

# PRactical

Tips and information for effective public relations - Summer 2009



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## Name Dropping

**A Pair & A Spare: Brown County's Undercover Challenge**, was recognized at the 21st Annual Wisconsin Public Service Volunteer Awards Breakfast on Tuesday, April 14, 2009 as the "Green Bay Packers Large Group Award Recipient." A Pair & A Spare is a community wide collection of new socks and new underwear which are donated to area organizations who directly serve those in need. For more information, visit [www.undercoverchallenge.com](http://www.undercoverchallenge.com).

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

**Maria Milano**, co-owner of **Parallel 44 Vineyard and Winery** ([www.parallel44.com](http://www.parallel44.com)), was recently featured on the cover of Women Magazine. As a former attorney and mother of three, Maria's dream of growing grapes and making wine in Northeast Wisconsin became a reality after years of planning with husband and co-owner of Parallel 44, Steve Johnson. Congratulations Maria and Parallel 44 Vineyard and Winery!

**Bison Pipeline LLC**, a wholly owned subsidiary of **TransCanada Corp.**, filed an application for a Certificate of Public Convenience and Necessity with the Federal Energy Regulatory Commission (FERC). The project will provide additional natural gas transmission capacity from Wyoming, to supply the growing demand in the Midwest. Find out more about the project at: [www.bisonpipelinellc.com](http://www.bisonpipelinellc.com)

**Welcome to our new clients:**

Leonard & Finco is now working with **Nekoosa Coated Products** ([www.nekoosacoated.com](http://www.nekoosacoated.com)).

Nekoosa Coated Products, headquartered in Nekoosa, WI, has been known for innovation in carbonless paper technology for more than 50 years and manufactures a variety of carbonless, digital and offset synthetic papers. Leonard & Finco will assist Nekoosa in raising its national, regional and local image.

Also joining Leonard & Finco is **Davis & Kuelthau**.

Headquartered in Milwaukee, Davis & Kuelthau is best known for its labor & employment and municipal law practices. With multiple offices throughout WI, Leonard & Finco will focus on media relations in Northeast Wisconsin. To find out more about Davis & Kuelthau, visit: [www.dkattorneys.com](http://www.dkattorneys.com)

**Hoana Medical**, headquartered in Honolulu, HI, is a privately held medical device company known for its patented Lifebed patient vigilance system that passively collects patient's vital signs. Leonard & Finco is assisting Hoana in promoting and publicizing Hoana's work in the medical field as well as among health care consumer. For more information visit their web site at: [www.hoana.com](http://www.hoana.com).

## Quick Links

[L&F Public Relations, Inc.](#)

[Become an L&F Facebook Fan!](#)

[Follow us on twitter!](#)

[Visit the A Pair & A Spare Web site](#)

## Quick Quote

"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."

-Vince Lombardi

## Tweet what? Facebook who?

LinkedIn

Twitter

YouTube

Facebook

Has social media made you want to be anything but social? Making sense of social media, and determining which one is best for your business, can be challenging particularly if you're just entering the realm of social media. For many, it's unfamiliar technology and there's a fear of learning how to apply it appropriately to leverage your business without damaging your company's brand. The key to using social media is learning about it before you jump in.

The most commonly used social media today are Twitter, Facebook, YouTube, LinkedIn and Flickr. Blogging is also popular and you can find a blog on just about any topic. Each reaches a different target audience with significant overlap and each has certain applications they excel in. Here's a brief rundown:

**Twitter** [www.twitter.com](http://www.twitter.com) is a free microblogging site (a short version of blogging) where you share what you are doing in real time (also called tweets). You can "follow" other people on Twitter and you can have people "follow" you. It is among the most popular social networks in use today and allows you to share brief messages (140 characters) with links. It's a great way to share information with clients/followers or cross promote your firm's activities and news.

**Facebook** [www.facebook.com](http://www.facebook.com) is another free social networking site which, until recently, was primarily used for personal socializing and networking among those under age 40. However, with the advent of Facebook Fan pages, businesses are also jumping into the medium. With a fan page, you create a profile page and then invite "friends" to view your updates and leave you messages. It's popular because it is easy to use and provides you with the ability to share more information including text, photos and video.

**YouTube** [www.youtube.com](http://www.youtube.com) is a free video sharing Web site where registered users can upload and share video and video clips. This is a great tool for demonstrating how something works, providing instructions or showcasing a new product. Many firms are creating their own YouTube channels where all of their videos can be found.

**LinkedIn** [www.linkedin.com](http://www.linkedin.com) is considered the premier business social networking site. Like Facebook, you create a profile but, in this case, it is business oriented. It offers a number of ways to network or "connect" with people in your industry, with other business professionals or to network, seek information, post questions or take polls. This is also a free service.

**Flickr** [www.flickr.com](http://www.flickr.com) is a free online photo and video tool that allows users to manage files and share them with friends. It has become popular for bloggers to use as a photo repository.

As for **Blogs**, think of them as an online journal where you share information on just about anything in the form of daily or weekly entries, photos, video and links. It allows you to provide a greater amount of information than on Twitter or LinkedIn. Check out BlogSpot [www.blogspot.com](http://www.blogspot.com) to get started.

## Social Media - Who's using it and why

You know there are a lot of social media options, but which one or ones should you use? It helps if you have a basic understanding of who is using what social media outlets and why.

At L&F we have been pouring over the research, and have done some research of our own, as we develop and implement social media plans for our clients. We tend to take a balanced approach to using social media; incorporating it along with traditional media in our communications plans.

The research shows that social media is, at this point, predominantly used by younger, better educated people. However, you need to know that the fastest growing demographic is baby boomers. And, as the younger generation moves up in the work world, social media will become even more of a dominating force. It's not surprising that journalists are favoring social media because many of them are younger and educated. So while you don't want to abandon traditional media, you need to start incorporating social media into your communications mix.

## Social Media - Where do we start?

O.K. Your business is ready to move into social media...but where do you start? It's critical to have a plan before jumping in. Like other business-related decisions, you want to be sure you have adequate information to determine your course of action.

The first step should be to discuss what you want to accomplish with your foray into social media. Are you looking to simply highlight events that are coming up? Are you launching a new product? Do you want to promote the expertise in your company? Is your organization seeking out new members or contacts?

Once you've outlined what you hope to accomplish, it's critical to look carefully at the various social media available. Sure most of us know about LinkedIn, Twitter and Facebook, but there may be other social media outlets that will help you meet your goals. YouTube is popular, but Flickr might be a better fit. MySpace was huge, but is it on the way out?

Once you've considered your goals and done the research, get ready to move by creating a plan. While most social media doesn't have the direct costs that come with traditional advertising and marketing, your time investment may be considerable. Take a few small steps with social media, evaluate your successes and build from there.

If you'd like to learn more, give us a call. We'd be happy to share more about our research and what we can do to help you.

## 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 and experience 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@lfpublishrelations.com](mailto:info@lfpublishrelations.com).