# SOCIAL NEWSROOM

**RICH CONTENT** IS THE CORNERSTONE OF MODERN MARKETING AND ONLINE PR. A **NEWSROOM** LEVERAGES YOUR COMPANY'S NEWS, EVENTS AND PUBLICATIONS TO BUILD A PROFITABLE AND LASTING **INTERNET PRESENCE**.

PR ROOMS

MAKING YOUR COMPANY A BETTER MEDIA

# ANATOMY OF A NEWSROOM

Far easier to maintain than a traditional website and much more efficient to ensure online visibility, your newsroom soon becomes the core of a content strategy that builds a strong and lasting search engine optimisation for your company on the topics that matter most to its business. Its social sharing features, content optimisation capabilities and analytics package leverage your current production of news releases, documents, videos, interviews and other rich media and ensure a great return on investment. Its visibility on all current mobile platforms, SmartPhones and tablets, guarantees maximum exposure of your publications. And its cloud-based based hosting on Amazon servers provide you with utmost data security and technological independance.

### Your logo, your web address, your colors

Customize your NewsRoom as much as you want. Use whatever URL you desire, add your company logo and your corporate colors to our templates. Or simply use your own design for totally personnal look.

### Rich features for visitors

The main menu provides access to the other NewsRoom pages: Events, the Media and video library, an overview of your social media discussions. You can also link to a main website or integrate the NewsRoom on your website. If you have subscribed to online media monitoring services, your mentions can be directly from this menu.




### Headlines

Just select your most important news and events to highlight them in this rotating headline display on the homepage.

### News

Your news releases are displayed in chronological order with the preview thumbnail of your choice and date of publication. Older releases are linked to at the bottom of the frame.

### Easy search

Visitors can search for news via a full-text search box or by clicking in the tag cloud.

### Subscriptions

Visitors and journalists can subscribe to your news via email or RSS feed.

### About us and contacts

Direct access to your « About Us » page, list of contacts and contact form.

### Legal information

The page footer displays your copyright information as well as legal mentions or conditions of use.

### Access to your corporate website and social outposts

To allow NewsRoom visitors to follow you on whatever channel suits them best, social icons provide access to your Facebook page, your Twitter and Linkedin accounts, your YouTube, Dailymotion or Vimeo channels as well as your corporate website.

Multiple URLs are possible for your Social NewsRoom. For instance: acme.pr-rooms.com or newsroom.acme.com or www.acme.com/Newsroom or www.acme-newsroom.com...

# ANATOMY OF A NEWS RELEASE

The press release was invented over a century ago to communicate a consistent message to all the journalists covering a story related to the company. Today, a news release extends this mission by targeting not only the media but also the public and search engines. By publishing rich, optimized content frequently, you are able to easily build a very robust and lasting online presence that targets the most important searches and readers for your company.

### Optimized copy

The news release's text plays a double role: it informs journalists, bloggers and the public of your news and it boots your search engine ranking for the themes and keywords that matter most to your business. Our keyword suggestion services make search engine optimization a breeze.

### Videos

Videos are a tremendous SEO asset. Ranking competition between videos is far less fierce than for standard pages. Plus, no other media engages the public as strongly, particularly on mobile.

Each news release can contain videos that automatically enrich a multimedia library. Social NewsRoom is compatible with most formats, HD or not, even in its mobile version.

Videos can be hosted on YouTube or other social networks or directly in your newsroom. In either case, they will be viewed in your release and can be shared and embedded on other sites.

### Pictures

Pictures attached to a news release are also stored in your multimedia library. Every picture, presentation and video is optimized for SEO to ensure that every one adds to your online visibility.

### Downloads

Every multimedia item, as well as the news text can be downloaded either separately or as a single archive. Make journalists' lives easier and you will gain credibiliity.

### Social sharing

Encouraging social sharing by your visitors is a powerful way of maximizing your coverage as well as your authority with search engines. Not only will your readers' friends view your news, but many others will find you via searches for the most relevant keywords for your business.
Default sharing texts are optimized for each social network.




### Contact information

Name and contact information of your PR team or spokesperson for the news item. All your contacts are stored in your back-office for you to select for each news release or event.

