COLORADO COMMUNITY COLLEGE SYSTEM GRANTS MEDIA KIT

Quick Guide to Effective Social Media Posts, E-mail Blasts and Press Releases

SOCIAL MEDIA

EMAIL BLASTS

PRESS RELEASES

COLORADO COMMUNITY COLLEGE SYSTEM

TABLE OF CONTENTS

CCCS GRANT MEDIA GUIDE

WHAT IS A MEDIA GUIDE?

A press kit, often referred to as a media kit in business environments, is a pre-packaged set of promotional materials of a person, company, or organization distributed to members of the media for promotional use. They are often distributed to announce a release or for a news conference.

A media kit is a document that outlines the key facts and statistics about your grant or project. Generally, a media kit is given to potential grants, colleges or universities or foundations that you want to collaborate with or share information with. It lets interested parties outside your project know all about your activities, from which topics to write about to how many participants you have or how well your project has impacted student success, the local economy or even what you would need to continue the project.

There is no universal guide to the elements that should be included in a press kit or media kit, but the following are common components:

- Backgrounder with historical information on the company or individual.
- Fact sheet listing specific features, statistics, or benefits.
- Biographies of key executives, individuals, artists, etc.
- Past press coverage
- Photos or other images (high resolution) of key executives, logos, products, etc.
- A press release detailing the current news the media kit is sent in reference to
- Media contact information (usually of a public relations department or spokesperson)
- A CD, DVD, software title, video, etc. as appropriate for the sender of the release
- Collateral advertising material, such as: postcard, flier, newspaper ad, etc.

WHAT IS EFFECTIVE SOCIAL MEDIA?

Even though much has been written, spoken and posted about social media, countless individuals and organizations are still trying to figure it out. And let's face it, even if you think you have a basic level of understanding, the fast pace of development makes it seem impossible to keep up.

One key element of a grant for any college or consortium of institutions, is getting the message out about what is happening in your grant and highlight grant successes. You are the public face of your grant and should consider yourself the grant public relations department. Awarded grants need to self-promote in order to convey the grant's progress and successes. Public which in turn will help provide proven grant experience for the next grant, and the one after that. Highlighting the positive outcomes of the grant, the great work people do on the grant and how it's helping students as well the area will all help continue the good work you can do.

This social media starter kit is intended as just that, a starter kit. Use the information to develop and implement an initial social media campaign. Once you get more comfortable many of the items in this social media kit will become familiar. And that means you are getting better at social media.

If you are just beginning to dip your toes into the social media ocean it may take you a bit longer. This social media kit is the perfect guide for you. Start with deciding which social channel appeals to you the most, and what you plan to do on it. When you are more comfortable add a second or third channel.

A basic rule to follow is: know your goal and your audience. If you don't know your goal for the content and your audience, your efforts will, at best, be inefficient, in what you write and how you promote it. For example, if your goal is to increase enrollment in

your programs, areas of content might refer to your programs and the employers who hire graduates out of your programs. If your goal is thought leadership, reach out to industry experts and include their opinions on the industry, key industry jobs, entry barriers into the field and exciting developments.

Regarding audience, you are writing to inform or solve a pain point for them, so you need to know who they are, both so you can write for them, and so you can target them with your social media and/or email campaigns.

It's important, to remember that you are communicating with potential customers (students and businesses). Intelligent communication can lead them to take the action you want, but unwise communication can backfire and harm your reputation. Here are two tips to avoid running into problems:

- While the goal is to promote your content, avoid being overly promotional. If most of your Tweets, blog posts or email blasts are promotional, for example, you'll drive away followers.
- It's important to use a communication style that fits with the college/grant image you desire. If you want to be seen as highly professional, use a business-like tone.

HOW DO YOU START?

There are a few decisions you will need to make prior to releasing any kind of information:

1. Are there any legal and/or organizational barriers to using social media to promote your grant?
    a. Is your department constrained by institutional or department "rules and regulations?" If so, it is helpful to define the boundaries now so you can align your work with your individual institution or the system office on a social media policy. (If your institution doesn't have a social media policy, check out the Community College of Denver's procedure.) As you establish your social media team, it is important to develop an internal policy which aligns your social media strategy and activity to your organization. Make sure you have a clear idea where your program's social media outreach will live in the organization and who will control it. Guidelines and rules should be clear to all participants; it also doesn't hurt to establish a formal social media training professional development plan.
2. If you are in a grant with multiple institutions, decide if you want to have one set of social media accounts, or if each institution should have their own.
    a. If you choose to have separate accounts for each college, how are you going to coordinate to keep the message consistent? Remember your grant brand should be consistent within your institution and if you are part of a multi-institution grant will your branding be consistent across all institutions? At the minimum each of your grant media outputs should be branded consistently, with the same graphical look and feel across every channel. Does your grant need an identity separate than your institution? If so, take the time to establish a logo for your grant.
3. Do you have the committed resources to start and continue a program?
    a. Who will be the appointed "administrator"?
    b. Who will create the platforms and where will that person get the content?
    c. Is there already an organizational source for newsy bits of information? If not, how will you organize to be sure there is a source?
    d. What will the subject of those posts be?
    e. Will there be videos? Who will film your videos? What will the subject matter be? If videos feature students do you know what media release forms need to be obtained prior to filming?
    f. What is your approval process for posts, tweets and video uploads?
    g. What is your plan for reaching out to your target audience and getting them to engage with you? (see #5-Define and build your network)
4. Set measurable goals and benchmarks at the beginning to help you make clear-eyed assessments as you build and progress through a social media campaign. Social media campaigns seem easy to start, but forward planning needs to be considered. There is a continuing cost and commitment of resources to maintain social media platforms with updated and compelling content. Even the most modest programs can take hours each day to stay vibrant ad relevant.

5. Define and build your network. The size and quality of your network determines who will see your content. Building your network takes time including posting content that people in the industry will find valuable or useful, and commenting on industry blogs and social media conversations in an intelligent, non-promotional manner. Remember, everything you do should be consistent with your desired institutional/department image.
6. Define your content. In marketing your grant outcomes and progress you are performing content marketing (this is exactly what you are doing when you are creating informational "buzz" around your project), differentiate between two different types of content.

TYPES OF CONTENT

CREATED CONTENT

- Created content is any content that is created by you. That can include a blog post, white paper or case study, or any other content that was written or created by you, or someone on your team.

CURATED CONTENT

- Curated content is any content that was created by someone else. That includes blog posts on other industry blogs; content shared on social media or industry-related websites, or anything else that is of interest to your audience, but not created by you.
- To keep this really simple and easy to follow our editorial calendar uses a small business that blogs once a week, and maintains a social presence on Facebook, LinkedIn, Twitter and Google+.
- You can increase the amount of content you want to create and share as you like. But keep in mind that simply adding one new post per week doubles your workload. My advice is to start with one post; it may be all you can handle. Wait for at least a month or two before you decide to increase the frequency.

SCHEDULE CREATION OF THE CONTENT

CREATED CONTENT SAMPLE

The timing shown below is somewhat arbitrary, and different times may work better for your project. Buffer has an excellent **content scheduling tool** that helps you identify the best times to post on your social channels.

Monday – set aside a period of time and write one blog post. Pick a topic, do your research, write and edit your post, and publish it.
Tuesday – promote the blog post on **Twitter**, at 10am, 2pm, and 6pm, and on **LinkedIn** at 1pm.
Wednesday – promote the blog post on **Twitter**, at 2pm, and 6pm, and on **Google+** at 1pm.
Thursday – promote the blog post on **Twitter**, at 2pm, and 6pm, and on **Facebook** at 1pm.

TIPS:
- On **Twitter** always use a different tweet, be sure to include a link to your blog post, and include no more than two hashtags. Use Bit.ly to create short links that you can track.
- On **LinkedIn** post a link to your blog post on your professional profile, or your company profile if you have one, and on relevant group pages.
- On **Google+** post a link to your post on your personal profile and company page, as well as relevant community pages.
- On **Facebook** post a link to your company page, and be sure to always include a relevant image!

CURATED CONTENT

Curate one piece of content a day across all your social channels by finding, tagging, rating, contextualizing, commenting or updating an existing piece of content.

TIPS:
- On **Twitter** comment on a content piece or link to start a discussion and encourage re-tweeting.
- On **LinkedIn** post on your professional profile and relevant group pages. Get your community involved by starting a discussion.
- On **Google+** post on your personal profile and company page, as well as relevant community pages.
- On **Facebook** post a link to your company page, and be sure to always include a relevant image!

