



Social PR Secrets: How to Optimize, Socialize, and Publicize Your Brand's News

Lisa Buyer

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Social PR Secrets: How to Optimize, Socialize, and Publicize Your Brand's News Lisa Buyer New, Updated Second Edition!

It's a book, it's a hashtag, it's a movement. **#SocialPRSecrets**.

New chapters including: How to Optimize an Event for PR, Social PR Collaboration, Facebook PR Secrets, Twitter PR Secrets plus a Social PR Glossary. Social PR Secrets Second Edition also includes expanded content in each chapter featuring the Do's and Don'ts of NewsJacking, social ways to use press releases for publicity and modern day advice for media relations.

Social media and public relations [**Social PR**] are a powerful marketing match and potential good karma for a brand. Social media, PR and search engines work together and redefine how we communicate, deliver news, receive news, find information, and make decisions--whether it is our next vacation, investment, computer, doctor, lawyer, or hair salon.

Public Relations Optimization Made Simple

The public relations cycle is in a new era where company news is delivered outside of the traditional journalism ecosystem. Today's company news is social, mobile, visual, and optimized to best reach target markets. Social PR Secrets by Lisa Buyer, a digital public relations evangelist with a laser sharp focus on SEO and social media, offers practical and actionable ideas to apply Social PR success in this new media world including: inspirational doses of how brands can publish news actionable tips and how-tos on getting more publicity in mobile and social news streams real-time resources, tools, platforms, and applications to distribute and amplify your brand's news timing, frequency, and recipes to avoid Social PR disasters tips on jumping into trending news.

Take the PR Blinders Off

Social PR Secrets - the Second Edition underlines the new role organizations must take as brand journalists, content marketing publishers, visual news editors, and social PR community builders. For public relations and marketing pros looking for insights on how to connect the social media dots, Social PR Secrets shares a framework designed to advance knowledge and power-up a brand's publicity.

Who Should Buy This Book?

Are you a public relations student wondering what the real world in public relations is like? Or a PR executive ready to move from stone age press releases to modern social times? If you are an agency owner wondering where to begin with staff training, hand them a copy of Social PR Secrets.

Buyer offers CEOs, senior marketing pros, business owners, marketers, and agencies packaged insights to help identify and qualify current programs and access how social media and public relations can work together for a brand.

Lisa Buyer is a speaker, journalist, and educator on the trending topic of public relations and how it is influenced by social media and search engine optimization. She is a graduate of the University of Florida College of Journalism with more than 20 years experience as an agency owner. Today she teaches the social media management class for the University of Florida and owns The Buyer Group, a consultancy offering

Social PR business training and consulting. Follow her @lisabuyer.

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