### See also

Keep visitors engaged by suggesting related news pieces or articles in your newsroom

### News search

Allow visitors to search for other information through a full-text search box or al tag cloud.

### Back to homepage

Many visitors will arrive on your newsroom via a search engine or a link and directly on a news release. This button provides easy access to the homepage for more browsing.

Social NewsRooms and News Releases can use one of our standard templates or can implement the client company's website design for perfect integration.

# MOBILE PUBLIC RELATIONS




A growing proportion of all web traffic is from mobile platforms and will soon overtake traditional browing. Even today, search engines rank mobile-ready websites higher than others when a mobile search is detected.

For this reason, Social Newsroom is designed to be viewed on all current mobile platforms, including:

- Android, BlackBerry and iPhone smartphones
- iPad & compatible and android tablets (which can view the standard and mobile versions)

Display and navigation features are preserved:

- Your chosen colour scheme for your newsroom is visible in the mobile version.
- All file downloads and archiving, all pictures and slideshows, all videos can be viewed.
- All social media sharing features function identically to the standard version.

# VIDEO A GO-GO

No other media engages the public as much as video. And search engine ranking competition is much less fierce for video. Advanced video features are native in all PR°ROOMS newsrooms:

- Upload your videos (in HD) to YouTube, Vimeo & other sharing site or directly to your newsroom. In both cases, they will be viewed in your news releases, can be shared and embedded on other websites. Synchronise with your YouTube channel.
- Use the most convenient format: MP4 (H.264 & AAC), Flash video (VP6 or Sorrenson & MP3).
- For iOs, HTML 5 and MP4 are available.
- Use video streaming to replay a webinar on your newsroom, eg.
- Slideshare presentations can also be embedded.

# FEATURE RICH BACK-OFFICE

Newsroom features go beyond what is visible online and the user back office offers a host of possibilities for rich PR & engagement. These include multi-lingual, multi-brand newsrooms, a thorough publication workflow (user rights, scheduling, email or social sharing, RSS ...), feature request management, opt-in & opt-out management, web analytics, link shortening, integration with Facebook graph and Facebook Insight, and SEO.

# TECHNICAL INDEPENDENCE

Never again will your online presence rest on someone else's shoulders. Your social newsroom can be stand alone or added to a corporate website. Choose one of our templates or use your design and start publishing with a simple WYSIWYG editor.

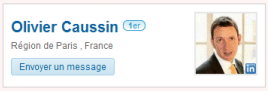
Data security is as good as it gets using Amazon's cloud Content Delivery Network and S3 storage. Files of several gigabites are easily handled via HTTP, FTP, DropBox or Amazon S3.

Engagement protocols are integrated to let your publish directly to your social outposts and impact is measured automatically via an elaborate web analytics dashboard.

# MODULAR BY DESIGN

In order to suit your exact needs, build your newsroom from any of the following modules:

- **Featured news:** rolling display on home page
- **Latest news:** sidebar list
- **Twitter:** tweet from your newsrooms and display latest tweets from your account
- **Facebook:** update your page from your newsroom and display latest wall updates
- **Linkedin:** publish your news to your company page
- **Wordpress:** share your news on your Wordpress blog and display your latest posts on your newsroom
- **News search:** search by date, full-text, keyword or tag cloud
- **Follow-us:** provide links to the company's social profiles
- **Subscriptions:** offer subscriptions by email or by RSS
- **Event management:** publish your event with dates, description and multimedia content for best online visibility
- **Spokesperson management:** list of company spokespersons with contact information, bio and full social profile




# SEO FEATURES & SERVICES

Describe all your news, spokespersons information and events using rich metadata and indexing information for optimal visibility.

Use our keyword suggestion and link builing services to create a powerful editorial and PR strategy to builda profitable and lasting online visibility. **Turn your company news, contacts and events into an SEO empire.**

# ABOUT PR•ROOMS

We are a software editor specializing in social newsrooms and optimized news releases. Our solutions are used to transform company news, events and documents into a content-rich publication strategy for great online visibility.

facebook.com/Pr.Rooms
@prrooms

**Web:** www.pr-rooms.com
**Blog:** blog.pr-rooms.com