SOCIAL MEDIA
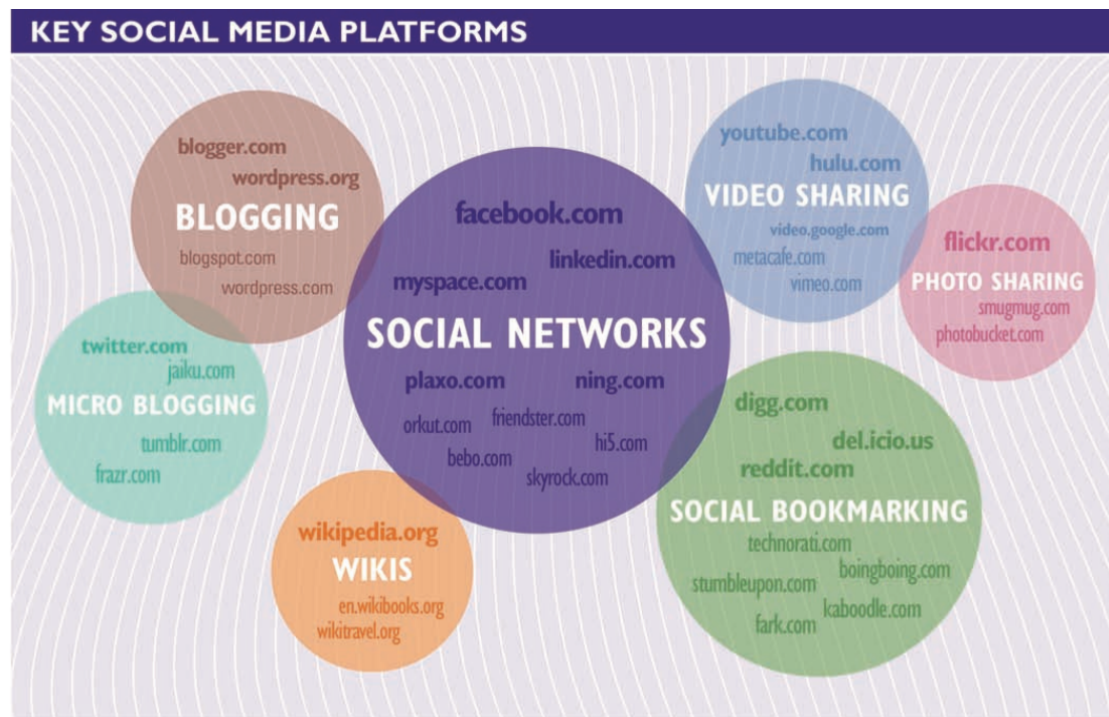
THE TOP SOCIAL MEDIA PLATFORMS BY MONTHLY ACTIVE USERS

Facebook – 1.59 Billion Monthly Active Users as of January 2016.
YouTube **–** 1 Billion Monthly Active Users as of March 2015.
Google+ – 600 Million Monthly Active Users as of October 2015.
Instagram – 400 Million Monthly Active Users as of September 2015.
Twitter – 320 Million Monthly Active Users as of September 2015.
Vine – 200 Million Monthly Active Users as of September 2015.
LinkedIn – 100 Million Monthly Active Users as of October 2015.
Pinterest – 100 Million Monthly Active Users as of September 2015.

Not all social media platforms are created equal. Therefore, it is important for business owners to choose wisely before they commit to any social media platform for messaging.

SOCIAL MEDIA POST TIPS

1. **Research and Know Your Audience**
Understand what your target audience is already saying about your industry or grant. Consider keyword research and brainstorm content ideas that will interest your target audience. Focus on their needs instead of your needs to capture an audience.

2. **Use The Same Social Networks as Your Audience**
Go where your ideal audience is to create awareness, engagement, and brand ambassadors. Don't forget that social media is a conversation, so you have to participate and say something!

3. **Identify Your Key Performance Indicators (KPIs)**
What results does your social media marketing need to achieve? What do you want your social media efforts to accomplish? What will that success look like to you, and how will you measure it?

4. **Align Your Team With Your Plan**
Make sure you get everyone on board! That includes signing off on the strategy and the implementation of your social marketing. Divide responsibilities between your team, or designate a social media or *community manager*.

5. **Set Aside Some Time Each Week**
Plan your social media activities at least one week ahead of time. At the beginning of each week set aside enough time to prepare. That includes writing the content, collecting images, and setting appropriate links to your own and external content that is useful to your target audience.

6. **Track Similar Grant Projects**
Not only do you want to stay ahead of your "competitors", their social strategy can provide valuable data for your own strategy. This includes potential keyword research, how to find industry-related links, and other social media marketing insights.

7. **Develop a Content Marketing Calendar**
Content is King. Therefore, you need to plan content ahead of time. That should include your topic, headlines, related links, source and author verification and information, and the desired scheduling.

8. **Be Sure to Post Relevant Content**
Simply posting content will not provide the results you need. Instead you must provide content that is interesting, relevant or newsworthy for your audience. Be transparent and honest; follow the basic **rules of engagement**.

9. **Treat Each Social Channel Differently**
Each social channel is different. If you missed that go back and look at the comparison at the beginning of our social media starter kit. To be effective your tone of voice needs to match the audience on each social channel. But make sure that your business core identity remains consistent.

10. **Have a Designated Community Manager**
You need to be responsive to any user-generated content on your social channels. That includes comments (both good or bad) and any other feedback. Community management is a fundamental part of successful social media marketing. If you are unable to handle this on your own you need to appoint a dedicated community manager.

