

Chapter 1 : Public Relations and blogging: A match made in heaven?

I have this basic public relations checklist for when I write blogger outreach emails. I don't use it to be sly or in any way to automate my writing, but I use just to make sure I don't miss any essential parts.

By writing in a style that reflects your personality, along with your expertise in the industry, journalists will consider you to be an industry expert. As competition for available media coverage tightens in a sea of press releases and attention stealing publicity stunts, it is harder than ever for a business to gain much needed publicity. A business person is often at a complete loss as to how to get media coverage of a worthwhile business story. Getting someone to hear the message is half the battle. Having the members of the media consider it newsworthy is the other half. Somewhere, there must be another vehicle that can gain the attention of an already swamped news editor. Help for the publicity seeking business person has arrived in the form of the blog. A growing number of journalists and news editors are reading blogs on a daily basis to find new and interesting story ideas. Often faster and more efficient than reading press releases, blog entries are likely to yield targeted short and feature article material. When teamed with an RSS news feed, which employs the same technology as stock market and weather forecasts, a blog can provide an instant pipeline directly to interested media outlets. Blogs provide a unique and personal way to communicate with current and prospective customers. By talking to people, in a conversational manner, a blog puts a human face on a company, that is difficult to duplicate in any other way. The more casual and comparatively unfiltered voice of the blogger creates the image of a business as being composed of real people like you. Instead of being a nameless and faceless corporation, the blog helps the people in the company to come alive in their posts. Should a disaster happen either to the business or its customers, a business blog provides an immediate and personalized vehicle to discuss the issue with the public. Concerned customers and the general public will view the blog as giving the straight answers. The writer is a real person, putting a human face on what might otherwise be perceived as a unknown and distant company. By developing trust among the various readership groups, the blog writer provides a personal link to the company. If the goal of a public relations effort is to work in coordination with sales and marketing, a blog will establish trust with current and prospective customers and clients. The development of a blog component to the company website will go far in achieving those trust based goals. In the past, public relations depended upon controlling the message that was put forward from the organization. The unspoken goal was to manipulate public opinion. The pre-arranged message was centralized and carefully vetted for wording and nuances. Blogging as a public opinion medium gives up that tight control and presents a message in a conversation with the reader. In that sense, the blog cultivates public opinion. With increasing transparency, inside and outside of organizations, the best approach is one of open discussion. A blog is the ideal delivery vehicle. Many people have begun to mistrust the traditional canned public relations approach as lacking honesty. The openness of a blog changes that perception entirely. In other words, what we perceive to be true is real in our own thoughts. A blog can enhance that perception of honesty by delivering the straight goods on an issue. With that open approach, lacking the traditional tightly controlled message, trust in the company is enhanced. In both the short and longer terms, that trust translates into more life long customers and clients. Developing and adding an RSS feed is easily activated, and is readily available with almost every blogging tool. For sites preferring their own coding, there is widely available code that can be modified as needed to suit your personal requirements. Much of that regular blog audience are members of the traditional mainstream media, consisting of newspaper, television, and radio journalists and editors. By writing about your industry, reviewing products, providing company news, and commenting on various business and economics issues, your blog is a ready source of news stories. As someone considered knowledgeable in your business area, you will often be called upon for news interviews, in each of the mainstream media. Not only will you be interviewed about your own company, but about issues concerning your industry as a whole. Be certain to always make yourself available. Reporters are pressed for time, due to tight deadline schedules. If you are unavailable, they will immediately call upon other people in your industry for comment. Provide your media contacts with a telephone number

