

MUCK RACK

Newsjacking: How PR Pros Can Capitalize on Real-Time Journalist Insights

By Natan Edelsburg
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Hi, I'm Natan.

- COO, Muck Rack & Shorty Awards
- PRSA Tri-State Immediate Past Chair
- Executive Editor of Found Remote (and watcher of every TV show)





Forward-thinking brands and agencies trust Muck Rack as an essential component of their communications strategy.



AGENDA

1. Muck Rack research: what do journalists want?
2. What is newsjacking and why does it work?
3. 4 ways to capitalize on real-time journalist insights to succeed at major events
4. Wrapping up: Things to keep in mind
5. Q&A





1

Understanding what journalists want

MUCK RACK



ZENO

SHAREABILITY, CREDIBILITY
& OBJECTIVITY:

THE STATE OF JOURNALISM TODAY

A Study By Muck Rack & Zeno Group

May 2018

Journalist Ambivalence

JOURNALISM AT AN INFLECTION POINT

Journalists are uncertain regarding the direction their industry is heading in:

Compared to Muck Rack's 2017 research, journalists are now **increasingly pessimistic**

45% are either "somewhat" or "very" pessimistic in 2018, up from 27% in 2017

Are You Optimistic Or Pessimistic About The Journalism Profession?

Very Optimistic	10%
Somewhat Optimistic	45%
Somewhat Pessimistic	35%
Very Pessimistic	10%

Social Media & Journalists: It's Complicated

CLICKS MATTER

MORE THAN
41%

of journalists consider the potential "**shareability**" of a story when deciding what to write about

63%
US JOURNALISTS

track how many times their stories are shared on social media

68%
JOURNALISTS
OUTSIDE THE US



WhoSharedMyLink.com

The screenshot shows the Muck Rack website's 'Who Shared My Link?' tool. The top navigation bar includes the Muck Rack logo, a search bar with the placeholder text 'Search for Journalists, Keywords, Topics', and a 'Saved' dropdown menu. The user's name 'Gregory Galant' and a 'Help' link are also visible. Below the navigation bar, the 'WHO SHARED?' menu item is highlighted. The main content area features a large yellow link icon and the title 'Who Shared My Link?'. Below the title, there is a text input field with the placeholder 'URL of Article or Web page to count social shares' and a blue 'Calculate shares' button. At the bottom, there is a section titled 'GET THE BOOKMARKLET' with instructions to drag a button to the browser's bookmarks bar and a dark button labeled 'Open in Muck Rack'.

MUCK RACK Search for Journalists, Keywords, Topics Saved Gregory Galant Help

ADVANCED SEARCH MEDIA LISTS ALERTS **WHO SHARED?** COVERAGE REPORTS EXTRAS

Who Shared My Link?

Enter a URL and find out how many times it was shared and which journalists & bloggers shared it.

URL of Article or Web page to count social shares Calculate shares

GET THE BOOKMARKLET

Drag this button to your bookmarks bar to install *Who Shared My Link* into your browser for easy access to this tool. [Find out more.](#) Open in Muck Rack

WhoSharedMyLink.com

MUCK RACK Saved Gregory Galant Help

ADVANCED SEARCH MEDIA LISTS ALERTS **WHO SHARED?** COVERAGE REPORTS EXTRAS

Who Shared My Link?

Get social share results for another link

207
TOTAL SOCIAL SHARES

14,665
JOURNALIST REACH ?

252,820
UNIQUE VISITORS PER MONTH
AT MARKETINGLAND.COM ?

Facebook breakdown
f 116 TOTAL
♡ 95 Likes
◀ 19 Shares
💬 2 Comments

Share breakdown by network
in 70 S+ 16
p 5

Who Shared My Link results for the link: [Who Shared My Link? Muckrack's Handy Tool Has Details And A New PDF Report Feature](#), from [marketingland.com](#)

WRITTEN BY **Martin Beck**
Freelance Journalist

2 Journalists shared this link

Journalists Media outlets Beats

Martin Beck @MartinBeck 8,128 FOLLOWERS
Singing web content at Claremont McKenna College. ex-@marketingland reporter & @latimes social media editor. pickle chef, chliehead.
📍 Los Angeles
🏷️ Freelance Journalist — Freelance
🏷️ Business and Finance, Media, Metro Los Angeles, Technology