11. **Track Your Performance**
How can you tell if your social media marketing is successful if you don't track your performance metrics? At the very minimum you should track key metrics monthly; daily or weekly is even better. You can use *Google Analytics*, or dedicated apps like Klout, Buffer, Commun.It, Sprout Social, or our favorite, Filament.io.

12. **Re-Evaluate Your Social Media Strategy on a Regular Basis**
Not everything will work out as planned every time. In social media marketing you may even have times when nothing seems to work. Therefore, it is absolutely essential that you evaluate your content on a regular basis. Use two or more versions, and test which performs best. Use these insights to move forward.

WHAT DO PEOPLE WANT FROM POSTS ON TWITTER?

According to Twitter, there are 255 million active Twitter users generating more than 500 million Tweets per day. Link clicks are by far the biggest way users interact with content, accounting for 92% of all user interaction with Tweets. When using Tweets to get your message out remember: write great tweets, time it right, measure and test results.

Here are some tips to help:

- **Know the difference between voice and tone.** Voice doesn't change, but your tone should vary based on a situation If a follower did not have a positive experience, the response tone may be more sympathetic and understanding.
- **Talk with people, not at them.** Reply to @mentions and address both positive and negative feedback. It's a real-time network, so don't keep followers waiting too long.
- **Keep Tweets Conversational.** Be professional without being overly formal. Avoid jargon when possible.
- **Think about how your content will be consumed by your followers.** Would they want to retweet it or pass it along to others? Incorporate humor, inspiration and newsworthy content to draw followers in.

When you start out use templates you can customize to help get your tweets out.

USEFUL TWEET TEMPLATES

1. **Use "The Basic Shared Content Tweet"**

    [ARTICLE TITLE]: http://url.com #hashtag by @TwitterHandle

    This go-to tweet style is the easiest to execute, but many times, people forget to include a relevant hashtag and the author's Twitter handle. The hashtag could get your tweet more exposure to people following that hashtag. And always credit your information source (the author or the site you got the post from) on social media. It'll show appreciation to the original content creator -- and they might return the favor by sharing some of your content with their followers.

    Example: 12 Tweet Formulas to Get You Started on Twitter: http://hub.am/Sgsvt5 #twittertips by @HubSpot

2. **Try "The Shared Content Tweet With Commentary"**

    1. **[YOUR OPINION] > [ARTICLE TITLE]: http://url.com #hashtag by @TwitterHandle**
    2. **[ARTICLE TITLE]: http://url.com #hashtag by @TwitterHandle > [YOUR OPINION]**

    Like the basic shared content tweet, this tweet includes the article title (or a shortened version), a relevant hashtag, and the author's Twitter handle. But in addition, you'll add your opinion -- whether it's a quick "+1" or something a little more in-depth. Something personal like that might increase engagement rate with your tweet.

    Example: Bookmarking this. > 12 Tweet Formulas to Get You Started on Twitter: http://hub.am/Sgsvt5 #twittertips by @HubSpot

3. **Retweet With Commentary**

    Typically, when you want to retweet someone's tweet, you'll simply click the retweet button and share the content with your followers. But if you want to know how to retweet with a little flavor, we're going to show you. There are two ways to add commentary to a retweet: using the "retweet with comment" feature or composing a new tweet and publishing it manually.

    Using the "retweet with comment" feature.

    [YOUR OPINION] #hashtag
    [EMBEDDED ORIGINAL TWEET]

    The "retweet with comment" feature allows you to embed an original tweet within your own message, and then comment on it in up to 116 characters. To do this, click the retweet icon at the bottom of the tweet. In the window that appears, add your comment to the "Add a Comment" section (and include a hashtag, if you so desire).

    Example:

Manually retweeting with commentary.

[YOUR OPINION] #hashtag - RT @TwitterHandle [ARTICLE TITLE] - http://url.com

To retweet with commentary in this way, simply copy and paste the person's tweet into a brand new tweet, preface the tweet with RT @TwitterHandle, and add commentary to the beginning. If you modify their tweet at all (e.g. to make the tweet a bit shorter, allowing more room for your comment), use MT -- which stands for "modified tweet" -- instead of RT.

Example: #7 is important but often forgotten. - RT @mvolpe "10 Things Great Marketers Do Every Day" http://hub.am/1m6RPK4 by @kellykranz

4. **Use "The .@TwitterHandle Tweet"**

.@TwitterHandle [REST OF TWEET]

If you put someone's Twitter handle at the very beginning of your tweet, Twitter assumes you're @replying to that person -- so they omit that tweet from showing up on your Twitter followers' feeds. While this is usually a good thing (otherwise, your feed might get taken over by @reply tweets), there may be times when you want your followers to see that tweet on their feeds. To do that, simply add a period right before their Twitter handle.

