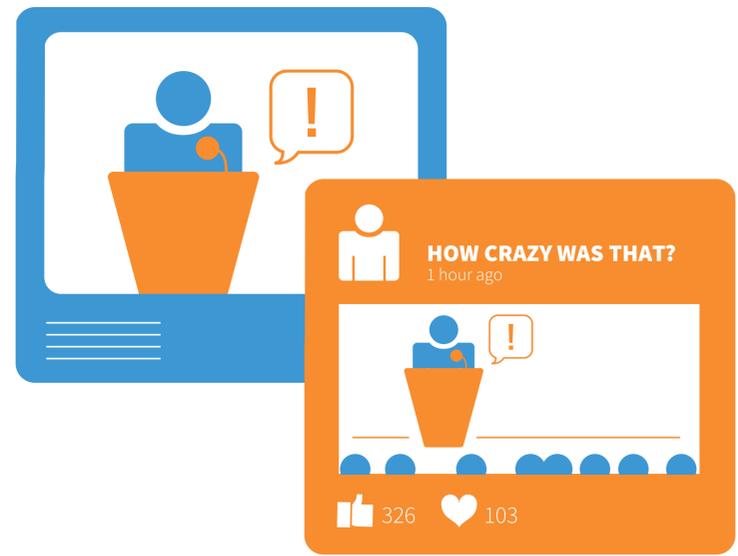
Run the Play

Same Story / Different Angle

Formulate a plan to share your positive mentions multiple times on all the channels that work for your brand. Switch up the headline, use different quotes, and/or add impactful images. (Tweets with images receive [150% more retweets](#) than tweets without images.) Outside of your appointed social media influencers, it is also important to encourage your employees, customers, industry influencers, and others to share, engage with, and re-post your good news.

Promote Earned Media

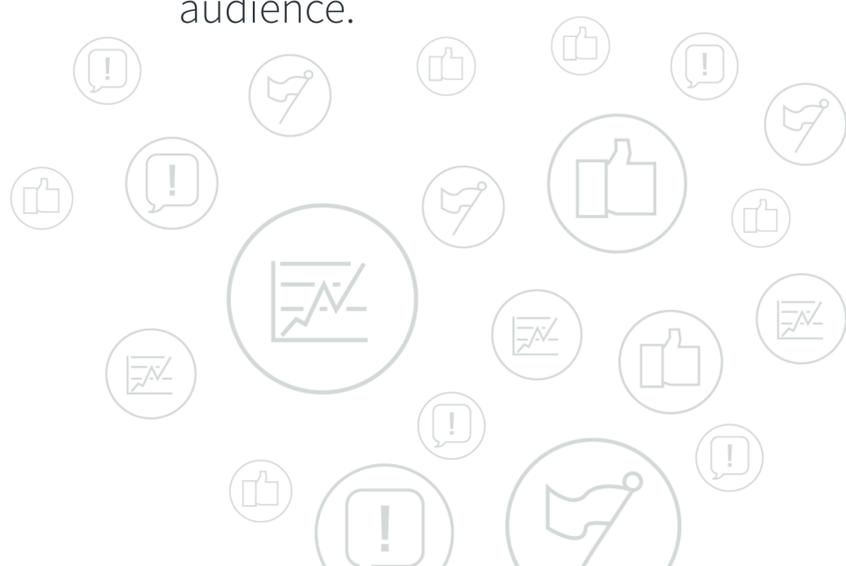
This one is certainly the most obvious, but it is important to understand why it is so effective. Your social media followers are an audience of people who have some interest in your company, product category or industry. They are also likely to be able to influence buying decisions related to your products and services. Putting positive press mentions directly in front of them can tilt those decisions in your favor. An important responsibility of PR practitioners is to grow and nurture these communities and create channels to ensure that your earned media is seen and shared by your most important audience.



