

Secrets of Effective Co-operation with Media

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HOW MEDIA AND INFORMATION CONSUMERS CHANGED SINCE THE BEGINNING OF THE NEW CENTURY AND WHY IT IS IMPORTANT

New marketing paradigm: since 1990-2000

- Change of the consumer
- The need to take into account the individualisation of consumption
- The need to take into account new information distribution channels
- Reducing the effectiveness of some traditional marketing communications tools (in particular, traditional media and TV)
- Request from companies on less costly ways to solve marketing issues (especially given the emergence of a large number of fast growing companies / start-ups – the economy's innovative sectors)

New marketing paradigm

Peculiarities	Details
Change of the consumer.	<p>In the 90's, the society (mainly in North America, Australia, Western Europe) was significantly transformed, consumer type changed, as well as the consumers' reaction to the advertising information. The following characteristics have become inherent for the consumer:</p> <ul style="list-style-type: none"> - the desire for an interactive two-way communication with the supplier of a product or service, to a more complete awareness of it and the product (service); - the consumer prefers a company with a more sound social position; - the consumer is far more individualist and rationalist than before; - the consumer considers consumption as a self-sufficient activity.
The need to take into account the individualisation of consumption.	<ul style="list-style-type: none"> - Mass consumers were substituted by narrow target groups, their representatives are perceived as persons, definitely not impersonal units of the market segment; - the growing segmentation of the market demanded a discrete approach to advertising and information messages, dedicated communication channels, individual preparation of such messages (ideally - separately for each particular consumer).
The need to take into account new information distribution channels.	<p>Under the influence of the Internet and other technologies, a critical media transformation took place:</p> <ul style="list-style-type: none"> - new channels of information distribution appeared, - highly specialized (niche) media developed, - interactive media appeared, - social networks appeared, - a completely new ecosystem formed around the Internet, that ecosystem required such components of marketing communications, which did not exist at all in 80s.
Reducing the effectiveness of some traditional marketing communications tools (in particular, traditional media and TV).	<ul style="list-style-type: none"> - Generation which grew up during the 'TV and video era' learned to decode television advertising messages and stopped actively responding to them (not interesting to them); - there was a huge number of TV channels with the possibility of instant switching, what allowed not to watch advertising; - the cost of TV advertising is constantly increasing, and its efficiency is steadily decreasing.
Request from companies on less costly ways to solve marketing issues (especially given the emergence of a large number of fast growing companies / start-ups – the economy's innovative sectors).	<p>Request from companies to:</p> <ul style="list-style-type: none"> - combine and optimise budgets; - achieve greater efficiency in communication (marketing, advertising) campaigns; - deal with fewer partners (contractors), translating complex solutions within a single unit.

Old marketing (and old good times)

- Set of measures that allow companies to identify and respond quickly to the demands that appear on the market.
- Old marketing is seen as the company's response to changes in the environment (mainly needs and demand).
- The purpose of old marketing is to create a system for diagnosing the state of needs and demand (assessing consumer satisfaction) and the technology of the corresponding response to their change (the system of marketing mix's adaptation).
- Old marketing actually implements the philosophy of lagging demand and demand, as the company reacts to the demand which already exists.

New marketing (and nowadays)

- New marketing actively creates new needs, and creates demand for them.
- New marketing can be conventionally called creative.
- The purpose of new marketing is to create demand for a product / service by promoting the consumption technologies of these products.
- New marketing implements the philosophy of foresight (preventive philosophy), it goes a step ahead of needs, and therefore, guides their development.
- Once again: new marketing is an instrument for building up new needs and demand.

OLD GOOD TIMES: JUST PAY FOR THE TV ADS



BUT NOW YOU HAVE TO:

- be creative
- create new needs
- create demand for these new needs
- promote the consumption technologies of the new products
- use the philosophy of foresight (preventive philosophy)
- be a step ahead of your consumer needs, and therefore, guide their development

... and use different media for that...

... but how?