Example: .@HubSpot redesigned their blog! Check it out here: http://blog.hubspot.com #webredesign

5. **Try "The Problem/Solution Tweet"**

Don't let your [ASSET] [NEGATIVE RESULT]. Find out how to [GOAL] here: http://url.com #hashtag

Fear is a powerful motivator. Nobody wants to suck, or fail, or flounder, or fall short, or whatever [negative result] you use. And if they do, they want to learn how to remedy the situation, fast -- that's where you can help them. Also, if there's a relevant hashtag you can use here, don't forget to include it!

Example: Don't let your blog fall into a rut. Find out how to churn out new blog posts quickly: http://hub.am/1nD3y5M #blogging

6. **Utilize "The Stat or Fact Tweet"**

Did you know that [STAT]? http://url.com #hashtag

Don't just find any old data point here -- find something that will really intrigue your target audience. Once they get this little preview, they could want to read the full story to understand (1) why this data point is true, and (2) what they should do about it. Just be sure your statistic is recent and from a reputable source.

Example: Did you know 6.5% of blog posts are published on the weekends & they get 18% of all social shares? http://hub.am/1otH7QF #blogging

7. **Tweet "The Endorsement Tweet"**

I loved this article by @TwitterHandle about [TOPIC] - http://url.com #hashtag

Lots of valuable info on [TOPIC] in this article by @TwitterHandle - http://url.com #hashtag

This tweet can take many forms, but instead of tweeting a basic shared content tweet, you're adding your endorsement to the tweet and possibly including info on why you enjoyed the piece.

Example: I loved this article by @lkolo25 about how to not screw up your landing pages - http://hub.am/1p2LQwy #leadgen

8. **Embed a SlideShare in a Tweet**

[PRESENTATION TITLE]: http://url.com #hashtag by @TwitterHandle

Did you know you can embed a SlideShare presentation directly into a tweet? That way, your followers can flip through the presentation without ever having to leave Twitter (or the page a tweet is embedded on).

To embed a SlideShare presentation into a tweet, all you have to do is link to the presentation and it will embed automatically. This is also true for documents and videos from SlideShare as well.

9. **Ask a Question in a Tweet**

[QUESTION] #hashtag

[QUESTION] - http://url.com #hashtag

Twitter, like all social networks, is a two-way conversion. You should regularly ask your followers questions. These

can be tied to an article you've read or could be something a little more random (though still tied to your brand). **Not every tweet needs to drive traffic to a website page.**

Example: What tool do you use to schedule your social media posts? #socialmedia

10. **Use "The Tip or Advice Tweet"**

<div align="center">

[YOUR OWN WORDS OF WISDOM] #hashtag

[QUESTION] #hashtag 1) [ANSWER #1] 2) [ANSWER #2] 3) [ANSWER #3]

</div>

Again, not every tweet needs to drive traffic to a website page -- in fact, tweeting bits of advice that obviously aren't traffic drivers is a great way to build credibility. Tweets like this are retweeted frequently and can get you more engagement and followers, so don't look as a "sacrifice."

Example: Do you pass reshare test? Be valuable on #socialmedia: 1) Provide information 2) Provide analysis 3) Provide assistance 4) Be entertaining.

11. **Try "The Inspiring Quote"**

<div align="center">

"[QUOTE]" - @TwitterHandle #quote

"[QUOTE]" - [NAME OF PERSON NOT ON TWITTER] #quote

</div>

Everyone loves a daily dose of inspiration! It's difficult to research quotes and find the perfect one, so inspirational quotes are best shared when you randomly come across them and get inspired yourself. So keep your eyes peeled for great quotes, takeaways, data, etc. Just make sure to give credit where it's due!

Example: "Our time is limited so don't waste it living someone else's life." - Steve Jobs #quote

12. **Post "The Photo Tweet"**

<div align="center">

[PHOTO CAPTION] #hashtag [ATTACH PHOTO]

</div>

There are lots of ways to spice up your tweets with visual content. The simplest of them all is adding a photo to your tweet, using the text part of the tweet as a caption, and sharing that with your followers. This is great for sharing pictures of your office space and employees, or promoting events and webinars. Remember to include any relevant Twitter handles or hashtags.

