

The Value of Social Media

BROOKE MATTINGLY - PARTNER



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Public Relations and Consulting

LET'S GET TO KNOW EACH OTHER!

I'm Brooke!

I'm a partner at The DeCesare Group and the bulk of what I do is act as a social media manager for my clients.

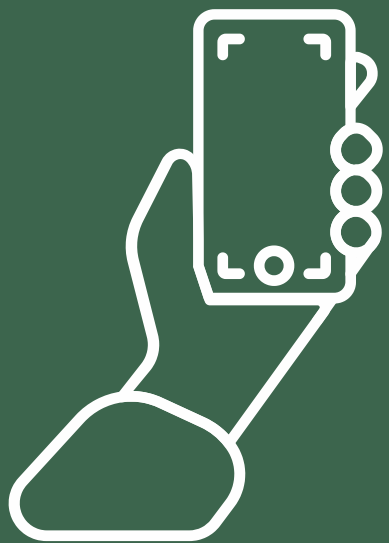
What does that mean?



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SOCIAL MEDIA MANAGEMENT

Creating, scheduling, analyzing, and engaging with content posted on various social media platforms to achieve specific marketing and communication goals.



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WHO NEEDS A SOCIAL MEDIA MANAGER?

“I was going to do it myself but it just never became a priority.”

“X person was going to do it but their other responsibilities got in the way.”

“We post pretty regularly!”

...You haven't posted since Christmas

“Social media isn't relevant in my industry.”



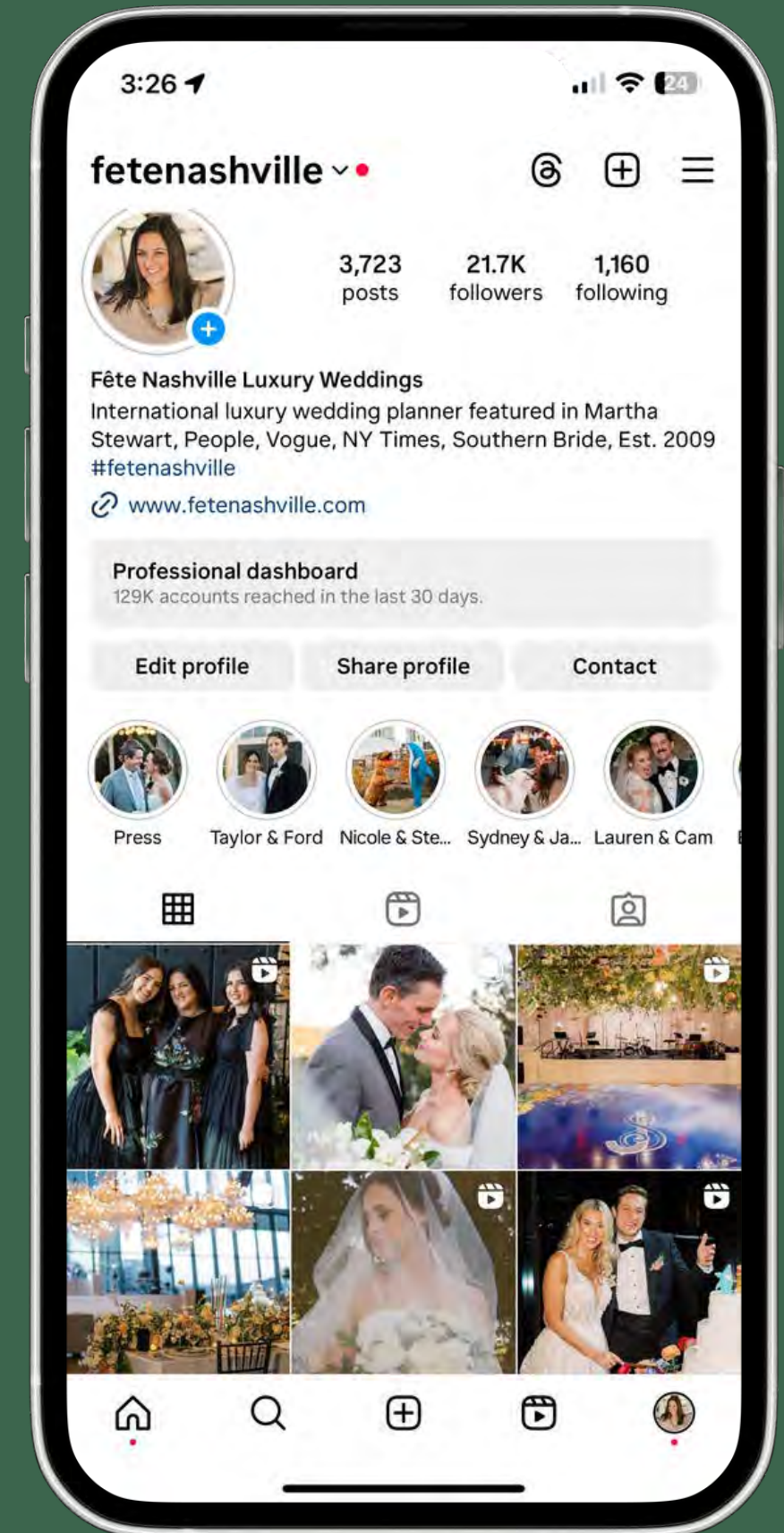
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Your business
needs social
media.

WHAT'S THE POINT?

Social media is valuable!

Staying on top of your social media with consistent, quality content increases brand perception, brand awareness, visibility and reach at minimal or no cost.



WHERE DOES THE VALUE COME FROM?