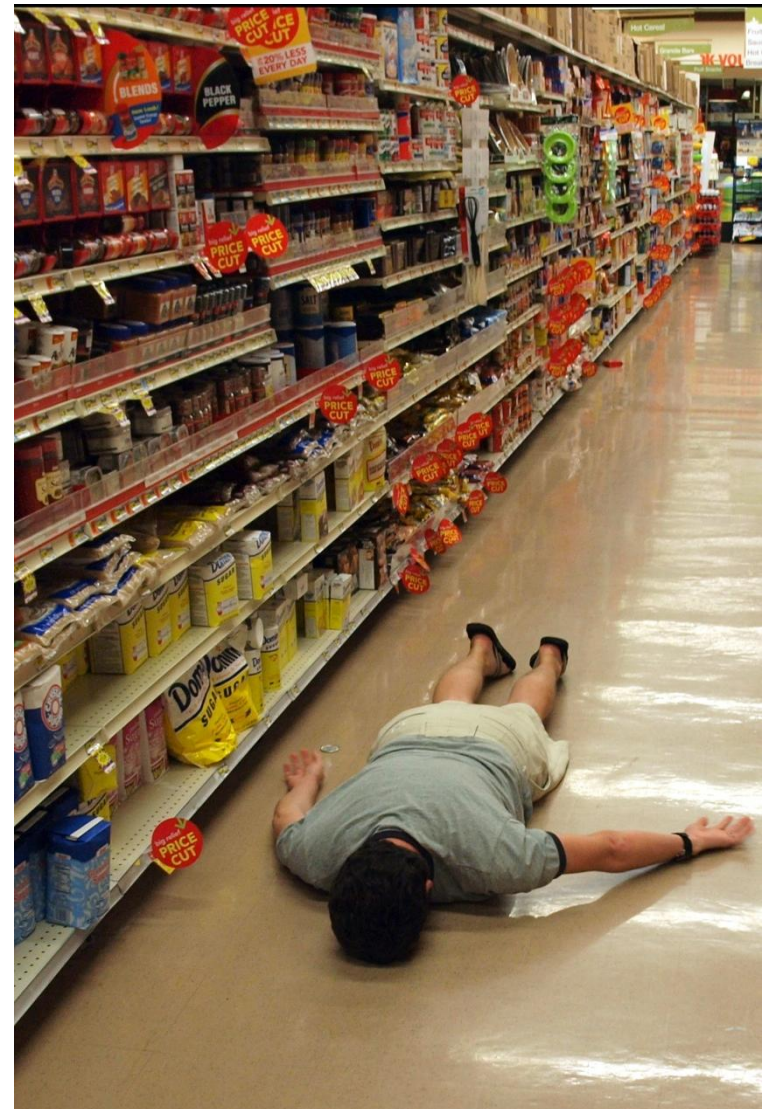


HOW?

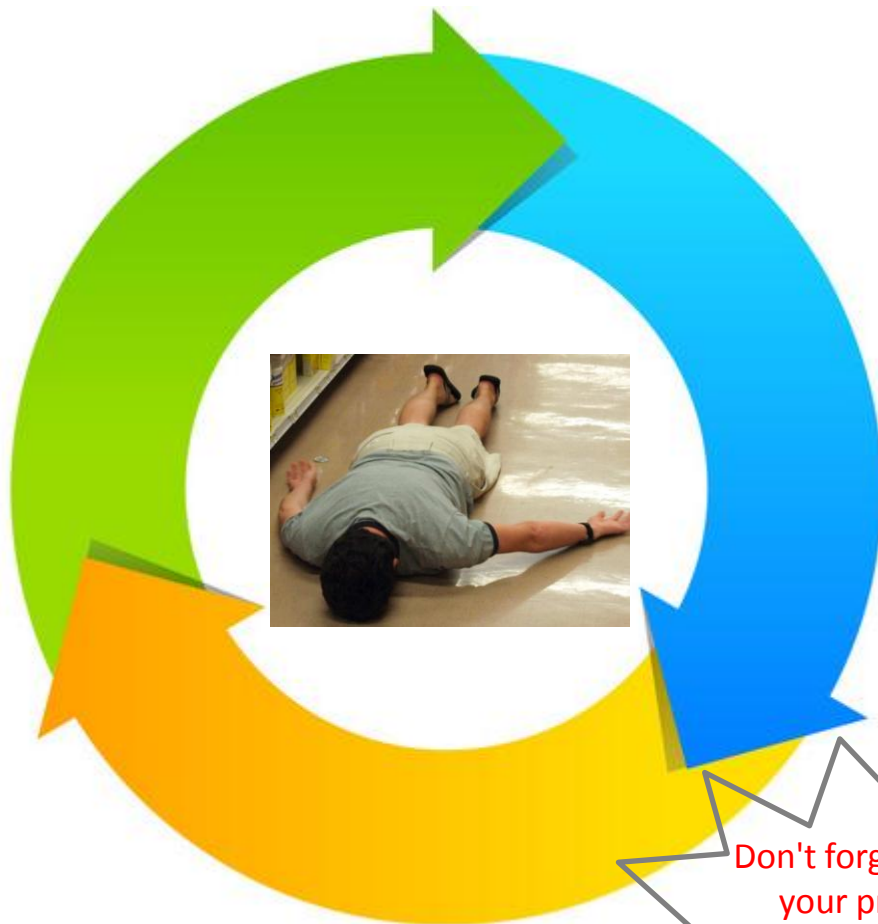


LET'S REVISE IN ANOTHER WORDS:

- The new marketing paradigm appeared because of the market glut (in goods and services).
- The basic human needs on the key global markets are almost completely satisfied.
- A modern person can not only buy everything they want, they do not even know everything what is on the market.
- New issues on the agenda: creation of innovative technologies on the basis of which it is possible to develop new products and teach consumers the technologies of these goods consumption.
- The key role in new marketing belongs to advancement technologies, which are increasingly based on in-depth studies of consumer psychology.



THEY ALL MANIPULATE EACH OTHER



MEDIA

to get money from the advertisers

PR AGENCIES

to convince you and media to work with

YOU

to convince media to work with you for free

Don't forget about
your priority
target, the
consumer!

SO YOU WANT THE MEDIA TO PUBLISH WHAT YOU NEED FOR FREE OR ON THE MOST AFFORDABLE (**FOR YOU**) CONDITIONS... WELL, WELL...



PROVIDING MATERIALS TO THE MEDIA: TECHNIQUES, GENRES, TYPES OF MEDIA

Set the goal and be as simple as possible

- Formulate in one sentence what you would like to say to your target audience (and the media to publish).
- Don't try to speak to the whole world – define your target audience.
- That one sentence is the key message of your campaign.
- Depending on the conditions your key message can be supplemented, its form can be changed, but the essence (the idea) should always remain the same.
- The key message will appear in different forms, in different genres, in different media.
- But if you don't change it, your target audience will understand you correctly.
- Be creative, of course.
- Mind NDA, don't say far too much.
- And don't forget: the media will publish only what they find interesting for them (so you need to encourage the media and the journalists to co-operation).



QUADRATISCH. PRAKTISCH. GUT.

and be creative!

Genres (not all of course, but just those you can use right now):

- mentioning your company (or a top manager);
- comments on the actual market, social issue by a top manager;
- press release;
- review (analytical) article mentioning your company;
- interview;
- review (analytical) article about your company.



Types of the media by carrier:

- subscriptions (e.g. corporate customers to news agencies);
- printed media;
- TV;
- radio;
- online (Internet).

Types of the media (thematic):

- news agencies;
- mass market (general interest) media;
- business media;
- industry (profile) media;
- glossy media (as dedicated to fashion, luxury, entertainment), there are now even glossy online media.

Usually a media list for a specific project looks like a combination of these two classifications.

HOW TO WRITE A PRESS RELEASE

The purpose of a press releases can be as follows:

- Promotion of a service (product);
- Improving the company's awareness, brand perception in order to further increase sales and increase the company's capitalisation;
- Strengthening the company's image (by target audiences) taking into account the values (key messages) of the company in order to consolidate certain associations;
- Levelling the possible negative impact on sales, the company's capitalisation of certain market trends.

PRESS
RELEASE



Types of press releases (example: an insurance company)

- General (improvement of the company's awareness, brand perception, other general information).
- Corporate social responsibility.
- For private clients (physical persons):
 - Motor Insurance,
 - Property and liability insurance,
 - Travel insurance,
 - Personal insurance.
- For corporate clients:
 - Life insurance,
 - Property and liability insurance,
 - Agricultural risks insurance,
 - Travel insurance,
 - Aviation insurance,
 - Auto Insurance,
 - Medical insurance,
 - Cargo insurance,
 - Environmental risks.
- Life insurance (a separate insurance).

Press releases according to the content (the list can be expanded):

- Release of a new service (product);
- Reminder on the current service (product) which has been amended*;
- Reminder on the current service (product) with no changes have been made, but to which additional attention should be drawn**;
- As report (for example, based on quarterly results);
- About the participation of the company in various partner programmes, projects;
- About the company's and its top managers' positions in particular rankings, etc.

Notes:

- Reminder on the current service (product) which has been amended* – we first indicate the changes, then we indicate the summary of the previous release on this service.
- Reminder on the current service (product) with no changes have been made, but to which additional attention should be drawn** – usually in such cases we use 'round' numbers (e.g. customers purchased 1000 cars).

Press releases by audience:

- Private customers (physical persons),
- Corporate customers.