To understand more about effective tweets, check out:

How to Get More Twitter Follwers-10 Tactics form the Experts

The Ultimate Twitter Checklist

Twitter Research Customer Insights 2016

GRANT SOCIAL MEDIA BEST PRACTICES

- Cross post information, if you have an important message make sure it gets out on each platform you're using. If you've written a blog post, published an article or are making a presentation promote it on social media.
  - Connecting your accounts makes cross posting easy.
- Set a schedule of posts and post consistently, at least once a week, more if possible. Link to articles on similar work, highlight grant work, or highlight accomplishments of people working on the grant.
- Create in live chats through Twitter, Facebook, or on a YouTube video.
- Ask for feedback.
- Use logos, and other branding material for profile pictures and within your post.
- The Best Content = Stats, Lists, How-to's, and Quotes.
- Certain types of posts perform better than others. Posts with numbers or statistics, such as campaign results or YOY growth, are both digestible and attention-grabbing. Posts introducing a list or a "how-to" receive three times as many retweets than other text-based content in a study by social media maven and Crazy Egg founder, Neil Patel. This study also found that quotes outperformed questions by 847 percent.
- Posts containing personal details, opinions, feelings, or moods are not appropriate for your grant's handle.
- When posting links, get a shortened version through Bitly or another link shortening service.
- Research other tips for social media strategies. There are a lot of great articles out there to help you with social media outreach. Here are a couple of suggestions:
  - Hootsuite
  - Class.org

10

A DAILY SOCIAL MEDIA CHECKLIST

Part of social media marketing success is simply being consistent. But even that can fall by the wayside for busy business owners. To help keep you focused the next part of our social media starter kit is a simple daily checklist to follow. Here is what you need to do each day to keep your social media marketing on track:

1. Reply to everyone
2. Check your mentions
3. Monitor for keywords
4. Schedule your updates
5. Check out other profiles
6. Curate content to share
7. Be an advocate
8. Engage with influencers
9. Follow back
10. Connect with one new person

E-MAIL BLASTS

Blasting e-mails to a subscriber list is another great way to let people know about the work and people behind your grant. There are also some key points to keep in mind when it comes to sending blast e-mails in order for them not to just be disregarded by your e-mail list. Consider getting an e-mail manager or blast e-mail program if you don't already have access to one, to help manage your e-mail blasts. There are several email services to choose from, here are few of the more well-known companies: Constant Contact, Mail Chimp, MyEmma, iContact.

- **Keep your focus:** An email blast is intended to remain short and concise. When you are trying to inform your subscribers of the latest news, it is easy to lose focus and become long-winded. Since subscribers get a slew of email blasts each day, they are not willing to read a full paragraph or two of information.
- **Develop a routine**: The email marketing campaigns that work best offer consistency to their subscribers. Set a schedule for your email blasts. This will ensure that you get into a habit of being consistent. Ask for feedback to keep subscribers engaged; create polls to keep from being inundated with e-mails.
- **Slow & steady wins the race**: As tempting as it may be to use an aggressive approach to email marketing, it is more important that you remain consistent and respectful of your subscribers. One of the quickest ways to have someone unsubscribe from your email marketing campaign is to inundate a subscriber with email blasts.
- **Include a balance of text and pictures**. All text is boring, but too many images, in relation to the amount of text in the email, can actually increase the likelihood your email will get picked up by a spam filter (spammers use this tactic, to hide spammy words from filters). In addition, images draw attention, but you do not want them to draw too much attention away from important text. You'll be in good shape if you enter your text first, then sprinkle images where it's appropriate.
- **Call to action**: If you create an email blast that asks your contacts to do something (like call you, fill out a form on your website, or take advantage of an offer), make it appears high up in the email. A good rule of thumb is that your call to action should appear near the top, if someone has to scroll to find it, it's in the wrong place. It's the same philosophy as the old newspaper theory that the stories "above the fold" are those which get the most attention.
- **Always include your contact info in a prominent place**. This is an often-overlooked item. Sometimes your newsletter will simply spark a reminder to your contacts that they wanted to reach out to you. Don't make them search for that info on their own. Make it clear and obvious, in every email by including a professional email signature.

GOOGLE ANALYTICS

Google analytics can be a fantastic tool for figuring out how to target your social media posts and e-mail blasts. Check with your institution's IT department or website content manager for access to analytics account. You'll want to be able to track click-through

rates from your e-mail and social media accounts, this can tell you which things your audience is engaging with and which things aren't working.

Google is constantly updating the way analytics works but here's a guide from Penn State on Google Analytics that can give you an idea of how to get started on building the reports that will work best for you!

PRESS RELEASE

Press releases are an essential element of your grant public relations strategy. A press release is a short, compelling document which details important work completed or upcoming on the grant, event announcements or other news worthy items. A press release is meant to pique the interest of the reader, not tell the whole story of your work. Here are some tips for writing effective press releases.

- Grab attention with a good headline.
- Get straight to the point in the first paragraph, later paragraphs should be reserved for supporting information.
- Include hard numbers or data.
- Make it grammatically flawless.
- Include quotes where possible
- Include contact information, who should people contact if they want to further understand the work being done?
- One page is best; a press release should never be more than two pages.
- Provide access to more information, direct people to your website.

