MY PRSTACK

A PRACTICAL GUIDE TO

MODERN PR TOOLS AND WORKFLOW

19 CONTRIBUTORS, 15,000 WORDS, 40+ TOOLS

CURATED AND EDITED
BY STEPHEN WADDINGTON

FOREWORD
TACKLING PUBLIC RELATIONS WORKFLOW

By Stephen Waddington

My #PRstack: a practical guide to modern PR tools and workflow has been developed by a community.

It consists of a series of personal workshops by public relations and SEO practitioners exploring modern aspects of public relations practice.

As President of the CIPR last year I wrote a paper exploring how the public relations business is modernising from publicity to influencer relations; and then to communities and social business.

I've since added branded or owned media as a discrete category.

The tool market isn't quite so neat and clear cut. There's lots of overlap and so I've broken down My #PRstack: a practical guide to modern PR tools and workflow into the following sections:

1. ***SOCIAL LISTENING AND PLANNING*** – how to identify and listen to a community using the social web and other data sources
2. ***CONTENT*** – creating content as a means of public relations engagement
3. ***CURATION*** – curating content on the social web to turn social content into owned content
4. ***BUILDING RELATIONSHIPS ONLINE*** – examples of influencer relations and community management
5. ***EXAMPLE #PRSTACK WORKFLOWS*** – putting tools together to create a complete workflow
6. ***PROJECT MANAGEMENT & MEASUREMENT*** – managing and demonstrating the value of a public relations campaign or any form of project

EVOLUTION OF #PRSTACK

The magical thing about creating a community is that you never quite know how it's going to develop.

Many gather around an event and disperse as quickly as they came together. Others quickly establish a purpose and hierarchy and become bogged down in bureaucracy.

Some, like the community of practitioners that I spearhead in my day job are noisy and thrive, developing a culture and life of their own.

#PRstack is like that too. It has developed a life of its own.

The community started as a blog post in mid-December. I publicly bemoaned the lack of mature workflow for public relations.

Our business is characterised by vendors selling tools packed with features all looking for a problem to solve.

I shared a Google spreadsheet with my network and invited people to help characterise the public relations tools market in terms of application, function and cost.

> ***MY MOTIVATION WAS TO HELP PEOPLE BETTER UNDERSTAND MODERN WORKFLOW AND THE THIRD-PARTY PR TOOLS MARKET.***

The #PRstack community developed over the next 50 days via my blog and Twitter. It described more than 100 tools.

Prezly founder Frederik Vincx offered development time to build a web app to sit on top of the #PRstack Google document to help people interrogate the data. Prezly is a CRM for PR teams that is listed in the #PRstack.

We launched the PRstack app in early March. It now describes more than 250 tools.

During a #PRstack Twitter chat we explored ways to develop #PRstack. *My #PRstack: a practical guide to modern PR tools and workflow* is the result.

MEET THE #PRSTACK CREW

Thank you to Frederik and the team at Prezly for their commitment to the project. As well as the app they've laid-out this book. No other vendor has shown such courage or leadership.

The authors of this book have all given up their time and expertise freely to contribute written workshops.

Thank-you Matt Anderson; Stella Bayles; Michael Blowers; Stuart Bruce; Scott Guthrie; Sarah Hall; Rich Leigh; Adam Parker; Gary Preston; Andrew Ross; Andrew Smith; David Sawyer; Kalli Soteriou; Dan Tyte; Max Tatton-Brown; Ben Verinder; Angharad Welsh; and Ross Wigham.

You'll meet them all as you read through the book, and I highly recommend that you seek them all out on Twitter.

Margaret Clow worked with me to knock the book into shape. Andrew Smith, Adam Parker, Sarah Hall and Sarah Pinch have given me helpful nudges along the way.

Gary Preston and Stella Bayles from CoverageBook.com have been strong advocates alongside the social teams headed by Gemma Griffiths and Dan Tyte at the CIPR; and Danny Whatmough at the PRCA.

Communities can be magical things. I hope you find *My #PRstack: a practical guide to modern PR tools and workflow* useful.

Where do you want #PRstack to go next? Maybe it has already served its purpose in helping to promote a better understanding of how public relations is changing.

Please be sure to let me know what you think.

PRSTACK NEEDED TO GET BUILT. SO WE DID.

My team of designers and developers hacks the PR workflow each and every day. We're obsessed with helping PR's get better work done.

Initiatives like this help us build better tools together.

PRs, be vocal about the problems you face and about what you need to solve them. There are plenty of geeks like us out there that want to help you shape the future.

Frederik Vincx
Design founder of PR CRM Prezly

ABOUT STEPHEN WADDINGTON

Stephen is a Partner and Chief Engagement Officer at Ketchum. He is Visiting Professor in Public Relations at the University of Newcastle, and was President of the CIPR in 2014. He is the author or editor of five books on public relations practice.

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PROJECT MANAGEMENT AND MEASUREMENT
Managing and demonstrating the value of a PR campaign or any form of project

SOCIAL LISTENING AND PLANNING

How to identify and listen to a community using the social web and other data sources

Gary Preston

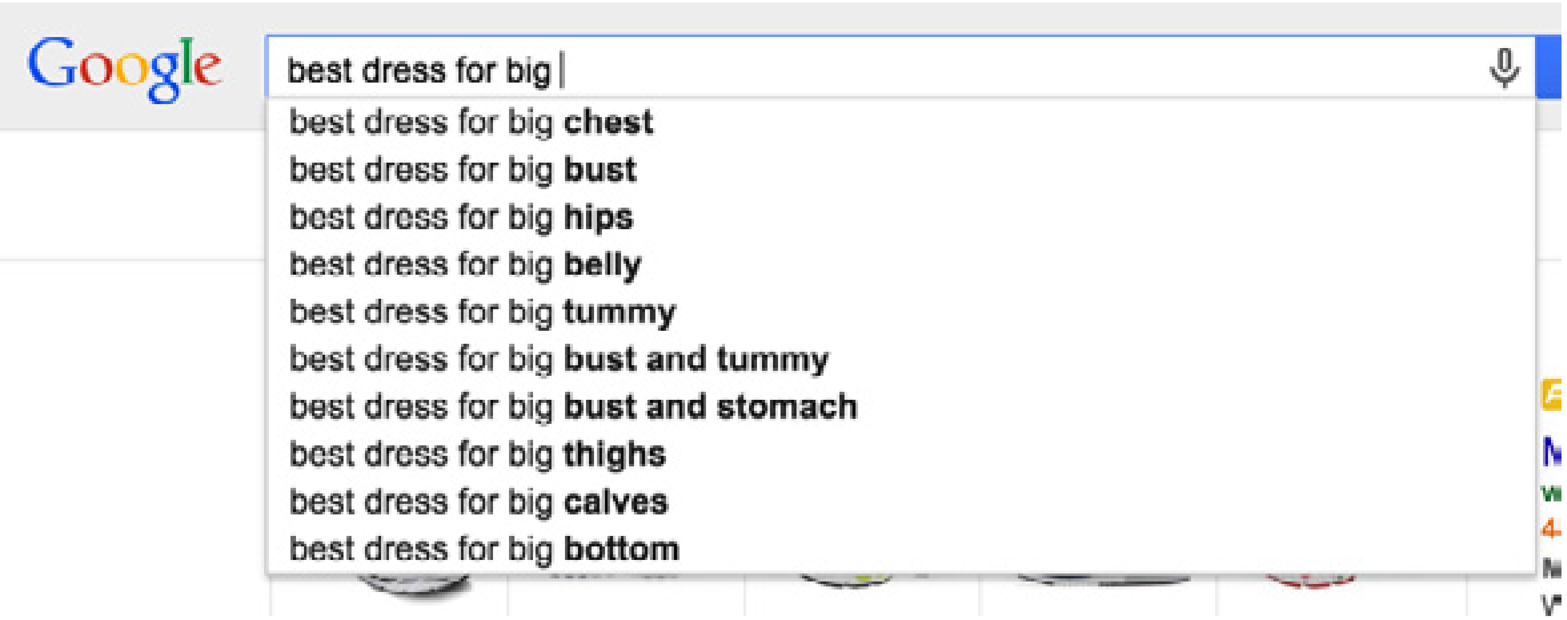
@garydpreston

USING **GOOGLE SUGGEST** TO READ THE MINDS OF YOUR TARGET CUSTOMERS

Google provides lots of tools to help public relations planning. Google Suggest allows you to read the minds of your audiences or publics. Almost.

GOOGLE SEARCH IS A WONDERFUL THING.

You'd never ask your facebook friends...



But ask Google and you know its private and they'll connect you to a good answer from somewhere.

The suggestions are powered by the aggregation of all the data from searchers just like you. Ordered from top to bottom based on the popularity of those searches. All delivered in real-time to help you get to an answer faster. Very clever those Google engineers.

Useful for you as a searcher? Yes.

As a PR? Oh yes.

It's tool as described by a colleague new to search insight as akin to mindreading your potential customers.

What a beautiful way to put it.

MINDREADING IS PRETTY GOOD SKILL TO HAVE WHEN YOU'RE THINKING ABOUT WHAT CONTENT TO CREATE OR WHAT HOOK MIGHT APPEAL.

This insight is there for anybody to use. You just need to know how to extract it.

Here are some tips illustrated with some examples:

1. LET'S GET WARMED UP

Open up Google. Start typing. Suggestions pop up.

I'll pretend I work for a running shoe retailer so I'll start my exploration with…"running shoes"

Already some interesting stuff in there. Lets dig some more….

2. UNCOVER NICHES

People self classify with words like "for". Great to help you uncover the motivations of your target audience. Stick this in your persona document. It's real insight.

So go ahead and type in "running shoes for"..

Ok – some interesting angles in there already. "Running shoes for heavy runners?" Who is providing the best content to these people right now online?

3. KEEP DIGGING

There will be more though. Those results above are just the top layer. Stay curious.

Start digging into the detail by using this little trick.

Type "running shoes for a".

Now change "a"….for "b"

Then…"c",

keep going…."d", "e,"…..you get the picture.

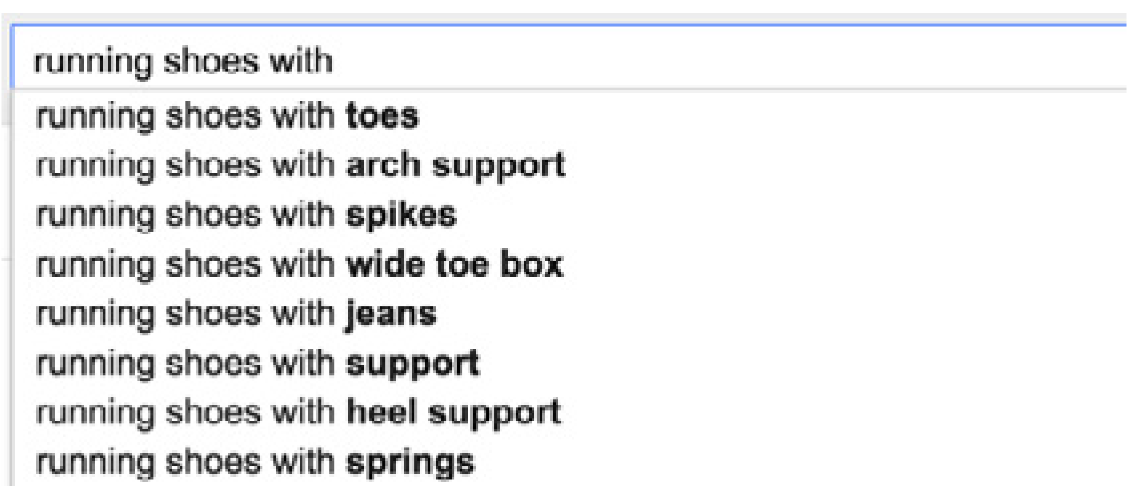
If you don't have a bag full of potential content ideas by this point you should probably give up now.

4. THERE IS MORE

"for" is just one insight trigger words. There are more. Loads more.

Try…

With…



Versus.. (vs)

You getting how powerful this can be yet?

MANUALLY DOING THIS IS A BIT BORING.

Thankfully there are free tools out there to help you extract this information quickly like answerthepublic.com. By way of disclaimer I'm on the team that built this.

NOW GO PLAY.

ABOUT GARRY PRESTON

Garry is a board director at Propellernet. Now having fun figuring out how to build a software business. Mostly for the fun of learning but also to share back and make the lives of public relations practitioners a little better. Tools include coveragebook.com and answerthepublic.com

Michael Blowers

@michaelblowers

USING ***BRANDWATCH*** *TO IDENTIFY, LISTEN AND UNDERSTAND PUBLICS*

Brandwatch is a social media monitoring and analysis tool used widely throughout the public relations and wider media and marketing community. In this how-to we take a quick guided tour of how to generate some results.

The Brandwatch social media listening tool has been around for quite a few years. It has received numerous revisions and additional components like Vizia and the newly released Signals alerting system.

This walk-through deals with setting up and extracting data from the main Brandwatch listening tool. A good place to start is the Project selection page where you can either choose an existing project or start a new one.

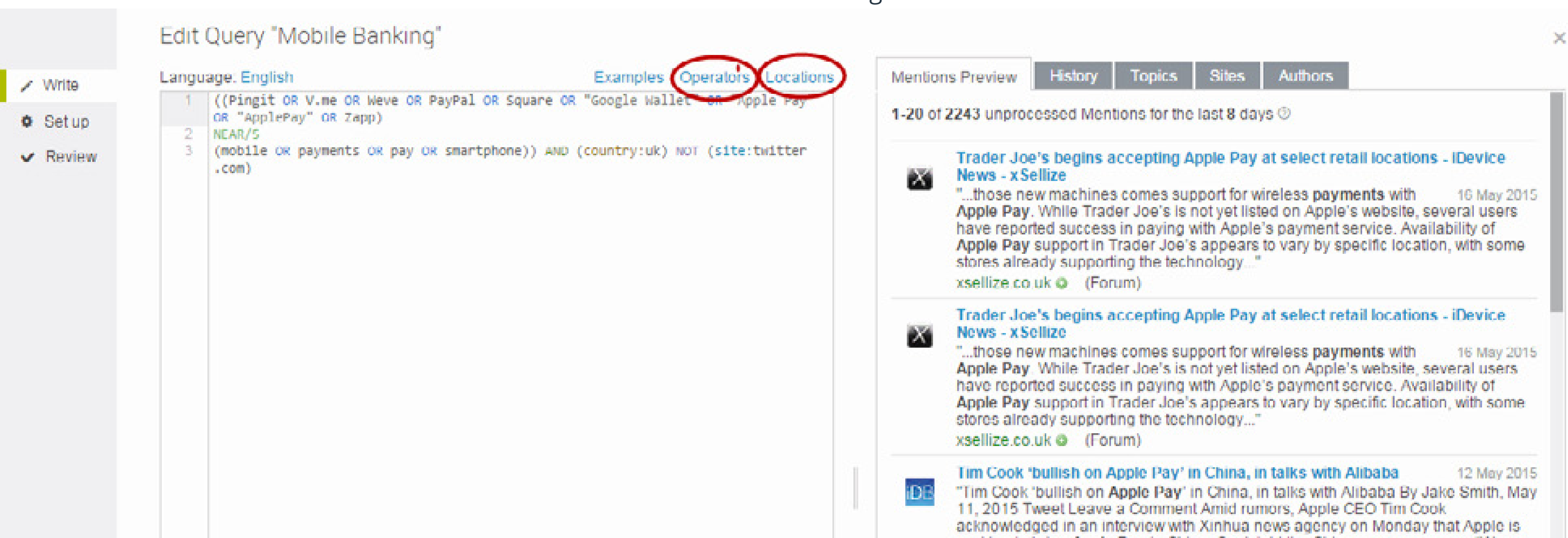
If you are starting a new project then select Data and the Queries from the left-hand column to create a new search query.

For a new project select New query. By default the system accepts Boolean search terms. More on that in a bit.

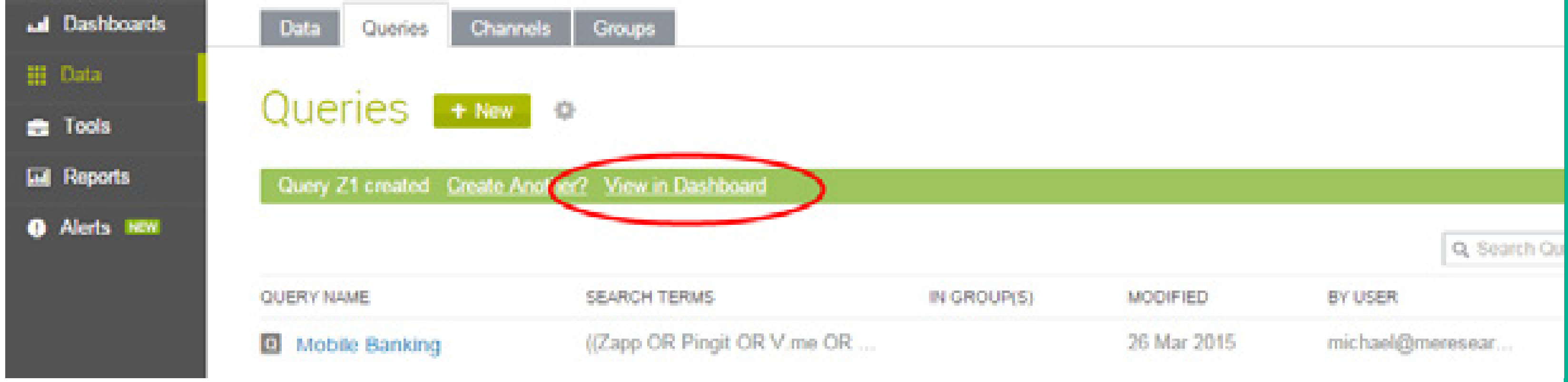
Figure: Creating a new query

The page is split into two sides. On the left is where you input your query string. On the right is an initial listing of what the query is returning.

If you are not familiar with these types of queries they can seem a bit daunting. I would recommended you look at the ever-present Brandwatch help pages (link bottom left) which also includes a number of examples search strings, which can be adapted. Alternatively there are two links: Operators (a crib of the various search terms available) and Locations, referring to how you can restrict searches by geographical region.



To test your query is finding what you want it to, press the Test Query button. If it is okay it will bring up a list of matching hits on the right hand side of the page.



It is recommended that you spend a bit of time examining a selection of the mentions in this preview to establish their relevance. It is far easier to revise the query now, to omit irrelevant items or widen the capture, (eg. alternative spellings) than it is to do during the reporting stage.

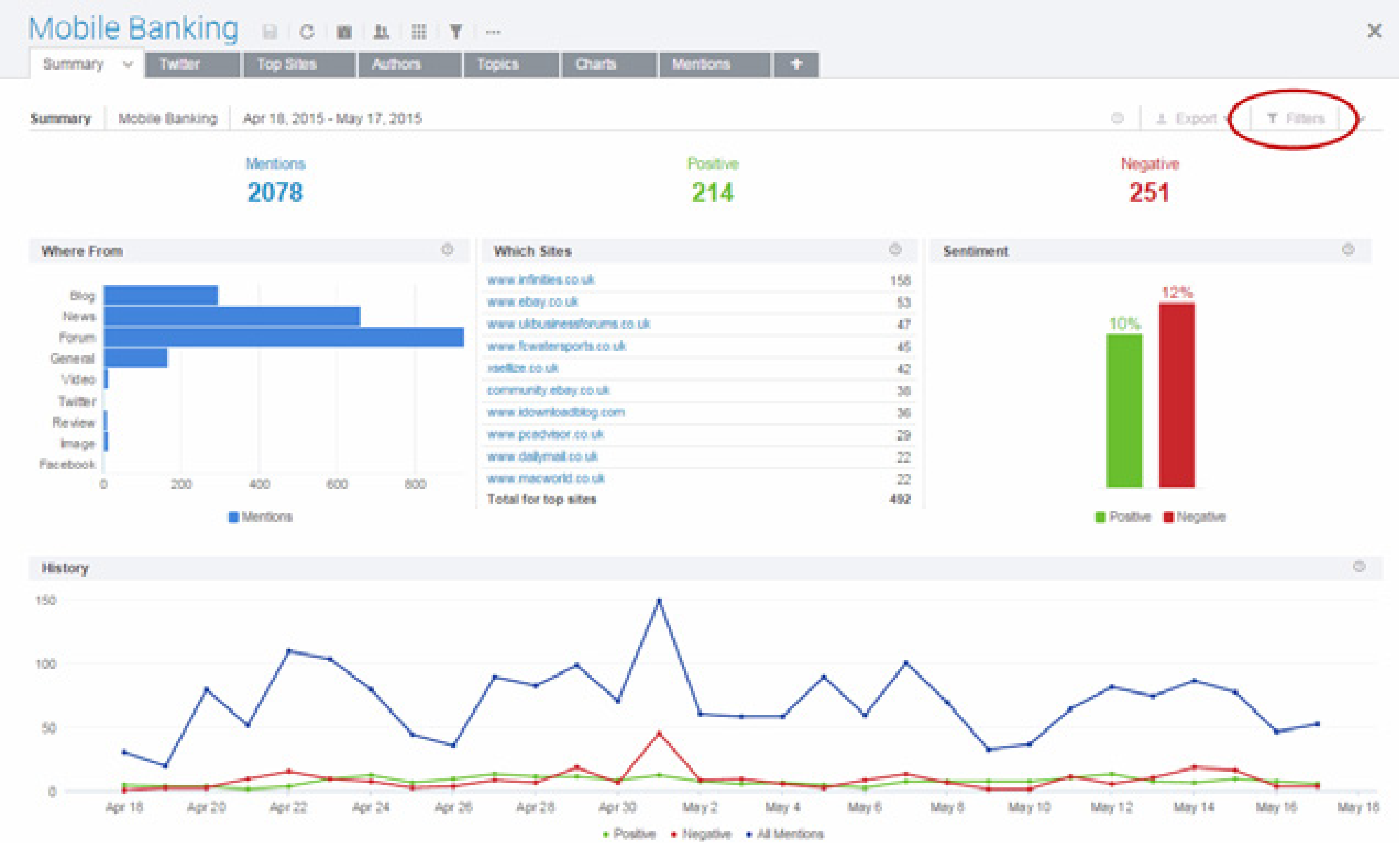
It would be very easy to do a whole tutorial just on query string construction. Newbies would really benefit from reading up on this and the Brandwatch help pages are invaluable.

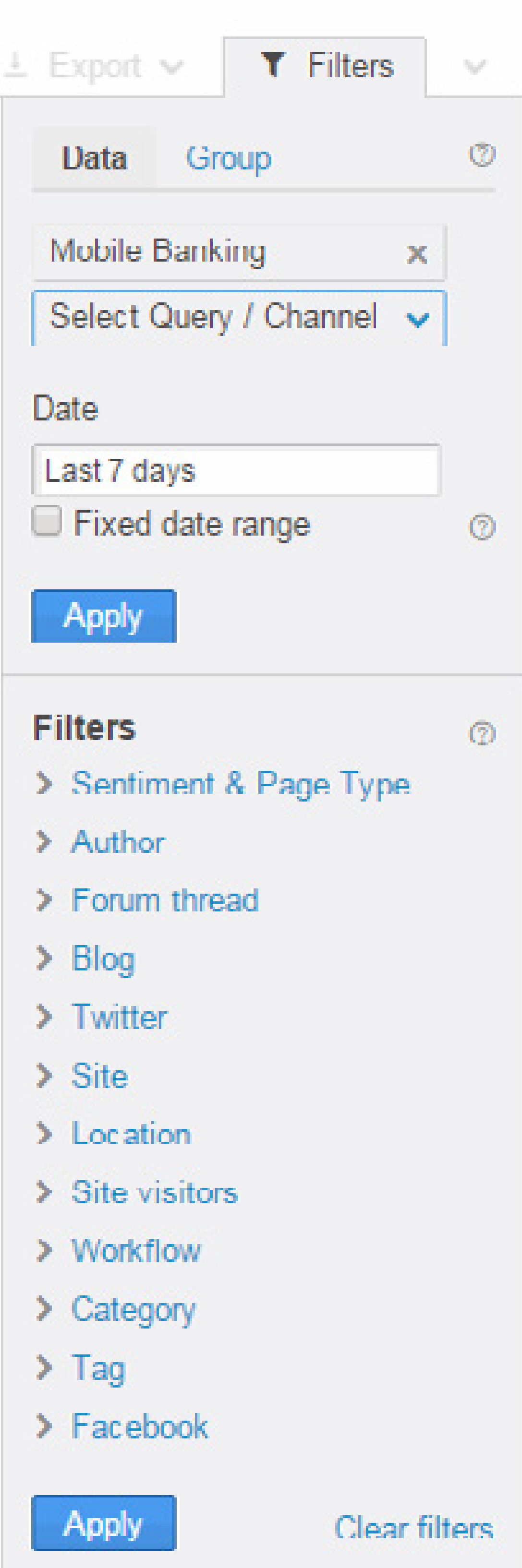
Once you are happy give your query a name and a description and indicate the relevant industry sector. Then save it.