Requirements on formatting (example):

- All releases – on a single approved form.
- Press release text font: 10 or 11 Arial.
- Press release header (lead) font: 16-18 Arial.
- Press release information reference font: 7-9 Arial.
- Line spacing: upper – 0 pt, lower – 6 pt.
- When bulleting, the interval is 0 pt (upper and lower).
- In the information reference, at the beginning of each month, we adjust the number of clients (or other relevant information).
- A press release with two headline options is proposed for approval by a top manager.
- The release should fit one page.
- First, we write the release in national language, and after the approval – we make a translation.
- We put hyperlinks in the names of the company, the names of services and products (wherever appropriate).

Press release: the algorithm

- We write in a simple 'human' language, moving away from official wording and technical details.
- In the lead – the main about the new service (product).
- In the lead (in rare cases – In the first paragraph) we indicate for whom the service or product is intended (private clients or corporate clients).
- The first paragraph of the press release is a more detailed description of the service (product), its benefits.
- Then – how to purchase, refuse (if possible), check (if possible), in general, how to use.
- If the service (product) can be used by both private and corporate clients, we indicate the differences for these two audiences in separate paragraphs.
- The last sentence of the press release – the company's values related to a specific product (service), a key message (to a particular service, product), which is described in the press release.
- If necessary (for example, when writing a press release about a new service or a reminder on the existing service that has been amended), we provide 'Related links' at the bottom of the text – hyperlinks to services and products on the press release's theme.
- Values, key messages of the company should be accurately implemented into the press release.



COMMON STANDARDS OF CO-OPERATION WITH MEDIA

If you follow generally accepted standards, you will be perceived as professionals anywhere in the world, and media will be ready to co-operate with you. The main thing is to speak their language.

It is important to show the journalists you follow their standards and respect them. They will study your behaviour carefully in every small detail, and you should be unimpeachable.

Ethical standards:

- don't do what can be perceived in a wrong way or can be offensive;
- try to put yourself in the shoes of a journalist;
- think ahead.

And oooops... actually there are no common solutions since the media are developing faster than we can study them.

Technical standards are important at some points:

- media list – your milestone;
 - making your speaker ready: train your speaker (presentation, Q&A, media list);
 - press conference (or any other event of that kind) and media kits;
 - press release, comments, interview;
 - TV clip: 99% speakers think they look poor on TV (you goal is to be in another 1%);
 - monitoring;
 - maintaining contact and follow-up.
- And don't worry too much about snacks and souvenirs for the journalists, they don't care too much about them. All they need is information.



E.G. Media list

Media list:
Client:
Date:

Media	Quantity	Accreditation status
News agencies	00	
Industry media	00	
General interest media	00	
Business media	00	
TV	00	
All	00	

No	Media	Journalist	Position	E-mail	Phone	Notes
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ENCOURAGING JOURNALISTS TO CO-OPERATION

How to encourage journalists and make your articles published:

- you have money and lots of time – great, you are lucky, ask a PR agency to do that job;
- you have money and no time – so-so, some PR agencies will agree to work with you;
- you have no money, but lots of time – build up loyalty programmes by yourself (small press events, unofficial meetings, drinking beer with journalists, small presents);
- you have no money, you have no time – follow iblazr strategy.

No time.
No money.

How to get the journalists' contacts and create a media list:

- ask friends who work at PR agencies and at the media to send you journalists' contacts and media lists;
- google for media lists (sometimes they are placed online by some strange people);
- look through social networks (Facebook, LinkedIn, Twitter): it works better with Twitter in EU in Western Europe and North America and with Facebook in Central and Eastern Europe;
- use professional communities, especially on Facebook;
- google if you need a journalist on a specific topic at a specific media (emails are usually available);
- use resources like www.abyznewslinks.com and www.allyoucanread.com;
- use special software to collect the journalists emails, like ePochta Extractor;
- meeting in person at events;
- when it comes to publications, sometimes free or low cost article placements can be useful, use the press release services (google for 'PR news wire', 'press release for free', 'press release distribution') for that or find a freelancer on resources like www.fiverr.com;
- in some cases you can turn to SEO-agencies (they are in every country), they publish articles online for an acceptable price.

www.abyznewslinks.com

ABYZ News Links

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Media Type	Media Focus	Language
BC-Broadcast	AL-Alternative	DEU-German
IN-Internet	BU-Business	ENG-English
MG-Magazine	GI-General Interest	FRA-French
NP-Newspaper	GO-Government	NLD-Dutch
PA-Press Agency	SP-Sport	
	SR-Satire	

