

# Media Prospecting Workbook

How to Target  
Media Prospects  
With Social PR

MARKETING  
RIVAL

# Media Prospecting

## A workbook by

**By Jennifer Smiga**



**Jennifer** is a publicist and social media expert with an intrinsic ability to connect her clients to the social influencers and media craving new business stories.

## **What is Social PR?**

As a publicist or marketing executive, you already understand the importance of social media as part of your relationship building strategy. With more than one billion monthly active users on Facebook, and over 230 million monthly active users on Twitter, smart PR professionals and business owners know there's more potential than ever to use social platforms to share content and attract people to a website or story.

Hey, it's your job to make people aware of what your company or client can offer, right?

Right.

**So that's why smart publicists practice social prospecting – the art of searching the social web, identifying good media leads for your business or client, and engaging them to draw them to your site and educate them on your latest and greatest news.**

You've already got your fans and followers in your social networks. Now it's time to start building those relationships with media professionals.

## About This Workbook

This social prospecting workbook will teach you the fundamentals of **how to listen to social media conversations** in order to generate publicity for your business or client.

Beyond monitoring keywords.

It's about engaging media contacts that may or may not know all you have to offer them as a source for trending news and expertise.

Figuring out the most effective way to communicate is a key factor in the success of any relationship, and the same holds true for relationships PR practitioners build with journalists.

We've identified the quickest way to find media contacts on Twitter, Facebook, and LinkedIn. We hope you can use the worksheets to help you get started with social PR prospecting.

### Every worksheet includes:

- **Short preparatory work to make the actual prospecting easy**
- **Visual instructions on how and where to find contacts**
- **Pro tips that will help you get the best results**
- **Prescriptions (Marketing Rx) for success**
- **Take-home exercises for follow-up prospecting**

## Getting Started

To get started with any one of these worksheets, you'll need:

- A social profile for that network
- Keyword phrases that people use to find you on search
- Organic content related to those keyword phrases

So let's jump on in...

# Twitter

## (1) Prep:

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to attract the media to your website and stories.

- 1.
- 2.
- 3.

**Pro tip:** Remember, shorter keyword phrases work better for Twitter.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

## (2) Get Started:

Head on over to Twitter and type in your keywords and hashtags using any combination you would like.



**Pro tip:** Mix and match searching your keyword phrases with a hashtag and without a hashtag for the most diverse results.

**Please Note:** Twitter has a couple options to sort your search results (see below). It automatically shows you "Top" results. If you'd like to see more results, click "All" at the top of your search. Or, just to the left of your search results, you can click "People" to only see other profiles, not tweets, that match your search.

### Notes:

Based on their profiles, identify five Twitter users that could be media contacts for your client. Then follow them!

- 1.
- 2.
- 3.
- 4.
- 5.

## (3) Take Action:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with the reporter, editor, news anchor, or producer by:

- Retweeting some of the content they've shared on Twitter, especially if what they shared is relevant to your industry (remember, these will appear to your followers)
- Clicking "Favorite" for relevant tweets to your industry or tweets you appreciate for being interesting or funny (these will not appear to your followers)

- Responding to any questions they may have tweeted to establish thought leadership

### Marketing Rx:

Create a Twitter list of all the media contacts you've identified to make checking in on them easy for you. Make sure to name your list something that is relevant to your company or client's industry. (You do this from your own profile page.)



**Please Note:** Twitter lists can be public or private. If you make a public list, name it something you don't mind others seeing (so **do NOT name a public list "My Media Hot List"** for instance – name it, "[Your Industry] Social Influencers" or something equally complimentary.)

When you add someone to a public list, they get an alert the same way they get alerts for retweets, favorites, and @-mentions. (If you'd rather create a private list, feel free to name it whatever is best for your Twitter usage.)

### [Take-home exercise]

Spend 20 minutes a week:

- Repeating this exercise and adding more prospects to your list (5 mins)
- Retweeting relevant content for your industry from this Twitter list (5 mins)
- Favoriting tweets from media contacts on this Twitter list (5 mins)
- Engaging with media by posting or answering questions from your Twitter list to establish thought leadership (5 mins)



# LinkedIn

## (1) Prep

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to attract the media to your stories.

- 1.
- 2.
- 3.

