



**RFB** Communications Group, Inc.  
*Public relations that pays off*

## *Social Media Platform*

### **Social Media Releases**

A cut-to-the-chase format features bulleted content, quotes, links to supporting information and multi-media elements like YouTube videos, podcast links, RSS feeds and social media tags. Using this particularly as a direct-to-consumer tactic, RFB transforms traditional news and feature releases and distributes them via new social media wire services.

### **Blogger Relations**

As international consumer demand for immediate information increases, so does the value of new online media such as blogs. And along with the new playing field, a new crop of self-published “reporters” emerges. Through blog search engines like Alltop, Google Blog Search (BETA) and Technorati, RFB develops blogger media lists that offer access to the most reputable and relevant bloggers on a particular topic.

Since bloggers are more sensitive to being pitched than traditional reporters, RFB has developed a permission-based communiqué to introduce bloggers to a targeted, non-commercialized method of blogger relations. Recognizing that many traditional journalists also blog, RFB adapts pitches based on specific medium or reporter preferences.

### **Blogs**

Now entering...the blogosphere! Through industry-leading sites like Blogger and Wordpress, RFB creates blogs for clients and drafts regular content updates. Technology allows for pre-screening of viewer comments prior to posting. Adding reciprocal links to client websites, social media tags and RSS feeds augments traffic to the blog and subsequently increases the blog’s “authority” rating on Technorati.

### **Podcasts**

Downloadable, portable, syndicated, automatically updated and subscribable...podcasts enable clients to deliver comedic, opinionated or informational messages in audio or video format. RFB can script content and direct production of podcasts for posting to a client’s blog/website as well as pitch reporters responsible for filling content on their own blogs and websites.

## Facebook

To harness the power of word-of-mouth and pass-along referrals, RFB can establish a Facebook fan page for clients, continually updating the page with promotions, events and news, blasting group messages to all members. Facebook pages are an important element of clients' CRM programs since loyal customers are likely to join a company's Facebook group, adding that group to their individual profile and communicating their "membership" to all of their "friends."

## YouTube and Flickr

These powerful video- and photo-sharing websites are great vehicles for customer and employee contests and are effective in sharing informational, how-to advice. The social aspect of commenting and linking to these sites propagates an almost viral communication to customers and prospects. RFB can develop strategies for clients to permeate these social media sites.

## Text Messaging

Emerging as a modern vehicle for "direct mail," RFB advises clients on when these campaigns are appropriate and the type of content that works well in txt tlk.

## Twitter

The verdict is still out on whether marketing in this medium is savvy or spammy. RFB can help clients ensure they end up on the right side of this debate and don't alienate a growing population of vocal customers with overzealous promotion, advising on the types of tweets clients should post and strategies to increase "followers."

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