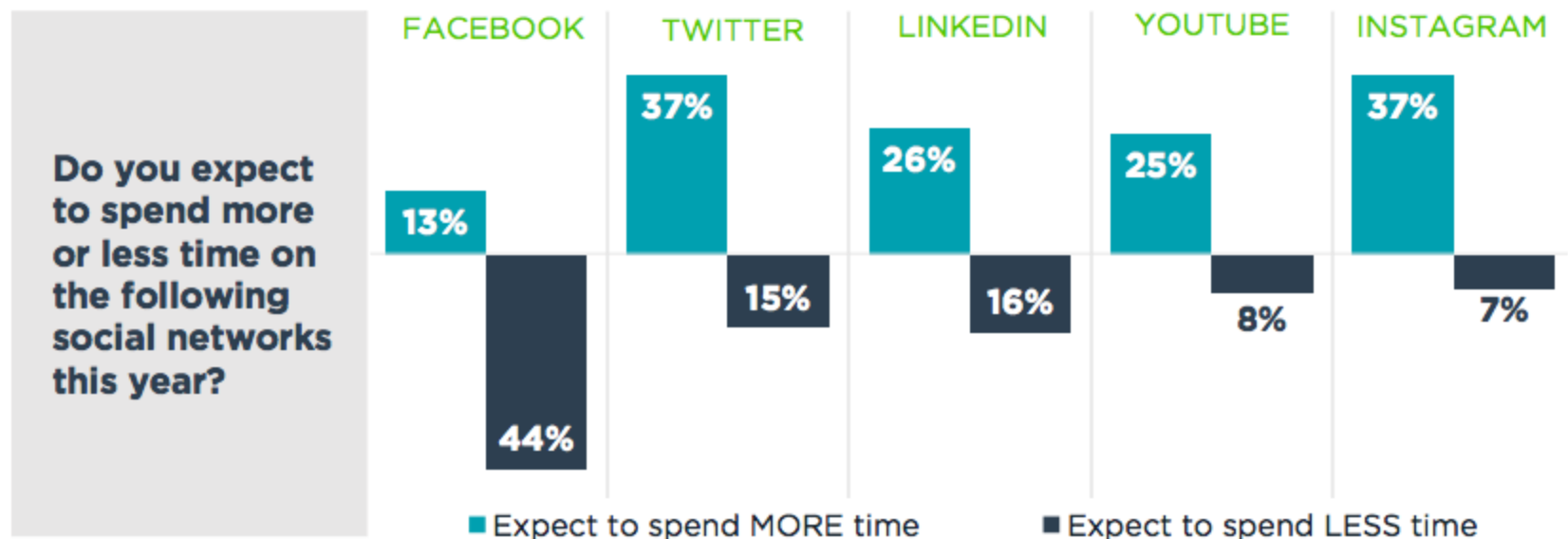
Martin Beck @MartinBeck 2 years ago
Pro tip: Use @Muckrack's Who Shared My Link for social snapshots. It added a handy new feature this week
[mkind.com/UOUGhA](#)

Ryan Teague Beckwith @ryanbeckwith 8,537 FOLLOWERS
A politics editor in @TIME's D.C. Bureau. Part-time Journalism teacher at @hoyajournalism. Husband/dad. RTs+RTBs.
📍 Washington, D.C.
🏷️ Senior Editor, Time.com — Time Magazine
🏷️ Metro D.C., Politics, U.S.

Ryan Teague Beckwith @ryanbeckwith 2 years ago
RT @dfwjass: Who Shared My Link? Muckrack's Handy Tool Has Details And A New PDF Report Feature

SOCIAL MEDIA CONSUMPTION BY JOURNALISTS

More than one-third (34%) of journalists go to social media as their “first” source of news, but channel preferences vary:



TWITTER ON TOP

Twitter remains the biggest source of news for journalists outside of online newspapers



27%

of journalists choose Twitter as their **primary news source**





INSTAGRAM USE ON THE RISE

Instagram shows the highest increase in usage



37%

of journalists say they plan to **spend more time on Instagram** this year compared to last

FACEBOOK HEADWINDS

Facebook appears to be falling out of favor as a personal platform for many journalists



