

# POST PR CHECKLIST

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Below you will find some immediate actions you can take to maximize on your article, if you have questions or need support, please reach out to your Account Manager

## COMPANY WEBSITE

- Add a “As Seen on” or “Featured In” Banner to your front page
- Link article to logo photos
- High-res publication logos can be found here: [Publication Logos](#)
- Create “News” subpage (recommended if multiple publications purchased)
- Link article to logo photos
- Write a blog post (optional)
- Use an excerpt from the article + include link to article,
- Or if the article was high-level, write a post to dive deeper into topic
- Include a call to action:
  - “Reshare”
  - “Like + Comment below” = naturally boosts post by engagement
    - An emoji (👏)
    - “Let us know your thoughts in the comments”
    - “Tell us if & what you/your company uses for [problem being solved] in the comments below”
    - “Follow our company’s journey at [provide Social Media Account link / link to main company profile / subscribe to email list]
  - “Schedule a demo with us today to see how we can provide you/your company the lift you need”
  - Provide a discount or offer in honor of publication

## LINKEDIN (COMPANY & TEAM PERSONAL ACCOUNTS)

- Share news that article was published & include:
  - Link to the article (image of quote/snippet)
  - Tag & thank the publication
  - Include a call to action (refer to recommendations above in Company Website)
  - Excerpt from article (optional)
  - Repeat and/or repost on the team’s personal accounts
  - Update Profile Banner with “As Seen On Banner”

**TO LEARN MORE ABOUT THE BRAND DEVELOPMENT GROUP**

PLEASE VISIT [WWW.THEBRANDDEVGROUP.COM](http://WWW.THEBRANDDEVGROUP.COM), E-MAIL [BRANDME@THEBRANDDEVGROUP.COM](mailto:BRANDME@THEBRANDDEVGROUP.COM) OR CALL (404) 457-3589

- [Boost a Post from a LinkedIn Page](#)
- Options to target investors, customers, or just stay broad for awareness
- Written copy templates available here: [Social Media Copy Templates](#)

### FACEBOOK (COMPANY & TEAM PERSONAL ACCOUNTS)

- Share news that article was published & include:
- Link to the article (will pull up a screenshot of what it looks like)
- Tag & thank the publication
- Include a call to action (refer to recommendations above in Company Website)
- Excerpt from article (optional)
- Reshare on team's personal accounts
- [Boost a Post on Facebook](#)
- Written copy templates available here: [Social Media Copy Templates](#)

### INSTAGRAM (COMPANY & TEAM PERSONAL ACCOUNTS)

- Update link in Bio to article
- Post social media graphic (the one we sent or one you've created) + direct to link in Bio to read
- Share Post to Story
- Reshare on team's personal accounts
- [Boost an Instagram Post](#)
- If you have 10k+ followers, create a story w/ a swipe-up link
- Written copy templates available here: [Social Media Copy Templates](#)

### TWITTER (COMPANY & TEAM PERSONAL ACCOUNTS)

- Share news that article was published & include:
- Link to the article (will pull up a screenshot of what it looks like)
- Tag & thank the publication
- Include a call to action (refer to recommendations above in Company Website)
- Excerpt from article (optional)
- [How to increase Twitter Post reach](#)
- Repeat and/or repost on team's personal accounts


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## EMAIL


- Share news that article was published & include:
- Link to the article
- Include a call to action (refer to recommendations above in Company Website)
- Start an email campaign
- Update team signatures to share news article
  - “[company name] was just featured in [publication name = link]”
  - Example below

## EMAIL SIGNATURE

	<p><b>Jane Doe</b>  <i>Founder &amp; CEO</i>   <a href="http://lawoffices.com">lawoffices.com</a></p> <p><a href="#">Schedule a Call Today</a>  <a href="mailto:janedoe@lawoffices.com">janedoe@lawoffices.com</a></p> <p><a href="#">LinkedIn</a>   <a href="#">Instagram</a></p>
<p><i>Featured in Entrepreneur</i>  <i>“10 Tech Entrepreneurs to Follow in 2022”</i></p>	

\*Change border width to Opt at the top bar

It will look like this =

	<p><b>Jane Doe</b>  <i>Founder &amp; CEO</i>   <a href="http://lawoffices.com">lawoffices.com</a></p> <p><a href="#">Schedule a Call Today</a>  <a href="mailto:janedoe@lawoffices.com">janedoe@lawoffices.com</a></p> <p><a href="#">LinkedIn</a>   <a href="#">Instagram</a></p> <p><a href="http://www.lawoffices.com">www.lawoffices.com</a></p>
<p><i>Featured in SUCCESS</i>  <i><a href="#">“10 Innovative Companies You Should Know About”</a></i></p>	

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