# PRSA NJ Summer 2011 Newsletter

**Heather Hurd, Medisys Health Communications**
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## PRESIDENT'S NOTE

By Rich Lukis, PRSA NJ President
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There are some issues that never seem to get resolved. For more than a decade, the public relations industry has endeavored to improve the diversity of its workforce. It is an issue that has been brought to my attention recently by a number of our constituents. And, as president of one of the nation's leading public relations firms, it is an issue I face on a regular basis.

The recent Census results highlight the radically changing ethnic makeup of the US population. More than one in three Americans is Hispanic, Asian-Pacific or African American with a combined buying power of well over $2 trillion. Yet, the percentage of PRSA members who are self-described as diverse is only 14%.

If our industry has any hope of communicating with this increasingly diverse population in an authentic or credible way, we must be representative of our audience. Clients need agency partners to help them communicate with more diverse stakeholders, but that's not so easy when the talent pool lacks diversity. Obviously, consumers feel more comfortable with brands they can identify with. So, logic would seem to dictate the need for our teams to change as our consumers change. Consumers and clients alike expect the PR agencies they work with to be reflective of their culture. As companies strive to reach a more diverse group of consumers, they want agency partners to reflect that diversity as well – and many are now beginning to hold their agencies accountable.

Developing diverse talent is no longer a business consideration, it is a strategic imperative. The business case is obvious. Diverse teams enhance the value of the creative work product. They add a richer context through broader life experiences and a greater level of authenticity. If our business is about reaching mass consumers in creative ways, it would stand to reason that a diverse work force would yield a better variety of ideas that could more effectively reach a wider audience.

The industry as a whole is more focused than ever on diversity. PRSA has made the issue a major consideration for the better part of the last decade. From online resources to best practices and mentoring programs, PRSA has invested a great deal of energy into creating helpful tools to propel the industry forward. Just last year, National refocused its advocacy efforts placing a greater emphasis on diversity within the profession. PRSA chair and CEO Gary McCormick instituted five pillars into the organization's mission. One of those pillars is diversity, which actually integrates across the other four.

The key is that any diversity initiative must come from a genuine place if it is to become a sustainable part of a company's culture. Embracing diversity is not just about inclusive hiring practices; it has to involve plans for recruiting, retaining and growing diverse talent. To this end, PRSA has developed a number of successful initiatives including the popular Diversity Today blog (http://diversity.prsa.org), and the Diversity Toolkit (http://www.prsa.org/Diversity/ChapterDiversityTools/Diversity_Toolkit). And, the good news is that in the past five years the number of PRSA members who are self-described as diverse has nearly doubled.

More work needs to be done. As an industry, we must drive awareness of diversity issues through recruitment efforts, training and additional resources. Agencies, companies, organizations, educational institutions and recruiters must all do their part. As chapter president, I urge our membership to commit to this endeavor just as our chapter to looks to reenergizing its own efforts. If you are interested in ways that you or your organization can get involved please contact me.

# # #

**No Longer in the Passenger Seat: Women's Influence in Automotive**

By Joe Gargiulo & Geoff Phelps
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At Coyne PR, we've had the privilege of working with some of the leading brands in the automotive industry and helping them attain their goals and objectives, including marketing effectively to women. For the last five years, we've also had the honor of working with one of the leading experts in the field of women's automotive and marketing to women, Jody Devere, founder and CEO of AskPatty.com. We sat down with her recently to pick her brain on the role of women in the automotive world today, and how companies and brands can better communicate with this important demographic.

**Q&A With Jody Devere**

***When did the focus on women consumers really begin in earnest for the automotive industry and why?***
Jody Devere: Between 2000 and 2002, two women wrote best-selling books about marketing to women that had tremendous influence on women consumers and even some early adopter brands: "Marketing to Women" by Marti Barletta and "Eveolution: The Eight Truths of Marketing to Women" by Faith Popcorn. By the mid 2000s, the blogosphere and social media and networking sites began to catch hold (Jody recalls attending the first BlogHer Conference with 150 women - this year's BlogHer Conference is expecting more than 2,500 attendees) and early adopter women, who already had strong opinions and a desire to share them, began to understand that they could seek information in this ultimate arena of sharing and exchanging ideas and, most importantly, be heard.