Connect Your Messages to Current Topics

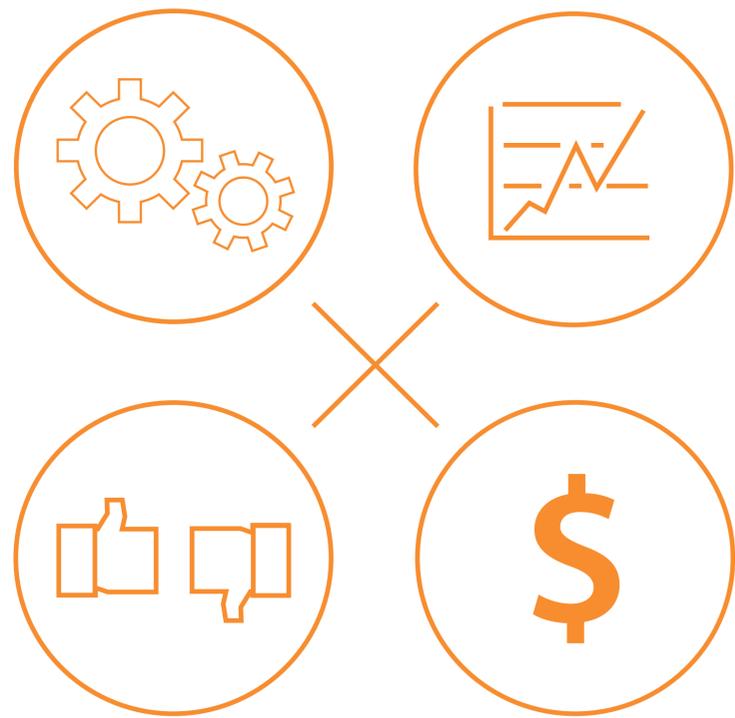
Or [newsjacking!](#) This one takes more spontaneity than other social media amplification strategies, but it's incredibly effective. Before the rise of social media, when a relevant news story broke, PR pros would make calls or send emails to their lists of reporters to let them know that a brand representative was available for comment. These days, there is no need to wait for press interest to add the brand's voice to the conversation. By leveraging trending topics, you can run the newsjacking play to benefit from a rising story. As a result, posting insightful, relevant thoughts from your arsenal of content will attract the attention of reporters.

One last thing, a valuable stat to remember: after three days, on all social networks, the number of shares of a given piece of content [dropped at least 96%](#). If you're looking at when the bulk of impressions occur, [the half-life of a tweet is only about 30 minutes](#). So, don't be afraid to post and repost your PR content several times. As long as it's relevant, valuable content is valuable content.

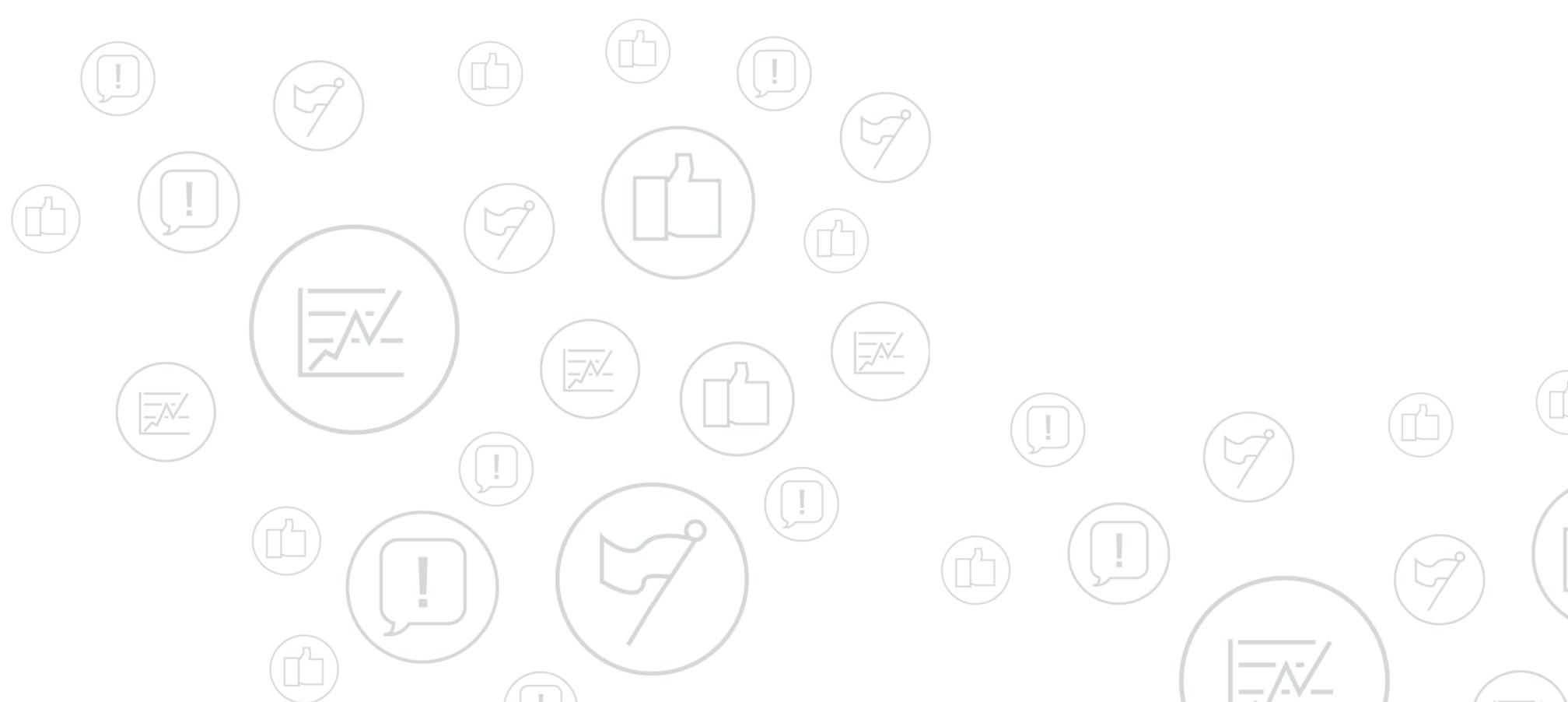
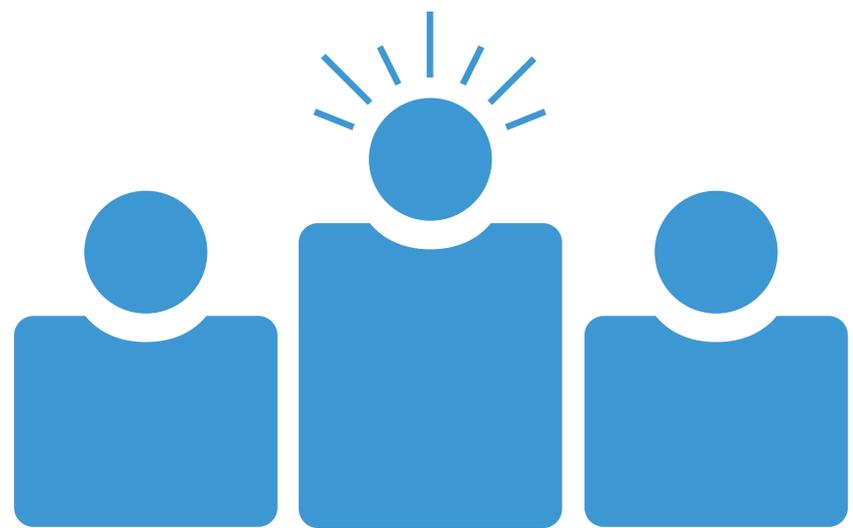


