SOCIAL MEDIA PRESS RELEASE
TEMPLATE, VERSION 1.0

CONTACT INFORMATION:	Client contact	Spokesperson	Agency contact
	Phone #/skype	Phone #/skype	Phone #/skype
	Email	Email	Email
	IM address	IM address	IM address
	Web site	Blog/relevant post	Web site

NEWS RELEASE HEADLINE
Subhead

CORE NEWS FACTS
- Bullet-points preferable

LINK & RSS FEED TO PURPOSE-BUILT DEL.ICIO.US PAGE
The purpose-built del.icio.us page offers hyperlinks (*and PR annotation in "notes" fields)* to relevant historical, trend, market, product & competitive content sources, providing context as-needed, and, on-going updates.

PHOTO
e.g., product picture, exec headshot, etc.

MP3 FILE OR PODCAST LINK
e.g., sound bytes by various stakeholders

GRAPHIC
e.g., product schematic; market size graphs; logos

VIDEO
e.g., brief product demo by in-house expert

MORE MULTIMEDIA AVAILABLE BY REQUEST
e.g., "download white paper"

PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS
Recommendation: no more than 2 quotes per contact. The PR agency should have additional quotes at-the-ready, "upon request," for journalists who desire exclusive content. This provides opportunity for Agency to add further value to interested media.

LINKS TO RELEVANT COVERAGE TO-DATE (OPTIONAL)
This empowers journalist to "take a different angle," etc.
These links would also be cross-posted to the custom del.icio.us site.

BOILERPLATE STATEMENTS

RSS FEED TO CLIENT'S NEWS RELEASES

"ADD TO DEL.ICIO.US"
Allows readers to use the release as a standalone portal to this news

TECHNORATI TAGS/"DIGG THIS"