



### 10 simple digital public relations steps that can improve media results

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In my previous post on [media relations](#), I talked about the need for greater proactivity and the opportunity to integrate editorial features into digital public relations programs and online communities.

In this post, I outline 10 simple steps that Australian public relations agencies and their clients can take to support their media programs and improve PR results.

#### Digital Public Relations Tactics for Improving Media Results

1. **Build search functionality into online newsrooms** – make it easy for busy journalists to find what they're looking for
2. **Make supporting content readily available to journalists** – Create an online portal or newsroom where journalists can download media releases, executive profiles and photography, company backgrounders, product fact sheets, company data and research, keynote presentations and scripts, award information and endorsements. [Keep it up to date!](#)
3. **Provide RSS feeds to your newsroom content** – Give the journalist the option to subscribe to your news content.
4. **Add sharing tags to your online newsroom** – Allow journalists to post your news content to their preferred bookmarking service.
5. **List PR team contact details in the newsroom** – make it easy for busy journalists to find the people they're looking for – agency and client.
6. **Provide links in news content to relevant information and background data** – provide journalists with context and benefit from improved SEO.
7. **Use the journalist's preferred method of communication** – Facebook, [Twitter](#), email, phone or drinks at the pub?
8. **Search optimise your news content** - The Web is (more often than not) the first port of call for journalists researching leads and sourcing story ideas. Identify the key words that will drive your news content to the top of Google and other search engines.
9. **Use online distribution tool such as EON** - submit your news content directly to search engines in html format.
10. **Create social media releases** - aggregate all of the content that your journalist may require. Use analytics to learn what content was successful and what was not.

Australian public relations budgets are typically lean. By implementing these simple steps agency and client can reduce the time consuming and low value back and forth between themselves and members of the media. This frees up time for all concerned and should lead to more productive and useful relationships.

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