

PRactical

Tips and information for effective public relations - Fall 2009



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Name Dropping

Here's a sampling of what's going on with our clients:

In May 2010, Wisconsin's Vietnam War Veterans will finally get their official "welcome home." The Wisconsin Department of Veterans Affairs, the Wisconsin Historical Society, Wisconsin Public Television and an extensive group of Veterans organizations have partnered together to produce a weekend-long event called **LZ Lambeau**. Weekend events will include a documentary screening, motorcycle ride, The Moving Wall™, photo exhibits and more. For more information visit, www.lzlambeau.org.

Nekoosa Coated Products recently launched a new product called **ThermaTac®**.

ThermaTac is a repositionable vinyl that's a superior alternative to static cling vinyls. It features adhesives that allow it to be repositioned on most surfaces yet releases cleanly for up to six months. It gives small printing operations the ability to print on residue-free sticker-like paper.

Welcome to our new clients:

Headquartered in Green Bay, WI, **Green Bay Converting, Inc.** (www.gbconvert.com) produces a wide variety of nationally recognized brand names. Its products include single roll bath tissue, jumbo roll bath tissue, center pull towels, hand wound towels, single fold towels, multi-fold towels and many types of food service and utility wipers. L&F will assist Green Bay Converting, Inc. with promotions of its line of private-label products as well as raising its overall national, regional and local image.

Air Wisconsin Airline Corporation is the largest independently held regional airline in the United States. Headquartered in Appleton, Air Wisconsin employs nearly 2,300 people at its operations in Appleton, Milwaukee, WI, Philadelphia, PA, Norfolk, VA and Washington DC. L&F will work with the Air Wisconsin communications team during emergency situations.

NANDA International (NANDA-I), is an organization of nursing professionals from more than 20 countries, that develops, refines and promotes terminology that accurately reflects nurses' clinical judgments. L&F will assist NANDA-I in raising its profile and firmly establishing its position as the global leader in standardized nursing language.

Quick Quote

"Live your life as an exclamation, not an Explanation."

-- Source unknown

Social Media Overload?

The wide world of social media is fun, interesting, useful for business and personal life, and it can very quickly become a brain overload!

At L&F, we're often asked, "How much time do you spend on this stuff?" The answers vary from "a lot" to "it depends on the day." Of course, in our case, it is part of our work; what we do for our clients and our firm. But the first time you learn a new app and see what it can do and how interesting it is, you realize you can spend hours on "this stuff."

So how do you immerse yourself into social media and still have a work / home life? The answer is simple: you need to manage social media like you manage other tools such as e-mail and voice mail. Time management experts will tell you not to instantly answer every e-mail that comes in. Instead, set aside several times during the day to answer e-mail. The same is true for social media. Schedule or set aside time during your day to monitor and post to your social media accounts, be they for work or home. You'll feel more in control and you'll get more accomplished!



Does your company have a social media policy?

Now that social media has made a solid foothold in corporate America, we are often asked to help organizations develop social media policies. There is great concern about who is using social media in the workplace, how much time they're spending on it and what (if anything) to do about it.

While some social media advocates would simply blow off these concerns as coming from people "who don't understand what social media is all about," we take a different approach. If it's a concern to leadership, it's a concern that needs to be dealt with. As with most communication related issues, it's best to be proactive about it rather than reactive. And, as with most issues that are also HR related, it's best to have clearly stated guidelines in place.

That's why there's an educational component in developing a social media policy; education on the part of leadership as well as associates. Leadership needs to understand what social media can and can't do for a company and generational differences that sometimes drive social media use. Associates need to understand the responsibilities that come with social media usage.

Most companies we work with are developing and implementing social media policies that will allow reasonable use of social media among employees as well making it part of the organization's communications efforts. These policies do not have to be lengthy, but should address issues such as:

- Client confidentiality
- Proprietary information
- Making subjective, judgmental statements about a company and/or its clients
- Using professional judgment about the time spent on social media that is not directly job related
- Helping associates understand the very public, on the record nature of posts and comments
- Personal safety and security

Social media is not something an organization can ignore. You aren't going to stop the social media train, so it makes sense to identify appropriate use of it and clearly communicate your policies, procedures and consequences. Like just about everything else at work and at home, good communication is the key to success.

Welcome to Holly Melander

Please join us in welcoming our fall intern, Holly Melander, the most recent addition to L&F's staff.



Holly is a senior at the University of Wisconsin - Green Bay majoring in Communications with an emphasis on Public Relations. Her primary duties will be assisting with various clients along with a variety of projects for L&F. Welcome!

Looking for a professional speaker?

Whether it's social media, interviewing tips and techniques or how to build a basic PR plan, Leonard & Finco Public Relations has the knowledge, experience and expertise to provide interesting presentations and training to groups and organizations on a variety of topics. Our presentations are educational and noncommercial. For more information, please give us a call (920.965.7750) or drop us an email at info@lfpublishing.com.

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