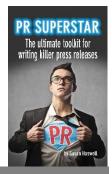
## Downloads to accompany Audio Book



Activities & Tools from Page 27, PR Superstar		
Tool	Audiences	Success & Comments
Media Relations		
<b>EXAMPLE:</b> Press conference	Shareholders	Successful for Q&As, great for feedback. Comments used in annual report
Media Relations	Audiences	Comments
Press conferences Press releases Articles and features One-to-one briefings Interviews Background briefings/materials Photography Video News releases Online Press Office		
Your own website		
Integration with Social Media Data capture Autoresponders Research Newsfeeds Ezines Testimonials Links to other sites Source of information Updated Relevant SEO		
Research Organisations Public relations programmes Issues monitoring Results monitoring Focus groups/surveys Community Relations		
Direct involvement		
Events Sponsorship Donations to causes Meetings & Roadshows Posters/banners Visits and networking		

Website			
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Social Media			
Facebook     Twitter       Linked In     Printerest       Quota     Review constantly for       new brands	Direct contact		
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On-line research	
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Sponsorship	 
Community events	
Individuals	
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Worthy Causes	 
Financial Relations	
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