This will bring you back to the query set-up page again where you will see your new query you created listed.

Select the option to View in Dashboard which will open by default covering the previous seven days.

To adjust the date period shown select Filters on the right hand top drop-down bar.

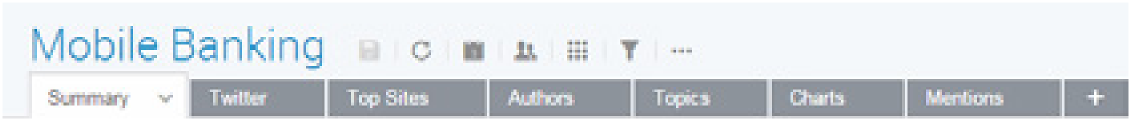




This Filter bar is available on all the pre-set Reports and Mentions options making up the grey tabs to the top left hand side of the screen.

As mentioned, this Filter bar allows you to change the date range as well as filter for media groups like Twitter and Facebook, etc. It also contains invaluable workflow filters which are useful if you want to manually check categorisation on a selection of clips.

The grey tabs at the top of the page lay-out the main preformatted report templates. It also includes a full article listing in the Mentions tab. Do note if you change any filter or date range on one of the tabs it will not automatically carry across to the other tab/reports.



Main reporting tools

By default Brandwatch searches go back to the start of the previous month. It is possible to add in older coverage in the form of a backfill, however this usually comes with an additional charge.

These Report selection tabs feature by default the most popular tables and graphs, notably the top media sources, authors and word clouds. These pre-set tables, graphs and charts are customisable. Different metrics can be selected and once you are happy with the report the data can be exported to a spreadsheet. Configured Report views can also be shared electronically with colleagues.

Brandwatch takes a bit of user effort, but it does reward users with a framework for clear media analysis. Personally, I particularly like experimenting with the various influencer metrics.

While no listening tool is perfect, in this busy space Brandwatch is viewed as one of the more capable capture and analysis tools.

ABOUT MICHAEL BLOWERS

Michael is a partner at Media Evaluation Research, an independent measurement and insight consultancy. You can follow his blog Evaluating the Media.

Like this e-book?

Tweet it now

Ben Verinder

@Benverinder

*USING **NOMIS** AND **UK GOVERNMENT DATA** TO UNDERSTAND UK PUBLICS*

Nomis is a free tool, giving public relations practitioners access to a wide range of detailed and current statistics on the UK population, with a focus on employment and the labour market.

Nomis is the online home for labour market data collected and managed by the Office for National Statistics (ONS).

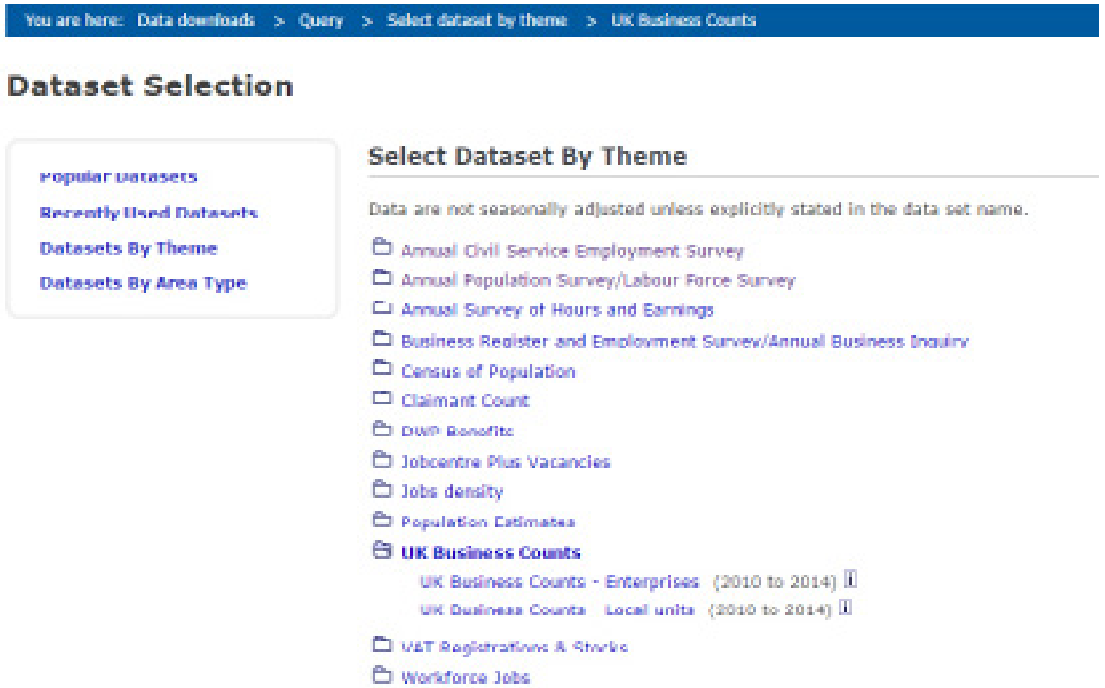
While much of the intelligence relates to the UK workforce, it's more than a databank for economics and employment policy wonks.

Through Nomis the ONS publishes detailed information about our population (alongside the labour data) down to a very local level. This is useful if you are looking to understand a particular population - in the planning stages of a public relations campaign, for instance, or when providing contextual stakeholder intelligence to a leadership team - and can be extremely valuable if there is a geographic element to that campaign or research.

Nomis can answer a dazzling range of demographic questions that might puzzle the public relations planner.

How many people over the age of 25 in Hackney have a degree? What proportion of women in Plymouth have claimed Job Seekers' Allowance over the past five years? What's the average lifespan of an insurance business in Scotland? What is the ethnicity of civil servants earning over £60,000 a year and living in West Yorkshire? How much, on average, do the people of Exeter earn?

This range is a consequence of the variety of survey data that the ONS publishes via Nomis, which includes the Annual Population Survey, the latest census and UK business counts.



The list of surveys and studies published via Nomis.

Earnings by residence (2014)

	Exeter (Pounds)	South West (Pounds)	Great Britain (Pounds)
Gross Weekly Pay			
Full-Time Workers	455.1	495.6	520.8
Male Full-Time Workers	479.4	536.6	561.5
Female Full-Time Workers	403.3	429.8	463.0
Hourly Pay- Excluding Overtime			
Full-Time Workers	11.38	12.40	13.15
Male Full-Time Workers	12.00	13.08	13.70
Female Full-Time Workers	10.78	11.27	12.34

Source: ONS annual survey of hours and earnings - resident analysis

Note: Median earnings in pounds for employees living in the area.

From 15/04/2014 all the data in the hourly pay table (including time series data) has been amended to show "Hourly pay excluding overtime" instead of total hourly pay.

view time-series compare other areas query dataset...

Data from the Annual Survey of Hours and Earnings, Nomis

FREE TO USE AND USEFUL

Access is free. Users can splice the data by looking at local, regional or national profiles or by drilling down into individual national surveys. Nomis differs from the main National Statistics site – and is so much more useful as a result – because it seems to have been developed with the unfamiliar user in mind.

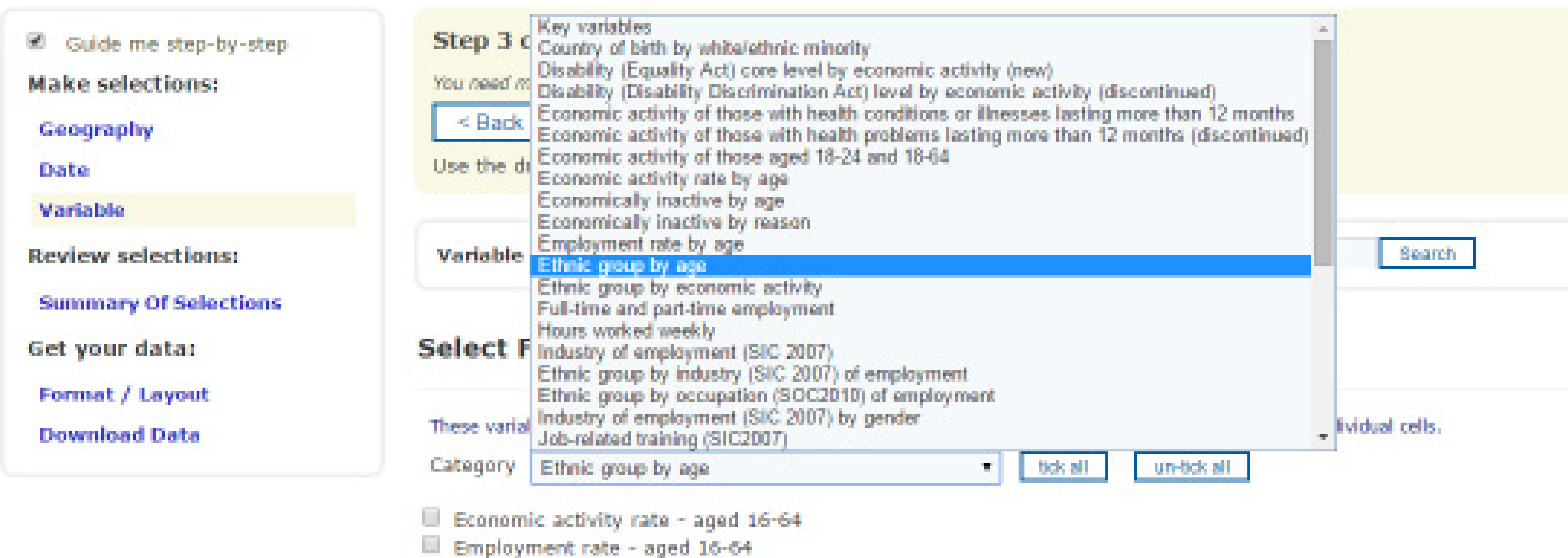
The search facility works, the site has recently been upgraded to include a useful hints and tips pop-up, a wizard walks you through the different ways to customise the sensibly-ordered data – which is why I won't give you a tour of the functionality here. The helpdesk facility based in Durham (according to the statistically useless sample of my own experience) is responsive, friendly and patient with beginners.

LIMITATIONS

There are clear limits to its utility. Nomis' focus is demography; if you are looking for free, relatively recent data on our awareness, attitudes or behaviours try the individual websites of the members of the British Polling Council instead.

The survey results published by Nomis have a labour market emphasis. The ONS' Neighbourhood Statistics site is a better bet if you are looking for data on our health, for instance. A special license is required to access the results of the Business Register and Employer Survey. The census intelligence is now over three years old. Some data involving very small populations is redacted in order to minimise the risk of identifying individuals.

Annual Population Survey variables, Nomis



PLANNING PRECISION

Nevertheless, if you are communicating with a particular group in the UK and want to understand its composition, or if you are trying to learn more about a range of populations, this can be a superbly useful website. (If you have ever tried to find something using Gov.uk or navigate the settings pages of Her Majesty's Revenue and Customs Portal you'll understand that it's uncommon for a Government service to work this well online.)

Too often public relations practitioners talk about target audiences in nebulous terms, which is indefensible when tools like this are available to provide clarity and precision at the planning stage.

ABOUT BEN VERINDER

Ben is a Chartered Practitioner and managing director of Chalkstream Communications, an agency specialising in reputation and market research, consultancy and training in the education, publishing and technology sectors. A regular speaker on communications and contributor to various public relations publications, he's passionate about the power of research to drive successful practice.

Matt Anderson

@MrMattanderson

*USING **TOPSY** FOR SOCIAL MEDIA INFLUENCER AND COMPETITOR ANALYSIS*

There are lots of of social media monitoring tools but they all have two common problems, data accuracy and cost. Topsy is an excellent compromise.

No matter what vendor claim, tool data is never 100% accurate for sentiment and results are often filled with spam from various sources.

The fact of the matter is that you also need a real pair of eyes - a human - to filter any social media analysis to make rational sense of it. You can't take any off-the-shelf reports for granted.

Social media monitoring isn't cheap; Radion 6, UberVu or Alterian can run into the $1,000s of dollars a month, so you are unlikely to be able to justify this cost with your bosses, especially if you are doing speculative research for a pitch.

Add this cost to an intern / account exec to filter the data, you will certainly need to build a business case for social media monitoring. So how do you change this?

AN ACCURATE (AND FREE) SOCIAL MEDIA MONITORING TOOL TO BUILD A BUSINESS CASE

Topsy is currently free for its basic search and I have known it to out perform some paid for social media monitoring tools. It covers Twitter very well. There was an advanced professional version that was impressive,but paid for, although this is not available at the time of writing.

Unlike a lot of social media monitoring tools, the interface is as easy to use as Google, allowing you to filter Tweets, photos, videos and influencers (more on this in a moment).

The system even has an advantage of being able to cover all Tweets going back to 2006. A lot of paid for monitoring tools will only go back 90 days!

I decided to use #Election2015 as an example.

Home page - Easy to use like Google

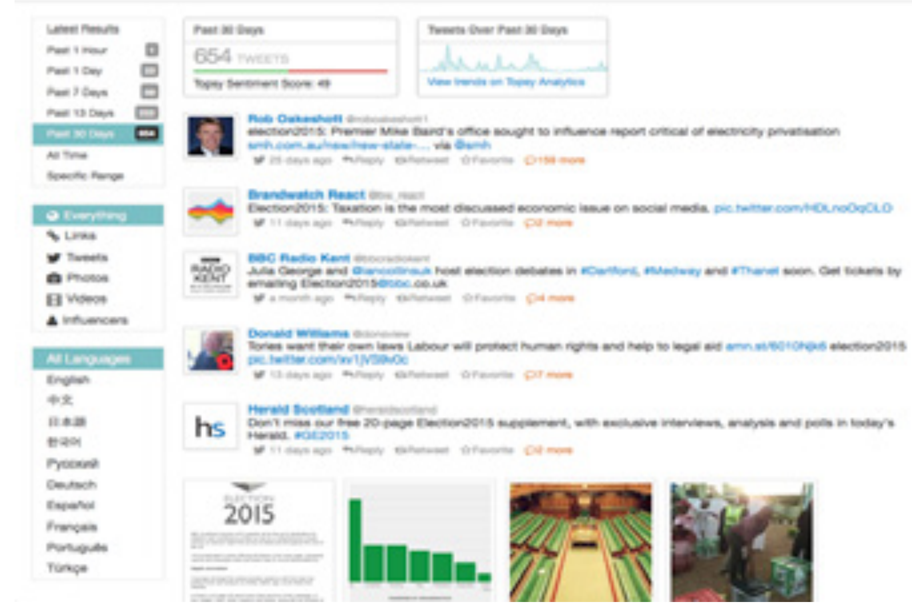
INFLUENCER ANALYSIS WITH TOPSY

Once you have hit search, the user can filter the results by time, links, video, photos,Tweets and even language on the next page.

Search results page and where to find the influencer function

If are happy with the results, you can click on influencers to find out key social media users that you should approach to effectively spread your message, based on the subject area that you are searching for.

Click on 'influencers' on the left hand menu to get the report:



Influencer data page and what they are talking about

HOW TO BENCHMARK COMPETITOR ACTIVITY ON SOCIAL MEDIA USING TOPSY

Under the social analytics tab there is an option to compare search terms and you can add competitor brands to compare the amount of social activity.

On the face of it would seem that UKIP did very well during the leaders' debate, as well as the Greens, as there is a spike in activity on 2 April.

But remember my point at the start of this article that you must challenge any social media analysis.

Spikes in activity do not always mean a superior campaign. It could be a negative reaction.

In the analytics page you can hover on a spike in activity to see what was the most popular post driving mentions, in this case it was a critical poster left on the UKIP Bromley office.

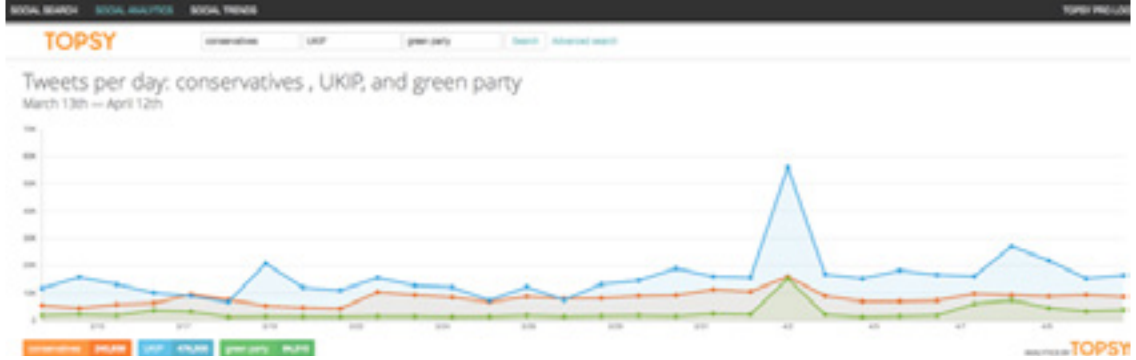


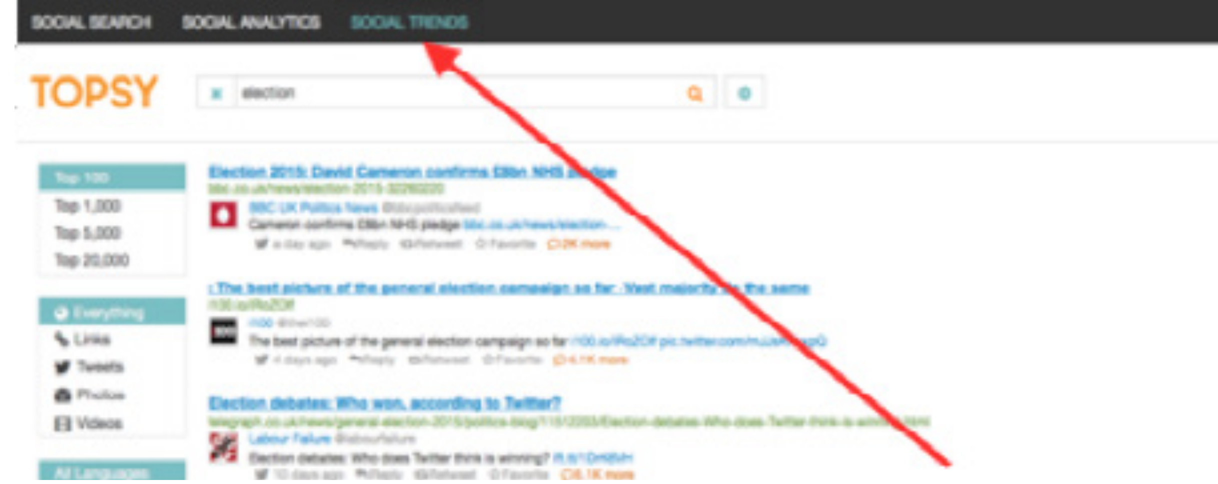
Figure: Social analytics page where you can compare search terms

Insight when hovering over a data point on the social analytics page (UKIP)

The Green party favoured very well during the Leaders' Debate and gained a good reaction on Twitter. If we hover over the spike in mentions for the Green party we can see this reaction on Twitter (see right).

Rather interestingly, Labour and the Lib Dems had much fewer mentions on Topsy during the leaders' debates.

Insight when hovering over a data point on the social analytics page (Greens)



Social trends page

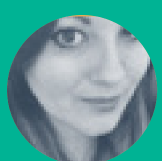
HOW TO FIND THE BEST PERFORMING CONTENT

When you are devising a social media strategy, it is always a good idea to take a look at the best performing content on social media from your competitors or content around a subject area that people like to share or find interesting.

While Topsy is not as accurate as perhaps some of the paid for models and does not cover forums for example, it is still a very useful social media monitoring tool. Due to the ease of use and speed of setting up it's great for 'quick and dirty' social media analysis, that can inform strategies or be used for a business case to access budget for paid for social media monitoring solutions.

ABOUT MATT ANDERSON

Matt is a public relations storyteller, uber-community builder and social media veteran who started social monitoring way back in 2007. He is the Co-Founder of Montage Communications and is a Content Marketing, Social Media Strategy & Digital Marketing Consultant. Matt can be found on LinkedIn.



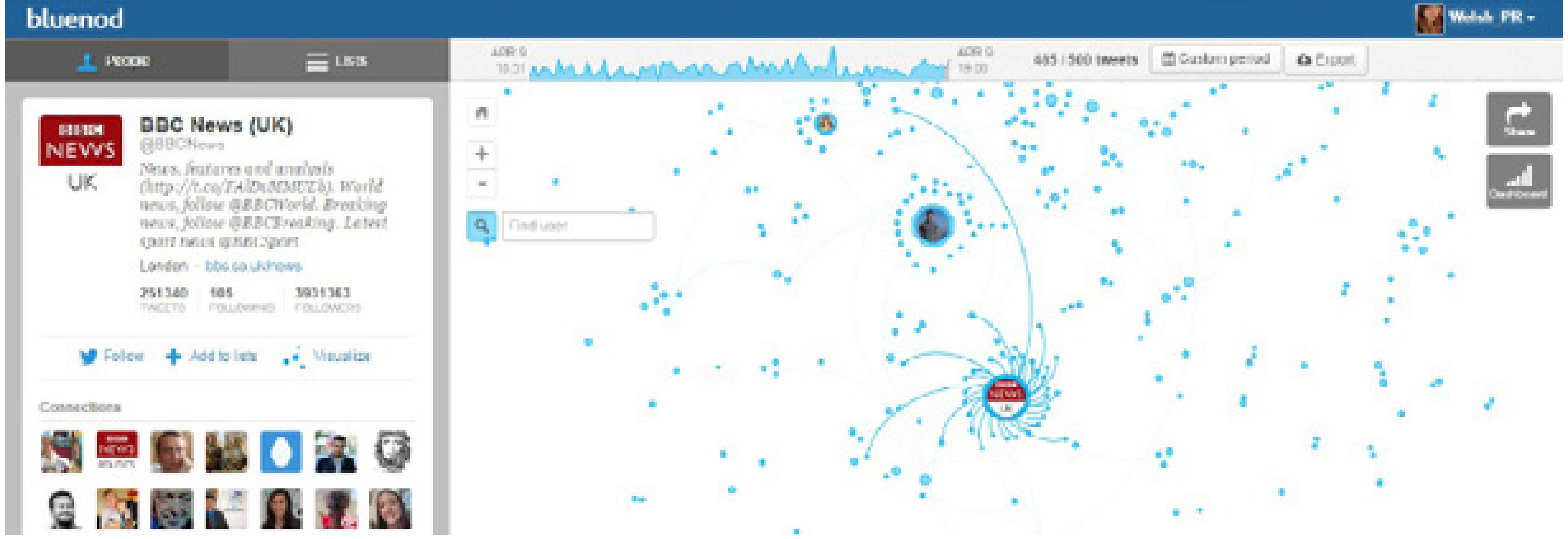
Angharad Welsh

@welsh_pr

USING ***BLUENOD*** TO VISUALISE TWITTER NETWORKS AND IDENTIFY INFLUENCERS

Twitter is great, but when there's so much going on it can be hard to see the interesting, quality tweets even if you have small networks.

bluenod visualises networks using @ account names and hashtags, allowing you to pinpoint who's talking about your chosen topic in real time, how important that topic is to them and how much influence they have within their community.



Zooming in on the map you can pick out individual users within the community, like BBC News

GETTING STARTED

Simply head to bluenod.com and sign in with your Twitter account to access the tool's free version. The downside is that the free plan only lets you create one map at a time that's refreshed once a day without upgrading, but if you want a snapshot of a Twitter community immediately then the free version is all you need.

Once you're in you can create your map. The shot below shows a map visualising #GE2015, the hashtag for the General Election, as an example. Maps can be made public or private – useful if you're using bluenod for research or social media crisis comms, as part of campaign reports, to check out client competitors or simply to test it out.

The bigger the circle on the map the more influence that user has around the searched topic. Maps are interactive and you can zoom in to focus on particular users and their networks, a lot easier and more appealing an activity than scrolling endlessly through lists on Twitter. The users featured in the map are also listed on the right, starting with the last person to tweet about your chosen subject, to give you an easier way to access individuals and their relevant tweets.

Figure: Map of #GE2015 community

For finding individual influencers around topics and events bluenod also has a Lists option where you can filter the map by highlighting users under criteria like people you're following. In the shot below you'll see users with 5,000+ followers are highlighted in red so you can zoom in and see what they're sharing within their extensive networks.

With all the Twitter noise during the election period it's nice to be able to dive in and out of the conversation this way. You may also avoid seeing the cringe-worthy trash talk tweets between parties, but no guarantees!