Belgium Newspapers and News Media - National Belgium - Broadcast News Media

National	EEN	BC GI NLD Teletext
National	EEN	BC GI NLD TV
National	Kanaal Z	BC BU NLD TV
National	Radio 1	BC GI NLD Radio
National	Radio Visie	BC GI NLD Radio
National	RTBF	BC GI FRA Radio TV
National	RTBF	BC GI FRA Teletext
National	RTL	BC GI FRA TV
National	VRT	BC GI DEU Radio TV
National	VRT	BC GI ENG Radio TV
National	VRT	BC GI FRA Radio TV
National	VRT	BC GI NLD Radio TV
National	VTM	BC GI NLD TV

Belgium - Internet News Media






























National	7 sur 7	IN GI FRA
National	Expatica	IN GI ENG
National	Google	IN GI FRA
National	Google	IN GI NLD
National	Hoofdpunten	IN GI NLD
National	Kranten Koppen	IN GI NLD
National	Nieuws Anker	IN GI NLD
National	Politics	IN GI NLD
National	't Scheldt	IN SR NLD
National	Vlaamse Volksbeweging	IN GI NLD
National	Waals Weekblad	IN GI NLD

Belgium - Magazine News Media

National	Knack	MG GI NLD
National	Le Vif	MG GI FRA
National	Meervoud	MG GI NLD
National	Mo	MG GI NLD
National	Trends	MG BU FRA

www.allyoucanread.com/belgium-newspapers

TOP 29 BELGIUM NEWSPAPERS & NEWS MEDIA

1	 HLN	2	 Nieuwsblad	3	 Le Soir
4	 De Redactie	5	 De Standaard	6	 DH
7	 7sur7	8	 De Morgen	9	 La Libre
10	 Gazet Van Antwerpen	11	 Sudinfo.be	12	 Knack.be
13	 L'avenir.net	14	 LeVif.be	15	 Het Belang Van Limburg
16	 De Tijd	17	 LaMeuse.be	18	 Jobat
19	 L'Echo	20	 La Nouvelle Gazette	21	 Nord Presse
22	 Euractiv	23	 newsmonkey	24	 Express Business
25	 Laprovence.be	26	 LaCapitale.be	27	 inmemoriam.be
28	 NordEclair.be	29	 weekend.be		

CASE: iblazr – innovative flash for smartphones

<https://vc.ru/marketing/1870-kak-besplatno-popast-v-topovyye-mirovyye-smi> (c)

This flash broke into the largest techblogs Cnet, Mashable, TechCrunch, PetaPixel, Engadget, The Next Web, Gigazine, etc. As a result, for 13 days of an active campaign on Kickstarter, they have attracted more than \$85,000 from all over the world, from Canada to Australia.

iblazr media strategy:

- First stage: work with forums and small blogs;
- Press kit;
- Preparing to the large online media;
- Hard work or an occasional success;
- Entering the other large media and writing individual letters.

First stage: work with forums and small blogs

Iblazr started from something small: they created a document in Google Docs, in which they formed a list of forums and blogs on various topics: photo, technology, startups, mobile, social media, etc. The list included both large resources and less popular ones – a total of about 30 information sites per segment. During this period, the most important point was to draw a portrait of the average user of each topic, and think over the content for each individual list.

For example, Iblazr posted the texts that were of interest to a specific audience on the photo forums, respectively, they wrote about how the flash works, what devices are synchronized, showed examples of photos and so on.

On technoforums Iblazr spent more time describing the technical part of the invention itself, talked about diodes, microcontrollers used, various difficulties in development, and so on.

Working with forums is a very laborious process, often local 'old-timers' treat such posts with disdain, especially when you are a newcomer. Also, you will definitely have problems with administrators and moderators of communities, which only do what they remove materials that in their opinion are considered as advertising. During the first few weeks of vigorous activity, Iblazr developed certain skills and managed to get into popular forums where they later created sufficiently discussed topics. One of these forums is the popular resource DPreview in its circle.

As a result, Iblazr have attracted about a hundred subscribers and some very loyal users, who helped a lot with their tips and tricks about the device at the very beginning.

Press kit

Large media are very lazy, so you will have to take all the work of preparing the information. A press kit is a set of press tools, which usually includes photographs, videos and a press release. You can complete it in different ways, iblazr went along the simplest path, they created a folder on Google Drive and uploaded the most suitable files there.

They prepared one general press kit for the press and placed a link on the site, but did not stop there and prepared individual press kits for each media, changing the information and texts beforehand.

Here you should not neglect high-quality photos, the better they will look, the more likely they are to be paid attention to by the authors.

Press-kit for Mashable 10 items



Press Release



Black + White iblazrs



Black iblazr connected to i...
Black iblazr connected to iPad.jpg



Black iblazr connected to i...



iblazr Beta Application.jpg



iblazr on eye.jpg



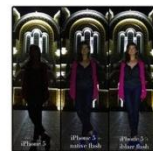
Self-shooting with the ibla...