FACEBOOK

21 Ways to Write a Facebook Update from Buffer Social:

1. Start the update with a question
2. End the update with a question
3. Include a fill-in-the-blank question
4. Include a URL or use a custom URL (e.g., kiss.ly for KISSmetrics)
5. Sign the update with "- Your Name"
6. Use an image with text overlay
7. Use an image without text overlay
8. Write your headline in title case (e.g., capitalize all the main words)
9. Write your headline in sentence case (e.g., capitalize the first word and proper nouns only)
10. Write your update in all lowercase
11. "Headline: URL"
12. Share a link, then remove the link attachment (example below)
13. No text at all (example below)
14. Insert a horizontal rule
15. Place hashtags inside the update
16. Place hashtags at the end of the update
17. Use emoji
18. Attribute and tag other accounts
19. Punctuation-heavy text (think: plain-text emails, example below)
20. Place everything in the same paragraph
21. Place things on separate lines

These different elements can be combined into a single Facebook update in a number of ways. For instance, you could start the update with a question, then write the headline in title case, then sign your name, then add hashtags.

Also important: Keep in mind that Facebook truncates posts in the news feed after the fifth line.

TWITTER

21 Ways to Compose a Tweet from Buffer Social:

1. Place your comments before the headline or retweet
2. Place your comments after the headline or retweet
3. "Commentary –> tweet" (Example: This is so cool!->Today CCCS released 4 new CHAMP courses)
4. "Commentary + tweet" (Example: This is so cool! + Today CCCS released 4 new CHAMP courses)
5. "Commentary > tweet" (Example: This is so cool! > Today CCCS released 4 new CHAMP courses)
6. "Commentary :: tweet" (Example: This is so cool! :: Today CCCS released 4 new CHAMP courses)
7. "Commentary – tweet" (Example: This is so cool! - Today CCCS released 4 new CHAMP courses)
8. "Tweet [commentary]" (Example: Today CCCS released 4 new CHAMP courses [This is so cool!])
9. "Commentary || tweet" (Example: This is so cool!||Today CCCS released 4 new CHAMP courses)
10. Place hashtags inside the tweet
11. Place hashtags outside the tweet, at the end
12. Attribution after "via"

13. Attribution after "by"
14. Acknowledge others with an "HT" (stands for hat tip)
15. Manually retweet with an RT (stands for retweet)
16. Manually retweet with an MT (stands for modified tweet)
17. Insert hard returns so your tweet appears on multiple lines (example below)
18. Title case for capitalization
19. Sentence case for capitalization
20. All lowercase
21. Use the full URL (Twitter will truncate around the 30-character mark) or Use custom shortening URL (e.g., kiss.ly for KISSmetrics)

Same as with Facebook, you can combine multiple different elements to create a custom tweet. You may have noticed there is some crossover in ideas between Twitter and Facebook (you'll find the same throughout the rest of the post, too).

We've been experimenting with "Commentary –> tweet" and tweets with multiple lines. What might you try?

LINKEDIN

3 Ways to Compose an Update on LinkedIn from Buffer Social:
1. Include a link after the update
2. Post as a link
3. Post as an image

LinkedIn's updates are maybe the most straightforward of the bunch. No hashtags, little formatting. If you choose to write a longer update to coincide with your link or photo, be aware that LinkedIn truncates updates around the 250-character mark.

Resources for getting free E-mail Blast Templates

- Emailonacid.com
- Webdesignledger.com
- Colorlib.com

Press Release Headline Here in Title Case

Optional subhead is placed here, usually in sentence format.

CITY, State, Month Day, Year (eReleases) –The opening sentence is the most important element in a press release where you should succinctly summarize what is being announced. The opening paragraph should clearly get the reader's attention through a strong hook while providing the most important facts. As a best practice, write your press release first then come back and develop the opening paragraph as a summary of the press release. Then compare this new opening paragraph with your initial first paragraph.

A press release should consist of three to six paragraphs where you provide all the relevant facts and information a reporter should use to write a story. The most important information should be listed first, with the least important information appearing in the final paragraph. Each paragraph should consist of three to six sentences written in the third person. You should maintain an objective tone and avoid hype. The average press release consists of 500 words or less. This press release template consists of xxx words.

"A great press release should include a great quote from a company executive or industry expert," says eReleases President Mickie Kennedy. "An important thing to know about quotes is that the media generally won't use them unless they are evocative, fresh or state something in a way that would be very difficult to paraphrase. To ensure your quote finds a home in a story based on your announcement, avoid clichés or generalizations."

Be sure to spell check your press release and fact check any facts or statistics in your press release. You should check your grammar as well read your press release aloud to ensure there aren't any obvious errors. Lastly, it's a good idea to have a trusted friend and/or colleague read your press release.

A press release can be used to announce a new or updated product. Other press release topics can include a partnership with a company or organization, as well as being issued an industry award. For additional press release topics, visit: http://www.ereleases.com/prfuel/press-release-topic-ideas/. As you just saw, you may include a url in your press release.