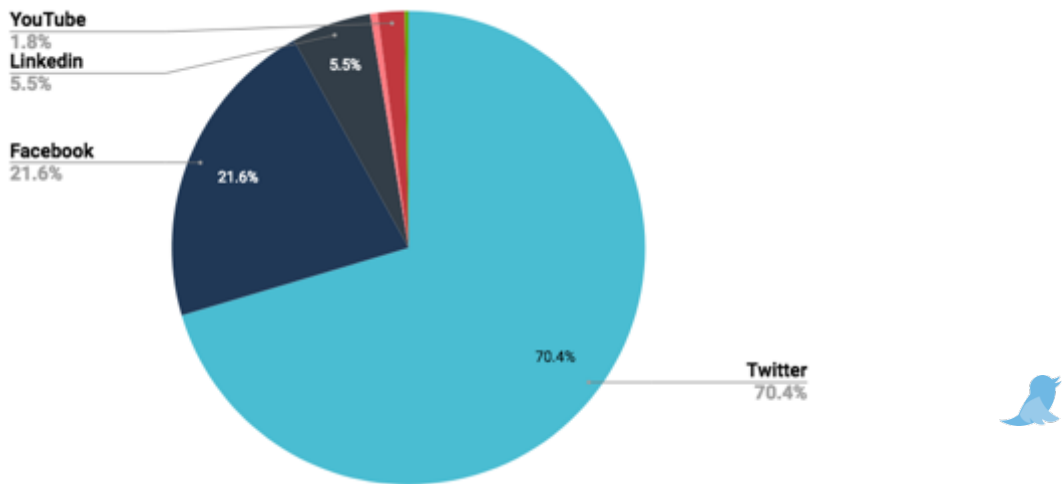
44%

of journalists say they expect to **spend less time on Facebook this year**, as compared to this past year

JUST 3% say they go to Facebook "first" for their news over other sources.



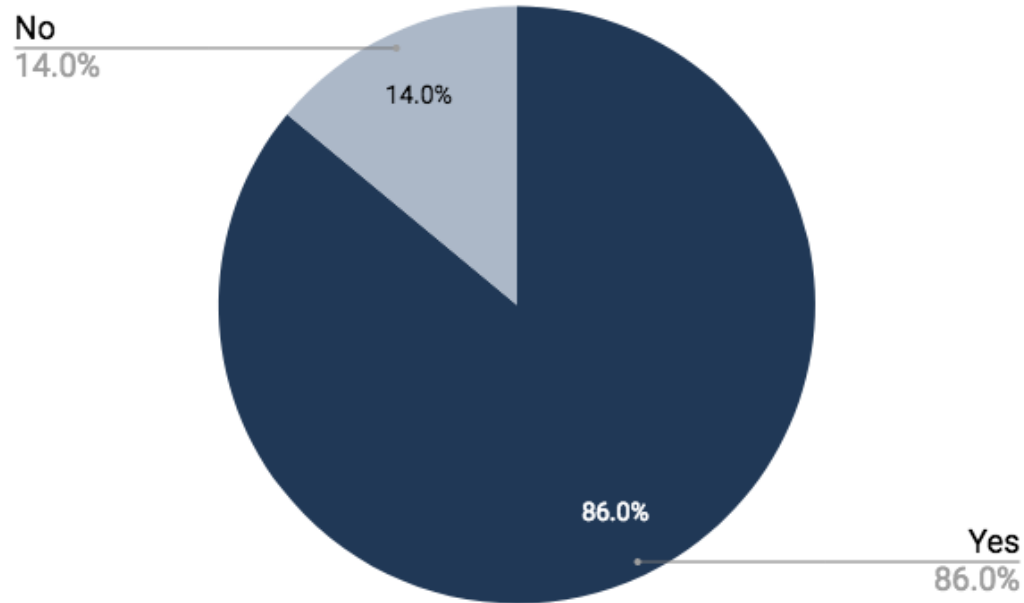
Which social media network is most valuable to you as a journalist?



“Don’t count the people that you reach, reach the people who count.”

—David Ogilvy



Do you like when PR pros follow you on social media?



 **Yessi Bello Perez**  4,289 FOLLOWERS

Editor, UK Tech News

Editor of UKTN (@UKTNofficial), ex #FinTech #journos @coindesk • Loves gin and #tech (obvs) • #womenintech #uktech yessi@uktech.news • 🇬🇧


 London, England
 Arts and Entertainment,
Technology, United Kingdom



 Add to Media Lists  Send Pitch  More

Yessi Bello Perez

@yessibelloperez

about 4 hours ago 

RT @cathywhite10: **#Journorequest** - Looking for #businesses #startups that use Facebook logins for customer sign-ups. Please DM for further...