USB charger with the ibla...



White iblazr on white Sam...



Without/With Flash/With ibl...

Preparing to the large online media

The next important step was the large media. iblazr team created a table in GoogleDox and came up with a kind of filter, which selected about 50 authors of top publications. They were looking only for those journalists who corresponded to iblazr subjects and had a [sound point of contact](#).

For example, if a blogger is interested in crowdfunding, writes about Kickstarter or Indiegogo, makes reviews of new start-up gadgets for mobile devices similar to iblazr, that blogger was added to the database. As a result, they have formed a table, a screenshot of which is cited below. Iblazr team recorded all the information on the authors.

Contact information can be easily found by Google or by using the CrunchBase database. Almost every author has Twitter, LinkedIn, Facebook accounts (this is in case you could not find your email address).

This technique took a lot of time, but turned out to be more than effective.

A	B	C	D	E	F	G	H
Author	Position	Media	Point of contact [wide]	Narrow to	Way to contact	Recent articles	Activity
Darell Etherington	Writer	TechCrunch	Kickstarter, Indiegogo, Mobile	-	darell@techcrunch.com	http://techcrunch.com/author/darell-etherington/	very often
Natasha Lomas	Writer	TechCrunch	Kickstarter, Mobile	<i>Photo, devices for smartphones</i>	natasha@techcrunch.com	http://techcrunch.com/author/natasha-lomas/	very often
Matt Bums	Senior Editor	TechCrunch	Kickstarter, Gadgets	-	http://about.me/matt_bums	http://techcrunch.com/author/matt-bums/page/2/	very often
Alexia Tsotsis	Co-editor Associate	TechCrunch	News	http://techcrunch.com/2013/06/10/app-flashlight-is-why-we-cant-fund-nice-dumb-things/	alexia@techcrunch.com	http://techcrunch.com/author/alexia-tsotsis/	often
Daniel Cooper	European Editor	Engadget	Kickstarter, Gadgets	-	dan@engadget.com	http://www.engadget.com/about/editors/michigoman/	very often
Donald Melanson	Senior Associate Editor	Engadget	Kickstarter, Gadgets, LED	-	don@engadget.com	http://www.engadget.com/about/editors/donmelanson/	often
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Nick Summers	Writer	TNW	Kickstarter, Mobile, Startups	-	nick@thenextweb.com	http://thenextweb.com/author/nicksunners2/	very often
Robin Wauters	European Editor	TNW	Startups, Crowdfunding	-	http://about.me/robinwauters	http://thenextweb.com/author/robin/	very often
Brad McCarty	Academy Director	TNW	Startups, Gadgets	-	http://about.me/bradmccarty	http://thenextweb.com/author/bradmccarty/	often
Bonnie Wertheim	Editorial Intern	Mashable	Kickstarter, Gadgets	<i>articles about kickstarter projects</i>	http://about.me/bonnie_wertheim	http://mashable.com/people/51acf2e51984f	<10 in a month
Anita Li	Reporter	Mashable	Kickstarter, Gadgets	<i>devices for smartphones</i>	anita@mashable.com	http://mashable.com/people/needea/	often

Hard work or an occasional success?

iblazr team decided to turn to only one Russian-language media (vc.ru).

Interestingly, after the publication on vc.ru, one popular photoblog wrote Designyoutrust about the device, and a day later (30 June, 2013) iblazr received a letter with questions from [Mashable](#) that provoked a powerful information explosion.

While the team was preparing an extended answer to all these questions, a journalist from Mashable published an article. iblazr team saw it by accident: the incoming email counter was updated, which showed about 100 new messages in the last 20 minutes. These were subscriptions and device delivery questions. The team immediately opened Google Analytics, in which they saw that the bulk of the transitions were carried out with Mashable.

On the day of publication, the web page was visited by just over 3,000 people, of whom about 500 subscribed to the newsletter about the project's launch. Mashable gave a huge boost before starting the campaign. Materials from a reputable American resource were translated into Spanish, Italian, German, Portuguese and Thai, the article spread throughout the world in less than one day. At that moment the team was actively preparing to enter Kickstarter, and what was happening around definitely gave them confidence. Every day the team received letters with words of support and offers of co-operation with retail chains.

The start of the campaign was scheduled for 23 July, 2013, there was very little time left, but they already had 700 people in the FB community and about 800 mailing addresses.

The team had understood perfectly well that the peak would not last long, and they needed to think about a further strategy of co-operation with the largest media, so they returned to the previously prepared list of authors and individual newsletters.

