



FRANKLY-PR'S TOP PRESS RELEASE TIPS

What should it be about?

Ideas for common press release topics include:

- Announcing a new product or feature
- Winning an award
- Announcing an employee change
- Launching a new partnership
- Sharing survey results

How should it be written?

- Make the heading short and attention grabbing
- Use a simple, straight-forward style so the information is easy to follow and understand. Avoid excessive use of adjectives and fancy language.
- Make the story sound exciting, but don't exaggerate facts
- Keep sentences and paragraphs short and simple. Stick to around three paragraphs
- Make sure your information is informative and timely: Think about your audience. Will someone else find your story interesting? Answer the question, "Why should anyone care?" Make sure your announcement contains information that is timely, unique, highlights something new or unusual, and provides useful information to your audience. In other words, don't make it an advertisement for your business.
- Pick an Angle: Make sure that your release has a good hook. Tying your information to current events, recent studies, trends and social issues brings relevance, urgency and importance to your message.
- Include a quote from a relevant person
- The first paragraph should contain the main points of the story: 5 points to be covered are – What?, Where?, Why?, When? and How? Make sure you have answered each of these points in the first paragraph.
- Each subsequent paragraph should contain less important supporting details about the story
- Spell check the release
- Get someone else to read over the release before you send it out to ensure they can understand it easily

How should it be presented?

- Type the release on your headed paper if posting
- If emailing the press release don't send an attachment - write the press release in the body of the email
- Be sure to put the words **Press Release** or **News Release** in capitals immediately as the title
- Put the date of issue on it, e.g.,
- If you do not want the information to be released immediately put: Embargoed until xxx (insert date). Or write For Immediate Release. E.g.,

PRESS RELEASE

For Immediate Release, 4 January 2012

- Always have a heading for a release. This should tell the journalist immediately what the story is about. It should be factual rather than a clever play on words.
- Keep the release short. Many editors and journalists prefer bullet points especially if emailing.
- At the end of the release:
 - Type the word – **ENDS** – in capitals after the final line and centre it
 - Ensure that there is a contact name and contact information for further details
 - Include a **Notes to Editors** section, where you can include some background information '**About Your Company**' and also additional information that would be useful for the journalist to know to back up your press release.

Where Should I Send It To?

- Once your release is written, as well as sending it to your media distribution list, also put it on your website and tweet and Facebook it out with the link.
- Remember to then send out the published article to your contacts and social media to make the most out of the article.
