

5 Tips for Young Public Relations Pros

5 TIPS FOR YOUNG PR PROS



1. VISUAL CONTENT

LEARN TO CREATE ORIGINAL VISUAL CONTENT to enhance your press releases, blog posts and articles.

“ Colored visuals increase people's willingness to read a piece of content by 80%. (Xerox)

2. DATA & ANALYTICS

UNDERSTAND DATA AND ANALYTICS and how to use them to improve results.



“ Knowing basic data analytics concepts and being able to work with “data geeks” has become a must-have PR skill. (CyberAlert)



3. MEDIA LANDSCAPE

FAMILIARIZE YOURSELF WITH THE MEDIA LANDSCAPE and figure out what they need to tell a story.

“ Newspapers are facing increased pressure to cut down on staff to minimize costs and photographers, artists and videographers are the hardest hit. (Pew Research)

4. MONITORING CONVERSATIONS

GOOD COMMUNICATION STARTS WITH LISTENING. Monitor conversations and learn what your brand's or client's audience is feeling, saying and sharing with others.



“ Increasing use of social media listening monitoring will be one of the major marketing and PR trends of 2016. (CyberAlert)



5. STAY AHEAD OF THE CURVE

STAY AHEAD OF THE DIGITAL PR CURVE. How you reach your audience and distribute content has changed dramatically.

“ In 2000 52% of Americans were online. Today it's 85%. In 2006 7% had social media profiles – today it's 78%. (Pew)

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5Tips (3)