Relaciones con los medios de comunicación

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Como nos recuerda Gloria G. Durán vivimos en una época marcada por la **crisis de las instituciones**. Cualquier institución genera desconfianza.

Los medios de comunicación son instituciones. Son más necesarios que nunca, pero (paradoja) provocan recelos.

A esta circunstancia se añade otra: en la sociedad-red, el elemento que no aporte valor **tiende a desaparecer.**

Pese a todo, las instituciones y los medios de comunicación **se necesitan mutuamente.**

Interacciones tradicionales

- Notas de prensa

- Convocatorias

- Ruedas de prensa

- Concesión de entrevistas

- Columnas de opinión

- Fuente informativa

Las notas de prensa 2.0

- 2006. Tom Forenski establecería las bases de lo que tenía que ser una nueva nota de prensa en su artículo "Die, press release! Die!, Die!, Die!" escrito en su blog, Sillicon Valley Watcher (www.siliconvalleywatcher.com).

- De inmediato, el envite fue aceptado por un grupo de comunicadores, entre los que se encontraban Brian Solis (www.briansolis.com) y Todd Defren, de Shift Communications (www.shiftcomm.com). Al cabo de poco tiempo, Shift haría público un modelo de nota 2.0 y marcas de prestigio internacional Ford, General Motors, PTA, McCormick, Muve, Pedigree, Energizer) empezaron a utilizarlo.

Shift

Digital Snippets

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SOCIAL MEDIA PRESS RELEASE
TEMPLATE, VERSION 1.0

SHIFT communications

CONTACT INFORMATION:	Client contact	Spokesperson	Agency contact
	Phone #/skype	Phone #/skype	Phone #/skype
	Email	Email	Email
	IM address	IM address	IM address
	Web site	Blog/relevant post	Web site

NEWS RELEASE HEADLINE
Subhead

CORE NEWS FACTS
- Bullet-points preferable

LINK & RSS FEED TO PURPOSE-BUILT DEL.ICIO.US PAGE
The purpose-built del.icio.us page offers hyperlinks (*and PR annotation in "notes" fields*) to relevant historical, trend, market, product & competitive content sources, providing context as-needed, and, on-going updates.

PHOTO	MP3 FILE OR PODCAST LINK	GRAPHIC	VIDEO
e.g., product picture, exec headshot, etc.	e.g., sound bytes by various stakeholders	e.g., product schematic; market size graphs; logos	e.g., brief product demo by in-house expert

MORE MULTIMEDIA AVAILABLE BY REQUEST
e.g., "download white paper"

PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS
Recommendation: no more than 2 quotes per contact. The PR agency should have additional quotes at-the-ready, "upon request," for journalists who desire exclusive content. This provides opportunity for Agency to add further value to interested media.

LINKS TO RELEVANT COVERAGE TO-DATE (OPTIONAL)
This empowers journalist to "take a different angle," etc.
These links would also be cross-posted to the custom del.icio.us site.

BOILERPLATE STATEMENTS

RSS FEED TO CLIENT'S NEWS RELEASES

"ADD TO DEL.ICIO.US"
Allows readers to use the release as a standalone portal to this news

TECHNORATI TAGS/"DIGG THIS"

- Body content: text, graphs, illustration, photo, audio, video, pdf or combo.
- Launch with 3-5 Digital Snippets intact and update regularly
- Each new Digital Snippet will be seen on RSS readers as single update.
- Multimedia assets can be included in Digital Snippets updates.

MULTIMEDIA ASSETS

Photos, Graphs & Illustrations

Thumbnail links to the latest photo sets and collections with alt tag descriptions

recent gallery

videos

Inset video feed Video placed on this page with URL and embed links. With thumbnail gallery

media controls

Description

URL

Embed

Gallery

audio

"Album" art Audio assets from press conferences & interviews.

media controls

Description

Gallery

ADDITIONAL RESOURCES

Quotes

Snippet Widget RSS

Headlines and links

Snippet Archive

Photo Widget RSS

Photo Collection Archive

Video Widget RSS

Prof. Dr. Juan Pedro Molina Cañabate

SHIFT
communications

Social Media Newsroom Template

Company Logo

Description:
News about company and its role in the XYZ industry

News | Company Site | Web

Search: [_____] FIND IT!

Executive Corner

Links to biography, speaker history, **Linked in** profile

Links to biography, speaker history, **Linked in** profile

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skype

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Relevant terms about company, industry, products, executives, speeches and competition. Also, tags related to individual press releases and media coverage

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Gracias

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