#journorequest



Farhad Manjoo ✓

@fmanjoo



Follow

@UBER_WAGE_WAR hi. Would you be willing to chat for a story?



Laura Stampler ✓

@laurastampler



Follow

@lanebryant looking to get in touch for a story but can't find a media contact. Email me at laura.stampler@time.com?



Rodney Ho ✓

@ajcrodneyho



Follow

@Deggans Wanted to talk to you about "Empire" for a story I'm doing. My email is rho@ajc.com.

California, USA



Maggie Wrobel ✓

@maggiewrobel



Follow

@LeandraMedine Hi Leandra! Hoping to speak to you for a story about cutting your own hair. Can you reach out, if possible? Thanks so much!

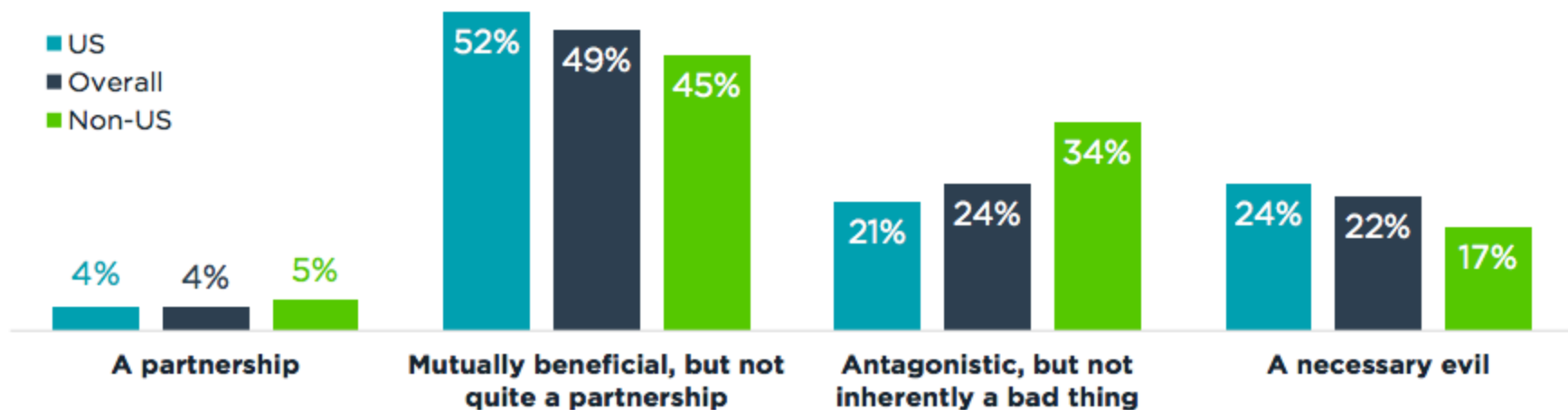


Journalism and PR

JOURNALISTS' RELATIONSHIP WITH PR FIRMS

In terms of journalists and their relationship with PR firms today, while only 4% of journalists view the relationship as a true “partnership”, a majority of journalists (53%) view the relationship as either a “partnership” or, at least, a “mutually beneficial” relationship

Do you generally see your relationship with PR firms and people at PR agencies as...