and fax number, where you can be reached at all times. That media information should be readily available on your blog, as well as conveniently placed on the company website. Include a press kit, with your biography and other background materials to help the journalists do their job. Your assistance will be appreciated, and your expertise sought more often. During those often painful moments, the temptation for most traditional businesses is to shut down communications to the outside. All of their statements and reports are carefully screened, and often require many people to sign off on them prior to release to the media and the public. Those controlled message days are a thing of the past. By posting regular and open information on your company blog, you can address the crisis, fairly and honestly. Keeping the public completely aware of where your business stands, and what is the plan going forward, helps to improve confidence from your readership. Blogs provide an unlimited number of postings per day. You can update what is happening, during the peak of the crisis, in real time. Instead of hiding the problems, the trust your blog has developed over time, makes it the place for people to turn, for unfiltered information. Your job is to give the public honest answers, and not traditional spin. That openness about where the company stands, and it how it plans to resolve the problem, will be reported favorably in the media. The general public will leave your blog feeling that they are provided with straight answers. Speaking directly those affected by the disaster will increase the reputation of your company, rather than detract from it. That confidence factor can only serve to enhance your company image, while raising your personal profile within the industry. As a search engine optimization vehicle that requires minimal additional effort, blogs are ideal. The constant addition of relevant and keyword rich posts will provide a powerful boost to your business in the search engines. Blogs not only benefit a website through content but with an abundance of theme-related links as well. Bloggers are free and generous linkers. Often without expecting reciprocation, blog owners will freely link to content that they find interesting for their readership. Since incoming blog links tend to be from other blogs concerned with the same subject matter, the links gain extra search engine value due to topic relevance. With the links often made within the blog posts themselves, their relevance to your blog and website is almost assured. Relevant links will help propel your blog to the top of the search engine rankings for your most important keywords. Coupled with the fresh keyword rich content, resulting from your frequent postings, blogs are a powerful force in the search engines. Those high search placements are important in any public relations effort. Modern journalists turn to the Internet for research materials. That means finding useful sites on the search engines. When your site ranks highly, it implies the importance of your site to a reporter. As a result, you might very well be contacted as a source for comment on related business issues. Your blog will then become regular reading, for the journalist seeking further topic information. The authentic and personalized blog voice is a natural fit for any public relations effort. A rapidly growing number of journalists and editors are reading blogs on a daily basis. That personalization will not only attract loyal readers, but will help to put a human face on the entire organization. People prefer to buy and do business with people whom they know and trust. The blog develops and nourishes that trust aspect. In times of crisis or disaster, a blog can provide a rapid response and update system, to get out an unfiltered message to the reading audience. Journalists can keep up with developments and write stories based on the postings. The company gains untold additional credibility with the general public due to the policy of open communications channels. Search engine optimization benefits are enhanced with the addition of a blog to a site. The fresh keyword rich content ranks highly in the search engines. Higher search engine visibility ensures that more journalists and editors add your blog to their regular reads. Old style tightly controlled public relations are becoming a thing of the past. Get into the new public relations paradigm, by adding the personalized voice of a blog.

Chapter 2 : Blog Writing Tips & Strategies for PR Pros

Understanding your audience is the first rule of any writing €” and creating a slogan is a handy way to encapsulate your blog’s mission. It’ll help you get clear about “who the blog is for, and what people can expect to find in your posts,” says Yin.

Standard As the semester comes to a close, I have been reflecting on all of the things I learned from my Public Relations classes, as well as all of the things I wish I had known coming into them. I literally jumped head first into PR without knowing anything about it other than what I heard about it being a great minor to pair with a Marketing Degree. I was so nervous to start writing because I thought that I was going to be so bad at it and fail the class just because I had never written a blog before. Get to know your peers! Professor Nixon always had assignments that encouraged us to either reach out and meet people or stay within our bubble and research to find answers online. Use these challenges to meet people and find out, first hand, how things are done in the real world. Learn how to contact and communicate with people to get what you need! Learn from other PR students, other bloggers, and especially other Professional bloggers by reading their posts. See how they do things and try to mimic the aspects of their blogs posts that are done well. Follow the right Format. Memorize as many grammatical rules as you can and dog ear or mark the pages that have the rules that you use the most on a daily blogging basis so you can reference them quicker. Blog about topics that actually interest you or, if your assigned a boring topic, turn it into an interesting one. Otherwise the tone of your writing becomes robotic and stiff and no one wants to read a paraphrased textbook answer. Make your blogging assignments unique because anyone could be reading your posts, even future employers! In turn, there were maybe three of us who actually attended class that day. But, you know what? Actually do the News University Courses! News University is such an amazing tool for journalists. But I advise you to complete all the ones you can. Before you know it, the class will be over. Embrace every assignment and learn as much as you can while you can. They were so valuable to me in that they opened up my knowledge and skills which helped me coin 2 internships, in both of which I love what I do!

Chapter 3 : by Rich Becker: Writing For Public Relations: On Writing And Editing

Creative writing for blogs relations Home Essay example of a books bts good topic for school essay uniforms purposes of the essay work essay about automobiles science fair, essay in english my hobby upsrtc.