***It seems simple, but is the key that women shop differently than men?***
Jody Devere: Most women have naturally looked for information and desired to understand and feel a connection to a brand, so as auto sites began to evolve (i.e. Edmunds, etc.), so did their knowledge of automotive information. Brands and companies began to pay attention and listen to women when they realized that they were already buying 50 percent, and influencing 80-85 percent of consumer purchasing decisions. The fact that women are passionate about researching, finding out and sharing information and their opinions on what they've found, has smart brands considering the importance of transparency and truth when marketing to women. Women's influence has become even stronger because women will call out companies that attempt to "pull the wool over their eyes" or misrepresent themselves, and will share that opinion with everyone they know via every social media channel at their disposal.

***So beyond truthfulness and transparency, what do brands need to do to connect with women?***

Jody Devere: Brands need to refocus their marketing efforts and the way they do business in order to reach and resonate with women – and often male-dominated industries like the automotive industry get it wrong. Saturn is an example of one that successfully took women into account with its business strategy; it featured great customer support and no-haggle pricing, and as a result it became a beloved brand for women. In fact, Saturn actually lost share and brand loyalty from those same women when it changed their strategy years later. It's important for brands to go where the women are … and they are online in a big way. GM did a great job becoming involved with women through the BlogHer Conference and its willingness to be open to its world online through a very successful blog. Currently, Ford is doing this well with its social media efforts by tapping into women's desire to experience the vehicle and get to know the brand. Ultimately, if there is a connection, women are incredibly brand loyal. For example, inviting women bloggers to specific events to experience a vehicle in a low pressure environment can be incredibly impactful.

***What should automotive companies look to beyond helping women experience their product and getting to know their brands?***

Jody Devere: Don't disregard the desire for women to also gain additional technical information in the automotive industry. I'll give you an example: I recently did a "tweet up" event for Motor Oil Matters and it drew nearly 150 women for a technical Q&A session about motor oils. Ultimately, women are hungry for information and eager to share information with others. The current economy is driving women to seek additional education for making informed decisions that give them the best value – they truly feel the need to be empowered through information. Remember, this desire for information doesn't mean I'm looking for the best deal … it means I'm looking for the greatest value.

***How are women impacting the industry and how can the industry better reach them?***

Jody Devere: Women are driving product purchases and changes in product, and are big drivers of today's green trend. Listen: it's important for auto marketing executives to attend women conferences to understand the needs and desires of women, especially when you consider that 85 percent of women handle the family budget. Understand what is important to women: Causal initiatives for the auto industry can be beneficial for driving brand loyalty and business; but be sure to be authentic and genuine because women prefer a brand 28 percent more if the cause is meaningful to them.

Brands also need to be aware that the closer to home a cause hits, the better the opportunity; so consider tying to a causal initiative with local impact for the women you are trying to reach. The key to the success is the transparency I mentioned previously; it has to be real, heartfelt and meaningful. Ultimately, it helps to have employees engaged with the cause and create the excitement on a local level. Women have incredible power of sharing this connection and helping keep the momentum strong.

***So what are the real keys to making brands and products resonate with women?***

Jody Devere: Brands need to create relationships with women and have them experience their products and connect with brands in a very real way. On- and off-line relationships are key to doing so with sincerity. And transparency is critical to creating this successful relationship, which in turn, is ultimately responsible for women sharing their feelings with others. The car buying experience has improved over recent years, but the aftermarket industry has room to improve. I know this because I get more complaints and comments from women about their experience with installers, independent service and tire centers.
Education is key to marketing to women. The brand must be providing real information that empowers women in their decision making process. Service centers/installers need to really examine the entire experience from the physical layout and cleanliness, to the information that is provided and ultimately the relationship that you are trying to build from this experience. Ties to local women organizations, along with creative marketing efforts, can really help grow business and loyalty.