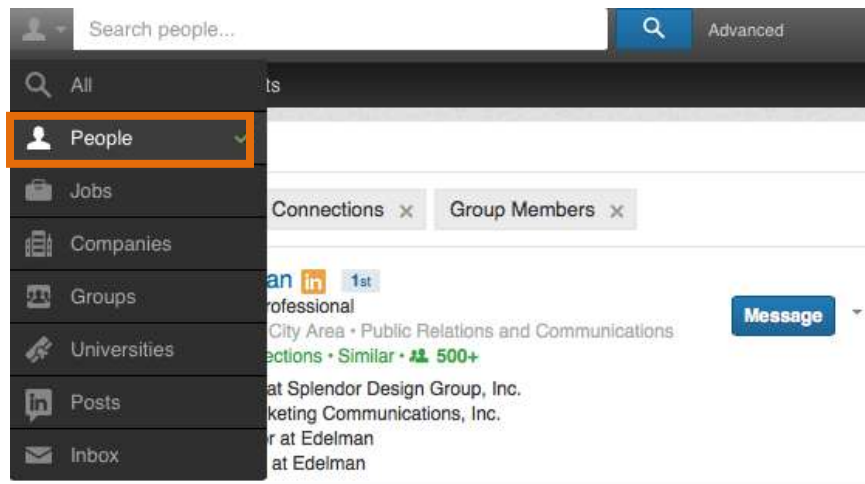
**Pro tip:** Remember, more business-focused keywords are favored on LinkedIn.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

## (2) Get Started:

Sign into LinkedIn, and to the left of the top search bar, select "People" from the drop-down icon menu and add the job type in the search bar. For example, you can search for editors, journalists, producers, etc. You can also narrow your search results by running an advanced search and researching by region or a specific news outlet.



### Notes:

Based on your search, identify 5 people that could be potential media contacts for you.

- 1.
- 2.
- 3.
- 4.
- 5.

Based on your search, identify 5 company news pages that could be potential publishers for you and speak to your target audience.

- 1.
- 2.
- 3.
- 4.
- 5.

### (3) Take Action:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential media prospects by:

- Connecting with media on LinkedIn who you have researched and started developing a relationship with
- Following company news pages that you feel speak to your target audience
- Joining in on conversations in your newsfeed and groups where you can add value with your content
- "Liking" content that others are sharing especially the media contacts and company pages you have connected and "Liked" on LinkedIn
- Sharing your own content, via published posts directly on LinkedIn, to establish yourself and your clients as trusted resources and to build those relationships with the media who are following your conversations and content

### Marketing Rx:

When you find a particular post within a group you want to monitor, you can choose to "Follow Discussion" so you'll be updated when content for that post is added.

### [Take-home exercise]

Spend 20 minutes a week:

- Reviewing the content shared by the media you have connected with and the company pages you "Liked" (5 mins)
- Commenting and adding value to posts from others in group and on company news pages (5 mins)
- Evaluating those you engage with the most to see if a connection is a good fit (5 mins)
- Share one piece of organic content to the groups you've joined (5 mins)

# Facebook

## (1) Prep:

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to attract the media to your website and stories.


- 1.
- 2.
- 3.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

Write down 3 long-tail search queries that are created from those keywords.

- 1.
- 2.
- 3.

 **Definition:** Long-tail keywords are search queries composed of 3 or more words that are more specific than the keyword alone.

*Example:* "inBLOOM" (not long-tail) vs. "inbound marketing and pr services" (long-tail)

## (2) Get Started:

Sign into Facebook and type your long-tail search queries into Graph Search and see what comes up.



**Pro tip:** If you're not familiar with Graph Search, spend a few minutes and take the tour. Worth it! You can find that tour here:

<https://www.facebook.com/about/graphsearch>

### Notes:

Identify ten news site pages and blogs (local, regional and national) that could potentially have media contacts for you and "Like" them. These are good places to get to know your media interest and the types of stories they cover before pitching them by email or social media.

1. Here's one to get started! <https://www.facebook.com/HelpAReporter>

**About HARO** (short for Help A Reporter Out): Every day, HARO brings nearly 50,000 reporters and bloggers, over 130,000 news sources and thousands of small businesses together to tell their stories, promote their brands and sell their products and services.

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

- 8.
- 9.
- 10.

### **(3) Take Action:**

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with the media by:

- Joining in on conversations on pages where you can add value with content
- "Liking" relevant articles on news pages that is relevant to your industry
- Asking questions on pages to engage others and the media contact

### **Marketing Rx:**

If possible, subscribe to the pages' RSS feed (if enabled) so you don't miss any relevant content.

### **[Take-home exercise]**

Spend 20 minutes a week:

- Scanning the pages you've "liked" for any opportunity to join the conversation (5 mins)
- Engaging with people from the pages directly on their profiles (if possible) (5 mins) Keep in mind, the media are people too and their personal pages may not be the best way to reach out to them. Take note if they use their account as a page for sharing news related posts, then you'll know if it's the right place to connect with them.
- Share one piece of organic content to the pages you've joined (5 mins)

## Congrats!

You finished your media prospecting workbook.

***Wondering how your competitors are doing with their social pr?*** Find out with our free competitor analysis.

[Click here to learn more](#)