Optional Boilerplate

A boilerplate is a short paragraph that explains the identity of a company and what it does. Boilerplate is optional, but it doesn't hurt to have one to help identify your business. Think of boilerplates as a thumbnail sketch of your company that provides a little background information to the press. Once you've written a boilerplate, you can use it in all of your press releases.

Contact:

Name of Media Contact

Title of Media Contact

Company Name

Contact Phone Number

Contact E-mail

Website URL

ADDITIONAL RESOURCES

The following social media monitoring tools are presented as information only, not as recommendations by CCCS. Go to the sites, look around and see if they make sense for your needs.

BRAND OVERVIEWS

- **Addict-o-Matic** – search engine that aggregates RSS feeds, allowing you to see the areas where a brand is lacking in presence
- **How Sociable?** – measures the visibility of your brand across the web on 22 metrics
- **Socialmention** – social media search engine that can search across individual platforms, or all together, to give a "ranking" score

BLOG SEARCH TOOLS

- **BlogLines** –service where subscribers can create, manage, and share news feeds, blogs, and rich web content)
- **Google Blog Search** – Google's index of blog posts
- **IceRocket** – blog search tool that also creates graphs
- **Technorati and Technorati Advanced** –search for blogs by subject category, and by tags

BUZZ TRACKING

- **Google Trends** – shows amount of searches and Google news stories
- **omgili Charts** – lets you measure and compare the buzz on any term, mostly from review sites and forums
- **RSS feed** – monitor what any specfic user posts and have a "feed" of search results

MESSAGE BOARD SEARCH TOOLS

- **BoardReader**– search multiple message boards and forums
- **BoardTracker** – tracks words in forums
- **Google Groups** – searches usenet groups
- **omgili** – specialized search engine for user generated platforms such as forums, discussion groups, mailing lists, answer boards; consumer opinions, debates, answers and solutions
- **Yahoo Groups** – searches all Yahoo Groups

FACEBOOK SEARCH TOOLS

- **facebook Search** – can search for people, pages, apps, music, places, groups, event, web results, posts by friends, public posts and posts in groups

TWITTER SEARCH TOOLS

- **Monitter** – real-time, live search and monitoring
- **Twazzup** – real-time news and trending topics
- **TweetBeep** – track mentions of your brand on Twitter in real time
- **TweetMeme** – view the most popular Twitter threads in real time
- **TweetReach** – reach metrics, statistics and analysis
- **Tweetscan** – search for words on Twitter
- **Twilert** –receive regular email updates of tweets containing your brand, product, or service
- **Twitrratr** – rates mention of your search term on Twitter as positive/neutral/negative
- **TwitScoop** – crawls tweets every minute, extracting words mentioned more often than usual and creates a cloud
- **Twitstat** – provides top 10 lists of various types of user activity on Twitter
- **TwitterGrader** –obtain your Twitter ranking
- **Twitter Search** – search #Discover tab on Twitter to see what's happening right now

- **Twtpoll** –create polls for fans to interact with

LINKEDIN SEARCH TOOLS

- **LinkedIn Answers** – under the "more" tab,
  use Answers to establish yourself as an expert in your trade
- **LinkedIn Groups** – search "groups" on LinkedIn to discover new areas to participate
- **LinkedIn Search** – search on LinkedIn to find new professionals to connect with

WEBSITE TRAFFIC

- **Compete** – competitor site traffic reports; monthly visitors only (free and paid options)
- **Quantcas**t – compare multiple sites in one chart; monthly visitor data only
- **Alexa** – comparative site traffic reports

SEARCH DATA

- **Google Trends** – trends and volume by country and region
- **Google Insights** – search volume and patterns across regions, categories and time frames
- **Word Tracker key words** – average daily volume of keyword or phrase
- **Yahoo! Keywords Tool** – search volume for specific keywords
- **Google Keyword tool** – volume of specific keywords

MULTIMEDIA SEARCH

- **YouTube** – search for videos by keywords
- **MetaCafe** – hi-traffic video search engine
- **Google Advance Video Search** – video search
- **flickr** – search for photos, groups or people/users
- **TruVeo**–aggregates video searches for YouTube, MySpace and AOL
- **Guardian Viral Video Check** – 20 most viewed videos in 1, 7, 365 days

SOCIAL BOOKMARKING

- **Digg**
- **StumbleUpon – Delicious**
- **Reddit**

SEARCH MEDIA DASHBOARDS

- **Hoosuite** – a platform that can manage Twitter, Facebook and LinkedIn
- **Tweetdeck** – a social media dashboard for Twitter and Facebook management
- **Ping** – a social media management site; it includes mobile apps, instant messaging and email

FEED AGGREGATOR

- **Yahoo Pipes**

URL CRUNCHER

- **Bitly** – has dashboard metri