What we've taken away from our work with Jody and our experience in helping brands connect with women is simple: Over the last 10 years, women have come to a fuller realization of the influence their purchase power provides them in the automotive category, and the impact they can have on manufacturers, retailers and other consumers via social media. Women can be very brand loyal once you, as a brand or company, prove that you provide a product of value, share information that empowers her to make smart decisions and demonstrate that want to create a relationship with value for both you and her.

*Joe Gargiulo is a vice president at Coyne PR. Joe is an integral senior member of the Automotive group and manages the day-to-day account operations for all Shell Lubricants leading brands, including Pennzoil, Motorsports, Quaker State/Q, Shell ROTELLA T, Rain-X, Black Magic and Auto Expressions.*

*Geoffrey Phelps is a vice president at Coyne PR. With more than 16 years of professional experience in consumer and business-to-business public relations, Geoffrey brings a proven track record of developing and implementing strategies that generate strong results for clients and has built an impressive breadth of industry experience in a wide variety of areas.*

# # #

**September is Ethics Month: Test Your Ethics**

A new 10-question quiz is available to test your knowledge of the ethical practice of public relations. Developed to help public relations practitioners assess their sensitivity and knowledge of professional standards, the quiz adheres to PRSA's Member Code of Ethics. Take the quiz and refresh yourself on the Code here.

# # #

**Client Growth Workshops, Your Key To Building Business Organically**
by Ken Jacobs, Principal of Jacobs Communications Consulting, LLC
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There's an important action you can take to build more business from existing clients: hold regular client business-building workshops. Here are seven tips on making them successful:

1. **Have a specific agenda.** I recommend exploring these three specific potential growth areas: a) Initiatives that build on current agency PR/social media programs; b) Client business-reputation-relationship issues, currently handled by other marketing discipline(s), that a PR/social media initiative could help solve and c) Client business-reputation-relationship issues, not currently being addressed, that a PR/social media initiative could help solve.
2. **Don't limit the workshop to your senior team.** While these leaders are experienced in understanding business issues and developing strategies, be sure to also include team members at all levels. Lower level staffers should have the ears of lower level clients, and therefore a real street side knowledge of how the client views certain marketing and business challenges. In addition, bringing them into this type of setting as early in their careers as possible will expose them to importance of growing client business, and the strategic process your agency uses to do so.
3. **Don't limit the workshop to the client account team.** Although the account team has the greatest in-depth client knowledge, those from other teams bring something that's impossible for the account team to provide: objectivity. And that's something that can be invaluable in your quest to build business from existing clients.
4. **Don't limit the workshop to your agency.** Now's the time to tap your network of marketers, consultants, freelancers and advisors, who bring even more objectivity, because they don't see things through your agency's prism, and may be familiar with best practices from different business categories. Their particular insights and approaches may help you find solutions to your client's most vexing business and marketing problems, which you might not have generated on your own.
5. **Don't limit the workshop to public relations pros.** Clients have always been willing to pay for solutions to their toughest problems; they're more open than ever to ideas that don't necessarily fit neatly under the public relations umbrella. So don't limit your solutions? Instead, look at your client's issues holistically. To do so, your workshop must include participants who can see and solve problems using all the communications solutions at an integrated marketer's disposal, including digital, promotion, branding and advertising.
6. **Don't try to lead the session yourself.** The results of this workshop are critical, because if you don't grow your income from existing clients, you'll have to do so via generating new clients, which is a much tougher task. So don't leave them to chance by attempting to lead the session yourself. Hire a facilitator* who's trained in maximizing session output, managing the politics, bringing out the best in your introverts, and assuring that the creative output is based in strategy and achieves the session's goals. Another advantage of doing so is that, you'll be able to add your valuable contributions to the session, something you cannot do if you're trying to facilitate. (If you execute enough workshops, it might be worth training an employee in brainstorm and workshop facilitation.)
7. **Book ample time, and require participation, including your own.** Building more business from existing clients is critical to your agency's survival. Treat it accordingly. Book ample time to delve into client issues and generate solutions in each of the areas mentioned in #1. Get it on everyone's calendars early enough to ensure a large, but manageable group. Require that those who commit to attending do so, including you. Remember, the more time you spend in building business organically, the less time you'll have to spend in pursuit of new clients, or worse, the RFP hamster wheel!