★ Question about the iblazr for Mashab... (3 k) 

Chelsea Stark [chelsea@mashable.com]

Sent: Jun 30, 7:59 pm

To: info@iblazr.com

Hello!

I wanted to ask a few questions about the iblazr flash. When will it be available in the U.S.? Were there originally plans to Kickstart it? If so, what happened?

Thanks much,

--

Chelsea Stark
Games Reporter, Mashable

The iblazr Flash Will Light Up Your Mobile Phone Pics

5.9k
SHARES

371	884	1341	26
 Share	 Tweet	 Share	



Entering the other large media and writing individual letters

The chance to get reputable journalists interested is very small, but it still exists. And this option should be used. Communication with the media actually did not go well with iblazr - they practically did not receive return letters. This was very depressing, but the team continued to work 20 hours a day.

They sent about 300 letters, of which just over 50 were individual (sent to the personal boxes of the authors). As a result, they received about 10 responses, 3 of which were from very large resources: Gizmodo, TNW and Mashable. As it turned out later, Gizmodo does not cover kickstarter projects, but agreed to publish after our product sees the light.

iblazr team built the dialogue on the basis of a narrow point of contact, the author was interested in LED flashlights and did reviews about them. Immediately the idea arose to cheat a little: iblazr team went from the opposite, wrote that we invented a smart flashlight that can synchronize with mobile devices and tablet computers. The answer was received in 10 minutes.

Hi Oleg,

Thanks for reaching out to me. Do you have any additional information on the flashlight? Product shots? Videos? Plans to put it into production and when it might be available to the public?

cheers,

Andrew Liszewski
Contributing Editor
Gizmodo

Here is the letter which iblazr team sent to Nick Summers, editor of The Next Web Media.

★ Tip for Nick Summers. Iblazr starts th... (3 k) 

Sent: Jul 15, 9:06 pm

To: nick@thenextweb.com

Hi Nick,

We are proud to announce that our innovative product is going to hit kickstarter. We've spent almost a year in order to consider every small detail and made an absolutely unique and high-quality device.

Iblazr is the world's first pocket LED flash that able to be synchronized with smartphones and tablets running iOS or Android operating system. It flashes simultaneously with a camera shutter and provides up to 200 lux/m of luminous light. It's easy-to-use and reliable device that makes your pictures fabulous.

We will start our kickstarter campaign on July 22 and it would be great to be reviewed on TheNextWeb to make iblazr technology a reality.

Please, feel free to contact us.

The answer came not immediately, but it was a positive response, which led the team to another publication in the major media, just at the time of the launch of the campaign.

As for Mashable, after the publication the journalist (Chelsea Stark) promised to post information about the project at the time of launch on Kickstarter. However Mashable never posted new content.

But there was another situation that happened on TechCrunch. Iblazr team literally threw one of the authors with letters, not knowing that they were doing this in parallel. They received no answer, although the next day one of the largest technical blogs in the world wrote about the invention.



And the most important – the result of the campaign. For 10 days the team reached their goal of \$58,000 on Kickstarter, in 13 days they increased to \$85,000.

Don't have such a unique product or service as iblazr?
Convince the media you have it!
Or pay the media.

SOCIAL NETWORKS: HOW IT WORKS, AND IF IT WORKS AT ALL





CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

POSTING FREQUENCY	1-4x per week	1-7x per week	2-10x per day, including retweets & replies	Weekly or when applicable	1-7x per week	3-14x per week	4-7x per week
WHEN TO POST	When relevant to audience	When audience is online	Spread throughout the day	When audience is online	During business hours	Spread throughout the day	When relevant to audience
USE OF HASHTAGS	Limited search functionality. Recommended: 1-2 per post	Recommended: 20-30 per post	Recommended: 1-2 per tweet	Use in descriptions. Recommended: a handful per upload	Recommended: 1-5 per post	Recommended: 3-5 per post	Not popularly used
BEST PERFORMING CONTENT	Photos Videos	Photos Short videos	Questions Multimedia	Product Reviews How-to Guides Educational videos	News Updates Articles	Style Home Food & Drink Beauty	Fun & playful Lenses & filters
IDEAL VIDEO LENGTH	1 Minute for video 5+ Mins for Live video	30 Seconds	45 Seconds	2 Minutes	1-2 Minutes	Based on source video	10 Seconds
CONTENT TIPS	Thumb-stopping power Short & catchy videos & images Respond to comments	Real photos of real things Use hashtags Single focus of image	Mix content Retweet Reply and participate	Clear purpose for video Compelling storyline Add variety to video topics	Positive & relevant content Add images & video Value for audience	Variety of content Create multiple boards Curate content from other sources	Capture attention Showcase business or product Fun & light
AUDIENCE BUILDING TIPS	Post consistent and engaging content Boost posts	Use hashtags Engage with audience	Tweet more often Use hashtags and participate	Optimize for search Post consistently	Add contacts to your network Engage via comments and groups	Post often Create searchable descriptions	User-generated content Cross-promote on other platforms