Stories Writing the blog Writing online is very different to writing for print materials. People tend to scan information online and browse sites quickly before making a decision to click through to another page or site. This means you need to adapt your writing style to suit online reading. It makes it easier for people to quickly understand the essence of your content and captures their attention. Length As most people scan read online, posts should be a readable length, between words. Shorter posts are easier to produce over the long term. Also, it takes much less time to write words than a 1, word article. Keep paragraphs short Short paragraphs make it easy for people to scan your content, plus they are easier to read on a monitor compared with large blocks of text. Keep your writing concise and avoid repetition and over explanation. Use subheadings Subheadings are useful signposts to guide readers through your content and enable easier scanning. Make sure the font is reader friendly, for instance Verdana, and avoid writing in all capitals. Bold all headings and subheadings to make them stand out. Use dot points where necessary Dot points allow you to draw attention to the important facts without having to go into large amounts of detail. Know your audience Understand your audience and write content that will appeal to them. Check your spelling and grammar Check and re-check your content to make sure it is correct. If you are unsure whether there should be a comma, a colon or semi colon, it is a good idea to consult a grammar guide. Good grammar and spelling ensures professionalism and increases credibility. Hyperlinks Hyperlinks are a great way to link to other online content, such as your website, blog, social media channels or maybe an interesting news article. They are also a useful way of providing additional information without having to go into depth in your post. Blogs are considered a powerful form of communication as it enables you to publish content online and maintain control of the message. Before writing your next blog post think about what you are going to write and in which format you want to present it. This can make all the difference in increasing your blog readership. Did you find these blog tips helpful? Share your blogging insights â€” what works for you?

Chapter 4 : Writing Tips & Strategies for Public Relations

People with the skills to write a wide range of content - from bylines and features to blog posts and pitches - are invaluable to their internal teams and business partners. Writing for public relations differs from other types like newspaper, magazine, essay or novel writing.

This week, I am featuring a blog post from Lauren K. I loved the advice she had to offer! To check out more from her blog, click on the link above. Build up your presence online. I know this is pounded into us all the time, but it really is important. The more people you network with and connect with, the more chances and opportunities will come to you. Blogging gets you noticed. There are tons of things to blog about in the news, in new technology, about case studies, about crises and about your own opinions. Start a blog and a website to showcase your materials and showcase yourself on the site. With building your presence online comes watching yourself online. I know this is pounded into us constantly as well, but it really is so vital. No matter where you are or what you are doing, someone is watching what you are posting. It could be an employer, a student, a professor, etc. Manage your social networks. Just because there are social networks out there does not mean you necessarily have to have a presence on every single one of them. Should you be aware of the newest ones, especially the popular and successful ones? Yes, but you can know about them and not actually be on them. Join what you do and join the ones you actually like and intend to actually be on and stay on. I think this is really the most important one. Apply for internships or some type of job experience. You can also create an opportunity for yourself by asking a local business if they would like to take you on as an intern too. Go to networking events. Local PRSA Chapters and other associations have networking meetings, sometimes at least once a month. Put yourself out there and start networking at these events. You never know where one connection could take you or what friends you can make at these events. They are the most incredible and the most helpful people I know. They are there to guide me through the roughest situations and to correct me when I make errors. I fully suggest everyone adopt one and you can through networking with professionals! As we head into , companies and organizations are changing. Research what types of companies and businesses you think you would like to work for and try to reach out to them to find out more information. Great concept and very helpful. This is where student organizations come in! Join the local Chapter at your university or you can become an affiliate member if you do not have a Chapter. Stay close with your professors. I know some professors can seem like they are on your case all the time, but quite a few of them are just looking out for your best interests and can actually be very cool and very awesome! Get creative and have fun with your college years!! Do something you have always wanted to do, take time to make a craft, spend time with friends, take up a new hobby, etc. Always feel free to reach out if you have any questions about anything, especially anything PRSSA, at anytime!

Writing For Public Relations: On Writing And Editing View more presentations from Copywrite, Ink.. The presentation above features a portion of my "On Writing And Editing" for the "Writing For Public Relations" course at University of Nevada, Las Vegas.