Do you regularly schedule new business growth workshops for your current clients? What successes and challenges have you had in doing so? I'd love to hear your experiences.

*Ken Jacobs is principal of Jacobs Communications Consulting, LLC, which helps public relations and other communications agencies grow and manage business, improve client service and relationships, and enhance staff performance, motivation, retention and attraction. Visit him online at [http://kensviews.com/](http://kensviews.com/).*

**###**

**Measuring the Value of Communications Has Evolved. Has Your Approach Evolved, too?**

The true value of public relations must be explained in terms that are transparent, understandable and directly related to a client's business, a nationally known expert on public relations measurement told a gathering of the state's top senior public relations executives. It's an idea who's time has come, he added.

At PRSA NJ's Senior Practitioners Group meeting – "Making the Business Case for Public Relations: Measurement Tools to Prove Our Value to the C-Suite" held recently at The Mansion on Fairleigh Dickinson University's Madison campus – Dr. David Rockland, partner and chief executive officer of Global Research and Ketchum Pleon Change, shared that the public relations industry was beginning to come together around seven points representing a standard of measuring public relations success. Rockland was among those who put the list together, known as the Barcelona Principles.

"For the first time, the public relations measurement world said this is how you do it," he told meeting attendees. "They said let's define a foundation of what public relations measurement is and what it isn't." Rockland took the group through each of the seven principles, discussing the past practices of not measuring, using an evaluation system that was not well-understood by a client, or simply measuring activities, referred to as outputs. "Outputs are fine," he said. "Outcomes are better, but ultimately, it's about driving your business."

Rockland explained the new measurement practices make it possible for a client to compare the work done with other projects and with other disciplines within the company. He also noted public relations practitioners must show the quality of the work and its impact on business, not just how many releases were written or clips garnered. "It's not PR by the pound," said Rockland. "Ask, was it any good?"
Two major points covered in the Barcelona Principles were the need to measure social media by the same standards as other tactics and the recognition that ad equivalency values, long cited as a way to measure media coverage, do not represent the true value of public relations.

Campaigns must be planned properly so they can be measured, said Rockland. Promising to "increase buzz," "raise awareness" and "change perception," for instance, are too vague to be accurately measured. Instead, public relations pros need to ask who the client is trying to affect, what will be different after the campaign, how much of a difference is anticipated, and when and how the difference will be measured. It's not easy, the group agreed, and may not be scaleable to all businesses. The bottom line, Rockland shared, is to understand what the client cares about and to be able to say, "Let's talk about how what I did impacts your business."

In addition, PR pros must get better at using the same language the rest of the business world uses, a point Michael Cherenson, APR, Fellow-PRSA and executive vice president of Success Communications Group, said has hobbled public relations people in the past.

"We're confusing CEOs on how to measure public relations," he said. "Ad people have been coming and talking about cost-per-thousand and other accepted terms, and we were talking gobblygook." While it isn't going to happen overnight, the Barcelona Principles and work being done by PRSA and other industry groups to standardize measurement will end that problem.

In the practice of helping organizations build and protect their reputations, sometimes the most effective counsel is about *not* doing something. That, Rockland conceded, is difficult to measure, even though it's often critical. "You can't measure what you didn't do," he said.

