



25 TIPS

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For a Better
ONLINE NEWSROOM

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MARKET YOUR MESSAGE

1 Utilize the word “news” in the URL for your online newsroom



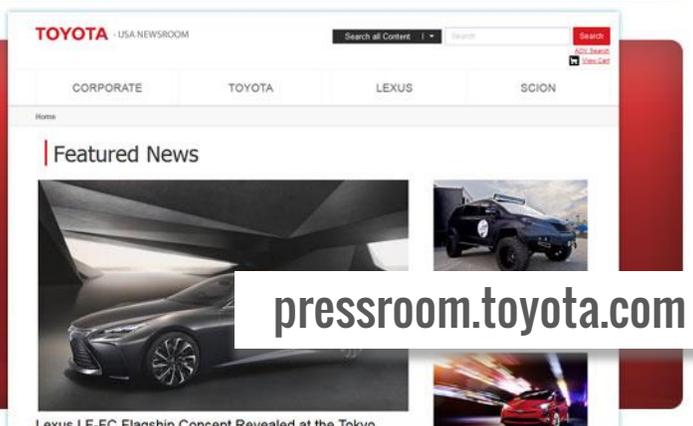
2 Construct accounts with social media news aggregation sites such as Digg, StumbleUpon, and Reddit to increase exposure of your news content.

3 Manage an “In the News” section within your online newsroom that highlights coverage that you’ve received from traditional media outlets or blogs.

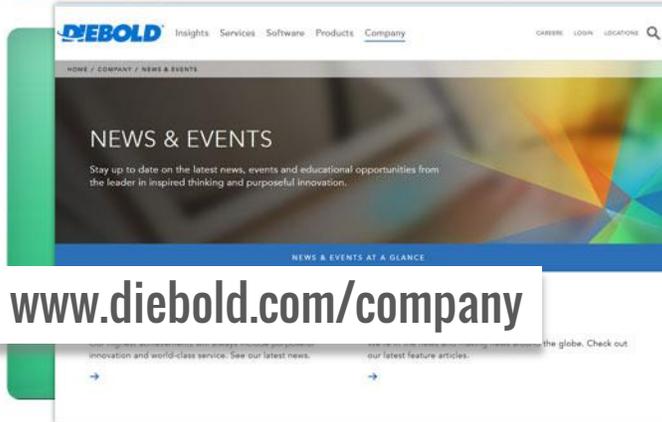
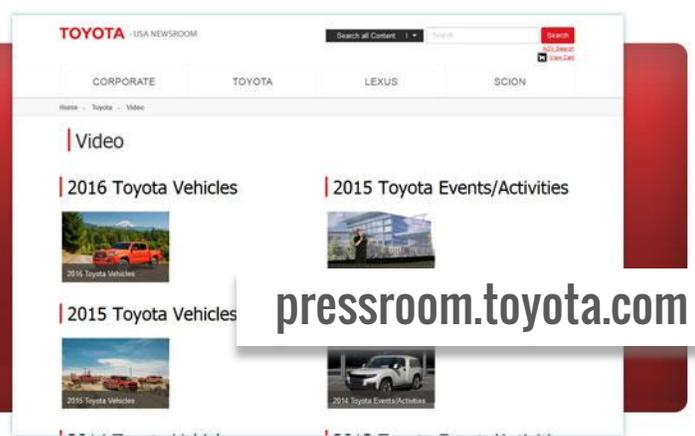


4 Include detailed contact information for your PR representatives including email, phone number, and relevant social media networks such as LinkedIn and Facebook.

5 Ensure that you have a robust archive search for all of your past news content. Allow people to search by date, category and keyword to find older materials.



6 Craft an area in your online newsroom for video including B-roll or broadcast video, commercials, speeches, product demonstrations and links to YouTube videos



7 Elevate the importance of your online newsroom within your main navigation. Create a top-level navigation item for "News" or "Media" so that it is prominent.

8 Feature and highlight your news content on the home page of your company web-site. Create a "Latest News" area that automatically shows your most recent news.



9 Keep the content fresh. Do your best to add new stories, photos, ideas, and information on a regular basis. This will encourage people to routinely visit your website.

10 Create an area on your online newsroom for "breaking news" that will feature the latest information about your organization. Ensure that you keep this timely.



11 Include a variety of image formats in your online newsroom. Include thumbnail images, high-resolution images, pictures of products, and head shots of executives.



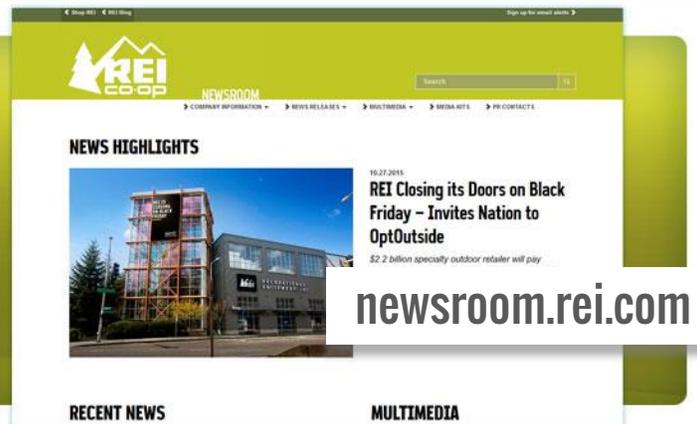
12 Offer an exclusive password-protected area providing features such as managing a pro-file, setting preferences, and gaining access to special content.

13 Create an area for executive biographical information including pictures, links to speeches and appearances, and any quotes or blogs that the executive maintains.



