

proveit

COVERAGE CLIPPING & STATS

of

Social media 'friendly' releases

Distributed for

webitpr
Ingenuity. Online.

on behalf of

webitpr ltd

Release distributed on Monday, November 12, 2007

Report generated on Wednesday, November 07, 2007

PR Blogger
Social media 'friendly' releases
<http://www.prblogger.com/2007/10/social-media-friendly-releases/>

Coverage/Site Information

Coverage Type:	Press Release
Coverage Addr:	http://www.prblogger.com/2007/10/social-media-friendly-releases/
Identified:	07/11/2007
Published:	07/11/2007
Site Title:	PR Blogger
proveit	clipping status: Permission Granted
Site online since:	20-Apr-2005
Site Language:	English
Other sites linking to this site: 176	

Site Statistics

	Month Av.	7 Days Av.	24Hrs	Month Change
Overall Rank	487,237	553,377	481,454	-133,934
Reach Rank	383,661	398,457	414,447	-65,731
Reach per Million	2.5	2.5	3	+0%
Page Views Rank	696,657	854,693	533,751	-186,661
Page Views per Million	0.05	0.04	0.07	+75%
Page Views per User	1.8	1.3	2.0	+100%

Social media 'friendly' releases

Posted Tuesday, October 9, 2007 at 2:55pm in [Blogging](#), [Technology](#), [PR General](#), [Off topic](#)

It's all about the Kaizen. That's why we've been working on a few tweaks here and there on our 'traditional' 'bread and butter' press release distribution. Can you call online press release distribution 'traditional'? Anyway, traditional or not, what is becoming apparent is that the old style of press release (You know? With a narrative and stuff?) is certainly becoming more social media friendly. And so they should be.



Why? Well, for one thing, we don't have the blinkers on when it comes to the Social Media News Release. We don't believe every news announcement is going to be delivered exclusively via SMNR-stylee for the foreseeable future, that's for sure. When you work on the front lines (joke), you come up against a host of obstacles. Mainly agency and corporate clients saying: "Yeah this is great but it's not quite for us just yet." And that's fine. We're a distribution company not a Web2.0 company.

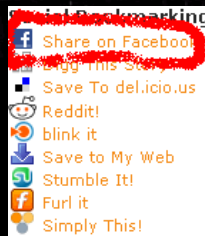
However, that's not to say you can't add a few social media bells and whistles to a normal online press release. Already there's the ability to include hyperlinks, video, social bookmarking, Technorati tags and a company RSS feed. Here's a few more I've been involved in implementing over last week:

Social networking video

The ability to add video has always been available on webitpr's sendit service. However, until now, it was only downloadable video in the form of a wmv, mpeg, avi, mov etc etc. Now, as well as the downloadable video, there's the ability to add YouTube, Blinkx, Google Video, Vimeo etc video too.

Facebook bookmarking

Probably because I'm living on Facebook I get a kick out of this one the most. Although quite a simple one really. In short, a user lands on a release distributed by us, see's the Facebook icon, clicks it and boom! It lands directly into that person's Facebook Mini Feed.



Two more additions to making a 'traditional' online press release more social media friendly. Some might argue that our normal press release is indeed a SMNR. I don't think it is. Sure, it's got the feeds, hyperlinks, social bookmarks, social network videos etc but it hasn't got the ability to post a comment (or a comment moderator for that matter), inbound blog links, links to relevant coverage and the branded experience.

But, case in point. This 'traditional' release here has 21 inbound blog reactions and 12 saves in delicious.

It's all about being social media friendly. As Antony Mayfield once said: "Make your content better, more attractive, findable and shareable."

Recent Articles

- Cheap christmas shopping
November 6, 2007 0
 - Mixed media
November 1, 2007 6
 - PR Week articles feature comment section
October 27, 2007 3
 - Good night at the Flackenhacks
October 24, 2007 2
 - e-consultancy's social media briefing
October 22, 2007 0
- [Browse all 457 articles in the Archives >>](#)

Categories

- Blogging (422)
- Business (28)
- Media (76)
- Moblogging (14)
- Off topic (39)
- PR General (139)
- Technology (60)

Right on.

No Comments

Don't be shy - feel free to be the first to leave a comment.

Leave a Comment

Name (required)

Email (required)

Website

Submit Comment

Notify me of followup comments via e-mail

Appendix

Coverage/Site Information & Site Statistics Explained

Please find below an explanation of the site information and statistics contained within this report.

Site Information

Coverage Type:- highlights whether the coverage:

- is a copy of the press release
- is independently written editorial
- appears on a blog
- has been achieved after the release was distributed by a newswire
- appears on social media
- appears on a forum
- is on a video site

Site Language:- shows the language of the piece of coverage achieved.

Other sites linking to this site:- the number of other external publications linking to another publication can have an affect on the total number of readers. The more sites that link in to a publication, the more sources of readers.

Site Categories

Category listings for dmoz:- The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors. The section highlights which categories a publication appears in within the directory.

Site Statistics

Rank:- Traffic rank is based on three months worth of traffic data from millions of Alexa Toolbar users, and is a combined measure of page views and users that reflects relative popularity - the lower the number the more popular the site.

Reach:- Reach measures the number of users. The figure indicates, out of each 1 million users, how many are estimated to visit a site. The reach rank is a ranking of all sites based solely on reach.

Page Views:- Page views measure the number of pages viewed by Alexa Toolbar users. Multiple page views of the same page made by the same user on the same day are counted only once. The page views per user numbers are the average numbers of unique pages viewed per user per day by the users visiting the site. The page view rank is a ranking of all sites based solely on the total number of page views (not page views per user). Page views per million indicates what fraction of all the page views by toolbar users go to a particular site.