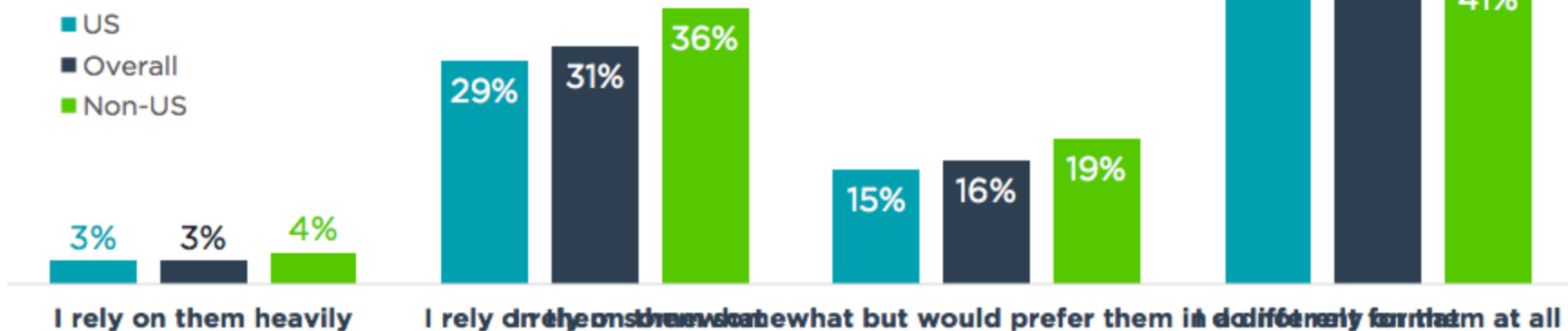


Press Releases R.I.P.?

DECLINING DEPENDENCE ON THE PRESS RELEASE

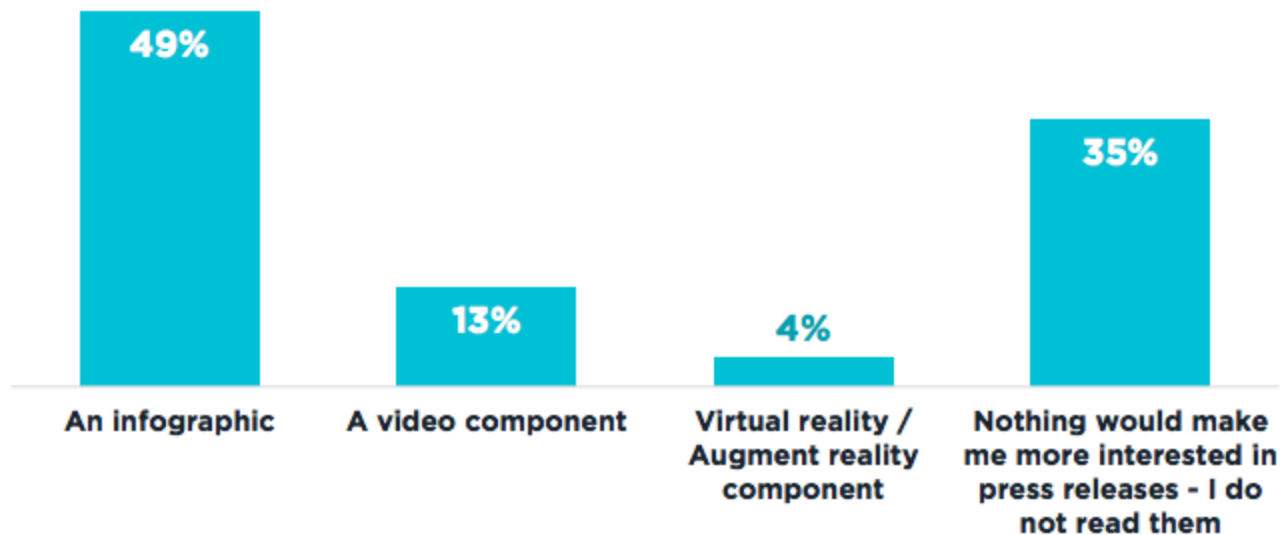
Almost half of US based journalists do not rely on them at all, with non-US journalists find them only a bit more useful

How important are press releases sent via newswire services (PR Newsire, Business Wire) to you for finding new story ideas?



RETHINKING THE PRESS RELEASE

I would be more likely to pay attention to a press release if it contained





info.muckrack.com/journalistsurvey



Jeremy Peppas

@jeremypeppas



My favorite PR pitches always start with "Hi [MediaContactFirstName],"
It is that personal touch, that really makes it stand out.

1:05 PM - Dec 6, 2017



Ingrid

@ingridlunden



Today in robotic PR pitches: 'Dear Ingrid, Would you like to meet Ida Tin in Berlin on Tuesday? She's being interviewed by Ingrid Lunden earlier in the day on stage.' 🙄

5:03 PM - Dec 4, 2017



Lauren Caruba

@LaurenCaruba



The phrase "here's the skinny" should be banned from PR pitch emails.

