

'IF YOU MESS UP, DRESS UP AND FESS UP': A WISDOM DROP FROM THE PR MAVEN®



PRESS RELEASES ARE SO LAST CENTURY

As a PR professional, your success means getting your client's name out in the world, often through journalists who will share their stories. But press releases aren't the best strategy anymore.

While I still send press releases as standard procedure, I **increasingly rely on social media to connect with journalists.**

OFFER NEW AND RELEVANT INFORMATION BY 'NEWSJACKING'

Every PR professional should be following what's going on in the news every day. **Stay up-to-date with news and use real-time information to pitch stories about your clients. It's a strategy called newsjacking, and it's an effective way to localize national stories.**



IF YOU MESS UP, THEN DRESS UP AND FESS UP

Having strong relationships with local reporters is especially beneficial in times of crisis. When a connection is rooted in trust, reporters are more likely to work with you as you develop a plan of action for your client.

How you handle the media requires poise and honesty. If you mess up, you need to, as I call it, "dress up, and fess up."

GO THE EXTRA MILE

Ultimately, to work in PR you must master the ability to communicate effectively and cultivate relationships.

Be useful not just to your clients but to reporters and editors, too. Get to know the people behind the bylines. When someone needs a quote or a photograph, figure out a way to make it happen. Your helpfulness will be remembered.



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