Desired Outcomes

One of the most appealing aspects of social media amplification is the ability to precisely measure its impact. With the PR measurement tools, you can see exactly how many times an earned media mention is shared on each of the networks that are important to your brand. You can determine which publications and authors ensure your content performs best and which drive the most engagement from your target audience.



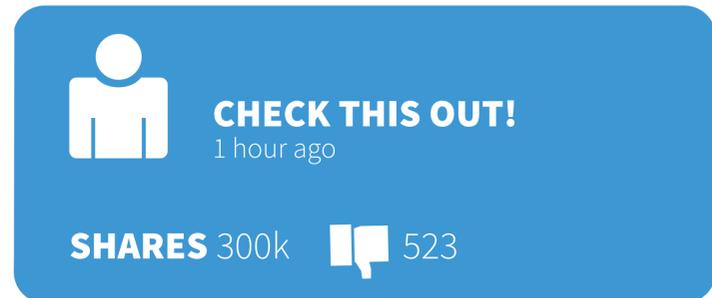
You can quickly determine what kind of content tends to be viewed and shared by your followers and understand the messages that resonates the most. This data helps you hone in on exactly what will have the greatest impact so you can concentrate your content development and media outreach efforts. And understand what is best for social media amplification.



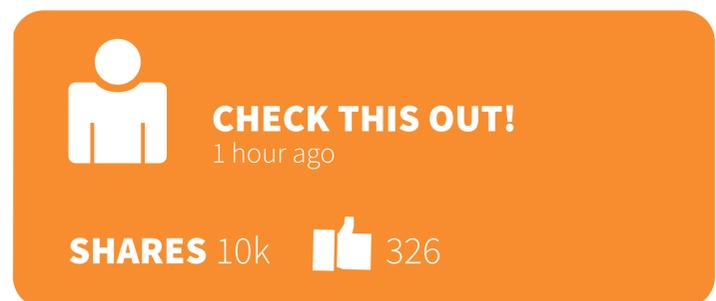
Conclusion

Don't measure outputs, measure outcomes.

In pure social media strategy, there tends to be a strong focus on measuring output. But with social amplification for PR, the most important piece is to measure the outcome. We're talking quality over quantity. If you are looking to better leverage your media mentions and keep them evergreen, state that from the beginning. The reason you are running this play is because you saw strong engagement when the article first launched. And as content loses steam or relevance, it will lose its place in your arsenal. Keep perspective of what you want to accomplish and this will help you measure the success of running the social amplification play.



A blue rounded rectangular card representing a social media post. It features a white person icon on the left. To the right of the icon, the text reads "CHECK THIS OUT!" in bold white uppercase letters, with "1 hour ago" in smaller white text below it. At the bottom of the card, the text "SHARES 300k" is displayed in white, followed by a white comment icon and the number "523".



An orange rounded rectangular card representing a social media post. It features a white person icon on the left. To the right of the icon, the text reads "CHECK THIS OUT!" in bold white uppercase letters, with "1 hour ago" in smaller white text below it. At the bottom of the card, the text "SHARES 10k" is displayed in white, followed by a white thumbs-up icon and the number "326".



Learn More About TRENDKITE

See how TrendKite can help you strategize and analyze your social amplification strategy

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