Hootsuite®



The main principles of social networks:

- here and now;
- emotional;
- unusual associations, 'backdoors' to our consciousness;
- inexplicable from the point of traditional logic;
- the memes are understandable to a specific social group often limited by a country;
- most memes are unknown outside their home country.







Who is this?



There was an offer to throw a coin through his teeth so that he would not be stolen from the supermarket.

Arrogant?
And what the
'joke' means?

Taskmaster



MEDIA AND SOCIAL NETWORKS MONITORING, ANALYTICS

What and why to monitor:

- your company and the competitors;
- to track competitors, to correlate your activities with those of competitors, to detect threats.

Who will do media monitoring for you:

- a monitoring agency;
- a PR agency and a monitoring agency (the best - turnkey solution);
- by yourself.

Media monitoring by a monitoring agency:

- daily (for a high competitive markets);
- weekly (for a middle competitive markets, especially if you need to save costs);
- by a specific event or after sending press release;
- on request.

Analytics upon media monitoring one a month by a monitoring agency or a PR agency.

Social media monitoring – lots of agencies say they do that, but they will deceive you, and there are legal reasons (EU General Data Protection Regulation – GDPR) and technical issues.

If you need a great media and social networks monitoring plus analytics, turn to a specialised PR agency.

If you need to save costs, you can do something by yourself (Google, Bing, Yahoo):

- weekly monitoring on the competitors (sometimes brings good results – you can see what the competitors change on their web page, i.e. important for them);
- monitoring by a specific event or after sending press release;
- time-to-time search on social networks by specific words using their search engines.



socialbakers

COMMUNICATION CRISIS: HOW TO WORK WITH THE MEDIA

You have to forecast all possible crisis situations and be ready to solve them.

Always have your 'crisis folders' ready:

- Official position of the company (on the possible crisis situation) – the real state of thing, tell the truth;
- Defined by threat level: 1, 2, 3;
- For internal use only;
- Possible situation description;
- Official position of the company on the situation (can be communicated directly to the customers upon request or via the media);
- The customers' possible questions and answers;
- Signed (e.g. technical directorate, planning management, international department, department of corporate communications, department of regulatory and legal support, advisor to the chairman of the board).

E.G. OFFICIAL POSITION OF KYVSTAR COMPANY ON THE SUPPLEMENTARY SERVICES (SMS, MMS, GPRS, WAP) OVERLOAD PROBLEMS AT 'RUSH HOUR'

Employees of the Call Centre and Kyivstar information centres in different regions of Ukraine noted that recently subscribers started to put questions about the emerging problems on additional services, in particular MMS and GPRS, at 'rush hours'. The situation with overloads on additional services had been thoroughly studied by the heads and specialists of the relevant technical and administrative departments of Kyivstar, and the following comments were made.

Question: What are the problems caused by additional services and what is their scale?

Answer: There are currently temporary overloads on additional services (SMS, MMS, GPRS, WAP), which appear due to the high demand and popularity of these services among our subscribers. For example, MMS (sending and receiving multimedia messages) is now particularly popular, since by October 1, sending MMS messages to all subscribers of Kyivstar is completely free. We did this in order to enable as many of our subscribers as possible to try this rather new service, so that MMS users developed skills to work with them and made their point of view on the service. This will allow subscribers to optimise their costs after the promotional period, and we, accordingly, will optimise the network load.

Now the problem of overloads on additional services is situational in nature and appears mainly during 'peak hours'. Therefore, if you are having difficulties sending SMS / MMS or using GPRS / WAP, it is better not to try again and again (otherwise it will only create an additional load on the network). We recommend that you interrupt for a while and try again in 15-20 minutes.

Question: What does Kyivstar do to overcome the overload problem?

Answer: First of all, we apologize for the temporary inconvenience to those subscribers who have encountered them. We will try to eliminate overloads in the shortest possible time. Already, additional equipment is being purchased and installed, Kyivstar's technical specialists together with the representatives of Ericsson (the supplier company) are expanding our capacities, which will have positive impact on the possibilities of additional services (SMS, MMS, GPRS, WAP) in the near future.

Thank you!

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