# THE *Newsworthy* CHECKLIST

Are your press releases and other PR content fine-tuned to earn media and attention in social and digital channels? Ensure you get maximum visibility – and return on the investment – for your messaging. This checklist will help you build a strategy that gets your content discovered by the right people. Make sure your content is each of these:

- ❑ **COMPELLING**

  Your headline occupies the most valuable real estate on the page, and it needs to garner – and keep – audience attention. It should answer the question, "Why is this message important to the reader?"

- ❑ **FORMATTED FOR SCANNING**

  Text components of your content need to work to maximum advantage. Use bullet points and bold subheads to draw readers' eyes deeper into the content and surface key messages and facts.

- ❑ **EASY TO SHARE**

  Sharing seeds future discovery. Ensure web pages render well when shared on networks, and encourage social sharing by embedding sharing buttons on content pages.

- ❑ **VISUAL**

  Content that includes multimedia elements has been proven to generate better results. Do everything you can to incorporate visuals into content campaigns.

- ❑ **RELEVANT**

  Ensure you're on the same page as your audience by doing some keyword research, and ensure your brand is on the same page as the audience.

- ❑ **DIRECTIONAL**

  All content should lead readers down a path to a specific CTA.

- ❑ **WELL-TIMED**

  Capitalize on the interest events, holidays and other seasonal happenings generate.

- ❑ **ATOMIZED**

  Creating visuals, and dissembling content into snippets, slides and tweets increases the size of your audience.

- ❑ **SEEDED IN SOCIAL MEDIA**

  Find the people you care and engage them creatively. Ungate a chapter of an ebook to foster sharing. Write a related blog post, quoting influencers. Devoting extra effort to seeding the message with a core audience will pay off in amplification.

- ❑ **DISTRIBUTED**

  Promote your content and events with a carefully crafted press release, designed to attract attention and convey the value of the content to the audience.

**Download my free eBook: *New School Press Release Tactics*** from PR Newswire for more tips to help you increase the visibility, shares and engagement of your next release.

Scan the QR code at right or visit
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**SARAH SKERIK:** *NEWSWORTHINESS: NEW CONTEXT & OPPORTUNITIES FOR PR*

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