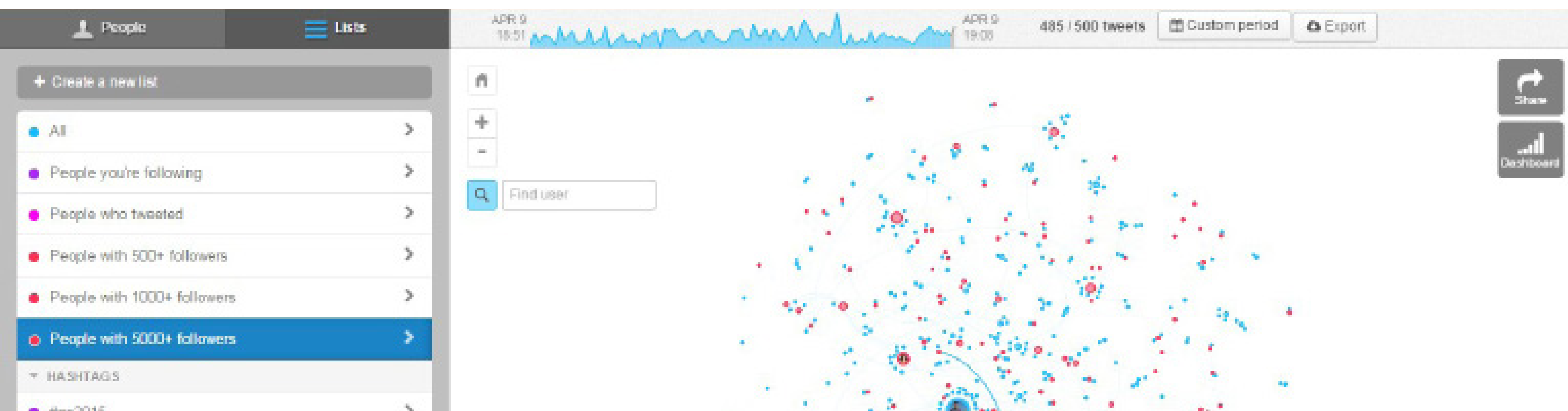
MORE DATA PLEASE

Bluenod's dashboard takes you even deeper into the data behind the map – and we all love data! Whilst the map shows mentions and retweets, the dashboard offers insight into the date and time of tweets, the community type of your map (essentially how people within that community are interacting with each other) and highlights top influencers within it.

The data within your map can be exported if you have one of the two top tier plans – tweets, users, influencers and lists can all be downloaded in a spreadsheet and shared within your team and with clients. You can even embed your map onto your website where it's updated in real time.

In short, bluenod at its most basic (and free) level can offer valuable insights into communities on Twitter around brands and events – showcasing the success of campaigns, identifying key influencers and even highlighting what's happening in a crisis – all of which can shape immediate and future activity on the platform. In my judgement it's a valuable tool in the public relations arsenal.

The #GE2015 community with users with more than 5000 followers highlighted



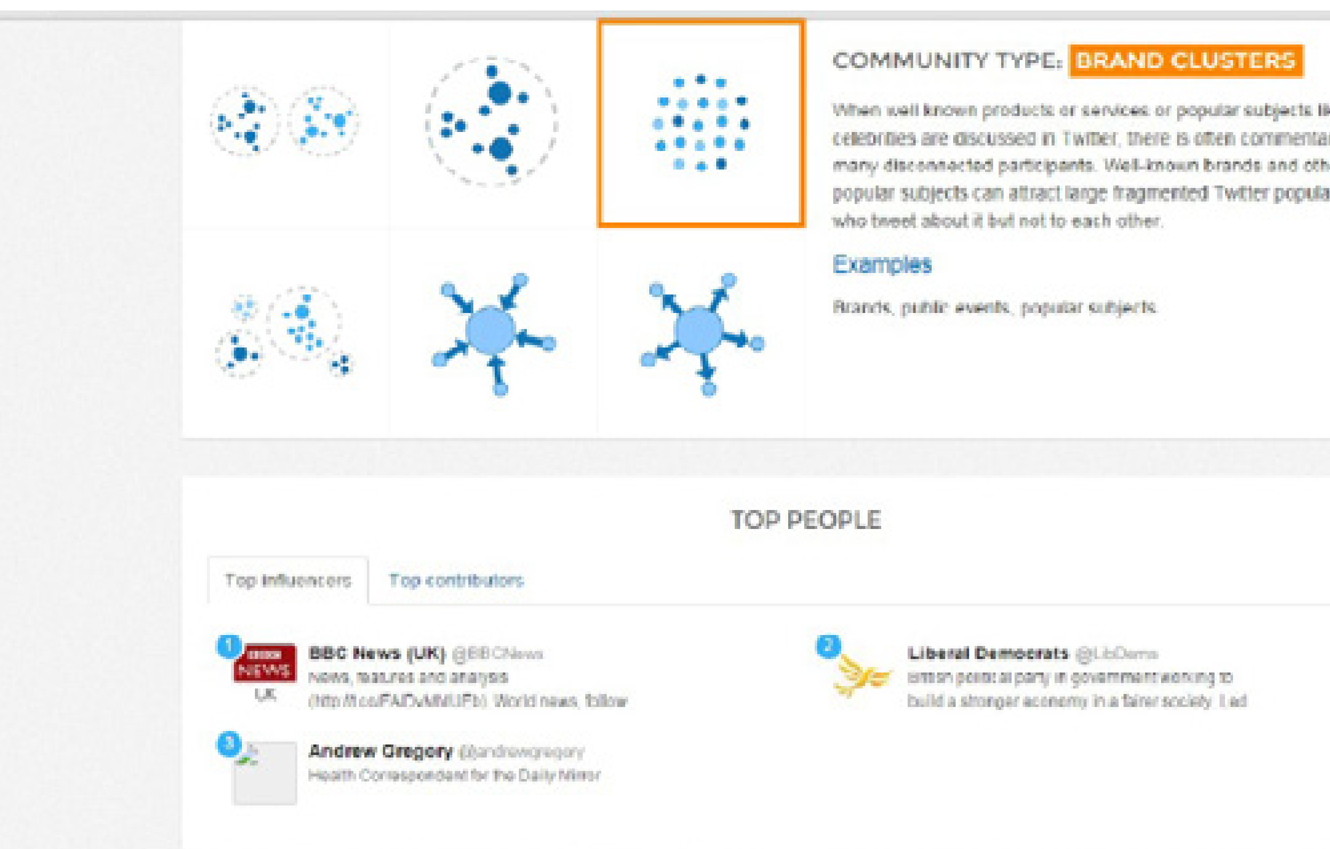
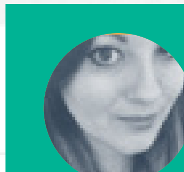


Figure: The bluenod dashboard gives more detail behind the map



ABOUT ANGHARAD WELSH

Angharad is an Account Manager at an award-winning PR agency in Cheltenham. She also heads up the agency's digital and social offering and runs successful integrated campaigns for clients. In her spare time she lives in coffee shops writing for local magazines and plays willing servant to her dog, Max.

Kalli Soteriou

@cheeky_kalli

USING ***HOOTSUITE*** *TO GAIN SOCIAL INTELLIGENCE*

Although primarily used as a social aggregator to schedule and push out content via multiple channels, Hootsuite has a hidden talent – social listening.

Hootsuite is a free social media management system available via desktop and mobile. The platform incorporates a dashboard-style user interface, which is easily customisable and can host a range of different social channels; from Twitter and Facebook, to LinkedIn and WordPress.

LISTEN-UP!

Conversations on social media produce huge amounts of unstructured data, with all the substance of responses and interactions unrecorded. If the right tools are used, data can still be harnessed to interpret. This has great value as social listening is becoming an important customer intelligence tool.

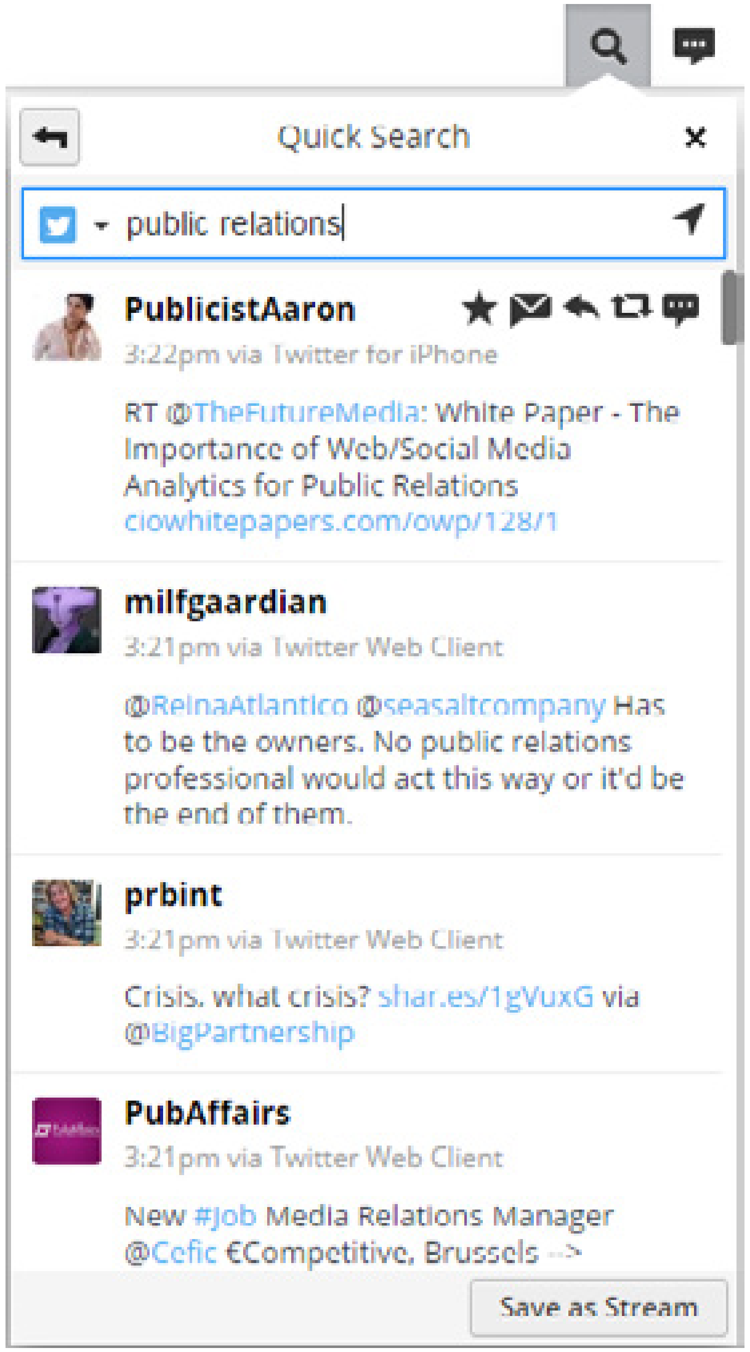
Whether you want to gather information on a particular audience, for lead-generation or to interact with prospects or clients in real-time, social listening can help raise awareness, build relationships and drive sales. By identifying specific keywords or phrases, you can listen out for those clues and prompts, which will enable social teams or customer service representatives to engage successfully, at the right time, with the right people.

A RIVER OF CONTENT WILL FLOW

First, identify the specific keywords, phrases and search terms to listen for. It's worth performing some test searches in Google or via the Quick Search capability within the Hootsuite dashboard to help refine the terms to deliver better results.

Then, create a new Stream for each of these terms. If you are using Quick Search you can easily add a term to your stream via the Save as Stream button.

If you are creating a new Stream from the home dashboard, you can set up a specific Tab for conversations, with up to ten streams allowed within each tab. Each Stream can be set up to search Twitter or Google+.



How to create a new Stream using the Quick Search tool

There is the capability to search Facebook and LinkedIn as well, however you will only pull content from existing connections, whereas the others will search all public content.

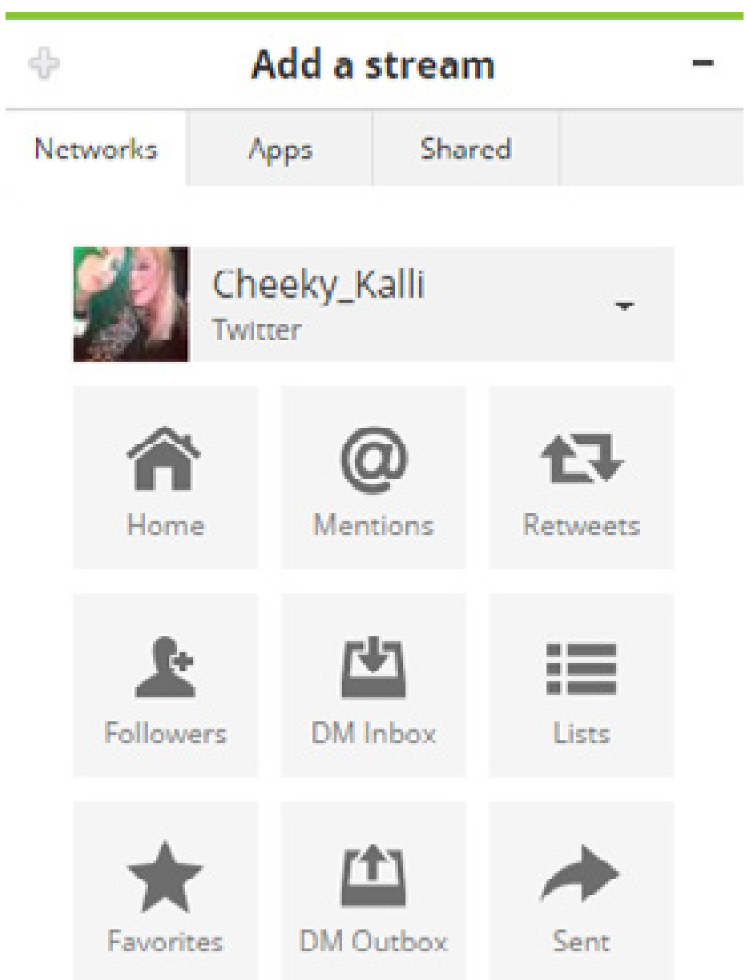
Hootsuite is also handy for monitoring competitors. By setting up Streams, you can keep an eye on what the competition is doing and make sure you are well positioned to respond to any opportunities before the competitor does.

Once your Streams are set up, you can check-in as many times as you like on a daily basis to see if there are any opportunities for engagement. This is a great tool for customer service; you can easily keep abreast of conversations about your brand and interact with those who call for it, e.g. a complaint.

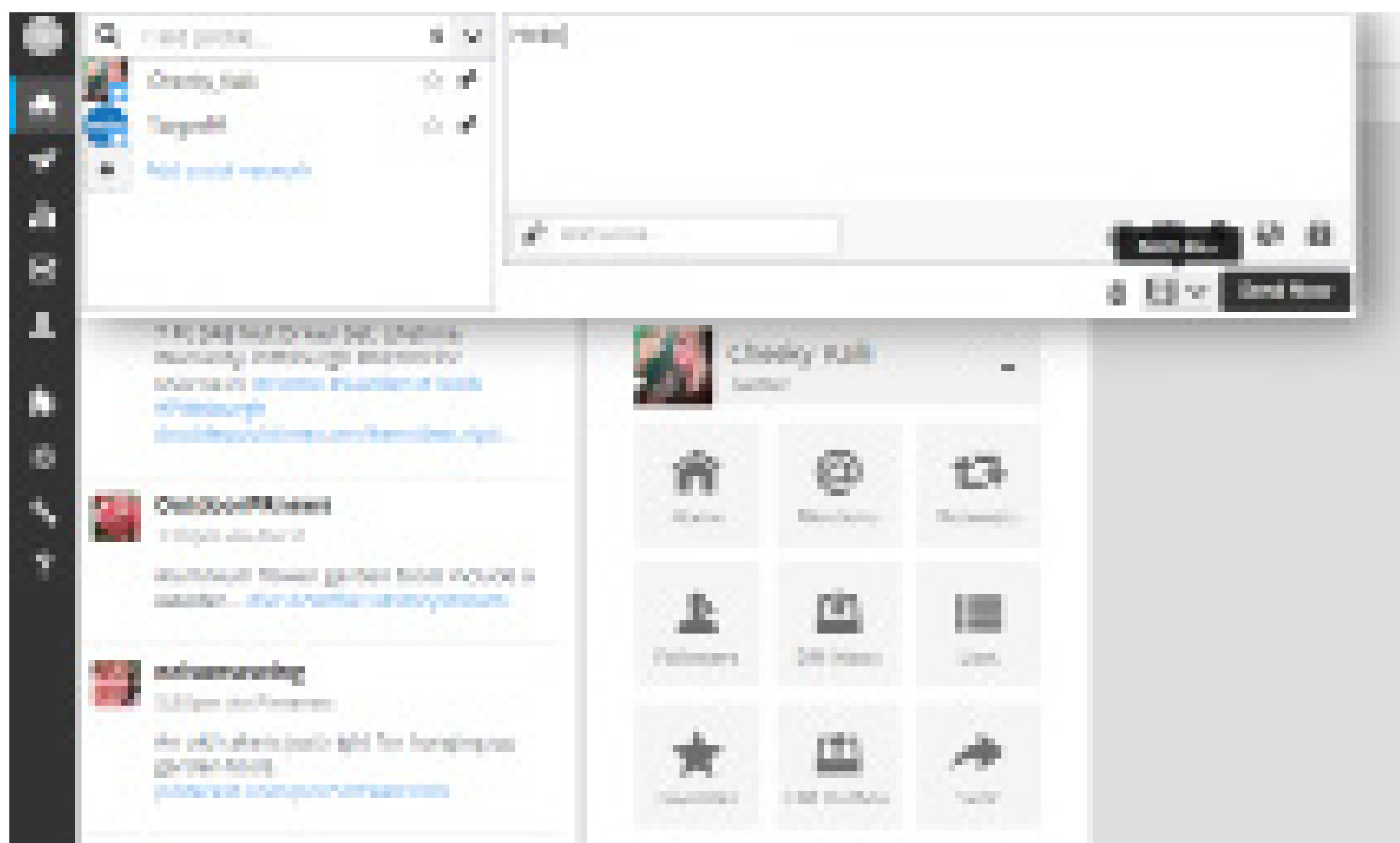
You can also have customisable responses set up as templates. Open the Compose box (top bar), type in the response, then click on the disk icon to save it as a template. This helps to maintain a consistent brand voice in responses, but be sure to customise your message for the specific individual or enquiry before sending.

You can even refine your search terms by location. By geo-locating your results in Quick Search, you limit the content that is pulled up so that it's relevant to a specific location. This helps to target customers or prospects within a certain region.

How to set up a Stream



How to set up a custom response message



KEEPING TRACK OF TRENDS

Hootsuite's analytics allow you to compile and visualise your social media data into reports. You can choose one of its ready-made templates, or you can select a collection of modules to craft your own report.

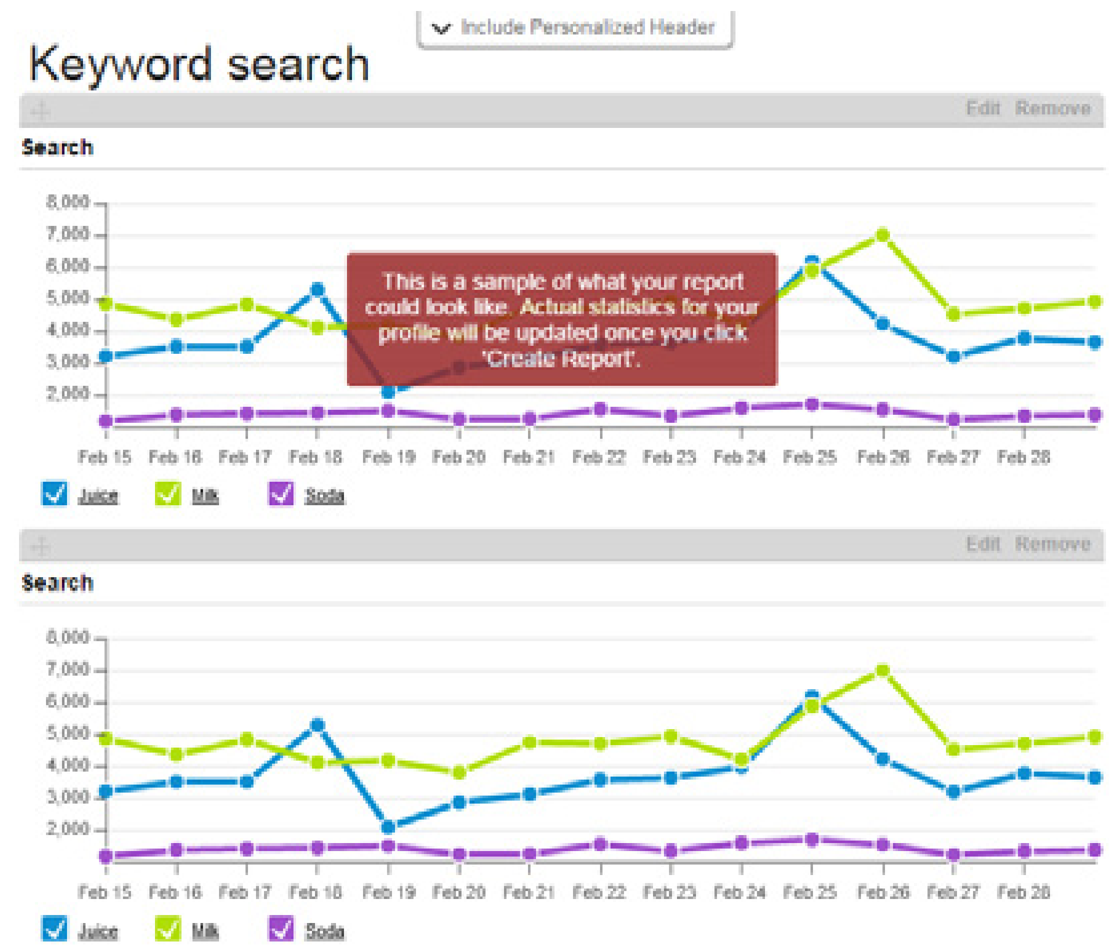
In terms of social listening, you can compare the performance of specific keywords over a period of time, while monitoring the sentiment of conversations about your product or brand. Unfortunately, Hootsuite can only monitor keyword mentions on Twitter.

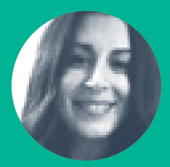
BUILDING A CUSTOM REPORT TO MONITOR KEY-WORDS ON TWITTER

To start, select Analytics from the sidebar on the left, then Build Custom Report. A separate window will open; click on the Custom Report template and you can then start selecting your modules.

Comparing various brands, products, keywords or hashtags over a period of time can be used to segment data and measure key performance indicators – a great tool for campaign tracking.

So, whether you are using Hootsuite as a content management tool, for data capture or to identify influencers, hopefully this step-by-step guide helps you on your way to becoming a great listener.





ABOUT KALLI SOTERIOU

Kalli Soteriou, Head Social Media and Content Yeti at award-winning PR agency, 10 Yetis, is an untraditional creative with the drive to turn ideas into results. Having worked with market-leading trade, B2B and consumer brands, Kalli's passion and aptitude for creating successful social media and PR campaigns has driven brands forward. Kalli can often be found working her mouth out on Twitter or LinkedIn.

CONTENT

Creating content as a means of public relations engagement

Andrew Ross

@ajmross

USING DATA AND TOOLS TO HACK ***INFOGRAPHICS***

The web is a rich source of data to help understand audiences or publics and a variety of tools provides to means to create content as a means of engagement.

People forget facts and data quickly. To bridge the gap between data and those who need to learn something from it, or make decisions based on its analysis, visualising data or information creates stickiness – persuading, influencing and motivating an audience to take a desired action.

With the ever increasing demand on informative shareable content, producing a great data story – or an infographic, needn't take days, weeks or months or a massive budget; and streamlining this process with a selection of low-cost or free easy-to-use tools and resources can add significant value to any data driven public relations campaign.

DATA GATHERING AND RESEARCH

Data and facts will help any content resonate; yet gathering your own data can be an expensive exercise, with most market research agencies or polling companies charging anything between £5,000 to £50,000 for a standalone project.

Spending thousands of pounds on producing your own data sets doesn't always have to be the case, and utilising free sources of public data to identify trends and to gather facts and figures to support your own data story can be the quickest and most productive way of spending your money and time.

GOOGLE TRENDS

Tracking the popularity of keyword search over time is a powerful way to see what makes your audience tick, from exploring and comparing search terms to understanding global or regional preferences for holiday destinations to recipes for cake. Ultimate content inspiration.

The Google Trends forecasting function will also help you plan how, where and when to distribute any content you end up producing. Exporting the data into charts and graphs could also form the basis of the visuals for any infographic.

A neat hack, which can be applied to any data source available online, is hooking up Google Trends with If This Then That.

