

Press Release Do's and Don'ts

DON'T: Write long, flowery sentences. Get to the hard facts in both the headline and in the first paragraph. Think of the headline as a good Twitter pitch.

DO: Include a relevant main image that tells your story. A reporter just might take that image and post it on their news site or blog.

DON'T: Use industry jargon that lay people will not understand, unless your release is aimed at a highly targeted audience.

DO: Use quotes in your release from key influencers pertaining to your story. These can be linked to search engines and posted via Twitter and Facebook.

DON'T: Use clichés, generalizations or superlatives. Review this *PR News article* on the "25 Most Overused Words and Phrases in Press Releases," and be sure to read the Comments section at the bottom.

DO: Add links to research, facts, statistics or trends that could be helpful to the journalist writing the story. Take it from a PR News editor/reporter: Fresh, compelling data gets our attention.

DON'T: Use news@yourcompany.com as a contact. Use a real person, and add their social profiles.

DO: Make the release available in an RSS news feed. Most savvy reporters depend on feeds for story ideas.

DON'T: Leave out links to supporting materials like charts, slide decks, PDFs, infographics or whitepapers.

DO: Include case histories and/or human interest stories, and link to their sources for more information.

DO: Share your PRWeb press release on your company's social media platforms.

Retrieved from: <http://www.prnewsonline.com/water-cooler/2012/10/08/10-dos-and-donts-for-writing-todays-news-release/>

Other Tips

Consider time

If you are sending out a press release about something major, consider having the press release finished a few months ahead of time if you want to have any chance at making it into monthly magazines or weekly newspapers. Often, publications finish their editorial calendars months in advance.

Explore all angles

Consider how this news affects local residents, as well as how it fits into the larger, national picture.

Keep up with local and national news. This will help you better identify news angles for your press releases. Keeping up with the local news will also give you a better sense of when not to send a press release. When there are large, breaking and developing news stories that all the media outlets are covering, this is not the best time to send your press release.

Proofread

Proofread, proofread and proofread! One typo will get your press release sent straight to the garbage by journalists.