
Social Media as Media Outreach

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What is “the media?”

- Journalists
 - Traditional
 - Online
- Bloggers
 - Reporters, diarists, editorialists
 - **MAY** be journalists but not ipso facto

Social Media as Research Tool

TopRank 2008	Search Engines	Social Networks
Journalists, reporters & editors, percent who use:	91%	64%

Cision/ GWU, Oct. 2009	Corp. Websites	Blogs	Social media like Fb, LI	Microblog (Twitter)	Wikipedia
% journalists surveyed that use for research	96%	89%	65%	52%	61%

55% -- social media are important or somewhat important
84% -- social media sources "slightly less" or "much less reliable"
49% -- social media lacks fact checking & reporting standards

Journalists' Use of Social Media

Middleberg/ SNCR Survey, Feb. 2010	Use Social Networking Sites	Use Twitter/ Microblogs	Read Blogs	Watch Online Video	Listen to Podcasts
Percent of journalists who: (N=341)	Nearly 70%	48%	66%	48%	25%

Nearly 80% believe bloggers have become important opinion shapers

91% agree new media & communications tools enhancing journalism to some extent

What you need to do:

- Optimize website/blog for search engines → so they can find you
- Develop thought leadership → so they will trust you/your expertise
- Outreach
 - To traditional media, using PR toolset → for coverage
 - To bloggers → for coverage AND to help them become trusted sources in turn. Viral potential.

Discussion – the Ins and Outs of Blogger Outreach

Questions

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