11:31 AM - Jan 17, 2018



Kristen Bellstrom

@kayelbee



I wish i got more PR pitches that use 3 different fonts, multiple text colors/sizes, and crazy cut-and-paste paragraph breaks all over the place, said no journalist ever

3:41 PM - Jan 22, 2018



Sam Farmer

@LATimesfarmer



Starting to get the annual PR pitches for "The Big Game That's Played Every February," but I'm not sure what they're talking about.

11:59 AM - Jan 22, 2018



Molly McArdle

@mollitudo



"wanted to bubble this email to the top of your inbox a final time"

5:15 PM - Dec 11, 2017



Marina Fang

@marinafang



PR pitch I got just now: "How To Get A Nose Job On Your Lunch Break." Uh...

3:58 PM - Jan 22, 2018



Scott Lucas

@ScottLucas86



Thank you for your pr pitch about how aliens are real. Right there with you.

3:06 PM - Dec 8, 2017

2

What is newsjacking and why does it work?

Newsjacking 101

Life of a news story



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Oreo at the Superbowl

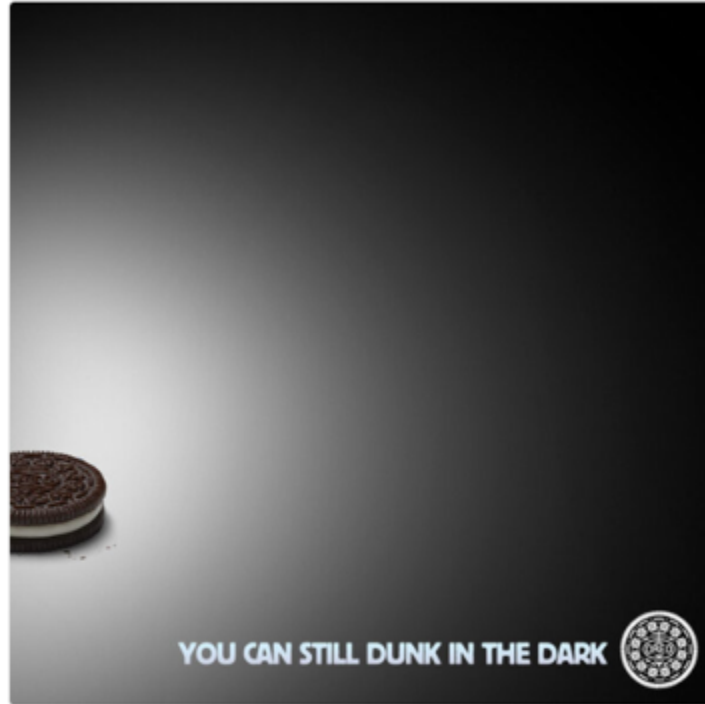


Oreo Cookie

@Oreo

Follow

Power out? No problem.



5:48 PM - 3 Feb 2013

14,758 Retweets 6,829 Likes



#PRSAICON @twatan

MUCK RACK

#CESBlackout



Nathan O'Neal
@nateoneal

Follow

#BREAKING - #CESblackout happening now at Las Vegas Convention Center - Central Hall. Thousands in the dark, displays go black at #CES2018 @News3LV



11:52 AM - 10 Jan 2018

184 Retweets 257 Likes



#CESBlackout



Lenovo 
@lenovo

Follow



Hey @Oreo, you seeing this? #CESblackout

11:44 AM - 10 Jan 2018

66 Retweets 438 Likes



#CESBlackout



Oreo Cookie 
@Oreo

Follow

Lights on? No problem. #CESblackout



1:09 PM - 10 Jan 2018

191 Retweets 990 Likes



#PRSAICON @twatan

MUCK RACK

#CESBlackout

 Polaroid Originals 
@polaroidorigins

Follow

It's okay everyone, we got this.
#CESblackout



12:14 PM - 10 Jan 2018

 Huawei Mobile 
@HuaweiMobile

Follow

Caught in the #CESBlackout? Don't miss a moment with #HUAWEIMate10Pro and its outstanding lowlight photography camera. #CapturedOnMate10Pro #CES2018



12:55 PM - 10 Jan 2018

80 Retweets 381 Likes



#CESBlackout



Intel
@intel

Following

The human spirit never loses its power.
[#CESblackout](#) [@thisishaana](#)



12:26 PM - 10 Jan 2018

142 Retweets 517 Likes



Texas Instruments
@TXInstruments

Follow

Our booth looks a little bit different this year... [#CESblackout](#) [#CES2018](#)



