

The Tactical Guide to Formatting Press Releases

THE ANATOMY of a PRESS RELEASE



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HEADLINE

Press Release Formatting and Tactics Guide Helps PR Pros Generate More Online Visibility and Drive Campaign Results

Write a headline that's also a perfect tweet, ideally 80-110 characters

INTRO PARAGRAPH

NEW YORK, June 12, 2013 /PR Newswire/ -- What's the best way to write a press release that will serve to serve today's busy journalists and socially-connected audiences? The answer, published as an updated press release template by CNW today, blends a mix of best practices gleaned from press release results data and search engine optimization pros, and is informed by trends in responsive web design and mobile marketing.



IMAGES

Hook your readers with an interesting lead sentence

The [template for formatting press releases](#) is designed to capitalize on the digital information environment by capturing audience attention, making key messaging immediately visible and encouraging social interaction with the content. Instead of simply providing a web site link or phone number for more information, a strategically written press releases today can generate a variety actions from the audience, such as:

- Sharing the content on social networks, thus amplifying the message
- Encouraging reader interaction with the story, e.g. clicking on prescribed links, or taking suggested action
- Driving readers to a specific Web site or landing page

Encourage social sharing by incorporating visuals, quotes & stats

Quickly answer the 5 W's – who, what, where, when & why

"More people than ever are reading press releases," says Sarah Skerik, vice president of content marketing for PR Newswire. "They're not just read by journalists any longer. Folks who are doing product research or writing blogs are utilizing PR content, and they're doing so on a regular basis. This presents a new opportunity for organizations issuing news, specifically, the ability to connect directly with their audiences."

QUOTE

Make it scannable by using short paragraphs, bullets & bold subheads

Tactical guide for press releases and digital messaging

Accompanying the new template is a tactical guide for writing press releases and other digital messaging, offering tips and advice on headline writing, keyword selection and usage, short-format storytelling and other elements that will make a message resonate with audiences

LINKS

The template, guide and other resources are available free of charge at http://promotions.prnewswire.com/rs/prnewswire/images/PRN_Tactical_Guide_for_Press_Release_Formatting.pdf.

Use links to provide readers with related information

BOILERPLATE

About PR Newswire

PR Newswire (www.prnewswire.com) is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. Having pioneered the commercial news distribution industry 59 years ago, PR Newswire today provides end-to-end solutions to produce, optimize and target content — from rich media to online video to multimedia — and then distribute content and measure results across traditional, digital, mobile and social channels. Combining the world's largest multi-channel, multi-cultural content distribution and optimization network with comprehensive workflow tools and platforms, PR Newswire enables the world's enterprises to engage opportunity everywhere it exists. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and the Asia-Pacific region, and is a UBM plc company.

Include an actual URL of the page you want to be sure readers visit

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Let journalists & bloggers know how to contact you



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