

Score Coverage By Leveraging Social Media (TIP SHEET)

Do you know PR's biggest secret? You can gain publicity from your social media posts.

But how can you succeed when reporters are still joining various platforms?

First, build rapport.



If your brand has the right [media database](#), you can easily build media lists and engage with relevant contacts on their preferred platforms.

Cision's "[11 Tips for Pitching Reporters on Social Media](#)" tip sheet will teach you how to stand out with customized pitches, follow-up on outreach and give thanks to reporters who use your pitch.

Here's a glimpse at some of the tips covered:

1. Research the Right Reporters

You shouldn't follow every reporter under the sun. Instead, focus on a few you'd like to have cover your brand's news. Media coverage is about tapping the right publication, beat and audience for your brand.

Look to reporters' social media accounts to see if they've listed additional contact information like their email

address. Chances are you'll be ignored if you ask for information that's already available.

2. Build Media Lists

Simplify the way you track outreach with media lists for Twitter, Facebook and the like. Depending on what your goals are, set your list as either private or public. Private lists will keep competitors curious about your outreach program, while public ones could improve perception of your brand from influencers who notice your respect for their thought leadership.

[Want all 11 tips? Get our free tip sheet today to start pitching on social media!](#)