14 Keep a current events calendar within your online newsroom featuring important company milestones and exhibitions or events.

15 Allow legitimate media to register for credentials within your online newsroom. This will help save time and money and will also help automate this process.



16 Don't worry about having too much information. Include backgrounders, corporate timelines, history documents and research. People may be researching your company.

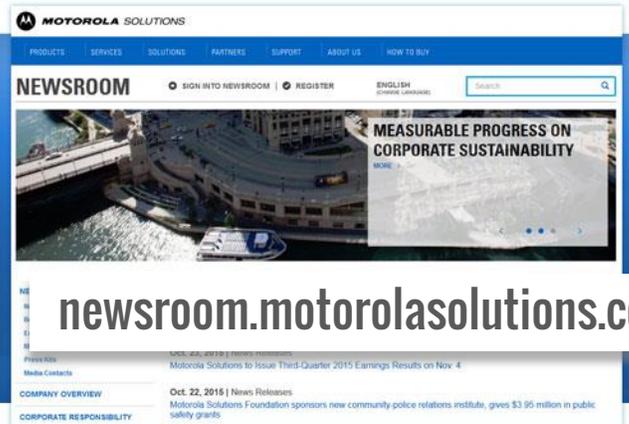


newsroom.devry.edu



newsroom.hacc.edu

17 Offer an information request form that can be managed with your online newsroom. If a visitor can not find what they are looking for, they can submit a simple request.



newsroom.motorolasolutions.com

18 Ensure that your online newsroom is available in a mobile format (iPhone, iPad, Blackberry, Droid) to ensure maximum reach for people that use those devices.



media.fla-keys.com

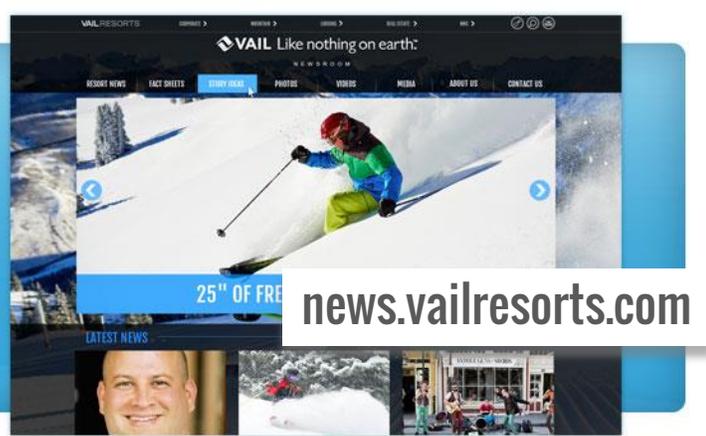
19 Offer a set of RSS feeds for your various news content. Examples might be "All News RSS feed", "Sales and Financials RSS feed", "Product XYZ RSS feed".

20 Build a social media landing page that has one-stop access to all of your various social media outlets.



newsroom.cigna.com

21 If appropriate, integrate your Facebook business page within your online newsroom. This will allow visitors to your website the ability to share content with your network.



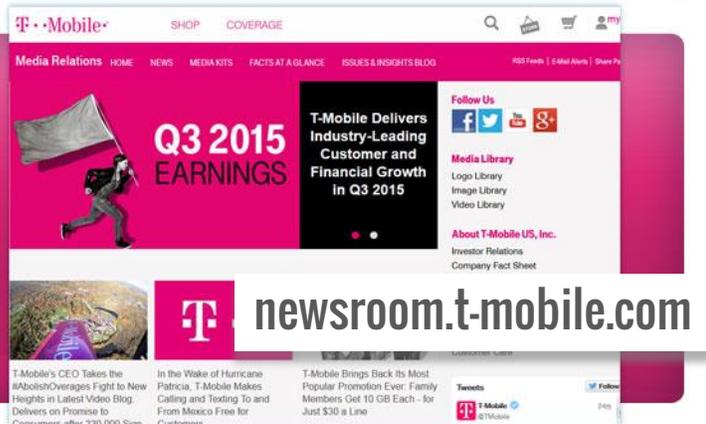
news.vailresorts.com



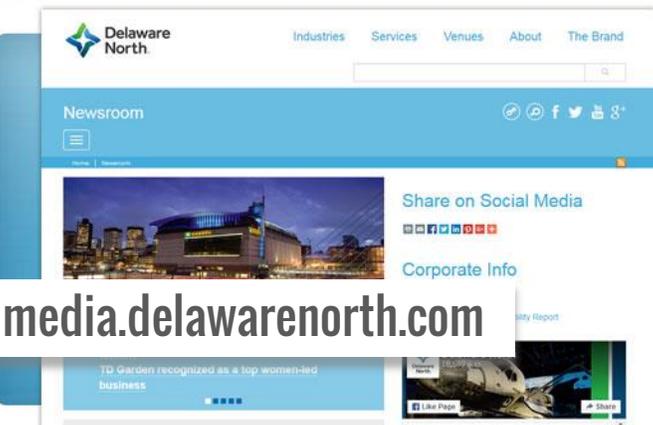
news.prudential.com

22 Establish a news Twitter account for your organization. This will allow you to publish directly from your online newsroom to a dedicated news Twitter following.

23 Generate news stories for people other than just journalists. Investors, analysts, partners, brand loyalists all are interested in news and stories about your organization.



newsroom.t-mobile.com



media.delawarenorth.com

24 If you are managing multiple brands, ensure to use one umbrella newsroom to maximize efficiency and offer many brands news in one centralized place.

25 Create a gallery of official corporate, facility pictures and product logos as well as detailed product logos.



newsroom.shoprite.com