

CHECKLIST FOR PROMOTING PUBLIC RELATIONS WINS

So you had a big PR win? Congratulations! Now segue your celebration into action, leveraging these wins to help inspire future ones.

The items below are realistic, achievable, and effective ways to put your PR wins to good use.

BE YOUR OWN CHEERLEADER

Boost company-wide morale and demonstrate the public relations team's value by sharing major PR wins across your organization through your internal channels and chat systems.

EMAIL PARTNERS ABOUT EDITORIAL COVERAGE

The day the editorial coverage appears, write individual emails to partners and include the editorial coverage you've secured which features their attraction, business or experience. It's helpful to have a dozen templated "congratulations on your editorial coverage" emails drafted and ready to tailor for this occasion. Then, distribute a wrap-up email to all your partners about media coverage secured in the previous month or quarter. This regular cadence will ensure your partners know what you are doing on their behalf each and every day.

Beyond just sharing the editorial coverage, include ideas about what's on the radar for the future so that your partners can join you in envisioning a positive future.

SHARE CONTENT ON LINKEDIN

LinkedIn is a vital place to share PR wins, whether that's editorial coverage or an impactful media event. Create custom content on your organization's LinkedIn that tags your partner's Public Relations professional. Then, that PR professional can share that content on their own LinkedIn or that of their organization, pushing the news out even more.

INCLUDE UPDATES IN PARTNER NEWSLETTERS

Build ICYMI—in case you missed it—mentions into your existing partner newsletters. Ensure that your PR partners are given props for their contribution. In doing so, you're not only elevating the organization's story, but lifting up your strategic partners in the process.

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DEVELOP INSTRUCTIONAL EMAILS ON “WINS YOU CAN LEVERAGE”

PR wins are a teachable moment, if you make them one. Build an email themed around “wins you can leverage” and distribute this email to your digital marketing and convention sales colleagues. Make recommendations of headlines that will be of particular interest for sharing on social media accounts.

POST PHOTO-DRIVEN SOCIAL MEDIA CONTENT

Share photo-driven Facebook or Instagram posts on organization and/or personal platforms that connect with industry colleagues. Include photos or assets that highlight your PR wins and consider reusing them on LinkedIn if applicable.

PRODUCE QUARTERLY CASE STUDIES ON PR WINS

Turn major PR wins into case studies to use in the future to showcase effective strategies. Consider monthly newsletters or social media posts with case studies featuring PR wins based on themes: crisis management, destination promotion, community advocacy, EDIA, etc. Use the case studies as proof of your efforts and their return on investment.

ENTER ANNUAL AWARD COMPETITIONS

Awards aren't just vanity projects. Annual award entries—and socialization of any wins in the ways noted above—are effective ways to push your PR wins even further. You can tap into previous PR wins as well to create submissions and help boost your destination organization's profile.

TIPS FOR ALL POINTS ABOVE:

- Find a regular cadence that works for you and becomes habitual. Incorporate these tasks into your content calendar to make them more concrete.
- Content can live many lives, so reuse your carefully constructed content when you can across platforms and social media sites.
- Vary messages depending on the recipient, being more jubilant and energetic on LinkedIn while opting for a more strategic ROI-focused approach to internal communications.