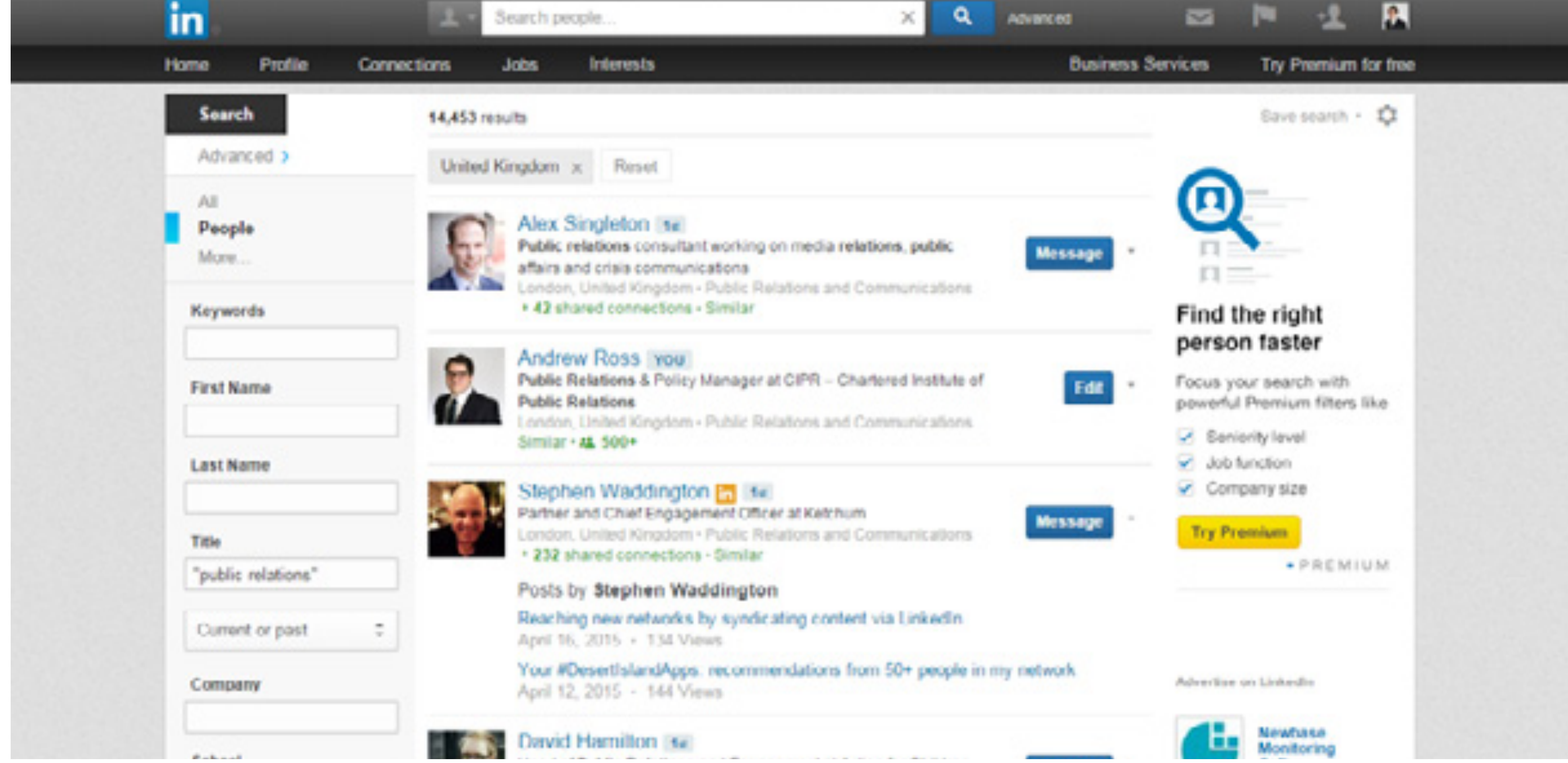
A QUICK THREE-STEP IFTTT GOOGLE TRENDS RECIPE:

1. THIS Channel: Grab the Google Trends URL page and convert it into RSS using feed43.com
2. Select "new item matches" and enter your industry keyword
3. THAT Channel: Email

You will now get an email alert every time a Google trend matches your industry keyword.

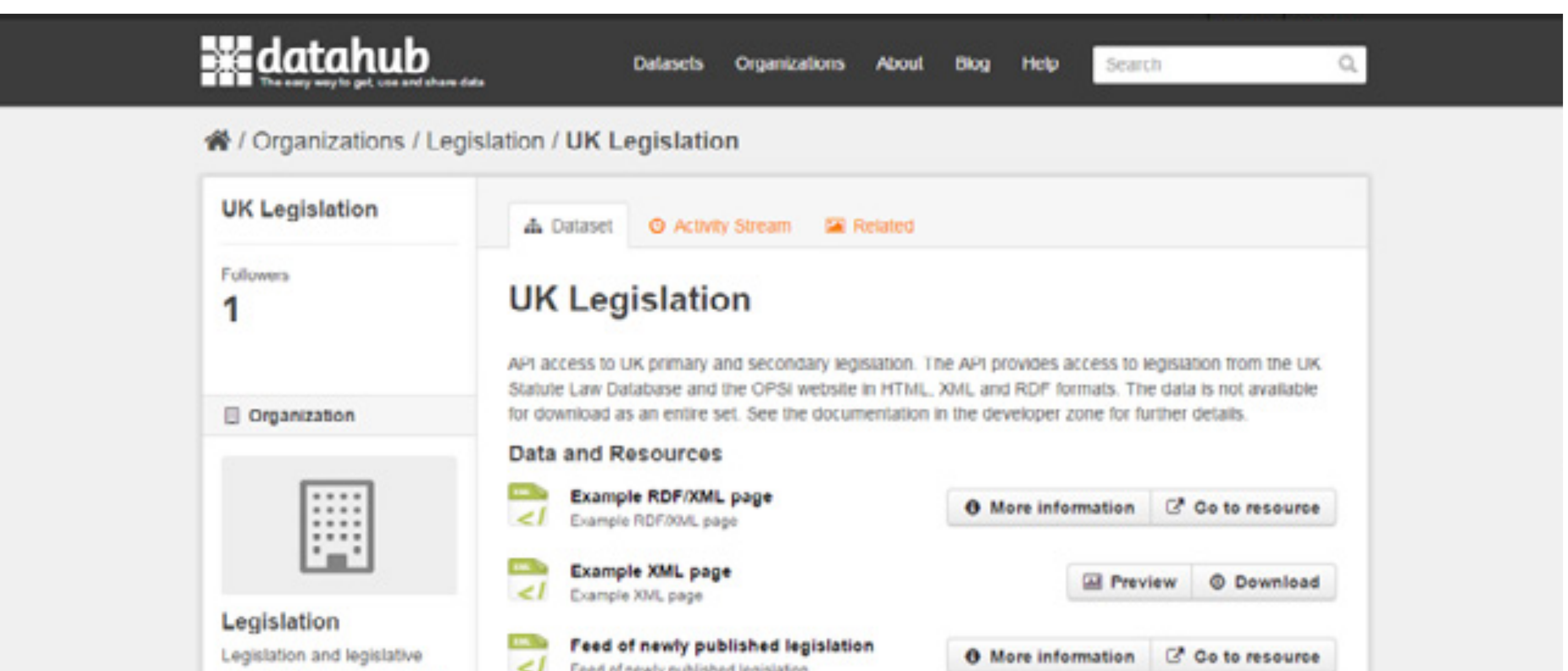
DATAHUB

Public sources of data are pots of gold at the end of the rainbow for anyone looking to add context and relevance to a story or campaign. datahub is a free, powerful data management platform from the Open Knowledge Foundation. It is used by national and local governments, research institutions, and other organisations which collect a lot of data and currently hosts close to 10,000 individual data sets.



Zooming in on the map you can pick out individual users within the community, like BBC News

> Another quick hack to find publicly available data sheets is using the Google Search '+filetype:' modifier. Enter in typical data filetypes 'xls', 'csv' or 'xlsx' with your industry keyword and see what you can find!



With its powerful search functionality it is possible to browse and find many sources of data to create that sticky "I didn't know that" moment to a graphic, visual or campaign. The preview feature also uses maps, graphs and tables which are easy to grab and use as part of a tweet, infographic or report.

IMPORT.IO

Import.io is a London based start-up that enables you to instantly turn any web page into data. As an example, grabbing the URL from a LinkedIn search page for people with 'Public relations' in their job title in the United Kingdom, and processing it through the tool, would allow you to manipulate data and discover trends from over 14,411 fellow professionals.

Another neat example of how brands, organisations and individuals have already utilised Import.io includes Wifi and Plugs, who grabbed existing data sets to map and then visualise all the free wifi places and charging stations in London.

SURVEYMONKEY

An oldie, but still a goodie – Survey-Monkey has come on leaps and bounds in the last few years presenting users a ton of options to interact with data findings, cross analyse and really mine deep into results to discover trends and themes.

For any data to stand up to external scrutiny, a sample size of around 500 of a defined audience or at least 2,000 of the general population is usually deemed sufficient. Transparently making the raw data available in tables and charts is also a must.

Other great sources of stats and data include: Buzzsumo, Facebook graph, Fre.sh, Google PublicData, Data Portals, Data Market, Data.gov.uk, Amazon web services, DBpedia, Kiosk HQ, Many Eyes, and many more.

CONTENT CREATION AND VISUALISATION

Putting all facts, figures and information gathered into a meaningful, useable and shareable format is not an easy task. Whilst upskilling and being confident in using advanced photo editing tools like the Adobe Illustrator should be part of any modern public relations professionals' toolkit, the time and investment required for training and software is not always possible, on top of that, switching your smartphone to do not disturb for six hours in the edit suite isn't ideal.

As default many people approach a designer – but often, seventeen drafts down the line you find yourself asking "wouldn't this would have been easier to do myself?" Now you can.

RAW

Turning spreadsheets into graphics needn't just rely on the skills you learnt in secondary school I.T. in Microsoft Excel, RAW is an open web app to create custom vector-based visualisations based on any data imported through any spreadsheet.

Whilst it is definitely raw by name and raw by nature, once you get a hang of vector based editing – this go-to tool can save you hours of time.

Raw

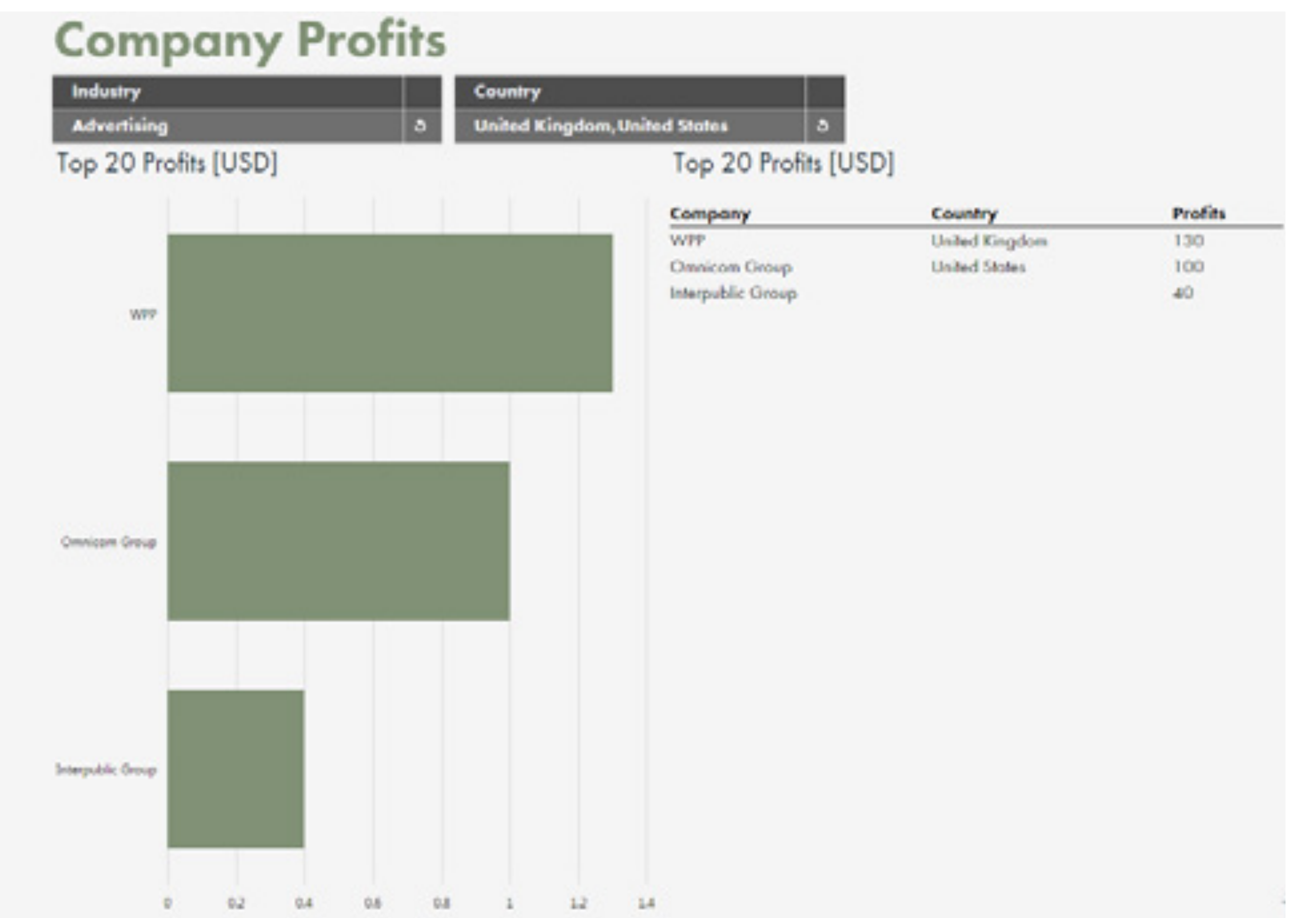

Insert your data Cocktails (correlations)

Cocktail	Parts	Ingredient
Apple Martini	3	cointreau
Apple Martini	3	apple schnapps
Apple Martini	8	vodka
B-52	4	bailey's
B-52	4	cointreau
B-52	4	coffee liqueur
Bloody Mary	9	vodka
Bloody Mary	0	lemon juice
Bloody Mary	18	Tomato juice

PLOTLY

Plotly is an easy to use charting tool that provides an easy way to get charts in a publishable state for all kinds of visual content. It's like Tableau (which normally costs an arm and a leg!), but online, free, and far more flexible, giving freedom in layout, colors, and chart elements, as well as the precision required to convey complex pieces of information. Plotly has native integration with Import.io (listed above).

For advanced users, Plotly also has an extensive API library for developers to create more bespoke interactive, publication-quality plots in your web browser.



JOLICHARTS

Available for free or with extended options at low-cost, Jolicharts will allow you to build an interactive data presentation based on uploaded spreadsheet data.

Imagine the ease of PowerPoint but real-time interactive data visualisation. Dashboards are easy to alter and change, with interactive chart placing and resizing, photo and text placing, and video embedding, all at the click of a button or swipe of a screen. Chart color and number formats can be chosen from standard sets. You can also add filter boxes so users can interact with multiple visuals at once. Sharing it internally or externally is easy through in-browser presentation that is optimised for mobile, desktop or tablet.

RECITE

An infographic isn't just a way to share numbers and data, and in its simplest form an infographic is "any visual representation of information". On top of that, any tweet including images or photos is twice as likely to drive engagement – so why waste 140 characters on Joe Blogs says "I'm delighted that..." in your next post?

Recite is a fantastic free tool enabling the creation of beautiful visual quotes in a number of stunning templates with direct posting available to Twitter, as well as Pinterest, Facebook, Stumbleupon, and more.

Other top ways to visualise data and insight include: MonkeyLearn, Dataseed, Piktochart, Infogr.am, GettyImages. Creative Commons image search, Pinwords, and many more.

WHAT'S NEXT?

Producing great shareable interactive data stories or infographics is just the start. Distributing them at the right time to the right audience, and analysing the results is all part and parcel of a valuable public relations exercise.

ABOUT ANDREW ROSS

Andrew is Public Relations & Policy Manager at the Chartered Institute of Public Relations (CIPR). The CIPR's annual State of the Profession survey tracks the views of more than 2,000 public relations professionals, and telling the story behind the data is a task that requires data analysis, data mining, as well as a host of many of the free tools mentioned above. Outside of being knee deep in data, Andy is passionate about using paid, owned, shared and earned media to deliver business focused communications outcomes.

Sarah Hall

@hallmeister

*USING **HEMINGWAY** TO SHARPEN YOUR WRITTEN CONTENT*

Write bolder and clearer using the Hemingway app.

“All you have to do is write one true sentence. Write the truest sentence that you know.”

So said Ernest Hemingway, Nobel Prize winner and one of the world’s most respected authors.

Singled for his incisive and sharp turn of phrase, he wrote simple, direct sentences to create maximum impact.

WORDS AS TOOLS AND WEAPONS

Writing with such brevity and purpose is something every public relations practitioner should train in.

Stripping out unnecessary elaborate or ornamental phrases is a good habit for any writer to get into. It’s especially important for public relations practitioners whose purpose is to engage with audiences in a relevant, creative and compelling way.

As public relations works hard to reinforce its natural place in content management and SEO, the ability to streamline copy and deliver punchy, memorable messaging is more and more important.

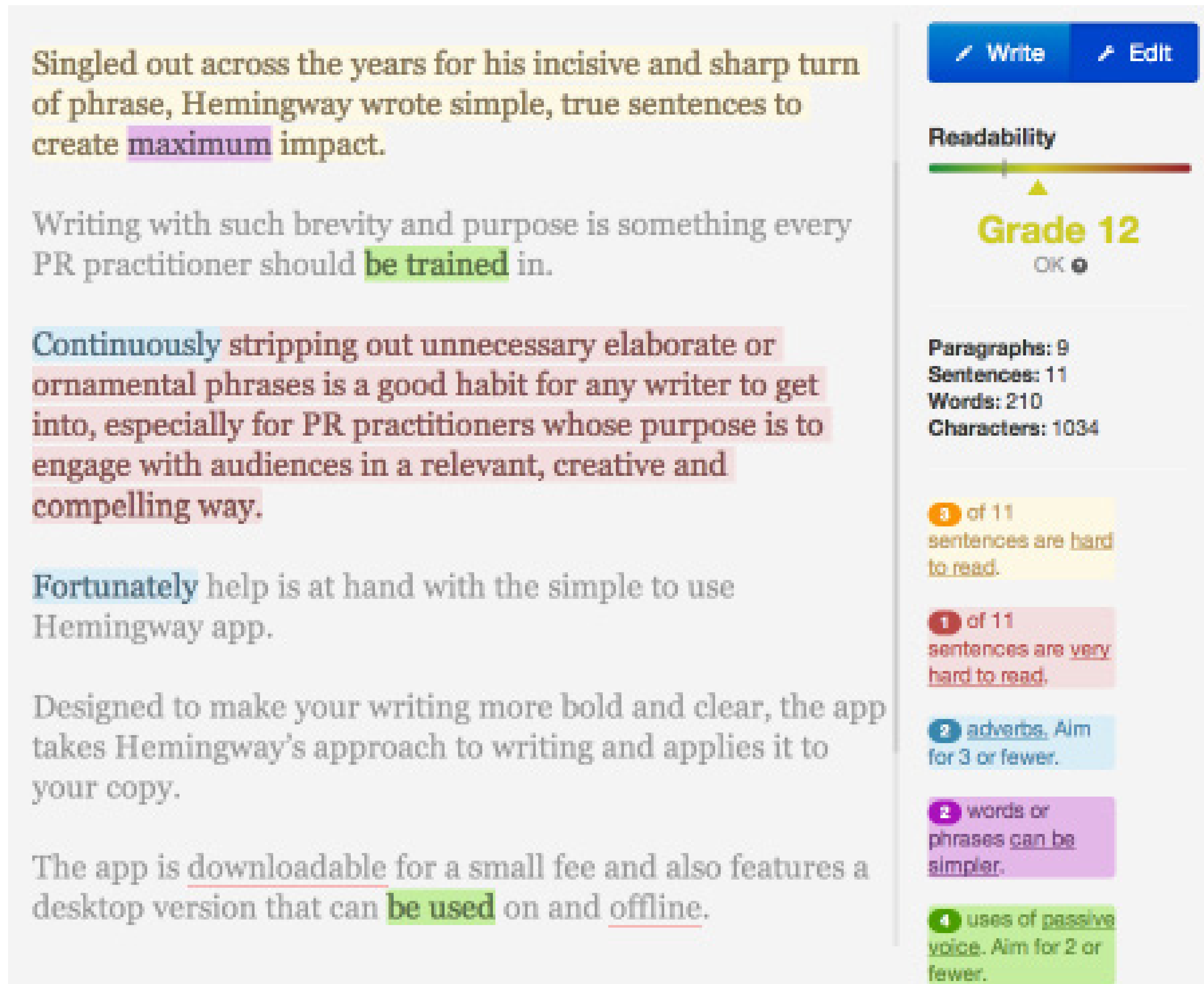
Help is at hand with the simple to use Hemingway app created by Adam Long and Ben Long.

Designed to make your writing more bold and clear, the app takes Hemingway’s approach to writing and applies it to your copy.

QUICK AND EASY USER EXPERIENCE

Hemingway Editor takes little effort and time to use.

Hemingway’s analysis of this chapter



All you have to do is paste content into the editing app, or write straight into the browser to see where you should shorten or split complex sentences. The program identifies where different verbs can add force and highlights where the use of the passive voice weakens the overall message.

Hemingway Editor also provides a readability grade, with the objective being to achieve a Grade Level less than 10 for bold, clear writing. Anything less suggests your copy is increasingly difficult to understand and requires a higher level of education by the reader.

NO EXCUSES: LOW COST AND MOBILE

Hemingway Editor costs $8.38 and is available to download for both Mac and PC. Both the desktop version and mobile app can be used anywhere without the need for an Internet connection.

Those using Hemingway to write for web also have the benefit of Markdown, which turns text into HTML markup without having to create all the tags. You can see your Mark-down and HTML side-by-side until you're ready to export the full HTML and publish online.

Ultimately with an app as simple as this, there is no reason why your writing style can't be much bolder and clearer.

Hemingway said that when he was trying to break down his writing, it often took him a full morning of work to write a paragraph. Now you can do it at the touch of a button.

ABOUT SARAH HALL

Sarah is a pioneer of best practice in the public relations industry. The winner of the CIPR's Sir Stephen Tallent's medal 2014 for exceptional achievement in public relations practice, she sits on the Institute's Board and Council and leads its gender and diversity work. When she's not volunteering her time in this way, she runs her own public relations and marketing business from the North East of England and is Mum to two small boys.

Stella Bayles

@stellabayles

*USING **MOZ** TO CHECK YOUR PAID CAMPAIGNS ARE GOOGLE SAFE*

Paid activity is increasingly part of integrated public relations campaigns alongside earned. Ensure that you stay on the right side of Google.

Advertorials have always been a part of our communications plans and with the rise of bloggers and social influencers asking for payment for collaboration, new forms of advertorials are set to continue to be a part of our public relations plans.

As well as ensuring we abide by the rules of the ASA with paid promotion with influencers there are also guidelines set by Google to ensure that paid promotion is being run for the right reasons for users online such as raising awareness, rather than trying to cheat the system for higher search rankings.

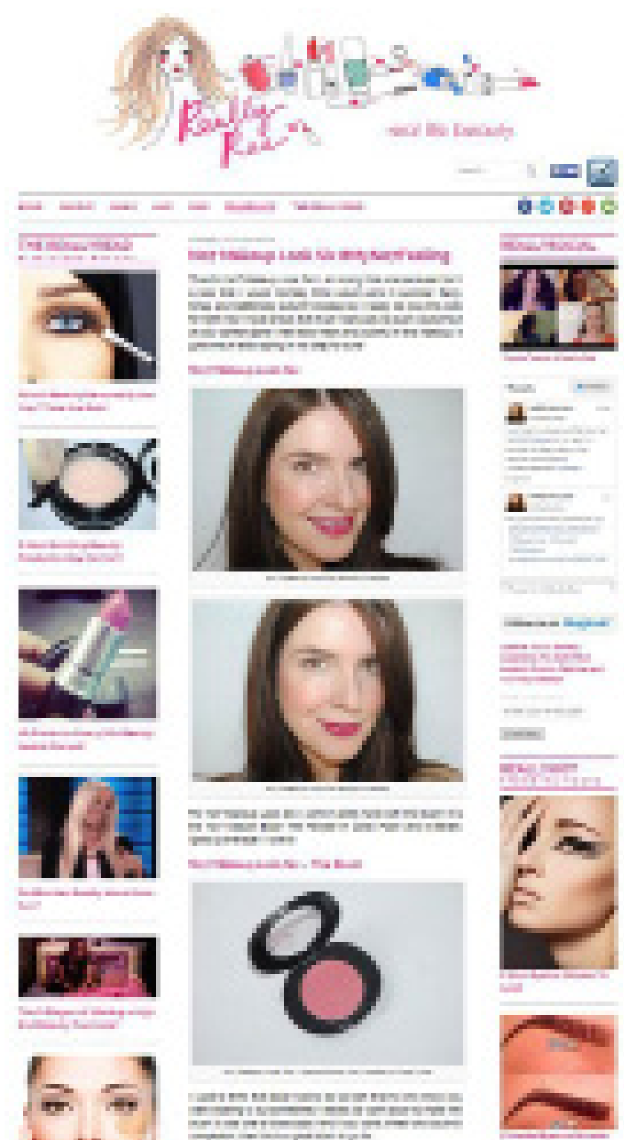
Without being aware of Google's guidelines and setting up your advertorial correctly, you could be in danger of burying your entire client's content online and making it completely un-searchable.

