How to be your own PR Machine





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WHAT YOU'LL GET OUT OF THIS SESSION



A greater understanding of your strengths and the importance of emotional connection



How to build a media profile



How to promote yourself externally and to the media





- Better promotion your share of voice will be greater than others
- Creating visibility for your future career – a more attractive hire
- Personally rewarding ...









INTRODUCTION

MENTORS

- The importance of mentors cannot be underestimated
- Allows you to talk honestly with someone that has been there and done it already
- Look to see what qualities you admire in someone
- Associations such as Bloom, International Advertising Association and others hold mentoring and speed dating sessions
- Could be internal a senior member of staff you admire
- Be brave and just ask ... one hour a month



CREATING A PROFILE

The basics

- Audit yourself: What is your current profile internally and externally – LinkedIn, Twitter, attendance at conferences, etc.
- Good professional headshot
- Set KPIs where do you want to be this time next year, 2 years, 5 years ... review regularly



CONTENT CREATION

- Trial out your writing skills for your business, for a blog
- Content calendar be realistic on volume
- Medium.com, LinkedIn, Twitter are all good platforms for posting
- Comment on stories on LinkedIn; follow influencers / potential clients on Twitter and comment on their posts





HOW TO WRITE A BLOG

- Between 400 and 650 words
- Plan your content aim to write a structure of 50 words in bullets
- The power of three try to write points in three sentences
- Ask a question to lay out what issues you'll be answering in your blog
- Try to connect the first and last sentence so readers feel like there is a tight start and end to the story



NETWORKING

- Events calendar book it in your diary! Ask others what are the best ones to attend
- Research who is going along in advance. Link up on LinkedIn.
- Is there a list of attendees you can research in advance
- Don't stand with people you know, make sure you introduce yourself to new connections
- Bring business cards or add new people to your LinkedIn right there and then



AWARDS

- Amazing for recognition of your achievements
- An award that you can showcase throughout your career ... always used on profiles
- Research awards you could enter or talk to your marketing or PR team. Always talk first about how it benefits the business and their profile rather than the benefit to you



CREATING A MEDIA PROFILE

THE BASICS ...

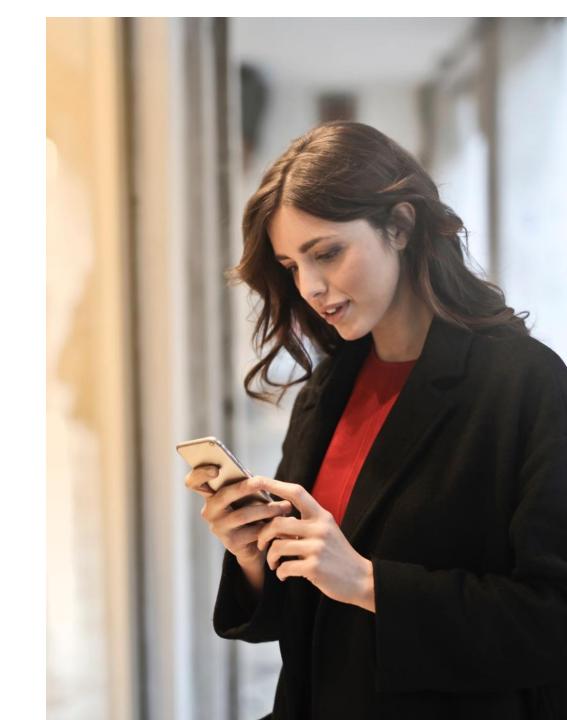
Define your goals ...

- Be on the radar of journalists
- Have regular pieces published
- Become a thought leader
- What are your strengths interviews, live pieces? Or written?

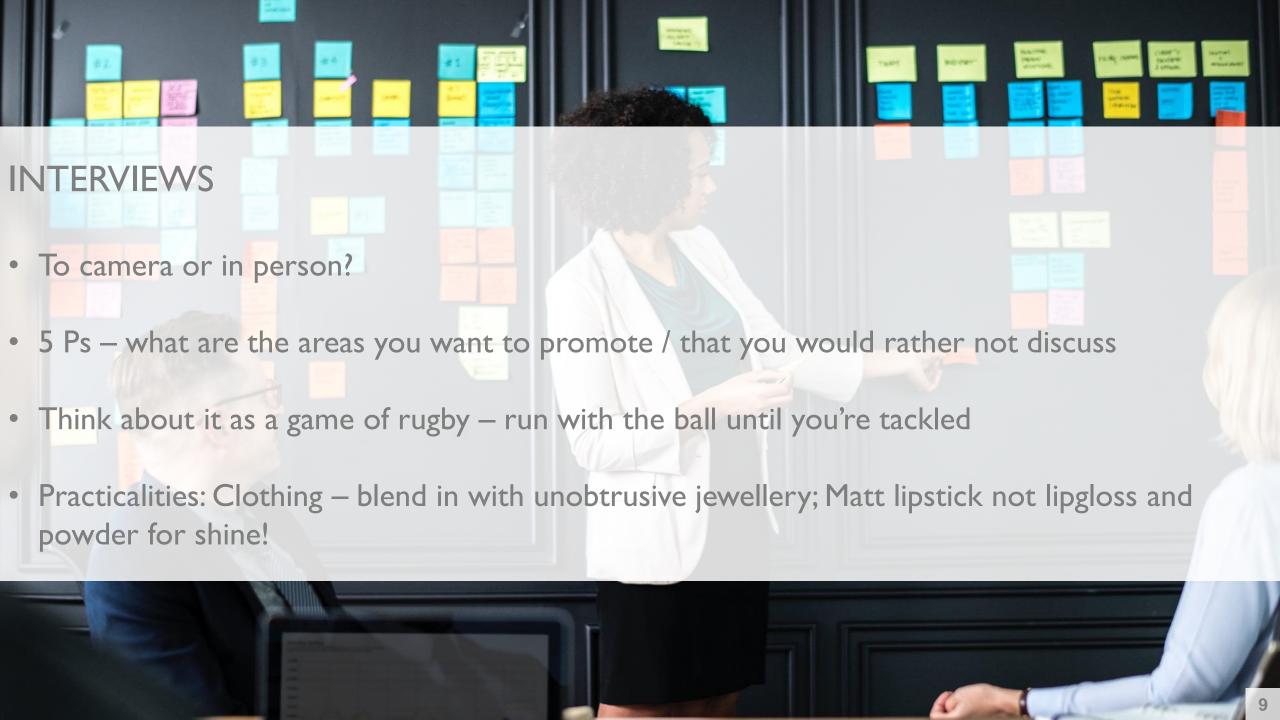


WHAT ARE JOURNALISTS LOOKING FOR?

- Topical of the moment, timely, new, something that people are talking about
- Relevant to a specific audience
- Unusual not what people know or expect. Is it a first? Something that will surprise reader and make them click through to the story
- Trouble show how you're solving the problem ... if you're not clear enough or strong enough in your argument the journalist may look for the conflict angle
- Human Interest: What's in it for individuals and what impact will it have on key stakeholders
- The latter is most important needs to answer the 'so what' question in your storytelling
- Use research







Thank You!

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