PRSA NJ's Senior Practitioners Group gathers members with at least 15 years experience throughout the year for roundtable discussions and small-group meetings with VIP practitioners who counsel C-level officers and other enterprise managers. Covering strategic "hot" topics designed to help members improve their organization's operations, tackle business development opportunities and address profitability challenges, the group enables collaborative peer relationships among members to gain best practices, explore industry trends, and share meaningful business counsel. For additional information, contact Doug Fenichel, APR, at doug@inhousepr.biz or join PRSA NJ's Senior Practitioners Group on LinkedIn.

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**Putting BP On Trial: PRSA Tri-State District Event**

The Tri-State District of PRSA is organizing a unique learning event that spotlights one of the most significant corporate crises in a decade: the BP oil spill. This mock tribunal will put BP's crisis communications response "on trial," exploring what was done well, what was not, and lessons communicators can learn from the crisis response.

The evening event will be held in Manhattan in late September (venue and date still being secured as of press time). Attendees will play the role of a court (of public opinion!) as jurists, and they will hear arguments and testimony from a prosecutor, defense attorney played by a crisis communications expert, and a PR ethics officer, in addition to special guest witnesses. Panelists will be high-profile professionals in the field of PR, journalism, ethics and law.

PRSA NJ will be sending registration details to members as soon as details are set. If you have questions, please contact PRSA NJ's Tri-State District representative Ken Hunter at khunter@randjpr.com.

# # #

**Save the Date: Networking and Professional Development Opportunities**

PRSA NJ has an extensive schedule of events planned for the remainder of 2011, targeting public relations professional development and networking needs that members indicate are two of the top needs from the chapter. Among the events and enhancements planned for members in 2011 are:

- Tri-State District Workshop
  - Late September, TBD
- Meet the Media Panel
  - October 2011
- Social/Digital Workshop
  - October 2011
- Turkey Bowl Fundraiser
  - November 2011
- Holiday Party/Town Hall Meeting
  - December 2011

Be sure to watch your inbox, visit our website's events page, or follow us online for announcements. We look forward to seeing you throughout the year! Members with suggestions for events, venues, speakers, or other ideas should contact Programming Director Joe Gargiulo at jgargiulo@coynepr.com. We are always happy to hear from you!

# # #

**Calling All Independent Practitioners: Join our interest group!**

PRSA NJ is looking for independent practitioners who are interested in re-launching an educational and networking group within the chapter, focused on the needs of solo PR pros. Grow your business by connecting to a strong network of independent practitioners who benefit greatly from the best practices, strategies and support they provide to one another. If you are a solo practitioner, work in a small agency (no more than 3 employees) or considering opening your own business, this interest group will be perfect for you. The PRSA NJ Independent Practitioners Alliance will provide resources and a virtual gathering place for independent practitioners and small firms, whether they work alone or in teams, from home, or in small or shared offices. The Alliance will enable independent practitioners to network and share information with, and seek advice from, other PRSA members aligned with their entrepreneurial interests. If you are interested in participating, please contact Karina Alves at karina@neptunecomm.com.

# # #

**The APR: It's Time to Remove the Roadblocks**

By Kathleen Donohue Rennie, Ph.D., APR

If you're like most public relations professionals, you have thought about the APR several times. The "think about" process (as I found via completely informal research over my 10+ years as PRSA NJ accreditation chair and 17 years teaching/mentoring Seton Hall's public relations students and alumni) typically follows mention of the APR at a Chapter event/meeting, the announcement that a Chapter member has earned his/her APR, or a glance at your résumé for something "stand-out-ish."

Nine times out of ten, the "APR think about" is quickly followed by the "APR roadblock." Depending on where you are in your public relations career, the roadblock can take many forms.

For seasoned professionals, the APR roadblock presents as either the fear of "an embarrassing failure at this point in my career" or push back questioning such as "why do I need an APR at my advanced level?" At mid-career, while hungry to add "stand out" to the resume, professionals are starved for more hours. Your days are (very) long and the "real world" is advancing at a bewildering pace as you add (or ponder adding) engagement, marriage, kids, homeownership, pets, and more to the day-to-day ("how will I fit in any time to study?"). While young professionals have the same time limits as all professionals, they tend to worry most about "readiness," of not having what it takes to pass.