Obviously, this could have huge negative impact to your client's business including a decline in brand awareness, engagement and revenue.

The following tips will guide on what to request from your influencer or media house contact and introduce a handy tool from Moz to check content has been implemented correctly.

We know thisblog post from Really Ree is a paid promotion as she stated that it's a sponsored collaboration with Boots. This is required under ASA guidelines.

As the blogger was paid for the post she is also required by Google to not only state that its sponsored but also to add a code to the URL link to Boots to stop any search engine optimisation (SEO) value being passed on.



Influencers must add no-follow code if it's paid promotion

Google wants to ensure that only earned pieces of coverage help Search rankings and not paid content. They therefore require a no-follow code link on all paid pieces of content to highlight that the intension of the piece is solely for awareness and not SEO.

If Google can't see the no-follow code it will assume the paid piece is for Search marketing purposes and that it's been placed to cheat the search system. It's therefore essential that you work with your influencer or media house contact to ensure they add the 'no-follow' code.

THE TOOL TO KEEP YOU SAFE

Moz have developed a useful toolbar to highlight links on a page and indicate whether they pass on SEO value or not and it's free to download to Chrome and Firefox.

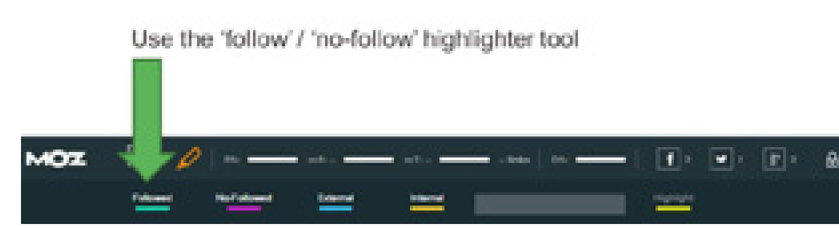
The toolbar also has other useful features including social shares of a webpage and the Search strength of a page but for this particular issue we need to click on the 'link highlighter'.

The highlighter tool provides options on what kind of links you want to spot on the web-page including:

'followed' - passing on SEO value and will help the website to rank higher on Google or,

'no-followed' - not passing on SEO value and will therefore not have an effect of search rankings

If your coverage is 100% earned, money didn't exchange hands and the link within your coverage is followed, you're helping your client achieve greater visibility in Search. Great news!



If your coverage is paid for, money did exchange hands and the link within your coverage is followed, then I suggest you call/email/send carrier pigeon to get the ‘no-follow’ code added to your link.

If you don’t, you’ll be going against Google guidelines and that’s never a good idea for you and especially your client.

ABOUT STELLA BAYLES

Stella spent six years at London public relations agencies before moving to Google specialist Propellernet where she spent a further 6 years mixing their technical know-how with public relations to create the first SEO-public relations team. Her work led the agency to grow net revenue by more than 80 per cent.

Stella is now a director at CoverageBook.com and educates public relations teams on SEO-public relations through writing and training.

CURATION

Curating content on the social web to turn social content into owned content

Stuart Bruce

@Stuartbruce

*USING **FLIPBOARD** TO CURATE SOCIAL CONTENT*

Flipboard is a tool to curate and present content in a highly visual format.

The key to Flipboard's success for public relations is how easy and fast it is to publish your own magazines and to add content to them. Flipboard magazines are visually impressive with the look and feel of high-end print publications.

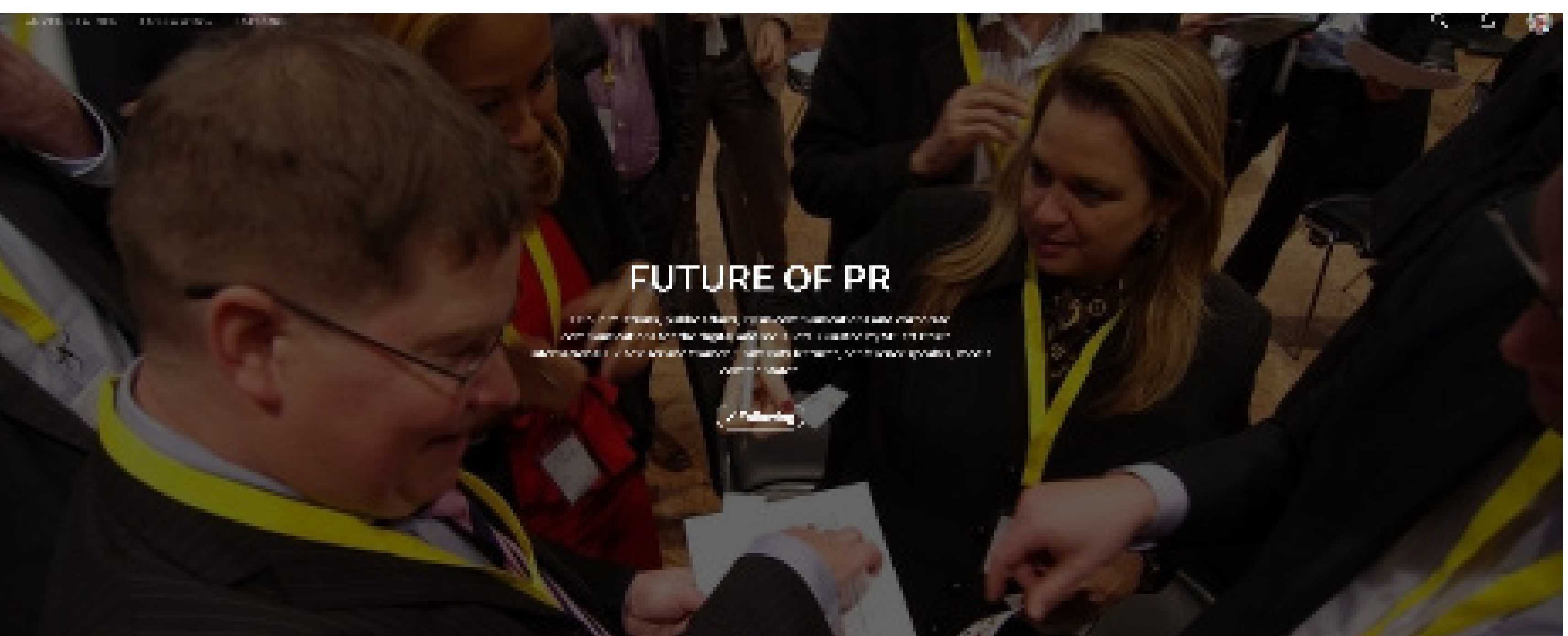
In just a few minutes you can create a new magazine and install the bookmark app on your toolbar. It is so fast and easy that the questions you should be asking are why aren't you doing it and what have you got to lose?

Lots of mainstream publishers are using Flipboard to re-publish their own content. According to the leaked memo on the future of the *New York Times* more people read its content via Flipboard than via its own website.

SOME WAYS YOU CAN USE YOUR OWN FLIPBOARD MAGAZINES

- ✓ Niche interest magazines and fill them with a mix of your own content and third party content.
- ✓ Positive media coverage into a 21st century press cuttings book.
- ✓ Negative media coverage into a private Flipboard magazine for internal audiences.
- ✓ Magazines around a topical issue or a big industry event e.g. the general election or a big trade show like Housing or the Geneva Motor Show.
- ✓ Toolkit so your retailers and/or distributors can create their own Flipboard magazines with a mix of their content, your content and third party content.

Flipboard was originally an app and now has versions for Android, iOS, Windows Phone and Windows. However, you can now view Flipboard magazines on the web so even more technologically challenged members of your audience can see them.



SIMPLE STEPS TO USING YOUR FLIPBOARD MAGAZINE

1. Set-up some sources for content. You can subscribe to the RSS feeds in Flipboard and flip them from there, but Feedly is a far more powerful and flexible news reader for PR professionals
2. Flip relevant content mixed in with your own content
3. Check Flipboard's limited analytics to see what content works best
4. Keep promoting the magazine via email, social media et.

SOME TIPS FOR CREATING AND USING YOUR FLIPBOARD MAGAZINES

- ✓ Don't use your own account to create the magazines. Instead create a dummy account and then invite yourself to be a contributor. This makes it easier for other people to help administer and edit the magazines.
- ✓ Invite others in your team to become contributors and flip content
- ✓ Don't just flip your own content, but mix it with interesting and relevant content you've found on mainstream media websites and blogs
- ✓ Nine pieces of curated content for every one piece of your own content is a good mix
- ✓ You can flip content from almost any online source, but for your own content it helps to optimise your website for Flipboard by adding some specific code to your content management system (CMS)
- ✓ Make it more like a traditional magazine by sending email alerts at regular intervals (weekly, fortnightly or monthly to suit your own requirements)
- ✓ Whenever you send the email about the 'new edition' change the cover photo to make it look new
- ✓ Give the magazine a good title and write a good description so people can find it by searching within Flipboard
- ✓ Share the magazine via social media
- ✓ Include a link in company email signatures
- ✓ Use Flipboard's profile badges or magazine widget to embed the magazine on your website and blog

One of my Flipboard magazines is *Future of PR* and was created as a way to keep the hundreds of people I've trained on modernised PR up to date on the latest developments on the future of the public relations business and profession.

ABOUT STUART BRUCE

Stuart is an internationally recognised public relations moderniser who advises and trains companies and governments around the world how to modernise their PR strategy for the digital and social age. He lectures at Leeds Beckett University and is an author and frequent conference speaker and media commentator.
www.stuartbruce.biz

BUILDING RELATIONSHIPS ONLINE

Examples of influencer relations and community management

Scott Guthrie

@sabguthrie

USING **CIRCLOSCOPE** TO BUILD RELATIONSHIPS ON **GOOGLE+**

Building mutually beneficial online relationships starts with identifying people with reach, resonance and relevance to you and your brand. Using Circloscope within Google+ cuts out the legwork in finding these people.

Public relations practitioners need three bedrock skills to build targeted, purposeful relationships online.

1 Active listening: here #PRstack is an invaluable resource for finding the best fit social media monitoring tool for your brand;

2 Permanent engagement over piecemeal, part-time engagement. This includes responding quickly to questions and queries put to you, or the brand you represent, and

3 Being where your important people are. The people talking about you, or the people you and your brand are trying to reach.

RELATIONSHIP BETWEEN GOOGLE+ AND SEARCH

Google+ is a social media platform. A destination. But it's also a social layer. A wrapper covering all Google's other products: Gmail, YouTube, photos and, of course, search.

The relationship between Google+ and search is particularly important because anything posted to the network gets indexed by Google. And, according to Statistica, a statistics portal, 88.1% of global web searches were made through Google in January 2015.

So, with search indexing in place, the next challenge is to build social signals through engagement. This means doing your best to ensure your content is consistently +1d, shared and commented on.

BUILDING SOCIAL SIGNALS VIA GOOGLE+

If you want to learn how to create visually engaging posts take a look at Dustin W Stout's post The Anatomy of a Perfect Google+ Post. Here I'm going to focus on showing you how to build a community by identifying and nurturing online relationships with relevant people.

Whether in personal branding, working for our employer or clients we're on the lookout for relevant people who chime with our content. People who engage with it enough to +1 it, to leave a comment on it, or even to like it enough to pass it on - sharing our content with their own followers.

USING CIRCLOSCOPE TO BUILD RELEVANCE

Building engagement with relevant people is a key element of G+ so it makes sense to start by building a relationship with the people who are already interested in you.

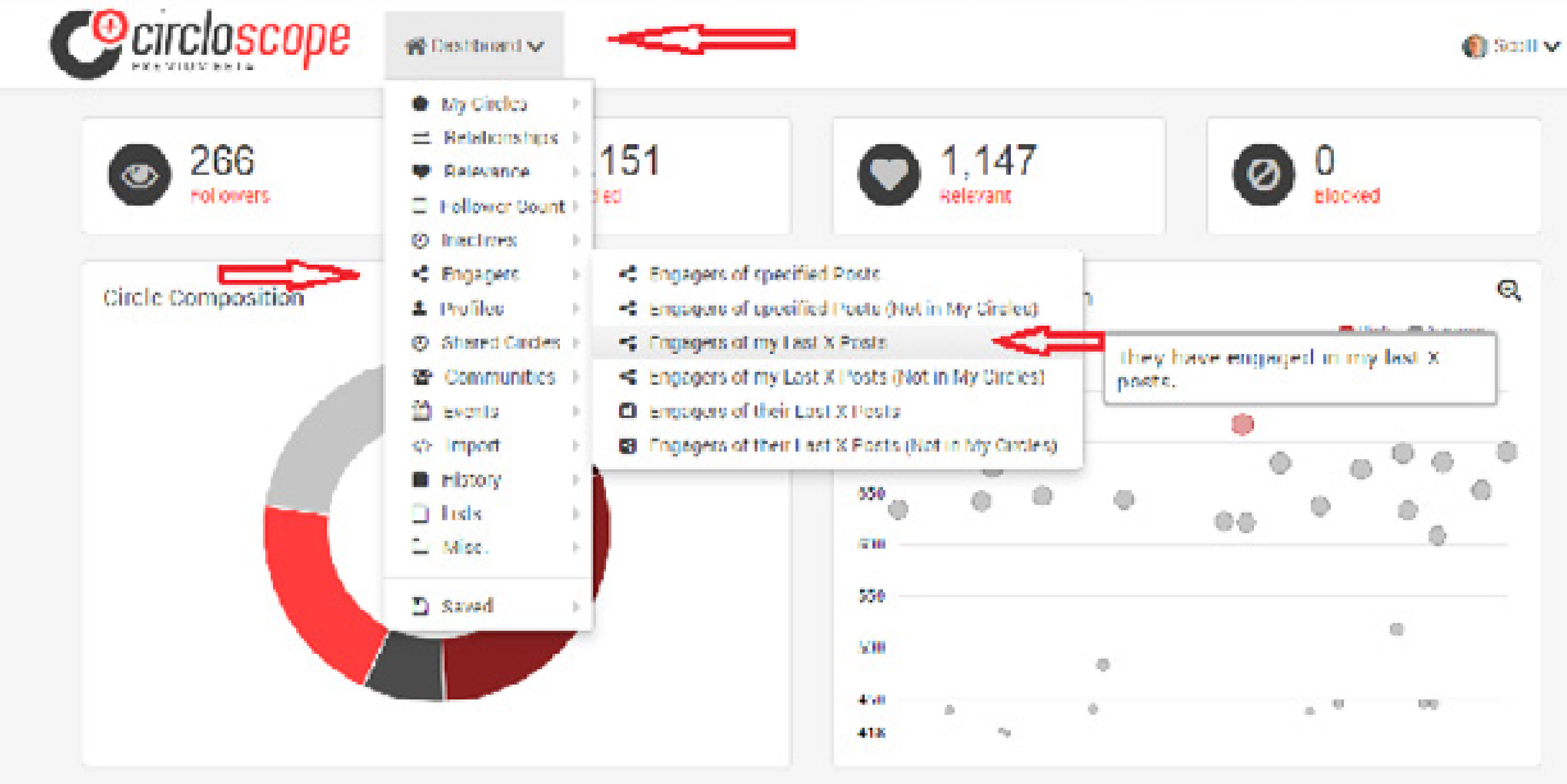
I use Circloscope for this. It's a G+ circle management tool. Firstly, set up an account with Circloscope and link it with your G+ account by downloading the Chrome extension. There is a free option with an upgrade available for $47 a year.

The upgrade allows you to do bulk actions; helpful for quickly adding groups of people to new circles or unfollowing people who don't engage with your content.

I'm keen to find out who has been engaging with my most recent posts and what that engagement looks like.

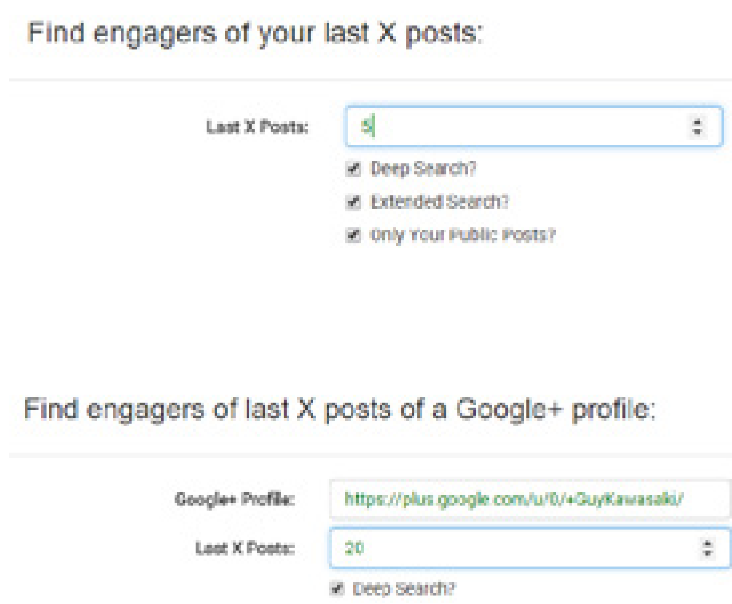
Click on the drop down 'Dashboard' menu and select 'Engagers'. Then select "Engagers from my last x posts".

On future searches I could be more specific and only choose people who are already in my circles. I'll show you at end of the post how you can borrow trust and authority from industry influencers, by adding the people who engage with their content to your circles.

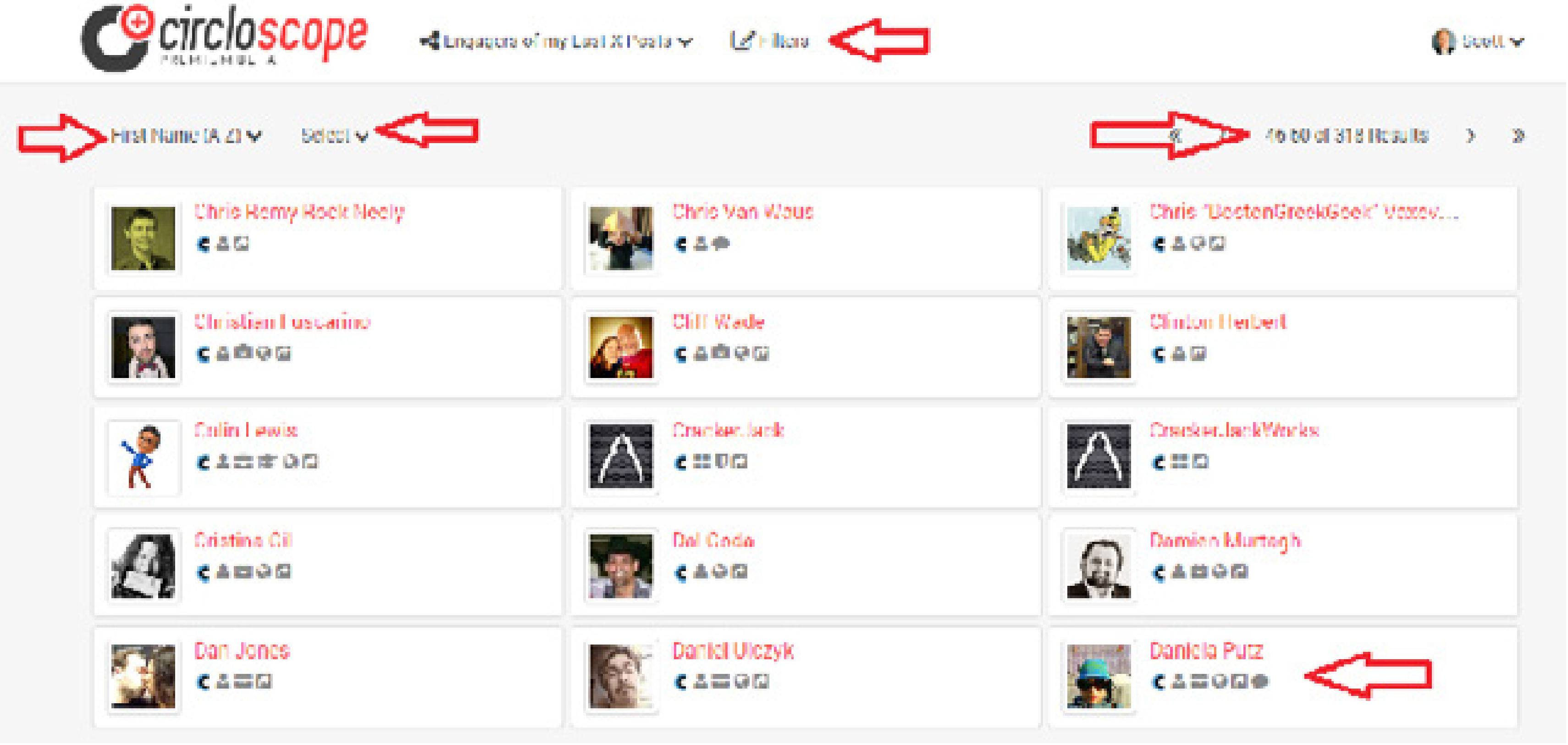


Identify everyone who has +1d, commented on or shared a post

Next, select how many posts you want to find engagement on. You can check as many as your last 40. For this search I'm only going back as far as my last five posts. Deep search pulls up all the reshares of your post.



The search on my last five posts shows that a total of 318 people interacted in some way. Results are sorted first name last: name by default, but you can change this with the drop down menu and make a selection based on how active the person is on G+. Alternatively you might prefer to order the selection based on their popularity - i.e. how many people have them in their circles.



Learn where engagers, work, live and whether they shared or commented on your content

The icons below the names of each engager give greater detail of each person. For instance the icons on Daniela Putz's profile shows she:

- ✓ is indexed in [Circlecount]()
- ✓ has a full profile which includes the name of the company she works for and which city she lives in
- ✓ has both commented on and shared at least one of my last five posts.

Using the drop down menu at the top you can filter the engagement analysis further and focus on only those people who have shared, or commented. Doing this shows 266 shared my last five posts.

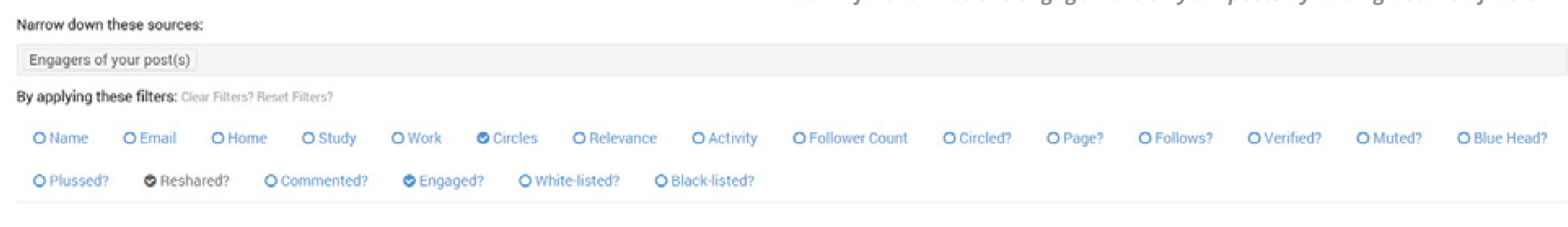
With the most recent engagers targeted I can now set up a new circle with just them in it. The circle is like a list on Twitter. I can check out their stream separately from other streams and try to foster closer relationships with them by engaging with their content.

BUILDING NETWORKS

A little while ago I promised I'd show you how to find people who are engaging with industry leaders. If this industry heavy-weight is in the same field as you this is a quick way of identifying people who may be interested in your content, too, and then setting up a separate circle from which to build rapport with them.

Follow the steps we first went through to find engagers on my posts, but instead of opting for 'engagers of my

Drill down further into the engagement on your posts by adding detailed filters



last X posts' opt, instead, for 'engagers in *their* last X posts'. Then select the profile url for the person you want to find engagers for. Here I've used Guy Kawasaki and limited the number of posts to the last 20.

The results comes back with over 3,000 engagements so I could then prune by shares or comments for instance.

ABOUT SCOTT GUTHRIE

Scott is a management consultant specialising in progressive public relations. He has more than twenty years' experience advising leaders within the business intelligence and financial services industries and believes placing purpose at the heart of business is the only sure-fire way to thrive in business. Scott writes regularly about communications, creativity + change at www.sabguthrie.info.

