

<http://www.company.com/socialmedianewsroom/todaysnews>

**CONTACT INFORMATION:**

Client Contact  
Phone #/skype  
Email  
Blog  
Website

Spokesperson  
Phone #/skype  
Email  
Blog

Agency Contact  
Phone #/skype  
Email

**PHOTO**

e.g., product picture, executive headshot, etc.

Embed: <object wi  
URL: http://www.m



**MP3 FILE OR PODCAST LINK**

e.g., sound bytes by various stakeholders

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**GRAPHIC**

e.g., product schematics; market size graphs; logos

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**VIDEO**

e.g., CEO's view of the news, brief product demo

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**NEWS RELEASE HEADLINE**



Subhead

**CORE NEWS FACTS**

- Bullet-points or narrative

**LINK & RSS FEED TO PURPOSE-BUILT DEL.ICIO.US PAGE**



The del.icio.us page offers hyperlinks (and annotation in "Notes" field) to relevant content sources, providing context and on-going updates.



**PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS**

Recommendation: up to 2 quotes per contact. Be prepared to offer additional quotes to content publishers who desire exclusive info.

**"3 LINKS THAT MATTER" (OPTIONAL)**

Provide more info without overwhelming the reader. Links should highlight relevant data that add context to the news (e.g., blog posts, white papers). A URL "snipping" service like TinyURL is recommended.

**BOILERPLATE STATEMENTS**



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