

# Best Practice Checklist

# Social Media & PR



## Do your keyword research

Before writing your release, ensure you have a list of keywords and keyphrases ready. Plug these into your news release, so that the PR will be optimised for popular search terms. Keep in mind that journalists, reporters and bloggers often set up “news alerts”, which are triggered by particular keywords.

## Optimise the headline and first sentence

Make sure that the headline (PR title) has the specific keyphrase that you’re optimising for. This keyphrase also has to be incorporated in the first sentence of the news release in order to ensure effectiveness.

## Include links to multimedia content

By adding links to photos hosted on Flickr or videos hosted on YouTube or presentations hosted on SlideShare, your PR will have a greater opportunity of achieving a good position in the search engines.

## Optimise all images and videos

Be sure to tag all photos and videos in your PR with appropriate keywords. For example, if your videos have been uploaded to YouTube, ensure that you’re implementing video optimisation best practices.

## Link to relevant pages on your website

Web pages often link to other pages online, and so should your press release. Add links to your PR to relevant pages on your company website or blog (ie: for a new product launch release, include a link to the Products page of your website).

## Write a strong boilerplate

A boilerplate is a brief paragraph at the end of a press release that describes the company. Try to limit your boilerplate to between 75-100 words. Keep focused, avoid jargon, use keywords where appropriate and remember to include links to your company website, company blog and social media profiles.

To learn more go to

[www.emarkable.ie](http://www.emarkable.ie)