Dan Tyte

@Dantyte

USING ***RESPONSESOURCE*** *TO IMPROVE JOURNALIST RELATIONSHIPS*

Imagine a world where journalists chased you for your story, comment or expert - it exists with ResponseSource's Enquiry Service

It might seem a little curious that out of all of the hip, cool new tools brought together by #PRstack, the co-chair of the CIPR Social Media Panel would choose a hack as analogue as ResponseSource. No, ResponseSource has been there for me for the past 12 years, helping me hack the heck out of a career in public relations. Here's how...

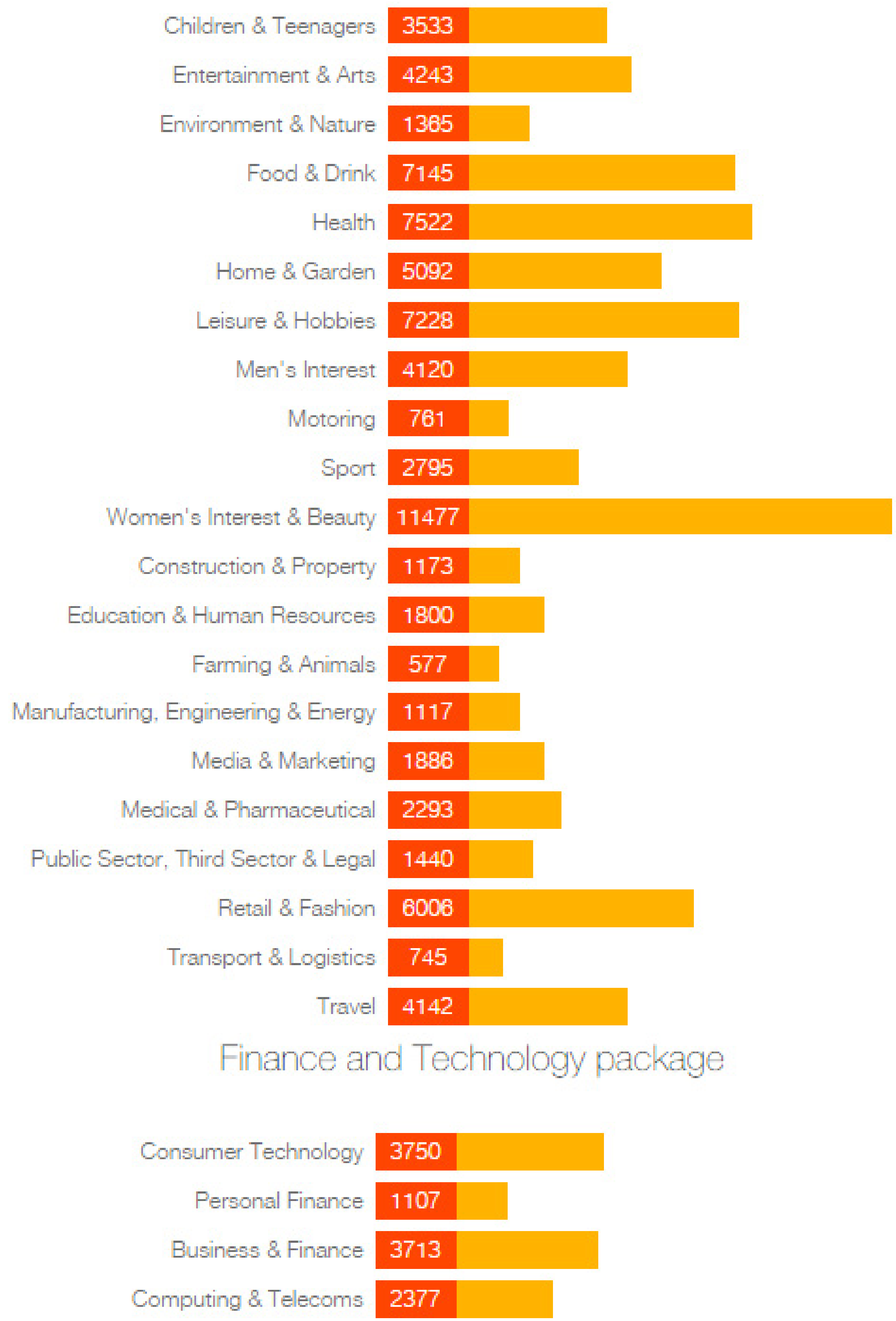
HOW DOES IT WORK?

ResponseSource is a hook-up service where journalists and PRs cut through the huff and bluster and get exactly what they want from each other: Used well it cuts out the bullshit that frustrates both parties- there's no mail-merged emails, no off-target pitches, no phones slammed down and absolutely no facepalms.

Journalists or bloggers simply fill in a form on responsesource.com/send and their enquiry is pinged via email to thousands of subscribers and potential sources in the PR-world. All free of charge.

From the PR-side, the service is subscription-based. Tick box the relevant categories, put your feet up and wait for those media requests direct from journalists right into your inbox. And when they hit, be speedy and succinct in your response. Enquiries are also searchable on the password-protected website with links tweeted @ResponseSource.

A typical request could be a journalist looking for a case study to bring a story to life. Or a producer looking for expert opinion on a hot topic. Or a broadcaster looking for



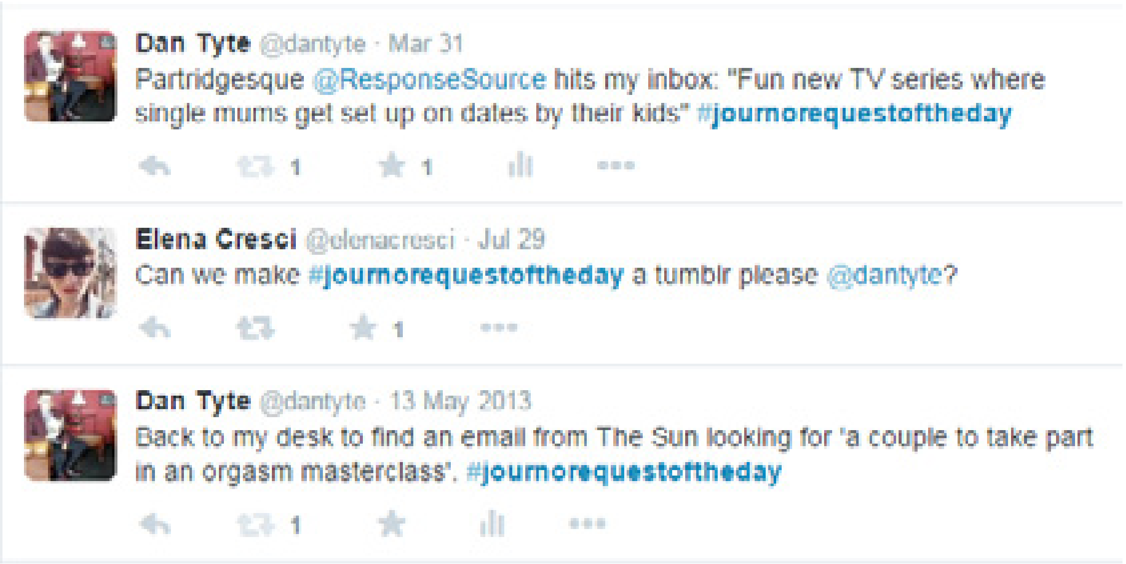
Volume of requests in the past 12 months (13 April 2015) a location for a shoot. The service is used by media across the spectrum- from the FT to the Fulham & Hammersmith Chronicle, from TV stations to trade mags.

ResponseSource's policy is that it can be used for "any information or help needed for the production of independent editorial". The PR's stock-in-trade. But what about the results? Take this one example, we use the service for one of our travel clients. In the past few months it's helped generate visits from Radio Times, Daily Express and Grazia as well as and coverage from Yours, MSN Lifestyle, Guardian and Metro. It's time to hack the hell of the cold-sell in and take advantage of the golden opportunities that exist to secure your organisation or client coverage.

SQUIRMALISM

I won't lie to you, not every ResponseSource is going to get your client on the Today Show. Like a pair of caped crusaders, an unnamed former colleague and I decided we'd had enough of journos bashing PRs and felt it was time to redress the balance.

Our shortlived blog- Squirmalism - existed to "bring tales of the lazy, crazy and beyond the pale from the British media". It's few pages are filled with some of the most bizarre requests bold enough to hit our inbox. The sharing has since morphed micro through #journorequestoftheday. Get involved.



ABOUT DAN TYTE

Dan Tyte advises clients in fields as eclectic as professional sports, tourism, pop music, heritage, health, alcoholic drinks, airports, arts etc using on and offline tools and techniques. He's the Co-Chair of the CIPR Social Media Panel and Executive Director at Working Word. His debut novel is set against the backdrop of a PR agency and is a 'coming-of-age tale snorting with energy' (*The Daily Mail*).

EXAMPLE #PRSTACK WORKFLOWS

Putting tools together to create a complete workflow

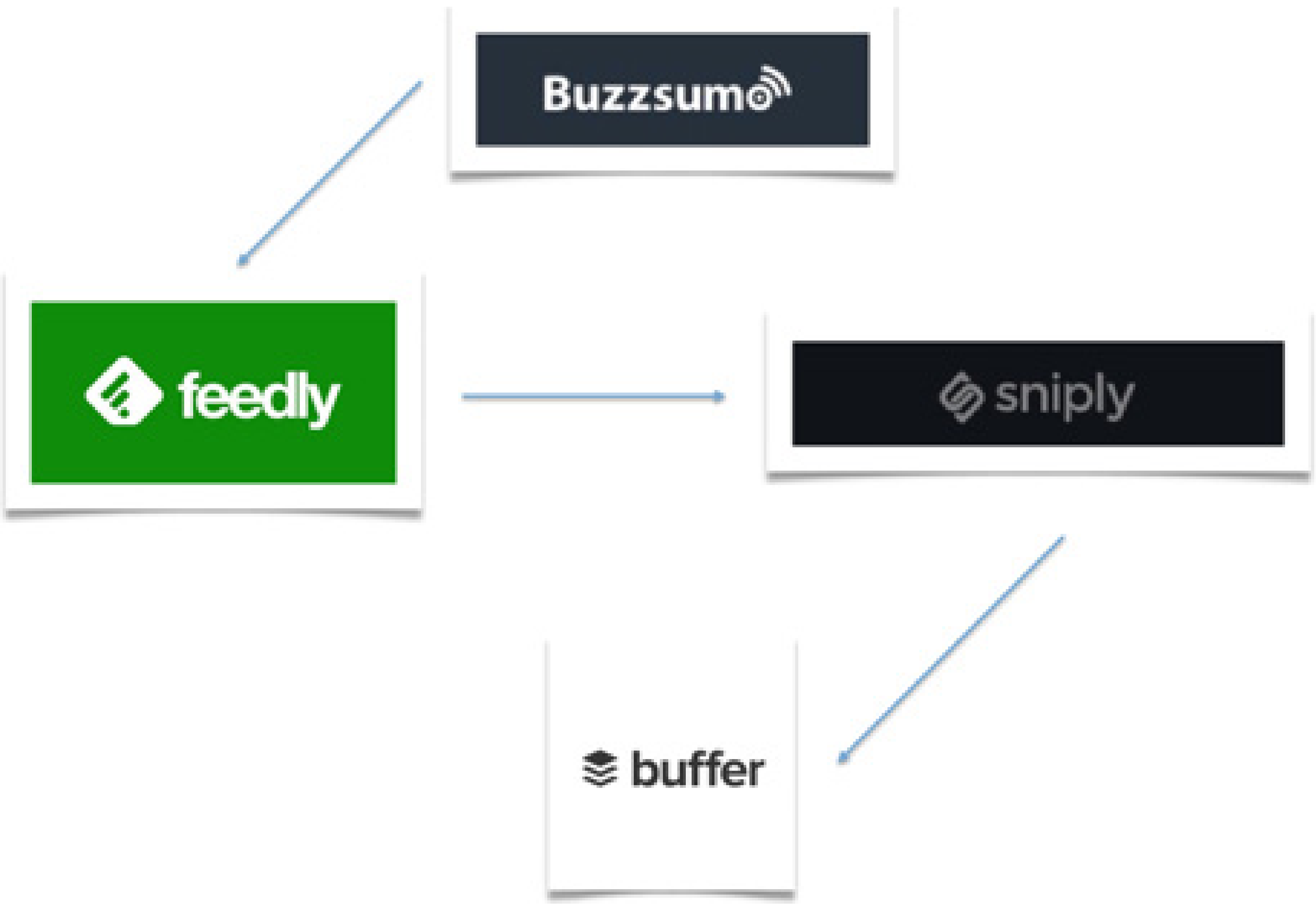
Andrew Smith

@andismit

USING ***BUZZSUMO, FEEDLY, SNIPLY AND BUFFER*** *TO GAIN A RETURN FROM CURATION*

A combination of Buzzsumo, Feedly, Sniply and Buffer allows you to identify the best content to share with your audiences, as well as providing you with an easy way to gain more value from the curation process by giving you the opportunity to gain visibility for your own calls to action at the same time.

Sharing other people's content with your audience is a universally accepted best practice in social media. The rationale is simple. By sharing useful 3rd party content, you position yourself or your organisation as a valuable information source that your stakeholders will appreciate. In due course, you hope that your generosity of time and effort will be rewarded with a more loyal and engaged audience or stakeholder group.



But how do you work out exactly what value you are gaining by sharing other people's content? At best, you might see how many people click on the links you share. Or you may get the odd "thank you" from someone occasionally. But how do you know that all this effort in identifying great content and sharing it is really worth it? Sooner or later, someone in senior management is going to ask you to justify the ROI of curation.

The good news is that there are ways to get more demonstrable value from sharing other people's content. The following workflow uses four tools in combination to deliver a far higher level of insight and return than previously thought possible with content curation.

The tools in question are Buzzsumo, Feedly, Sniply and Buffer. All of these tools operate on a "freemium" model - each allows you to use certain features for free while others require a paid subscription. For the purposes of this workflow, only the free features are needed.

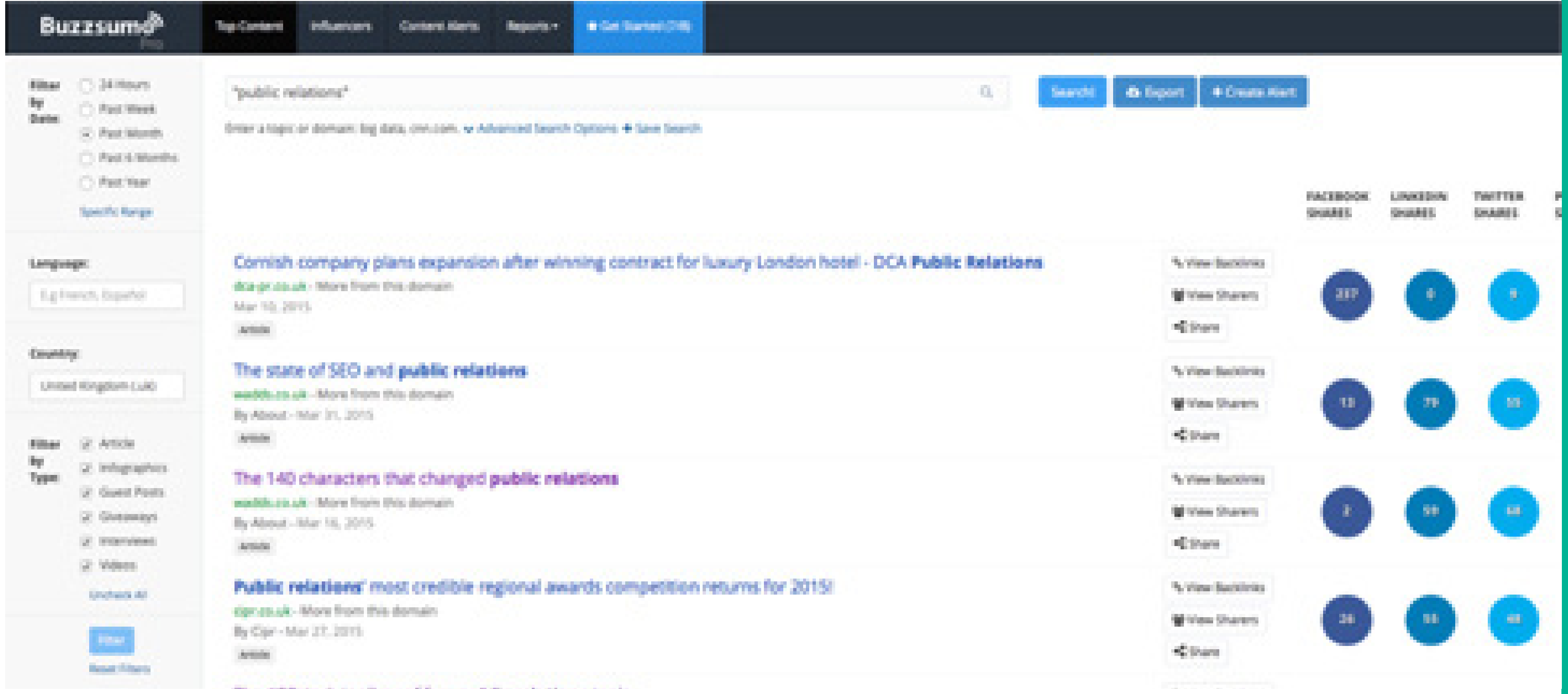
STEP ONE: USING BUZZSUMO TO IDENTIFY GOOD SOURCES OF SHAREABLE CONTENT

One of the key features of Buzzsumo is the ability to quickly identify what kind and type of content is being shared most often - and through which social media platforms.

There are various ways you can approach this. One route is to take a particular topic or keyword and ask Buzzsumo to reveal what content is being shared the most. For example, let's say you wanted to see what content about "public relations" was being shared most frequently.

For the purposes of this workflow, you would use Buzzsumo to see what sources appear to have a high probability of creating highly sharable content. Your aim is to spot, say, the 10 best websites that produce the most relevant and shareable content. These sites will provide you with the initial fuel for your curation workflow.

Select your best content sources, take the RSS feeds from these sites and plug them into Feedly.

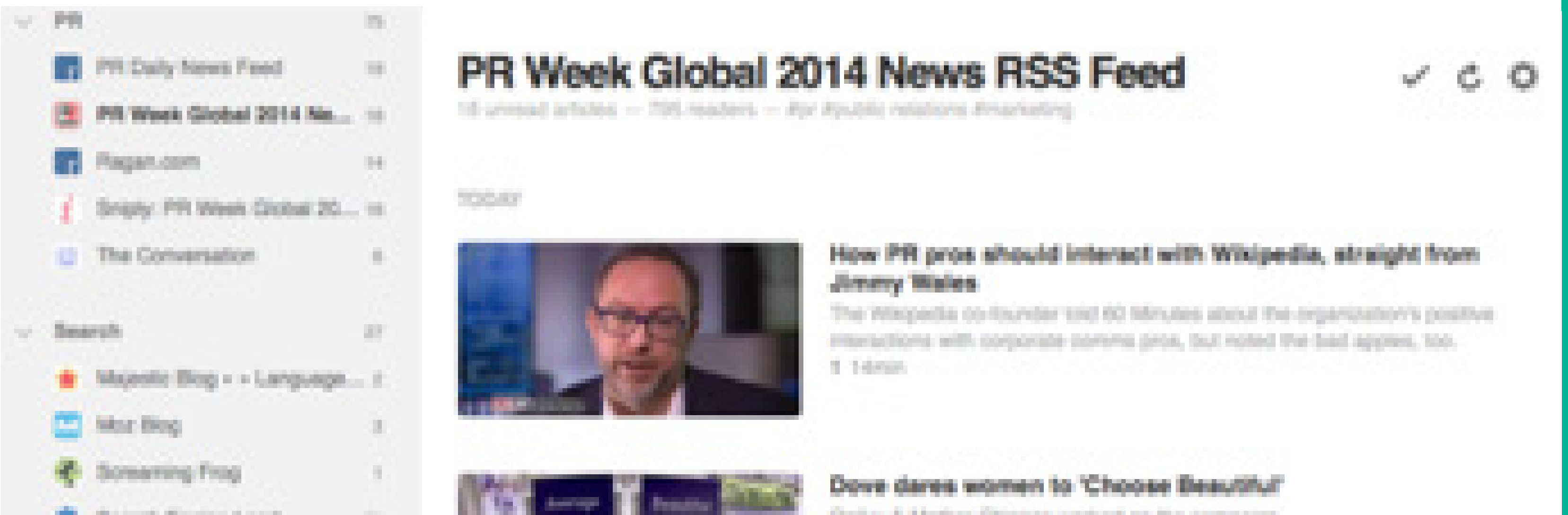


STEP TWO: USE FEEDLY TO MANAGE YOUR SHAREABLE CONTENT STREAMS

Feedly is at root an RSS reader. With the demise of Google Reader, Feedly has filled the vacuum. Feedly works both as a web tool as well as being accessible via good (and free!) mobile apps for both IOS and Android.

For this exercise, take the RSS feeds from the sites you've identified and add them to Feedly. The job of keeping on top of potentially huge volumes of content is made much easier with Feedly. Use Feedly to highlight particular stories or posts that you think your audience will find useful or interesting.

The next step is to take your chosen articles and then use Sniply to add additional curation rocket fuel.




By JOE PULIZZI published OCTOBER 15, 2014

Content Marketing Research

New Content Marketing Research: B2C Challenged with Measurement

Two weeks ago, we released the Content Marketing Institute/MarketingProfs B2B Content Marketing 2015: Benchmarks, Budgets, and Trends—North America: the first round of findings from our annual content marketing survey. Now it's time to learn what B2C marketers have to say about their content marketing practices in our B2C Content Marketing 2015:

ANDREW BRUCE SMITH

How to measure, evaluate and report on your Content Marketing programmes

Workshop: 04/11/2014

STEP THREE: USE SNIPLY TO GAIN ADDITIONAL VALUE FROM YOUR CONTENT CURATION EFFORTS

Sniply is a URL shortener with a difference. When you shorten a URL with Sniply, you not only get bit.ly-style insight into who clicks on your shared links, but you also gain the ability to overlay your own "Call To Action" (CTA) over just about any 3rd party content that you share.

Take the screenshot above. The article itself is interesting and one that my audience might appreciate. But by sharing the article via a Sniply link (or Snip as it's known), not only do my audience see the original article, I also get the opportunity to highlight to them my own CTA. In this case, a link to a workshop that addresses the issue flagged in the original piece. In short, you get the opportunity to gain some additional benefits for yourself rather than being an unpaid content distributor for someone else.

You have an enormous degree of flexibility in customising your CTA. You have control over the message, position on the shared page as well as the choice of a link, button or email capture form.

But the real value comes from the data gathered via your Sniply links. Not only do you know how many people click on your shared links, but also find out how long they spend reading the content you've shared with them. You can also see whether they then read additional content on the target site (if people do read other articles on the site you've sent them to, your CTA remains in place, thus gaining further

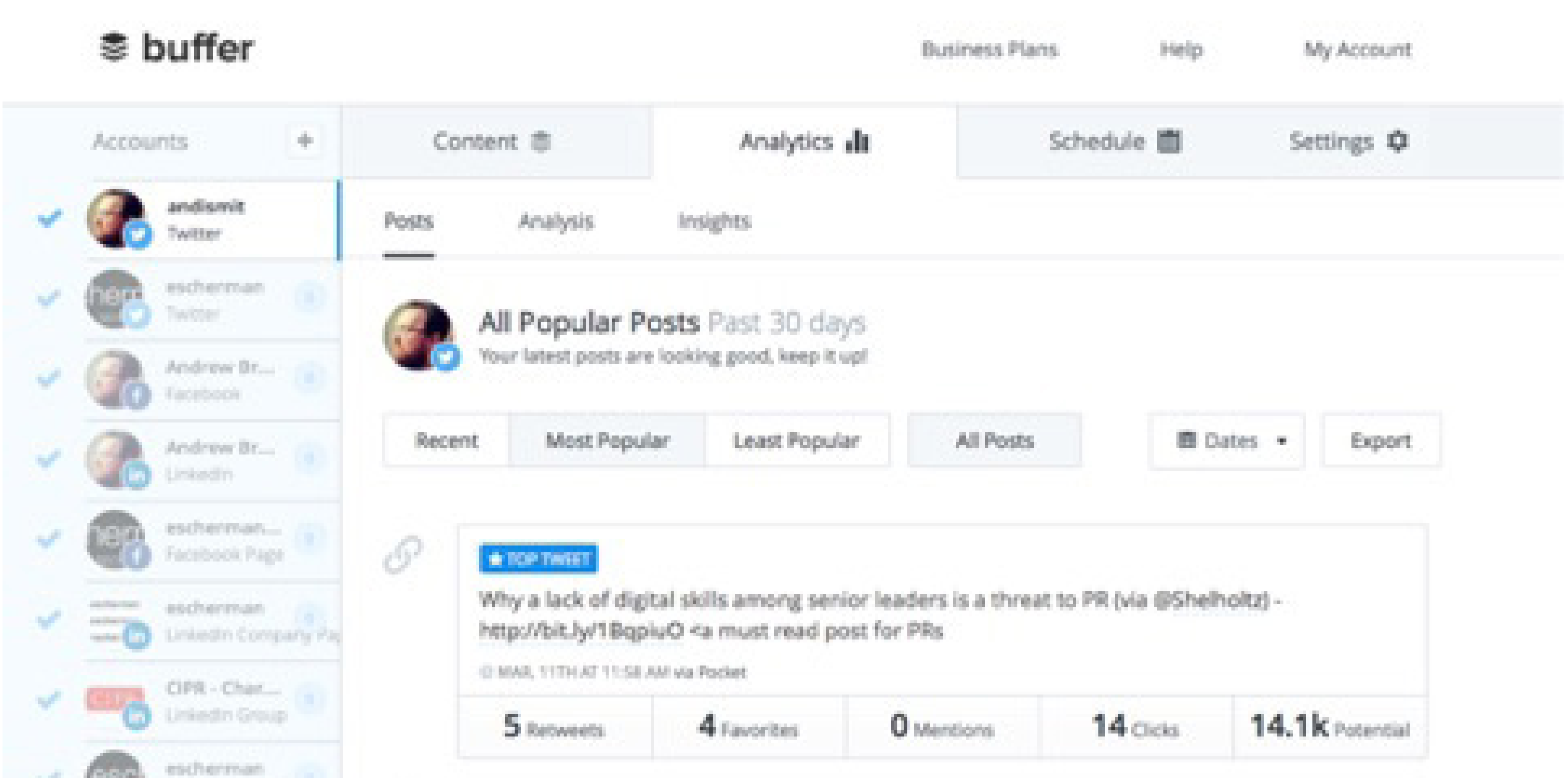
ally get read by your audience (rather than just clicked on), as well as giving you a higher degree of return on your curation efforts by giving you the opportunity to drive people to your own online assets.

