



TALENT
TOOLKIT

Communications
AND PUBLIC RELATIONS

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3 PRIMARY REASONS TO CREATE A PRESS RELEASE



Generate buzz about your company or product.



Create engagement or conversations. It alerts potential customers that you have a solution for them. It also begins the lead process.



Make impressions and improve branding. Simply getting the company name out there is a success.





When

TO USE A PRESS RELEASE

SIGNIFICANT BUSINESS CHANGE



Opening a new location? A seasonal sale? Different store hours, or unexpected closing? If it directly affects regular clients of the business, it's worth considering for a press release.

NEW SERVICE OR PRODUCT



One of the most common reasons for a press release is when a business expands its offerings in a significant way.

CHANGE IN LEADERSHIP



A new president, CEO or Spa Director signals impending changes, and that's worth notifying people about.

AWARDS OR RECOGNITION



Sharing accomplishments in a press release is a common practice. Being featured in a national publication is also an impressive feat to share.

EVENTS



Upcoming events, annual fundraisers and vendor “pop-up” events are prime highlights for a press release. Not only does it help advertise the event, but clients appreciate the company being recognized as an active member of the community.

PARTNERSHIPS



Announcing your business teaming up with another business lends some of their authority to yours—especially with local businesses and charities. It emanates goodwill.

How TO CREATE A PRESS RELEASE

HEADLINE AND SUBTITLE

- It needs to have a hook. An effective headline grabs and keeps the attention of the audience. As the first element the reader scans, it is the deciding factor of whether they continue to read the full piece.
- Interesting enough to warrant further attention, a good headline must also be representative of the content following. Simply stating a shocking phrase isn't enough or appropriate. Relevance is key.

LEAD PARAGRAPH

- The lead paragraph is distinct from subsequent paragraphs in a press release for the sole reason that it aims to convince the audience to continue reading.
- Establishes relevance to the reader, usually by offering supporting information.
 - › Who is involved? Which companies or people?
 - › What is the story about? What's the subject of this press release? When is it happening? When did it happen?
 - › Where is this information relevant? My town? Nationally? Globally? Where can I go to learn more?
 - › Why does this matter?
- Don't get bogged down in details.
- Short, concise statements are best; limit it to 3 or 4 sentences.

BODY PARAGRAPHS

The meat and potatoes of a press release, the body consists of supporting (rather than new) information and fleshed out ideas.

- Stay objective. The press release should read as if it were published by a source other than the company releasing it. It should still cast the company in a positive light, however.
- Use third person – not we, us, I, etc. Doing so maintains the illusion of impartiality and lends a formal air.
- Keep it simple. Avoid using industry jargon, or if you must, explain it succinctly. Do not expect your audience to be experts, as they likely won't be.
- Ask: "What questions will the audience have after reading the lead paragraph?" Answer these questions within the body paragraphs.
- Proofread. Ask others to proofread. A press release or any official correspondence with a typo reads as unprofessional.

BOILERPLATE COPY

Effective boilerplate copy includes 4 components:

- Company name
- A short blurb about company's history or notable achievements
- Why or how the company positively influences people/the world
- A "Learn More" link – company's website, social media, etc.

FORMATTING

- A press release generally follows a specific formula. Adhering to these guidelines helps smooth the process of pitching or distributing the press release to news agencies or syndicates.

Visit our
Talent Toolkit on
experienceispa.com
for a press release
template in
Microsoft Word
format.



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**FOR IMMEDIATE
RELEASE**

GRAND OPENING OF SECOND VIVA SPA LOCATION

HUNTINGTON, SOUTH CAROLINA (July 31, 2023) – Viva Spa is pleased to announce the grand opening of their second full-service spa facility in South Carolina on August 20, 2023.

This opening will allow Viva Spa to provide their products and services to an expanded audience. Viva Spa is known in the spa and wellness industry for providing an exceptionally high caliber of wellness-focused product and service offerings to their customers. “We are very excited about the opening of our second location,” said Elizabeth Krane, Spa Director for Viva Spa. “This will allow us to grow our clientele and we look forward to meeting our new customers and providing the best full-service menu possible.”

The second opening of Viva Spa’s shows the dedication the owner and staff have to the state of South Carolina and providing great services to their community. From August 20-29, Viva Spa will be offering a special product giveaway to the first 100 guests during the grand opening week along with a ten percent discount on all services to first-time guests. The new location will be open Monday through Friday from 9 a.m. to 7 p.m. and Saturday from 10 a.m. to 5 p.m.

About Viva Spa

Founded in August of 2015, Viva Spa is a full-service spa and wellness facility. Its products and services are known for being exceptional and some of the best you’ll find in the industry. The company’s mission is to provide exemplary spa services to their clientele in a relaxing serene setting. Viva Spa currently serves over 850 guests in the Eastern Region of South Carolina and employees 45 people in the greater Huntington area. For more information about Viva Spa, visit its website at www.vivaspa.com.

