

What Makes U Click?



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January 2008

Best practices in public relations for effectively communicating with opinion leaders of virtual communities

Monitor online conversations. Find out what is being said about you online. Technorati and Google searches are a good place to start. Identify your industry's "blog stars" and subscribe to their RSS feeds. Make sure to extend your monitoring to videos, podcasts and online community forums as well.

Collaborate with online publics. Rather than simply expressing your message, facilitate a discussion. Allow publics to collaborate with you to find solutions for your organization. Allow publics to create, participate and share ideas for a mutually beneficial relationship.

Evaluate your Web site's usability. An easy-to-navigate Web site where information can be retrieved quickly is more efficient than e-newsletters because online opinion leaders prefer to seek out specific information rather than receive general information. Regular usability analysis of your organization's Web site will ensure online publics find exactly what they need.

Offer multimedia press releases. Instead of issuing press releases targeting traditional media, create online press releases that incorporate video, tagging, links, images and comments. Make sure to include all of your information online because bloggers are not going to call you for additional details. Allow interested stakeholders to subscribe to your press releases via RSS.

Be transparent. Public relations practitioners must trade off controlling the message for credibility. Online publics are savvy and will not tolerate attempts at astroturfing or other forms of fakery. Rather than pitch an online community, offer a valuable information exchange. Always be upfront with who you are and the organization you represent.

Learn about Web 2.0. It is not acceptable to plead ignorance regarding new media. Your publics are using Web 2.0 technology, which means you must understand the various elements of online social media. Read blogs, download podcasts and videos and join the online communities that are particularly relevant to your industry.

Participate online and be a content creator. Share comments and position yourself as a thought leader. Add sincere value to the online conversation, rather than only observing. Create your own blogs, podcasts and videos to share online. This is a proactive way to engage in dialog. Make sure your content has a strategic purpose and ties back to your overall public relations goal.



What makes u click?

A study to determine best practices in public relations for effectively communicating in the Web 2.0 world.

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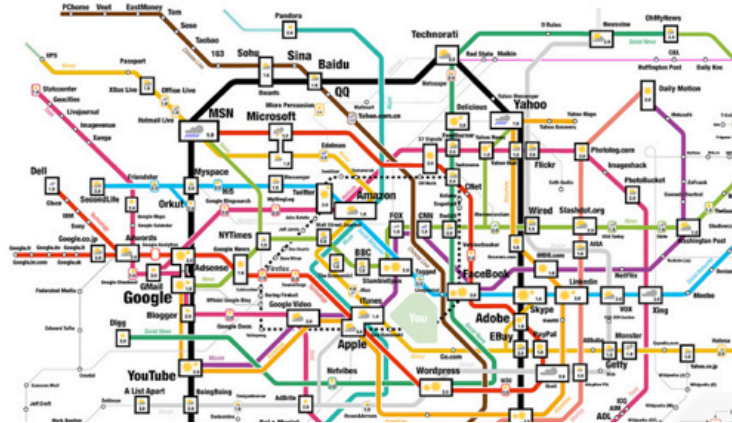
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July 23, 2007

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what am I doing...

Hmm...maybe should come up with new year's resolutions? nah.

about 19 hours ago

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For more details, visit www.WhatMakesUClick.com.

Make your content easy to tag. Help visitors to your site categorize the content they find interesting or useful. Provide links to popular tagging services, such as del.icio.us. This will help online publics document and retrieve your information for continued use.

Keep in mind real-time. Monitor the online environment in real-time. The Internet is always on, so it is important to act immediately. Often the Internet is a source for breaking news in traditional media. Acting while stories are unfolding online is the best way to approach a crisis. Also, realize that once you release content or make a comment online, there is no taking it back.

The Internet has no boundaries. Remember that online you are communicating with a global audience. Given the global nature of the Internet, it is essential to have a multi-cultural approach to online communication. Be prepared to respond to concerns that are expressed from international

publics and value their feedback. Offer your Web content in multiple languages. If you represent a global organization, identify the popular blogs, podcasts and online social networks for those countries.

Establish an organizational Web 2.0 policy. Allow employees to blog and share other content online. Blogs carrying your organization's name are an extension of your brand, so establish ground rules to keep the content within your organizational standards. Train employees who wish to represent your organization online.

Seek new ways to measure your success. Establish measures to evaluate the success of your online campaigns. Monitor feedback from online communities and track comments about your organization. While top agencies offer sophisticated tools for tracking online conversations, this can be done on a budget by using online monitoring tools, such as CoComment.com.