If you find yourself in "APR roadblock," you might be interested in the following five suggestions to get around it and move forward.

1. **Start Small:** Avoid becoming overwhelmed by taking small steps. Download the application this week. Commit to responding to one Readiness Review questionnaire question every week. Don't equate the APR process with painful college final exams. For this exam, *you* set the study schedule and the test date.

2. **Check Anxiety at the Door:** The APR is a challenging test that can be re-taken if you don't like the results. I know from experience that those who did not do well the first time around were no less professional or intelligent than those who passed on the first try. Most often, they simply were not as comfortable with the test's format. If your anxiety comes from the "fear of an embarrassing failure," you can avoid telling anyone you are going through the process or work to change your perspective (for instance, isn't it more embarrassing not to take the challenge at this point in your career?).

3. **Don't Race:** Self-improvement is not a race…it is a gift you give yourself. Create a study plan that is convenient for you, your career, your boss, your clients, your travel plans, your significant other, and anyone/anything that plays into your calendar in essential ways. Make the process work in the time you have to dedicate to it.

4. **Take Tiny Bites:** Take the study process topic by topic. When I taught the APR classes, I divided the sessions into clear categories (History, Ethics, Theory, Research, Planning, etc). Creating study notes "in chunks" clarifies your path and alerts you to the areas in which you need to spend more time.

5. **Surround Yourself With Good Teammates and Believers:** Talk to people who have their APR about the experience, recruit them to help you (we will all say "yes!"). Find someone else who has thought about the APR and move through the process together.

   For information about PRSA NJ's Fall 2011 APR review sessions beginning October 1, visit the Professional Development section of www.prsanj.org or contact Michele Hujber, PRSA NJ APR Chair at mlhujber@hotmail.com.

# # #

**Imagine. Create. Inspire. Envision the Future of Public Relations at the 2011 International Conference**

Oct. 15–18, 2011, Orlando, Fla. Discover bottom line boosting strategies, best practices and real-world advice that you can put to use immediately — with measureable results. Choose sessions focusing on innovative strategies, effective tactics and techniques, specialization and practice areas, and the Business Case for Public Relations™. For more information and to register, visit PRSA.org.

# # #

**New Pros to Meet Up for Dinner and Advice**

Are you a new professional who has recently joined the PR or communications industry? Looking for advice on career opportunities, interviewing skills, putting your best foot forward with your resume? Join PRSA NJ's New Professionals group at its next meet up on Wednesday, October 26 at 7 p.m. at the Chimney Rock Inn in Gillette. In the meantime, to find out more information about the New Pros group and to get involved, contact Amy Ovsiew (aovsiew@gmail.com), Hillary Blum (hillary@sternassociates.com) or Annamaria Lalavee (laleveea@centenarycollege.edu).

**Longtime PRSA NJ Members Cherenson and Maslowski Elected to PRSA College of Fellows**

When PRSA National elected nine members to its prestigious College of Fellows this summer, two were NJ's own. Michael Cherenson, APR, Fellow PRSA and executive vice president, Success Communications Group, and Irene Maslowski, APR, Fellow PRSA and president, Maslowski & Associates Public Relations, will be inducted Oct. 15, at a ceremony at the PRSA 2011 International Conference in Orlando, Fla. Both Michael and Irene have served previous terms as president of PRSA NJ.

According to the PRSA Bylaws, College of Fellows candidates must have 20 years or more of experience in the public relations industry, and exhibit exceptional personal and professional qualities, while advancing the state of the profession. This year's inductees are senior practitioners and educators who have shown strong dedication and made significant contributions to the field of public relations.
Election into the College is one of the highest individual honors in the public relations profession and is well deserved by both Michael and Irene, who have not only demonstrated superior capabilities as public relations practitioners, but left an indelible mark on their communities and PRSA NJ.