7 STEPS TO A SOLID MEDIA PITCH

A media pitch is a targeted press release meant to interest a journalist/editor or media outlet in your news and to make it easier to cover it. Pitching a story to the media can be done in seven steps:

1 CREATE MEDIA CONTACTS

Build a media list: Compile a list of potential target publications (see examples in the box below). Identify an individual to address your pitch to; never pitch blindly to a general email account. Pitching to the right person increases the chance your story, job posting or event will be published or featured.

Develop relationships with media outlets. Relationships build trust with contacts, who subsequently may be more likely to share your job positions or other news articles.

Connect with potential contacts via LinkedIn with a personal message identifying your area of expertise and interest in serving as an expert source for articles.



TARGET PUBLICATIONS:

Local newspapers

Regional news channels

Industry organizations

Social media influencers

Relevant podcasts and blogs

2 WRITE A CAPTIVATING EMAIL SUBJECT LINE

Use straightforward language.

Write emotional or engaging words which match your pitch.

Include details: what, how and why.

Make your subject line 60 to 100 characters.

3 DEVELOP A COMPELLING LEAD

Start your pitch with a sentence or two to entice your media contact to keep reading.

4 EXPLAIN WHY YOUR STORY IS IMPORTANT

Identify why the media outlet would be interested in your pitch.

5 ADD A STRONG CALL TO ACTION

Include a suggestion for the media contact's next steps, such as writing a feature story, interviewing you for a video or podcast, or sharing your news story.

Make the call to action brief and clear as to how you want the individual to respond.

6 CONCLUDE YOUR PITCH

Thank your media outlet recipient.

Offer contact details.

7 SUBMIT YOUR PITCH

Conduct a final review and proofread your pitch. Ask yourself, "Is my pitch presented in an exciting way that will get people interested?"

Send the pitch with content as the **body text** of your email rather than as an attachment.

If you have illustrations, photographs, charts, or other supplementary materials to complement the pitched story, identify the resources you have available to share.

Send each pitch separately rather than mass-emailing a media contacts list.



Remember to follow up with recipients after a few days.

Ask if they have any questions that would help them create a story for their publication.

CREATE A RECRUITMENT PITCH IN **5** steps

A recruitment pitch is a succinct and clear statement a recruiter offers to a prospective candidate with the goal to engage them and encourage them to apply. This is sometimes the first impression someone has of a company. Have a thorough understanding of the position you are pitching.

1 WRITE A CAPTIVATING EMAIL SUBJECT LINE

- Use straightforward language.
- Write with emotional or engaging words that match your pitch.
- Include details: what, how and why.
- Make your subject line 60 to 100 characters.

2 DEVELOP A COMPELLING LEAD

- Start your pitch with a sentence or two that makes the candidate want to keep reading.
- Describe your company, the role and why the candidate may be interested, which may encourage them to apply. This helps give individuals a better understanding of the company and if they might be a good fit.

3 ADD A STRONG CALL TO ACTION

- This can include next steps on how to apply for the position, contact information, etc.
- Make sure the call to action is brief and clear as to how you want the individual to respond.

4 CONCLUDE YOUR PITCH

- Briefly rephrase why you think the candidate should apply.

5 SUBMIT YOUR PITCH

- Send the pitch with content as the body text of your email rather than as an attachment.
- If you have illustrations, photographs, charts, or other supplementary materials that complement the pitch, identify the resources you have available to share.
- Remember to follow up with recipient after a few days. Ask if they have any questions.

Visit our
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recruitment template
in Microsoft Word
format.



9

STEPS TO THE PERFECT SOCIAL MEDIA PLAN



To succeed in social media, set realistic, specific and measurable goals. Are you looking for awareness, click-throughs to your website or social shares? Write it down. Then, follow these nine steps for social media success.

1



IDENTIFY YOUR IDEAL AUDIENCE

Who is your ideal guest? Narrow down to a single persona. Detail this individual. Give them a name. Start with demographics: age, gender, income and geographic location. Consider what makes them choose a spa. Are they most interested in locational convenience, staff experience or spa ambience?

When crafting social media messages for your spa, consider this ideal persona. Will it resonate with them? Highly targeted messaging equals higher conversation rates.

2



SELECT RELEVANT MEDIA

Which network(s) should you focus your time and energy on? Match the demographic profile of your ideal spa guest with the social network they use most. What is the age range of most users on each platform? How many minutes on average do job seekers spend where? Which platform has the most engaged network?

If you lack resources to be on every network, select one to start. Business-to-Business (B2B) might start with LinkedIn. For Business-to-consumer (B2C) Facebook is a good place to start; Instagram, is a strong second choice.

3



GIVE YOUR PAGES A FACELIFT

Have you updated bios and about sections recently? If not, you may be missing opportunities to reach your audience. Fill out each section and ensure contact information is correct. Refresh your profile and cover images. Consistent profile images and usernames across all networks help solidify your brand.



CRAFT YOUR MESSAGE

Your message should clearly convey your desired brand image. What sets you apart from others? Are you highlighting that differentiation? Is your unique value proposition practiced in your daily business?