Advanced bonus tip: Sniply allows you to automatically add a CTA to every post from an RSS feed. This is very efficient method of curation if there is a particular content source that you are confident will always produce good and shareable content and you have a generic CTA that you would be happy to add to any post from your chosen RSS source. This greatly streamlines the process of generating "Snipped" links for sharing.

STEP FOUR: USE BUFFER TO SCHEDULE THE BEST TIMES TO PUBLISHED YOUR "SNIPS"

The final stage of the process is to ensure that you publish your "Snipped" links at those times when they are most likely to seen and clicked on - thus maximising the visibility of your own CTAs.

There are many different scheduling tools available. For this workflow, I use Buffer because it's not only a great scheduling tool (supporting a wide variety of social platforms), but it plays very nicely with Sniply. Once you have created your Snipped link, the resulting dialogue box gives you the option to share via Buffer to multiple social platforms at the times of your choosing. Another benefit of using Buffer is that you can automatically convert the Sniply link to a bit.ly link - and still preserve all the benefits highlighed above (some people might prefer to share a bit.ly link rather than a snip.ly link).



ABOUT ANDREW SMITH

Andrew is the founder and Managing Director of digital communications consultancy Escherman. With a communications career spanning 30 years, he is a co-author of two best-selling social media books - Share This: a practical handbook to the biggest changes taking place in the media and its professions (Wiley 2012). And Share This Too: More Social Media Solutions for PR Professionals (Wiley 2013). Andrew is also a trainer in social media, analytics and SEO for the Chartered Institute of Public Relations (CIPR), a member of the CIPR Social Media panel and a guest lecturer at the University of Leeds Business School.

David Sawyer

@zudepr

*USING A **PERSONAL #PRSTACK** FOR SEO, HEADLINES, WRITING AND IMAGES*

—

A born again geek explains how he incorporated free tools into his daily public relations workflow.

A few years ago I felt like a dinosaur.

Afraid of the way my industry was changing, I had the digital fear.

A few years back I used none of these tools.

Now I use my huge personal Chrome #PRstack each day.

If only I'd known then what I know now: they help me work smarter and less.

With a #PRstack you're not alone. You're not relearning how to walk over and over again.

Here are my personal favourites. They are free. You have no excuses.

1. SEARCH ENGINE OPTIMISATION

You know the importance of a keyword report, right? Yeah? This assumes you've got one. If not, try this.

When producing content for clients I always have a keyword phrase in mind. Taken from the keyword report.

I benchmark and check the effect of my content marketing and SEO on clients' Search rankings.

Whatsmyserp

Register. You can check up to 25 keyword phrases against four competitors. You can do this for 20 domains. No catch and the data's exportable. Magic.

MozBar

A Chrome extension. Go to Google Search. Tap in the keyword phrase you're targeting and check out the competition's authority. If your website's a minnow, go for a longtail keyword phrase. MozBar also shows you social shares.

2. HEADLINES FIRST

Public relations practitioners know the importance of a good headline, yeah. I spend 30 minutes playing around with headlines every time I produce content. HubSpot writers pen 25 before choosing.

But did you know there are two brilliant tools to use once you know the difference between a power verb and a colourful adjective?

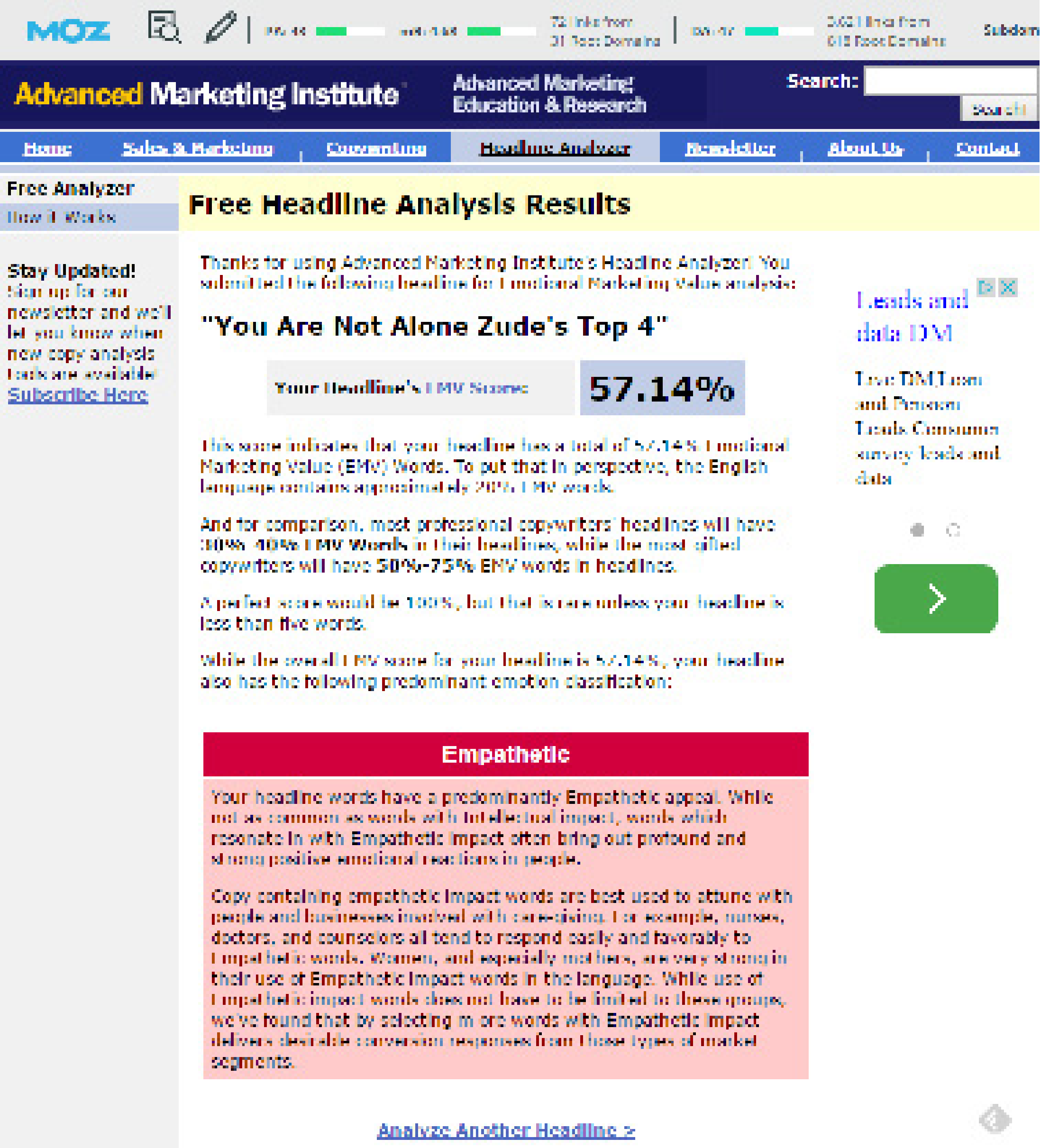
CoSchedule Blog Post Headline Analyser

For blog posts, but use it for any communication. It scores you 1-100. 60s: decent. 70+: amazing. New out and effective. My go-to tool.

Emotional Marketing Value Headline Analyser

I use CoSchedule first then insert the highest-scoring headlines in the Emotional Marketing Value (EMV) tool. Anything over 50 per cent in EMV is pretty damn good.

EMV: 57.14% ain't bad!



3. IMAGES

So you've written the headline. The second (some might say first) most important aspect of any piece of communication is the image.

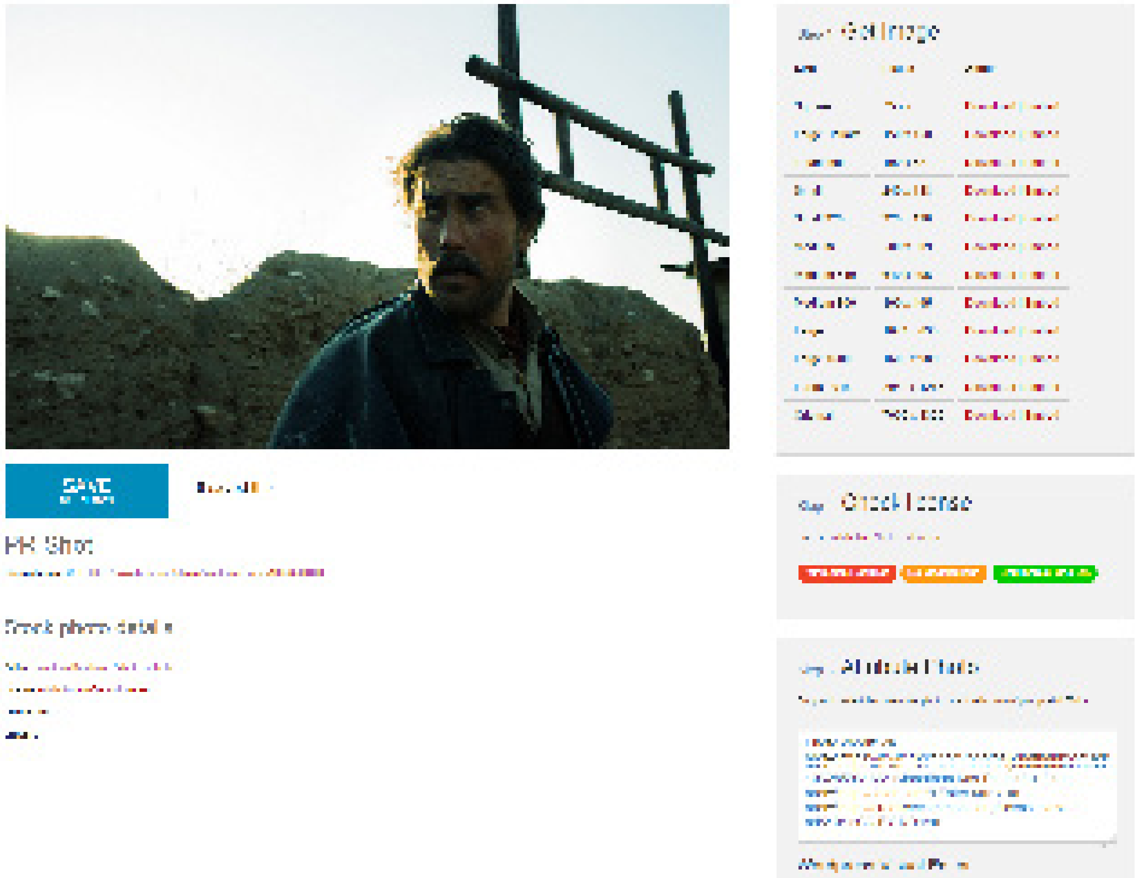
Particularly in digital public relations engagement.

But what about copyright, compressing, resizing. My top-three tools are:

Foter

A 228 million-strong image search engine. Dead easy to use. And supremely simple to attribute (just cut and paste the code). Choose your size and download.

The user experience on Foter is so good.



Unsplash

Beautiful hi-res non-stocky, free-to-use, no-need-to-attribute pics. Comes with a search facility too. You don't need to spend time leafing through the image library.

Tip: use Compressor.io so you're not affecting your page load speed.

Pablo

A little gem that Buffer's just taken out of beta. Its development stemmed from this post.

Upload your image, insert your headline and subhead and Hey Presto! You have a featured blog post image which looks good when shared across all social media networks. Useful for memes too.

My featured image for this article: courtesy of Pablo.

4. WRITING

Grammarly

A Chrome extension. It goes everywhere online with me. Email, web forms, word processing docs. The best spelling and grammar checker I've found.

Hemingway

Never publish/hit send on anything important without running it through Hemingway first. Never. Ever. It's that good. I'm writing this text now in Hemingway.

I wrote this article in Hemingway. It helped.

That's the cream of my #PRstack. It's helped me transform my practice, saved me time, and made me money.

If you're using all these already, go to the top of the class and give the nibs out. If you pick up one of these tools after reading this post, please let me know. I'm interested. You're not alone.

ABOUT DAVID SAWYER

David lives in Glasgow and owns Zude PR. When David started out in PR they posted out press releases. Now David uses media relations, content marketing, SEO, and social media marketing to promote. New public relations, for which a #PRstack is essential.

Ross Wigham

@rosswigham

USING ***SPROUT SOCIAL*** TO MANAGE PUBLIC SECTOR CAMPAIGNS

You don't need a huge investment in tools to plan and manage an effective public relations campaign.

As a head of communications in the public sector I'm too often playing the role of the naysayer when it comes to expensive tech 'solutions' that we don't really need.

Hour after hour on the phone politely saying 'no thanks' to the latest expensive bucket of snake oil that will revolutionise our workflow for only three times our annual communications and marketing budget.

I know, I know, it's partly our own fault. As a sector, in the past, we were probably too easily parted from our budgets for the latest clothing for the newest emperor – when I first moved to the public sector I inherited a sleek media monitoring system that cost about the same as a top of the range German saloon car.

But times have changed and what the market doesn't seem to get is that we don't have that type of money any more. Budget cuts mean that what we need now are the smarter, lower cost technologies that help us save time and communicate with the public on their own terms.

In my previous role at one of England's biggest local authorities, it was partly these huge pressure on finances in 2009 that led us to start moving most of our efforts towards social and digital. Even in a big, rural county it was fairly clear that this was going to be a huge part of engaging with the community, answering their questions and delivering our messages in a way that provided the best return on investment.

GETTING SOCIAL

While it was time to ditch the big bucks systems of the past we now needed a way to manage this huge influx of messages, questions and data. When you have thousands of people in your online community who could be asking about thousands of different services it's crucial you are able to keep track.

I've tried several systems but Sprout Social has always been the best fit and crucially is able to solve several problems in one place.

MANAGING YOUR NETWORKS

Firstly it allows you to combine your key social channels into one dashboard that you can see in real time. This lets you post to multiple channels and keep an eye on the key conversations about your organisation wherever they're taking place.

RESPONDING TO THE WORLD

Because all the questions and comments from each channel come into your inbox you can see what's been happening, what people are saying about you and whether you've already responded or not. It also provides data on the people talking so you can make informed decisions about reach and your organisational history with other users.

For big organisational accounts in council's or the NHS it lets you work as a team so you can see what colleagues have said previously or judge the status of any social issue. It works in real time from anywhere (via an app or desktop), which is hugely important in the 24/7 world of public services.

ANALYSING YOUR DATA

This is the main part of the story for social media now in both demonstrating its worth and planning the effectiveness of campaigns. To get the real ROI you need to be able to plan activity carefully and clearly so that you hit the exact target market for the lowest possible cost. Time and again this type of data has helped us save money and meet our objectives on a range of campaigns whether that's attracting more weddings in Northumberland, communicating during emergencies or recruiting a new pool of hospital nurses from across the country.

PROVING OUR WORTH

Like everywhere, it's not just the public we need to tell our stories to. At board level many still need convincing of the importance of both communications generally but especially social and these analytics help tell the stories in their language. Detailed, statistical case studies have really helped shape the agenda and narrative around public relations and communications at the highest level.

Most of this data is freely available from different places but pulling it together takes time – another thing we're all massively short of. The spout dashboard lets you look at a range of different reports all in a single place.

If Don Draper were around now he'd definitely be using Sprout Social, well he'd be getting Peggy to do it!

ABOUT ROSS WIGHAM

Ross runs communications and marketing for the NHS in Gateshead and before this he was head of comms at Northumberland County Council, one of the largest local authorities in England. In 2012 he was named 'Public sector communicator of the year' at the UK Public Sector Communications Awards and 'Professional Communicator of the year' at the Golden Hedgehogs. He is also an experienced journalist and blogger, having spent a decade in London working for several top trade publications as well as producing content for blue chip clients.

Adam Parker

@AdParker

*USING **LISSTED** AND **NUZZEL** FOR TARGETED CONTENT DISCOVERY AND MONITORING*

Combining Lissted's community analysis with Nuzzel's content tracking, is a quick and powerful way to discover, and monitor, relevant and influential content.

When it comes to discovering relevant content on Twitter you need to be able to do two things: identify the key people and organisations in a community to listen to and find a way to keep track of what they're sharing.

I suspect most of us can't afford to spend every minute checking our stream, and even if we did, it's not practical to keep a tally in our head of what's been shared most.

The other challenge is how to identify the right people to follow in the first place. Twitter lists are a potential source of intelligence, but they're often limited in scope and can be out of date unless their creator maintains them.

A solution to both of these problems lies with the combination of two tools namely Lissted and Nuzzel. By way of disclosure I am the founder of Lissted.

COMMUNITY INFLUENCE

Lissted was first introduced a couple of years ago. It started out as a way of tracking journalists on Twitter and then expanded to cover other groups like politicians and celebrities.

During the last two years Lissted has built a database of the relationships and interactions of almost two million of the most influential accounts, the ones that manage to get the attention of these known influencers.

One application of this data is the ability to build lists of the top influencers in a community based on the relationships they have, not simply content measures like mentions.

Lissted's newly released community analysis tool allows users to build their own lists of relevant influencers, and unlike the handful of similar tools, Lissted can produce these lists *on demand*.

CONTENT DISCOVERY

Nuzzel is a content discovery app that highlights the articles that have been shared most by a group of Twitter users over the last three days. It will even alert you when an articles passes a specific number of shares by that group.

Originally it focussed on the people you followed yourself. It then expanded to allow you to view the content that people in other users' feeds have found interesting.

In March 2015 they created a powerful new feature – Custom Feeds. Custom feeds allow you to see the articles shared most by the members of Twitter lists you've created. It also works for any public Twitter lists that *other Nuzzel users* have created.

INFLUENCER DISCOVERY AND CONTENT WORKDLOW

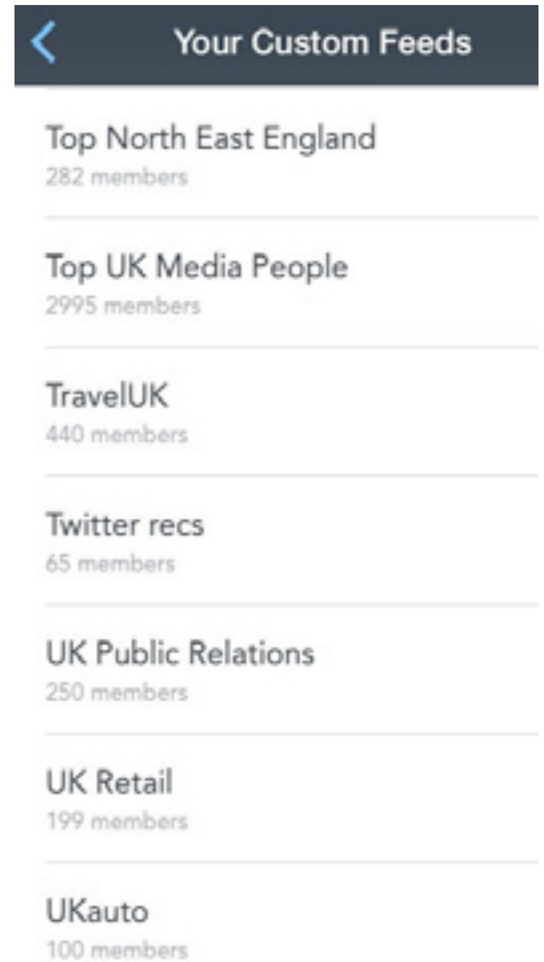
Lissted's ability to quickly build a Twitter list of the most influential voices on a topic, combined with Nuzzel's simple and slick way of consuming the content they share is very powerful.

Here's an example.

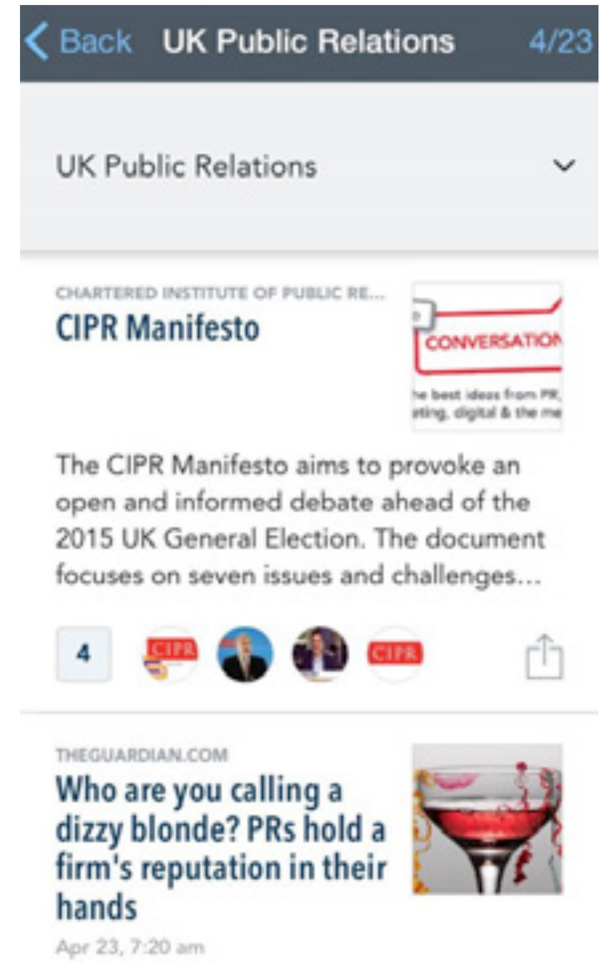
It took me about a minute to use Listsed to build a list of 250 relevant influencers to the UK Public Relations community and then export the list to Twitter. Here are some of the top ranked influencers.

I then had to wait 24 hours for Nuzzel to pick up my new list. Once indexed it appeared in my list of Custom Feeds within the app.

Selecting the UK Public Relations option then gave me highly relevant results.

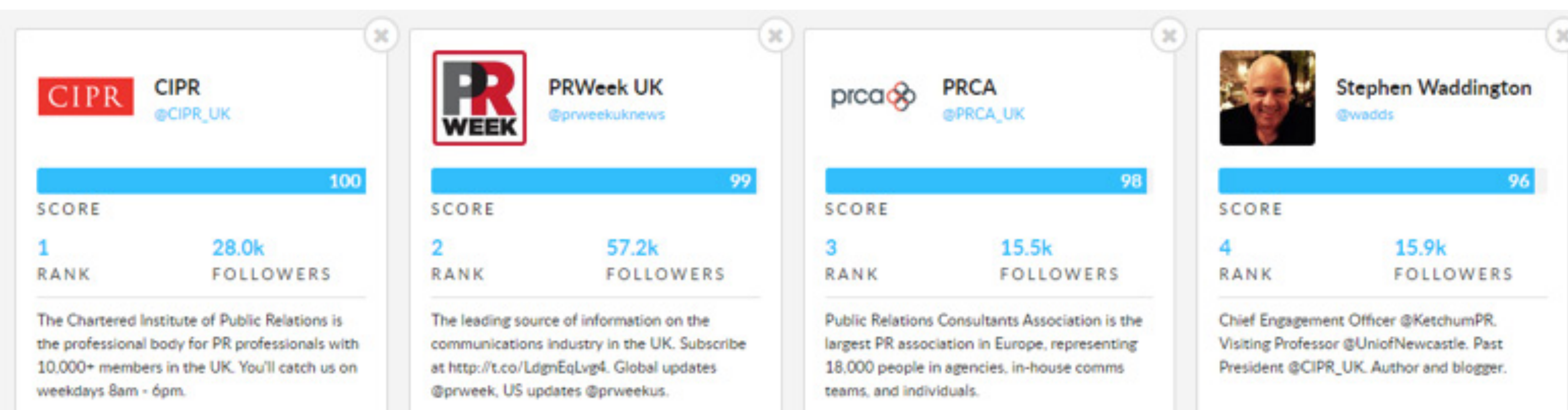


Nuzzel custom feed



Nuzzel top articles

Listsed's Top UK Public Relations Influencers



As well as showing me the articles, Nuzzel also tells me who from the list has shared the content and view their related tweets.

