

<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.

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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.

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