###

**Social Media Optimization in 5 Minutes**
by Karina Alvela

We've all heard of SEO – Search Engine Optimization, but have you heard of SMO – Social Media Optimization? According to Wikipedia, "Social Media Optimization (SMO or Social SEO) is the methodization of social media activity with the intent of attracting unique visitors to website content. SMO is one of many online methods of website optimization. One of the many other methods is search engine optimization or SEO.

There are two categories of SMO/Social SEO methods:
(a) Social media features added to the content itself, including: RSS feeds, social news and sharing buttons, user rating and polling tools, and incorporating third-party community functionalities like images and videos
(b) Promotional activities in social media aside from the content being promoted, including: blogging, commenting on other blogs, participating in discussion groups, and posting status updates on social networking profiles"

Give me 5-10 minutes **right now** and I'll give you a quick rundown on how you can use SMO today – or what I like to call Social Media Optimization in 5 Minutes.
Anyone with Facebook, Twitter and LinkedIn can create some social media optimization strategies targeted for the client or business they'd like to attract.

**Optimize Your Social Media Pages with Relevant Keywords** - On Facebook, if you haven't created a business page yet, follow the steps to do it now. When titling your page, make sure you have a very relevant keyword next to your name or company name. For ideas on relevant keywords in your industry, go to the Google Adwords Keyword Tool and search industry terms or key phrases. Here are some good examples of optimized Facebook page names: Jane Smith, Virtual Assistant for Hire; XYZ Exterminators, Pest Control in Miami; Hoboken Unleashed, Doggie Day Care New York City.
On Twitter, make sure your profile has your location and what you do also. Add these relevant keywords in your profile also, but note you will have limited space.
**Links on Your Pages** – Putting links to your website or blog from your Facebook Page is important to improve your SEO rankings within Facebook search. Use places on your Facebook page to post links, including the wall and Info areas. Try not to shorten links using bit.ly or other URL shortening services.
**Use Directories** - Use Twitter directories where your page can be easily found and indexed. Some places to check are WeFollow, Twellow,JustTweetIt.
**Use & Share Video** – YouTube is an excellent tool for SMO. Upload a quick 2 minute video addressing a customer issue or concern and title it accordingly. How to Lose Weight: Weight Loss Tips from Los Angeles Personal Trainer John Smith. Try to use the keyword or phrase – in this case weight loss – twice, but in different context. Put your blog, website and/or social media URL's in the information area of the video. Make sure to share this YouTube video on your Facebook and Twitter pages. In addition, YouTube is a great place for your links to be picked up. Comment on other videos and make sure to add your URL at the end of your comment.
Use these quick strategies and you'll be well on your way to creating rich content on your social media pages.
***Are you using any of these techniques currently or is there one in particular that you really like? Let me know - karina@neptunecomm.com***

# # #

**Member News of Note**

- Over the summer, Jill A. Kleiner, assistant vice president of the Beauty & Fashion group at Coyne PR became engaged to Jamey DiGrzio – former active duty with U.S. Maine Corp., currently in law enforcement. The couple resides in Long Hill Township and plans to get married on September 29, 2012 at the Clarks Landing Yacht Club in Point Pleasant. Congratulations, Jill and Jamey!

- Ann Willets, CEO of Eatontown-based Utopia Communications, Inc. (www.utopiacommunications.biz) has been selected as one of New Jersey's Leading Women Entrepreneurs and Business Owners by New Jersey Monthly and Own It Ventures. Own It Ventures (www.ownitventures.com) accepted nominations for the Leading Women Entrepreneur and Business Owner for a special section to appear in the October 2011 issue of New Jersey Monthly. Judgment criteria for all nominees included innovation, market potential, community involvement and advocacy for women.
  Ann was also awarded "PR Professional of the Year" by PRSA NJ in conjunction with its annual Pyramid Awards.

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