Contact Public Relations and blogging: A match made in heaven? Communicating the stories of your business in a compelling way engages new audiences, builds relationships with existing customers and positions you as a thought-leader in your field. This is a powerful way to assist the growth of your business in the long term. Traditionally when a company had an announcement to make, they would use a press release via a newswire. Newswires still exist and have a place in your PR, but blogging is the newswire of the digital revolution. With blogging as part of your PR strategy, you can take control of the narrative of your business and the culture and context where your business operates. There are many ways you can use blogging as part of your overall PR strategy. Announcing important company news to stakeholders, staff and customers. Advising customers and clients of changes to products and services. Writing about the culture surrounding your products and services.. This way you can publish your own perspective and angle on emerging stories that are gathering traction. So you can start to find interesting content in your business, consider some of the following: New products and services: Let your readers know about your upcoming new products and services. Announcing this to your blog readers before the general public knows also helps your readers feel special. Changes to your business culture: Are you experiencing any changes to the wider culture your business operates in? If so, comment on this to position yourself as a thought leader who is looking to the future. Hot topics in the news related to your business: Jump on the back of hot topics in the news so you can ride the wave of popularity. When a topic is hot, lots of people are searching for information on that topic, so make sure your blog post is being found in those searches. Changes to your industry: People love seeing the behind-the-scenes of a business. Think about what people and processes you can share on your blog so your readers feel closer to you and your business. Public relations and blogging are a match made in heaven. Blogging is a powerful communication tool that makes you a digital publisher who can craft the stories and narrative about your business and culture. Do you use blogging as a PR tool? If so, what results have you had? Share your comments below. Want more PR tips?

Chapter 6 : Blogs as Excellent Public Relations Tools - SEO Chat

These blog writing tips, tools and resources will help you write blogs and posts better, faster and smarter! Other PR Coach blogging resources you may find useful include Blogging & Public Relations, Journalism Writing & Resources, News Release Writing Tips, Newsletter Writing Tips, PR Writing Tips & Tools, Top PR Bloggers, and Web Writing Tips.

August 27, First Published: June 25, ; Last Updated: Guest blogging can be done for clients as well. And a content marketer is someone who writes content to attract targeted traffic to his website. And I personally do not write for clients either. Also, a good percentage of them accepts only native English writers. And you know what it takes to get there? Now, go get paid to blog! TopTenz TopTenz serves over 2. We publish top 10 lists that inform and entertain, focusing on topics that vary from the norm and touch on the bizarre. Bizarre, Lifestyle, Travel, Entertainment, Science, etc. ListVerse Listverse serves over 30 million pages a month to more than eight million readers. We publish lists that intrigue and educate, specializing in the bizarre or lesser-known trivia. Every day we present three or more new, unique lists. The goal is to provide readers with ways to help them save time and money. Reverb Press Reverb Press is a news and lifestyle webzine which is the product of the talent and dedication of a team of smart, savvy, talented writers, artists, and technicians dedicated to the maxim Ad Extremum Vero, Semper " The Truth Always Wins In The End. So, if your application is accepted then you can consider it like a job and not as another writing gig. The Everyday Windshield The Everyday Windshield is an online magazine dedicated to the journey of life through faith, family, fashion, food, and fun. The Daily Heckle The Daily Heckle is a blog for bloggers who want to get paid for sharing their opinions. Writers can earn money based on how popular their posts are. CollegeHumor Media attracts more than 15 million monthly uniques and generates more than million video views per month.

Chapter 7 : 7 Blogging Tips from a PR Expert Turned Blogger

The field of public relations encompasses all the forms of writing that we have examined so far in this book – and then some. The chief idea of this chapter is to impress upon students the versatility in writing that a public relations practitioner must possess.