This way you can gain a deeper understanding of who's showing an interest and why.

To apply for beta access to Lissted's new community app visit lissted.com and to download Nuzzel visit the app store.

ABOUT ADAM PARKER

As both a CIPR Accredited PR Practitioner and a chartered accountant, Adam brings a unique perspective to PR and social media analytics. He's a member of the CIPR's Social Media Panel and a co-author of the Institute's Share This books. He started his career with PwC, spending over nine years in its audit, corporate finance and consultancy practices. In 2000 he helped start Real-Wire, the UK's first dedicated online news release distribution company and his latest venture, Lissted, takes a superhuman approach to social listening and influencer discovery that uses real world authority to identify and predict the people and the conversations that matter.

PROJECT MANAGEMENT

Managing a public relations campaign or any form of project

Max Tatton-Brown

@MaxTB

*USING **ASANA** TO MODERNISE PROJECT WORKFLOW*

—

Anybody creating a business today should be looking for every opportunity to build something more fit for purpose as a distinct advantage over the last generation.

One of the common mistakes in modern business communication is the separation between the tactics being executed all day every day and the bigger picture that surrounds them.

Asana's hierarchy makes this mistake much harder to slip into.

It consists of three parallel panes. In the left most pane, you organise projects for key parts of the strategy. Clicking on any project reveals a second pane, where tasks appear that relate to that project - each of which can be assigned a due date, owner and attachments from services like Google Drive, Dropbox and more. Clicking on any task then reveals a third, final pane in which you can see all details relating to that task.

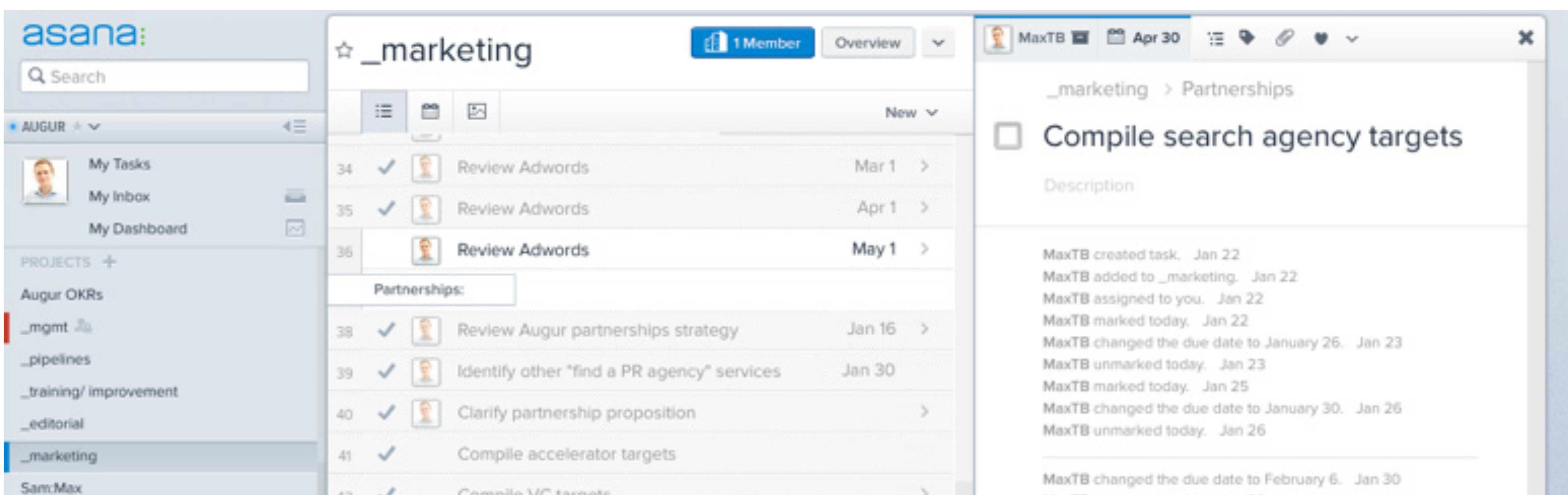
Within this 'details' pane, every task has a full comments history, just like Facebook. Instead of email, this is where most conversation happens, punctuated by any changes to the task like a file being attached or someone adding a subtask.

STRATEGIC THINKING IN A BROWSER

Because Asana is the only tool we use for this, it means you're always focusing on where your current task fits into the bigger picture. You can see how far along you are with strategy by how many tasks are ticked off. It's very simple to see if something might be a threat to the plan - and to discuss how and why you are going to fix it as a team.

This is key to public relations taking a more strategic responsibility and being more dynamic around the way it plans. It also means you have to accept you are in a live arena with your client. They can see your team talking to each other. They can see when you moved something off of your to do list for three days in a row.

Asana's three pane structure puts the smallest tasks in context.

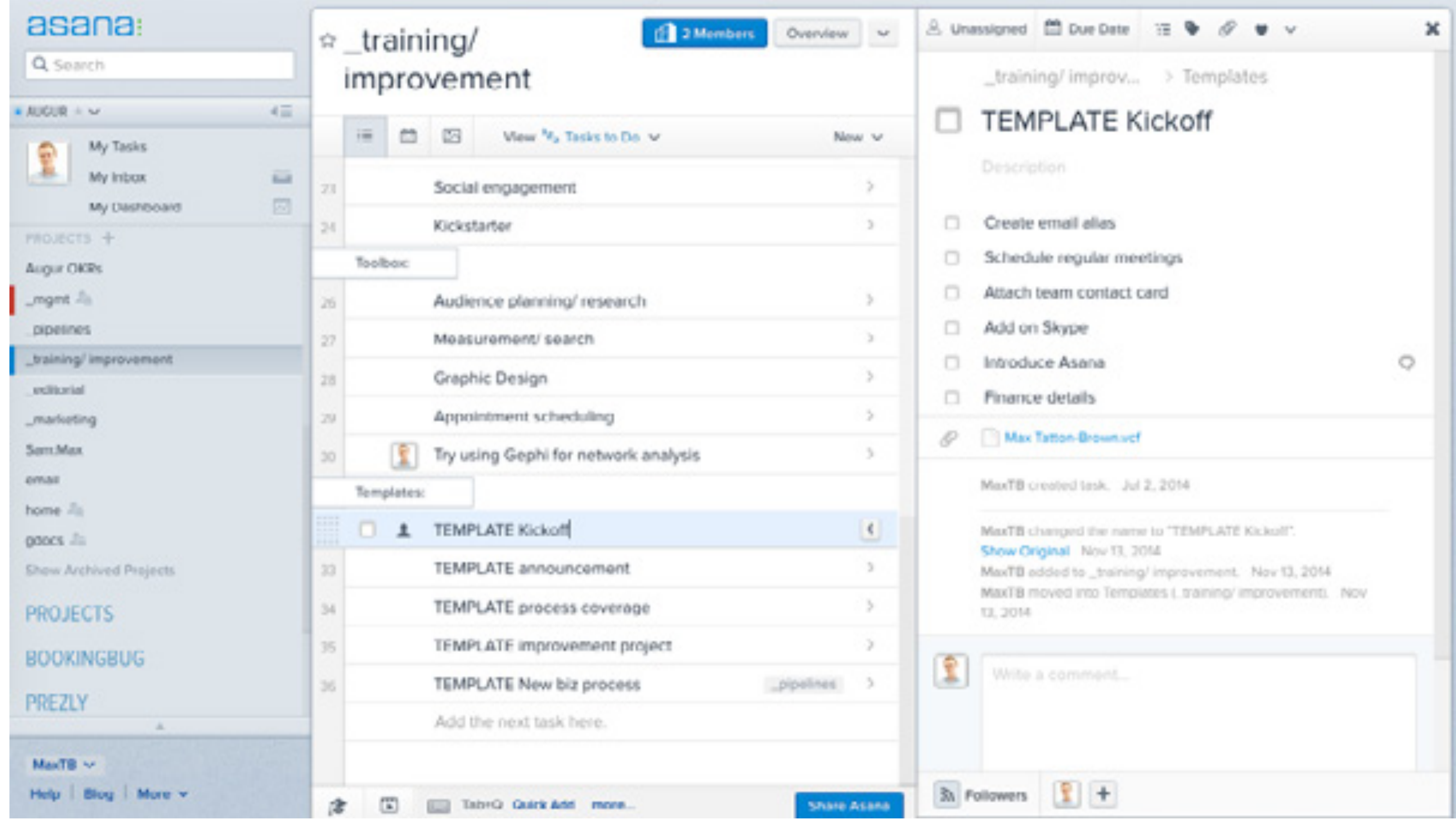


They can see the truth. You have to be able to handle that. But if you do, you realise that it means them ‘hearting’ (the equivalent of a Facebook Like) updates in comments rather than having to waste time on email. They can find files with a quick search. They can see progress on Objectives and Key Results right in the tool we use every day.

GREATNESS THROUGH PROCESS

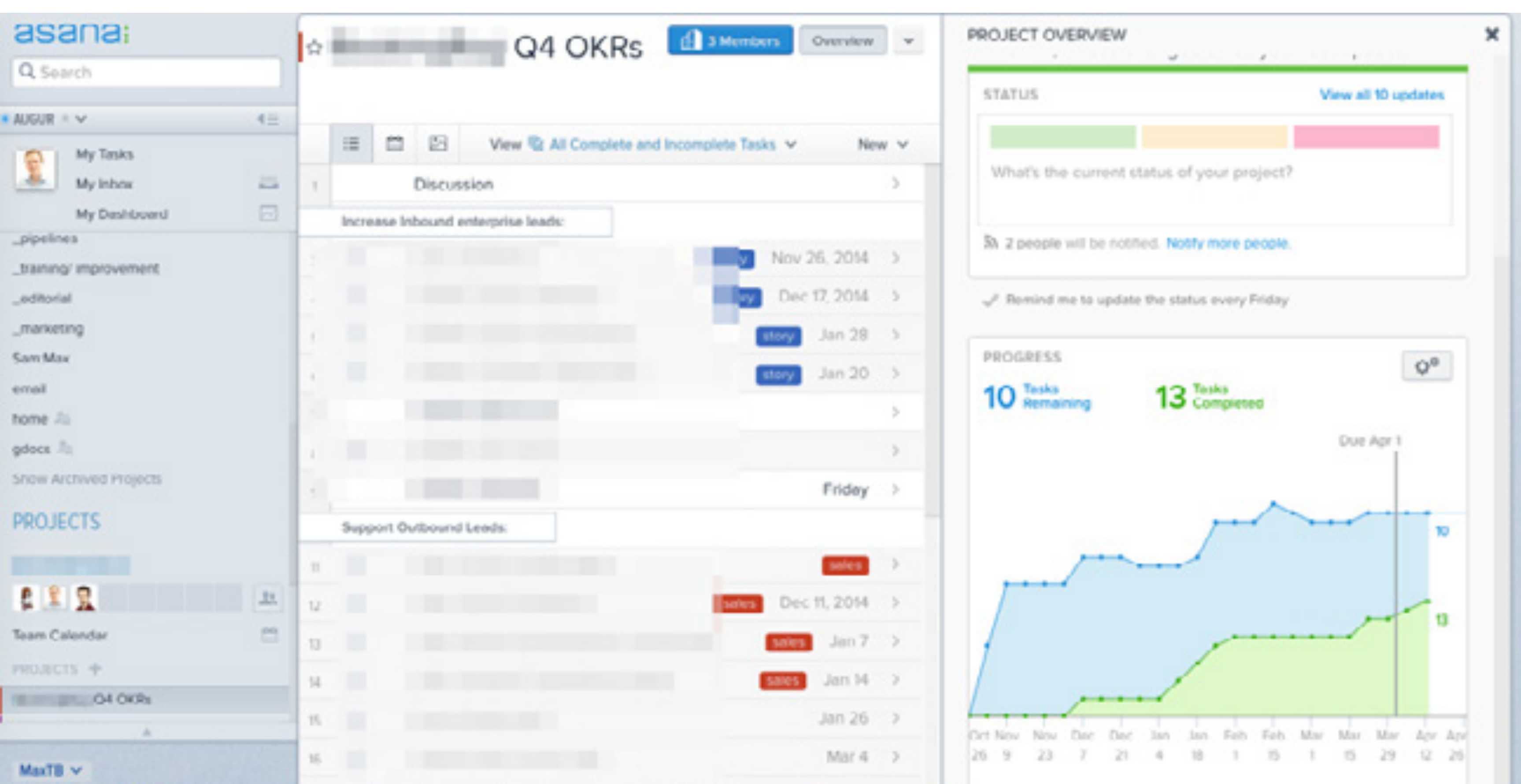
Asana is more flexible than it may sound. Like any business, public relations needs great systems in place to survive, thrive and maintain standards. This is another area in which Asana means we can make sure our team is grasping every opportunity and we’re delivering consistently great projects.

One way is by creating template tasks for common bits of work. Something like a client kickoff, employee onboarding, customer case study process can be honed into the perfect form for regular execution across the team. You can also link to best practice reading about each step, directly within the task list. What



Template tasks ensure teams get up to speed quickly and deliver at the highest standard

Tracking progress happens in the same place where you take daily actions



better way to help junior members of the team get up to speed - and show the client that you take this kind of development really seriously.

Alongside that, we also have a library of reading around various topics that can be searched to find important information and helpful resources. This also includes ideas for improvement projects, which we can vote for across the company.

This is the tip of the iceberg. But it should demonstrate some of the key value that we get by building a stronger stack underneath our agency. So far, clients have loved the fact they have one place to find everything related to their public relations and the transparency it gives them into the work being performed.

For me, I hope you can see why I think the value of a #PRstack can go beyond just helping people find better social media monitoring tools. It can help us build better businesses, develop margins we deserve and ultimately, deliver far better, more strategic work for clients and organisations.

ABOUT MAX TATTON-BROWN

Max Tatton-Brown is Founding Director of Augur, a communications agency that believes if you can articulate your true strength accurately, success will follow. He also writes for places like *The Guardian*, *Wired* and *Econsultancy* about what's next in tech, startups and marketing.

Rich Leigh

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USING ***GOOGLE GOALS*** *TO DEMONSTRATE THE VALUE OF CAMPAIGNS*

Public relations is lousy at proving its value. Analytics tools make it easier than ever for clients to stick with us.

Let's say you get your client, an online retailer, coverage on The Daily Telegraph. There's a link through to your client.

What do you report back to the client?

- link to the coverage?
- number of unique visitors per month the site gets/tells us it gets?
- page's domain and/or page authority (Opensite Explorer is your friend here)?
- the social shares it generated (Buzzsumo and Topsy being my two favourite free resources to start with)?
- an estimate of the reach/impressions of said shares (TweetReach)?

What if I said there was a way to then tell that client how much money (if any) that link on The Daily Telegraph made for them?

MEASURING THE VALUE OF YOUR WORK

When I've tried to discuss digital measurement of the value of public relations activity in the past, people often switch off. An individual that handles the accounts of some pretty big brands – the type of person who'd die happy if Joey Essex retweeted her – actually said, and it's stuck with me: 'I'll never be geeky enough to care'.

If your client has a website (even if a traditionally 'offline' business, they should have), you can use Goals. Does your client's site:

- ask visitors to sign up to a newsletter?
- give visitors the ability to download information?
- ask visitors to fill out contact forms? Or, perhaps most importantly
- give visitors the chance to buy direct from the site?

Your client very likely already uses some form of website analytics. Google Analytics is the most popular and gives site owners (and those allowed access) the ability to see:

- how much traffic they get
- where that traffic comes from (geographically and in terms of what links people clicked to reach their site)
- how long visitors stay onsite for, and much more.

DEFINING YOUR GOALS IN GOOGLE ANALYTICS

What Google Analytics also allows you to do is set up Goals. Put simply, Goals will allow you and/or your client to measure your marketing activity. It goes beyond the traffic stuff mentioned above and gets into what those visitors you've sent them actually do when onsite.

Imagine being able to show your clients how many newsletter subscribers, downloads or sales came as a direct result of your work.

Imagine being able to say – our activity sent you x unique visitors. Of these, y bought your product for £zzz. That's £zzz we can prove you made as a direct result of our work.

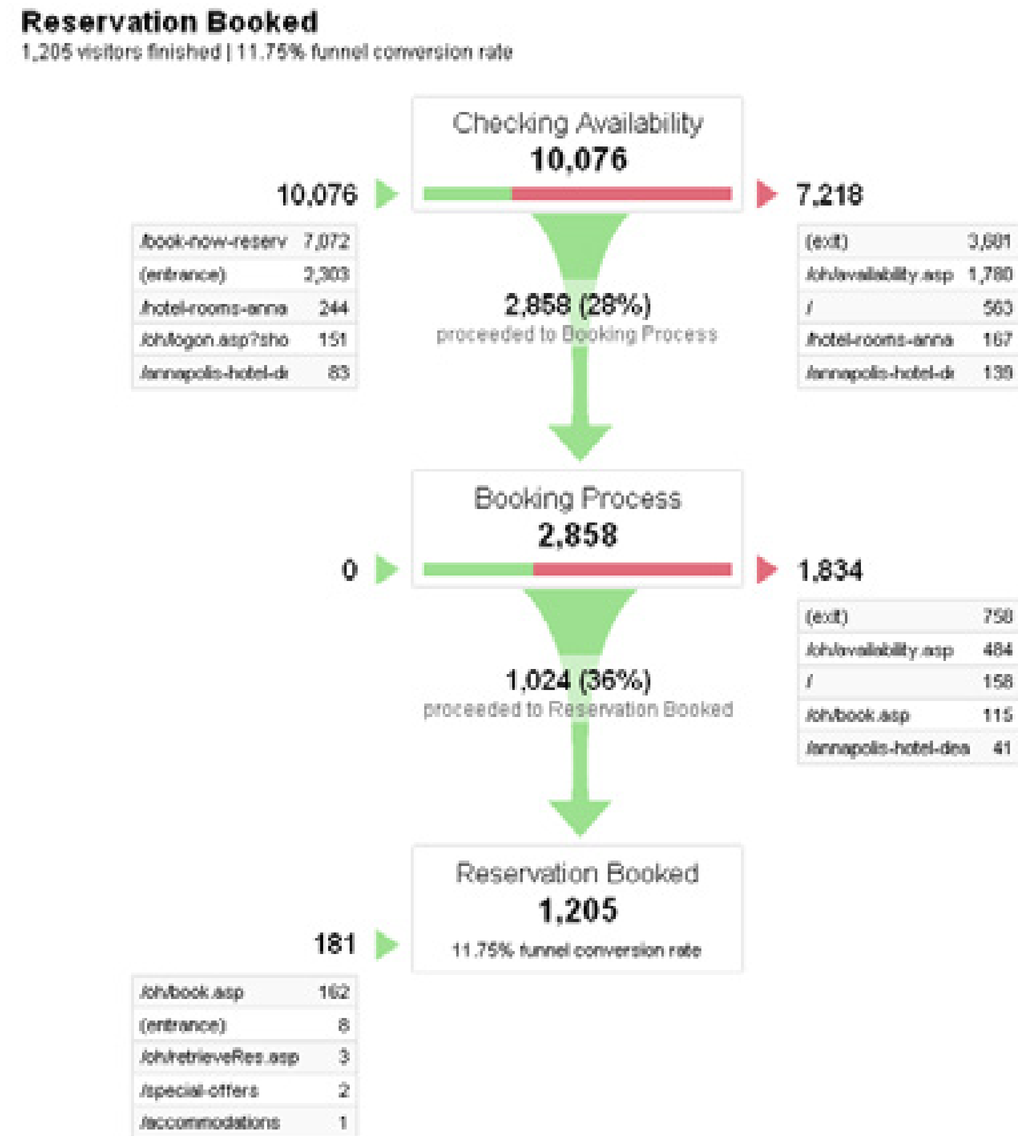
Better than a meaningless ratio of [how much the client pays per month] : [the advertising value equivalent of that month's coverage], no?

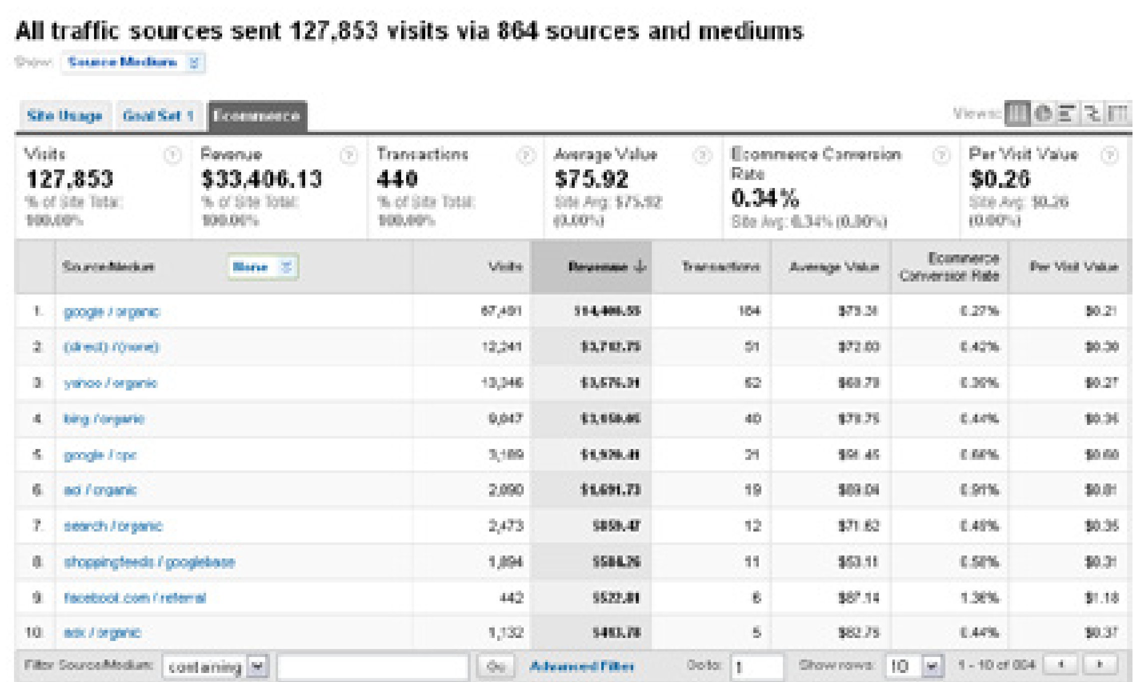
It all begins at the end. The 'thank you' page a completed online form or purchase sends you to acts as the 'goal', from which we work back. You can check drop-off rates using 'funnels'.

Using the pages leading up to the 'goal' page you can see the visitor path, including the stages visitors shut the page down. Going back from there, you start to see where that traffic came from, how much money they spend, which traffic converted and even what links they clicked on.

You might be surprised by the social network, media outlet, blog or ads that send the most profitable traffic and can alter your efforts accordingly. This can save time and your client's money – but, importantly, begins to provide value beyond the time-honoured 'we got you coverage and/or people tweeting about you, what more do you want!?' approach.

This video by digital marketer David Frosdick provides a great overview of setting up Goals.





GOALS HAS HELPED ME TO PROVE THE FINANCIAL RESULTS OF MY PR ACTIVITY IN A WAY I COULDN'T HAVE PRIOR TO USING IT.

The key thing is to ensure you understand exactly what is measurable before any activity takes place, be it sales, downloads, subscriptions or something else, and then work backwards.

For me, public relations is about creating an action/reaction that attains the client's objectives – and I can't remember one single client for whom the bottom line wasn't the bottom line.

I'm not saying this is the definitive answer to our measurement woes. What I am doing is sliding it across the table, in the hope that you are geeky enough to care.

ABOUT RICH LEIGH

Rich founded personal PR and creative campaign specialist agency Rich Leigh & Company in December 2014, working with leading brands and 'interesting, inspiration and talented' personal clients. Rich also founded stunt and campaign website PRexamples.com. He spends too much time tweeting about PR stunts, campaigns and other media bits and bobs.

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