



10 TIPS FOR CREATING MEMORABLE NEWSJACKS

As more and more companies are becoming media-savvy, this technique is becoming an important weapon in the public relations arsenal - whether you're trying to get media coverage for your own business, your client or even a charity.

But it's not enough just to try, you need to be able to execute, and listed below are **10 tips** to help hold your hand in the process. ...

<p>1. Find an existing event Identify breaking news or an event you're able to newsjack.</p>
<p>2. Don't go for broke Recognise that you can't (and shouldn't) newsjack everything.</p>
<p>3. Keep on top of the news You need to leverage current events to promote your brand, so KNOW what's happening.</p>
<p>4. Bolt Media outlets are receptive to further analysis from experts who offer up a unique angle on a story. But you've only got hours - not days.</p>
<p>5. Don't be beige Still provide the sizzle (in the form of conflict, human interest, significance etc.). Being beige on an issue will guarantee one thing... crickets.</p>
<p>6. Don't be TOO cute Make sure you're obvious and clear about the story/angle/commentary you're offering up and its relevance to the current news.</p>
<p>7. Say just enough Be succinct and to the point. Make every word count. (Just like that.)</p>
<p>8. Answer the story's follow-on questions Think hard about the sorts of questions that are likely to be asked after the dust has settled on the principal story, and answer them.</p>
<p>9. Ensure the connection is real Always consider if the connection appears obvious. Connections that feel contrived are likely to be perceived as exploitative – even if they're well intentioned.</p>
<p>10. Avoid tragedies Avoid newsjacking a tragedy, unless you offer some medical, legal or other constructive insight into the situation.</p>

For the full story: [10 TIPS FOR CREATING MEMORABLE NEWSJACKS](#)