Writing a social media mission statement based on your image and values will help in making decisions moving forward. State the how and why of your social media, keeping in mind your ideal customer.

A mission statement for a newer spa might be “use social media to help guests become familiar with our staff and feel immediately comfortable as soon as they walk through our doors.”

Visit social accounts of businesses (inside and outside your industry) whose audience resembles your ideal customer. Note post types with the most engagement. Be inspired: use the types of messages that work well for them. Notice hashtags or calls to action that drive results.

Each network has a different feel and expectations. Instagram users prefer high-quality videos and images. Twitter users expect concise posts. LinkedIn is the most professional network. Facebook is used by nearly everyone except our youngest social media users and offers highly targeted ads.



TIMING

When you post matters. Use analytics to discover when your audience is online. B2B customers may interact more on midweek mornings. You might find Thursday afternoons and evenings are best for B2C engagement.



STREAMLINE YOUR EFFORTS

Post links to your social media account on your blog and vice versa.

Consider a social media management tool. Sprout Social and Hootsuite allow post scheduling. Select the optimal times and days to best engage your audience.

Refer to your social media objectives while scheduling content—each post should be well-targeted and speak to your ideal spa guest persona.

Plate too full to manage social media accounts effectively? Consider hiring help. For support keeping accounts and posts consistent, a virtual assistant can be an affordable option. Need more? A marketing consultant or agency is a great option for taking over the whole process.

Compile a best practices document or a social media guide with sample social media posts representing your organization’s style, tone, and voice. Include your social media mission statement. This will be a useful resource when crafting posts.



BE RESPONSIVE

How quickly are you able to reply to social media comments and messages? Your guests expect an expedient reply. Facebook even ranks a company page on its ability to respond quickly. Add additional administrators to your social networks to ensure replies are swift. Install social media apps on your smartphone for easy access.

Some networks allow you to set up an autoresponder. Let your guests know you received their message and when they can expect a reply.



DESIGN QUALITY CONTENT

Building relationships is your ultimate goal. Posting random memes with no purpose or plan is not an effective strategy. Consider your audience and the overall image you want to present. Know your objectives and the nuances of your networks. Only then are you ready to create.

Using a calendar or scheduling tool, map out the types of content you will share. Include a mix of short text, photos, videos, infographics, live streams, articles, and user-generated content. Ensure you have the right to publish the content. Never infringe on copyright or repost without permission. Aim to schedule a month at a time, two months in advance. Canva.com can be helpful to create eye-catching social media posts.



MEASURE AND OPTIMIZE

What doesn't get measured, doesn't improve. Use individual social networks' analytics to see what is working. Notice which types of posts get the most interaction. Do more of the same!

At the end of each month enter your numbers into a spreadsheet. How are your social accounts and websites performing? Pick a few meaningful metrics that align with your goals to track. If you want to increase social media referrals to your website, track that. If you're looking for awareness and engagement, track the number of followers, likes, and shares.

Optimize your social media effects by paying close attention to your results. You might find that your audience appreciates live "meet-our-aesthetician" videos or maybe they're most interested in "before and after's." Add more of that type of content to your calendar. Make one favorite a weekly event. "Makeover Mondays" or "FAQ Fridays" might bring users back every week. Repeated content makes your scheduling job easier and keeps you top of mind with your audience.

Social media is ever-changing. Implement these nine steps and check your analytics every month to see what's working. You're sure to have success!

Media Kit

QUICK GUIDE

Why

A media kit or press kit is a set of images, content and information related to a company. A well-crafted, easily accessible media kit provides journalists with a consistent and correct image of your business so they may more easily publish a high-quality article. Mentions in news or industry publications—whether for reviews, announcements, or press releases—are excellent ‘earned media’ for your business.

Who

Businesses often utilize their creative team to assemble a media kit which goes hand in hand with the company’s style guide. Smaller companies may wish to engage a marketing/creative design consultant to perform this role.

What to Include



YOUR BUSINESS STORY

Company name, tagline, vision, and/or mission statement.
Optional: company description; limit text to approximately 50 to 75 words.



COMPANY HISTORY

When and why company started and where it is today. Include important milestones: awards, recognition, success stories, etc.



CONTACT INFO

Company address(es), email (ensure this is checked daily), phone numbers, website.



VIPS

Include headshots of your executives; list job title and bio (75 words or fewer).



LOGOS/BRANDING

High resolution logos are more easily accessible by the media. Optional: brand font names and color palettes.



SOCIAL STATS

List social media account names, along with number of followers.



ACCOLADES/KUDOS

Customer reviews and featured testimonials. Highlight relevant partnerships or previous press coverage. Update often with new testimonials or press coverage.

SAMPLE CUSTOMER REVIEW:

“The massage therapist at Beauty Salon and Spa is wonderful. She really listens to me and where I have the most pain and tailors my massage to that area.”
-Adrian S. Customer

SAMPLE MEDIA REVIEW:

“The Hollywood Spa & Resort offers some of the most luxury services around.”
-FORBES