Source: PR Week {Main}

Edition: Country: Uk

Date: Wednesday 1, January 2014

Page: 73 Area: 44

Area: 449 sq. cm Circulation: ABC 11702 Monthly

Ad data: page rate £5,269.00, scc rate £41.00

Phone: 020 8267 4150 Keyword: The Montcalm



A PRWeek promotion

Social PR strategies to get your message heard

PRWeek's Social PR Strategies will take place on 5 February at the Montcalm Hotel in London. The conference will explore how to develop an integrated social strategy, develop cut-through social stories, defuse a social crisis and measure your real social impact. A selection of our 2014 speakers share their thoughts on how PR and social media are evolving and reveal snapshots of what they will be contributing to the debates, keynote speeches, interactive sessions and panels throughout the event.

The PR view



Nicola Dodd Head of PR and social media Cancer Research UK



Julian Payne Former director of communications



Titus Thomson UK PR manager Gumtree.com



James Evans Group comms director Shop Direct

How has social media rewritten the way you do PR?

Nicola Dodd Even before social media truly kicked in, a good PR campaign was all about creating conversation and buzz. Social has just placed a greater emphasis on using content and storytelling in a way that encourages and facilitates two way conversation.

Julian Payne Social media is at its busiest in the evenings and the weekends, which means when something breaks it is probably not going to be when you are sat at your desk with all the right people and information around you. Nevertheless if it happens and you haven't engaged within an hour or so, the first news cycle will have started and it could very well be too late for you to catch up.

James Evans It changes the pace at which things are done and enables us to make communications more informal. It also enables greater levels of interaction and sharing of information not possible to share before and in real time.

If you had one recommendation for those looking to set up social media in their PR, what would it be?

Titus Thomson Educate from the top. There is still a fear of social media which comes from a lack of understanding. Once your leaders understand its potential for good within your business, you'll have their support

Julian Payne Get your tone of voice right and really think about what you are about to say. Brilliant brands can do real damage to their reputation when they start talking directly to their customers without thinking about what they should say and how they need to say it.

James Evans Think of social media not just as PR but as the new channel for customer service. The whole organisation now owns social media - not anyone or any one department. Manage internal stakeholders' expectations on social media - don't get involved unless you're prepared to engage with an audience.



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The journalists' view



Martin Ashplant Head of online content Metro UK



Chris Hamilton Social media editor BBC News

How has social media rewritten the way you produce news/find stories?

Martin Ashplant Where we were once beholden to wires, recorded police message lines and phone tip-offs, we are now scouring Twitter, Instagram and Reddit for our stories.

Chris Hamilton At BBC News, social media allows us to build much deeper relationships with our audiences. It gives us access to people and content that transforms our ability to tell stories, and it means we can get our content to people who might not come to us anywhere else.

Which types of stories do you pick up from social?

Martin Ashplant *Metro* is all about stories worth sharing and social is the place to find this kind of content, just as it is also the place to share it. From quirky images to breaking news and everything in between, all our journalists know they need to be tapped into social at all times.

Chris Hamilton Stories sourced from or affecting ordinary people can now filter up and become national or international news, because those involved are talking about them publicly on social media.

To read the full interviews go to www.prandsocialmedia.com



campaign









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