Since their strategic reframing from PR-focused to Content Marketing , we think this may be a harbinger of the shifting public relations industry to come. They invest considerable resources to uncover the trends shaping the industry. They also offer great insights on building a comms career plus behind-the-scenes observations on what it takes to run a global agency. Content particularly shines when the editors compare consumer campaigns and assess the success and failure with verifiable data. The biting tone and well-researched posts make this an essential read for comms pros hoping to up their game. They recently covered the crisis timeline of the Elon Musk tweet: Since the editors are on top of feature announcements, keeping an eye on their updates might be all you need to do. They post 3 new articles per day and cover practical topics such as Instagram: Instagram Rolled Out Nametag: Not too shabby as brand names go. He now writes Stratechery, offering jam-packed analytical posts and daily updates delivered via emails that will make you the smartest person both at the water cooler AND happy hour. The site reports daily on news, PR strategies, career opportunities, and noteworthy community members. In their own words: There are also posts from guest bloggers, who share perspectives on topics such as using hashtags, social media, or competition within the PR space. Spin Sucks wins awards due to fun sections like Gin and Topics with the weekly meme-able videos from around the Internet; and the Spin Sucks Inquisition, which interviews marketing and PR professionals from across the industry. Insights from Unexpected Places entrepreneur followers: Well-written articles showcase how brands can increase their impact on the modern business landscape. Submissions consist of software recommendations and shifting best practices to questions about breaking into the industry or connecting with practitioners. This public forum is the best crowdsourced PR advice from an online community. Recent topics have included: Heald stacks the decks by having PR and marketing industry insiders on hand to take part in the conversation. Heald is herself an award-winning content marketer, community builder, and Gluten Free social media influencer. Being a modern PR pro means keeping up with current technology for the industry and tracking KPIs that matter to your team and colleagues. This post was originally published on this site on June 24, It was updated for and now October 31st, by Mai Le Related Posts.

Chapter 8 : How to write a blog post

Writing topics for research paper relations Sample essay for mba zip code study in china essay borders (what is creative writing mean formulaic) essay check online free no.

The chief idea of this chapter is to impress upon students the versatility in writing that a public relations practitioner must possess. Most of the work of the public relations practitioner involves writing, and it is rare that only one kind of writing is required. Two of the newest ways for organizations to communicate with their publics is through email and the Web. Public relations practitioners will have to become adept at composing email messages and at understanding the functions and purposes of a website. They may be required to learn enough of the computer language to build or add to a website. Key terms and concepts The following are some key terms and concepts about public relations and public relations writing that the student should understand as he or she works through this chapter: Four-step process of public relations – These four steps include planning, research, communication, and evaluation. Any public relations campaign, large or small, involves these four steps to some degree. In some organizations, this is an elaborate process, while in others the process is fairly informal, but it occurs no matter where the campaign is taking place. News release – The good news release is essentially a good news story in a public relations suit. Intents and purposes – Like the advertising copywriter, the PR writer must have a good idea what the writing he or she produces is supposed to do. The intent of the writing must be firmly in mind as the writer begins the project. Otherwise, the writing will be inefficient and ineffective. Links and resources How to write a press release. Discover how to deliver news to the media. The site covers details such as formatting, common errors and guidelines to make news releases worthwhile for the media. Check out the PR News Blog for some advice on writing and other information about the field of public relations. One of the major professional organizations in the field of public relations is the Public Relations Society of America. The site has a vast number of resources for the public relations student and professional. This site has a job bank and other resources for those interested in entering the field. Jim likes to stay in touch, so sign up today. Now check your email to confirm your address. There was an error submitting your subscription. First Name Email Address We use this field to detect spam bots. If you fill this in, you will be marked as a spammer.

Chapter 9 : Writing for Public Relations | Writing for PR Blog

For instance, try using different blog post formats regularly as this will help to keep your content creative and relevant. Some common blog posts formats include: How to/tutorial posts; List posts; Case studies; Problem and solution; Stories; Writing the blog Writing online is very different to writing for print materials.

January 18, You might not have heard of Ellen Yin yet , but trust me: Ugh, Ellen, can you not? I did have other questions, however. Yin, on the other hand, just spent two years doing public relations. A fitness and lifestyle blog for the everyday girl. What she said instead sounded familiar: And if she ends up making money off it at some point, even better. At the end of the day, though, the writing itself is the purpose of blogging. And if you stay true to your voice, your vision and your readership, everything else is a lot more likely to fall into place. Always offer a clean call to action at the end of your piece It might be a set of relevant links, a newsletter subscription button or just a simple question. And if you do it right, it can also become a great source of revenue down the road. Get started building it as soon as possible. There are tons of easy-to-use tools, like MailChimp, to help. Write guests posts Want more readers? Write more “ and elsewhere. Plus, writing guest posts does double duty: Not only do you get more eyes on your work, you grow your professional network, as well. Give, give, give before ever asking for something in return. If the platform shuts down, poof: There goes your content with it. This post contains affiliate links.