INCREASED BRAND AWARENESS

TARGETED ADVERTISING

**CUSTOMER ENGAGEMENT AND
COMMUNICATION**

**CONTENT DISTRIBUTION AND
PROMOTION**

**MARKET INSIGHTS AND
RESEARCH**

COMPETITIVE ADVANTAGE

AND SO MUCH MORE!

QUESTIONS?



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Media Relations

JIM DECESARE, MBA - SENIOR PARTNER



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BE PREPARED

- It's your interview, not the reporter's.
- Decide in advance what you do and do not want to say to a reporter.
- Decide one or two main points you want to get across.
- Write your key points and supporting facts down to help you prepare.



LISTEN



- The story you want to tell may not be the angle the reporter is seeking.
- Don't be afraid to ask a reporter what their story is about before you accept an interview request.
- Do your homework to understand how your points fit into the story.



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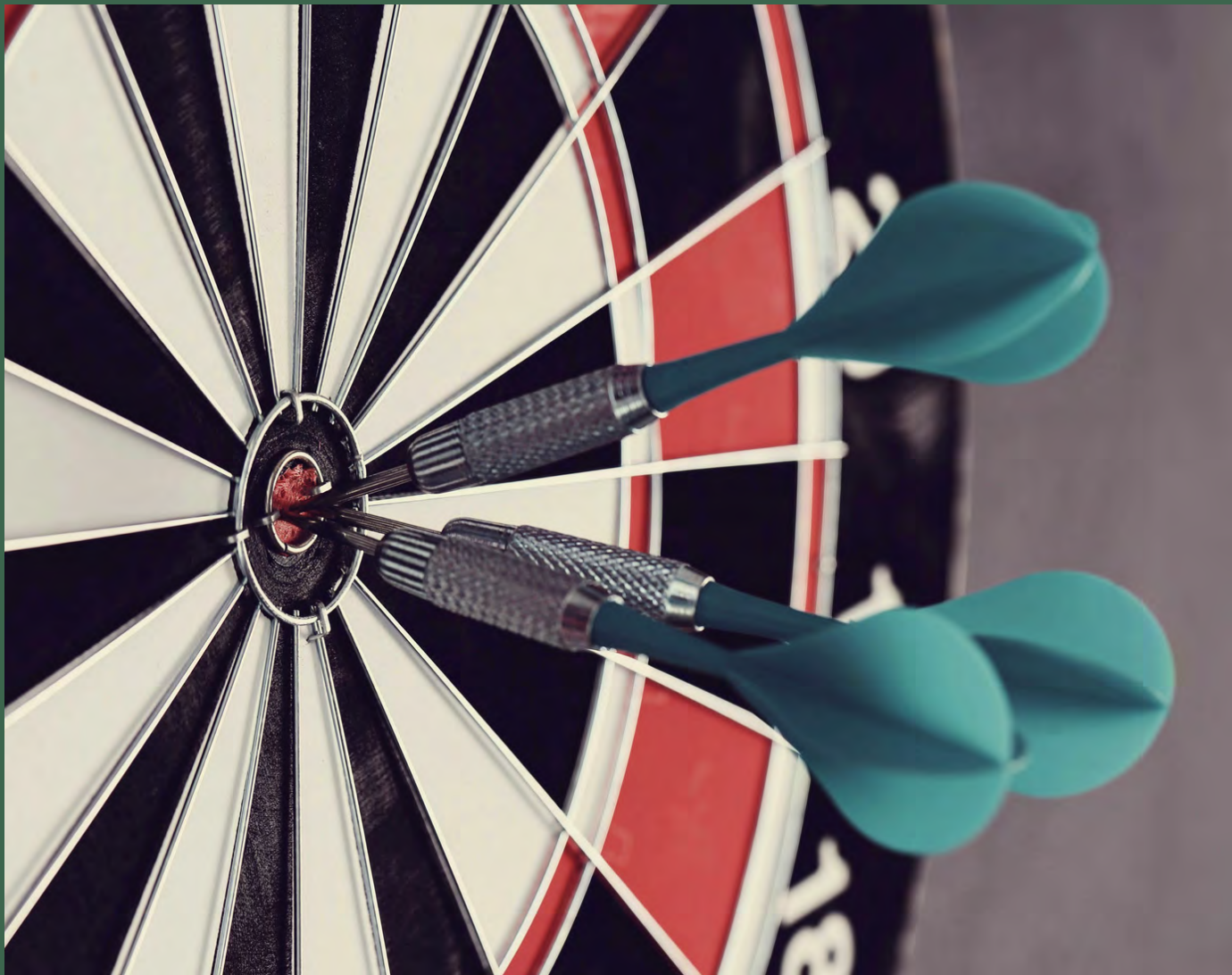
BE CONCISE (GET TO THE POINT QUICKLY)

- Respond quickly to reporters; they work on tight deadlines.
- Lead with your key points.
- Make your key points over and over.



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BE CONCISE (GET TO THE POINT QUICKLY)



- Make your key points almost regardless of the questions asked.
- ‘Juicy’ or sensational comments **WILL** find their way into a story.
- Always remember, things you say outside the ‘interview’ can find their way into a story.



KEEP IT SIMPLE

- Reporters are looking for clear, simple, ‘lively’ quotes that can be understood by a wide audience.
- Don’t throw a lot of information at a reporter and assume he/she will know what to emphasize.



HANDLING TOUGH STUFF



- Set ground rules for the interview up front:
 - Are you talking on the record or on background?
 - If you talk off the record, you must announce that condition in advance.



HANDLING TOUGH STUFF

- Don't assume a reporter understands the background of a story.
- If you don't know the answer to a question or need time to collect data or your thoughts, tell the reporter you will get back with him or her later with an answer.



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QUESTIONS?

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Source: Talking to the Media Guidelines, Harvard Innovation Labs



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