



SOCIAL MEDIA RELEASE

**DID YOU KNOW?
A SOCIAL MEDIA
RELEASE IS A GREAT
COMPLEMENT
TO A WIRE NEWS
RELEASE, BUT
DOESN'T REPLACE
IT. ASK YOUR
CNW ACCOUNT
EXECUTIVE ABOUT
HOW YOU CAN MAKE
THE MOST OF BOTH
TOOLS TO GET YOUR
MESSAGE OUT.**

**FOR MORE INFORMATION,
PLEASE CONTACT YOUR
ACCOUNT EXECUTIVE OR
CONTACT US BY:**

**T: 1.877.CNW.7890
E: info@newswire.ca**

REACH NEW ONLINE CONSUMERS AND SOCIAL MEDIA AUDIENCES WITH CNW GROUP'S SOCIAL MEDIA RELEASE

Think of CNW's **Social Media Release (SMR)** as an add-on to your news release – an easily customizable interactive page that combines a traditional text news release with audio and video, photos, graphics, corporate logos and links, easily shared and used by online audiences and bloggers.

BENEFITS

- A better opportunity for corporate branding, creativity and strong visual impact
- Adds important detail when there is a visual element to a story or where a spokesperson figures prominently
- Provide journalists, bloggers and online audiences with resources that are appropriate to their medium such as embeddable and shareable audio, video and images
- Buttons and links make for easy sharing on popular social media sites

FEATURES

- Your audience can see it, hear it, read it and share it
- Distribution via wire, mobile devices, RSS and email
- A moderated comments section allows your audience to participate in a conversation about the release with you and other readers
- Relevant Technorati links show where online discussion about this release is taking place
- CNW hosts all assets of your release

CNW ADVANTAGE

We can do it all for you!

CNW Group offers in-house audio and video production. We can manage all elements of your Social Media Release and provide consultation for production: scripting, filming, editing, photo assignment, etc.

FACTS

A Social Media Release can be created using edited versions of your existing audio and video assets, or can contain all new material developed specifically for your announcement.

Take advantage of CNW's comprehensive network and a Social Media Release to get your message out.

