

## SOCIAL MEDIA PRESS RELEASE TEMPLATE, VERSION 1.0

### CONTACT INFORMATION:

#### Client contact

Phone #/skype  
Email  
IM address  
Web site

#### Spokesperson

Phone #/skype  
Email  
IM address  
Blog/relevant post

#### Agency contact

Phone #/skype  
Email  
IM address  
Web site

### NEWS RELEASE HEADLINE

Subhead

### CORE NEWS FACTS

- Bullet-points preferable



### LINK & RSS FEED TO PURPOSE-BUILT DEL.ICIO.US PAGE

The purpose-built del.icio.us page offers hyperlinks (*and PR annotation in "notes" fields*) to relevant historical, trend, market, product & competitive content sources, providing context as-needed, and, on-going updates.



### PHOTO

e.g., product picture, exec headshot, etc.

### MP3 FILE OR PODCAST LINK

e.g., sound bytes by various stakeholders

### GRAPHIC

e.g., product schematic; market size graphs; logos

### VIDEO

e.g., brief product demo by in-house expert

### MORE MULTIMEDIA AVAILABLE BY REQUEST

e.g., "download white paper"

### PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS

Recommendation: no more than 2 quotes per contact. The PR agency should have additional quotes at-the-ready, "upon request," for journalists who desire exclusive content. This provides opportunity for Agency to add further value to interested media.

### LINKS TO RELEVANT COVERAGE TO-DATE (OPTIONAL)

This empowers journalist to "take a different angle," etc.  
These links would also be cross-posted to the custom del.icio.us site.

### BOILERPLATE STATEMENTS



### RSS FEED TO CLIENT'S NEWS RELEASES

### "ADD TO DEL.ICIO.US"

Allows readers to use the release as a standalone portal to this news



### TECHNORATI TAGS/"DIGG THIS"