12:34 PM - 10 Jan 2018

274 Retweets 1,126 Likes



3

4 ways to capitalize on real-time
journalist insights to succeed at major
events

1. Set Up Alerts to Discover Newsjacking Opportunities

Muck Rack's list of journalists not going to CES 2018

 **Sapna Maheshwari** ✓
@sapna



outbox:
no, i am not going to CES
i won't be there but thanks
not attending
nope
please stop

11:44 AM - Dec 13, 2017

♥ 47 👤 See Sapna Maheshwari's other Tweets



 **Rachel King** ✓
@rachelking



IM NOT GOING TO CES LEAVE ME ALONE

11:47 AM - Dec 19, 2017

♥ 34 👤 See Rachel King's other Tweets



1. Set Up Alerts to Discover Newsjacking Opportunities



2. Find and research relevant journalists

MUCK RACK ("self-lacing" AND ("shoes","sneakers")), ("self-tying" AND ("shoes","sneakers")), ("back to the future" AND ("shoes","sneakers"))

SEARCH MEDIA LISTS ALERTS COVERAGE REPORTS WHO SHARED? ACTIVITY EXTRAS

Marty McFly

SEARCH

People Articles

727 most relevant people Collapse Results Save Search Create Alert Relevancy

Riley Jones 1,257 FOLLOWERS
Journalist, Complex, Sole Collector
riley.jones@complex.com @SoleCollector
Charlottesville, VA U.S.

Add to Media Lists Contact More

The RealReal Is Selling the Self-Lacing Nike Mag From 'Back to the Future' for \$81,000 about a year ago
By Riley Jones
...Seth Rogen wore the "Back to the Future Part II" Nike Mag sneakers at the Oscars, and you can get the look too — for \$81,000. ... Luxury consignment website The RealReal has a pair of the self-lacing Nike sneakers, which were released via auctions and a raffle in October 2016. ... The Best Reactions on Twitter to the Nike Mag Raffle How You Can Win a Pair of Nike Mag 'Back to the Future' Sneakers The Best Instagrams About the Nike Mag 'Back to the Future' Shoes...
See article — footwearnews.com Find journalists who shared this link

Self-Lacing Smart Shoes With Temperature Control and Tracking Reach Funding Goal 8 months ago
By Riley Jones
...Are you a fan of Nike's self-lacing technology seen on futuristic shoes such as the Mag and Hyperadapt 1.0? ... The Best Instagrams About the Nike Mag 'Back to the Future' Shoes These Exclusive Nike Shoes Come With a Matching Car and Cost \$21,650 5 Sneakers for Fall That Focus on Tech and Fashion...
See article — footwearnews.com Find journalists who shared this link

Nike Made LeBron James Shoes That Look Like the Mag from 'Back to the Future' 11 months ago
By Riley Jones
...Due to the Nike Mag's extremely limited nature and costly aftermarket value, many readers may not be able to get their hands on the self-lacing "Back to the Future" sneakers....
See article — footwearnews.com Find journalists who shared this link

SEARCH

All people
Verified journalists

MUST APPEAR IN

Names
Bios
Tweets
Shared articles
Bylined articles

MEDIA OUTLETS

Bloomberg, The New York Times

Include Exclude

LOCATIONS

BEATS

Business, Fashion, Sports

MEDIA TYPES

Newspaper, Television, Blog



2. Find and research relevant journalists

The screenshot shows the Muck Rack website interface. At the top, there's a search bar with the text 'Search for Journalists, Keywords, Topics' and a 'Saved' dropdown. Below the search bar, there are navigation tabs: 'ADVANCED SEARCH', 'MEDIA LISTS', 'ALERTS', 'WHO SHARED?', 'COVERAGE REPORTS', and 'EXTRAS'. The main content area is titled 'Who Shared My Link?' and displays social share statistics for a specific link: 207 total social shares, 14,665 journalist reach, and 252,820 unique visitors per month at marketingland.com. It also shows a Facebook breakdown with 116 total interactions (95 likes, 19 shares, 2 comments) and a share breakdown by network (LinkedIn: 70, Facebook: 16, Email: 5). The results list two journalists who shared the link: Martin Beck and Ryan Teague Beckwith, each with their profile picture, name, handle, and bio.

WhoSharedMyLink.com



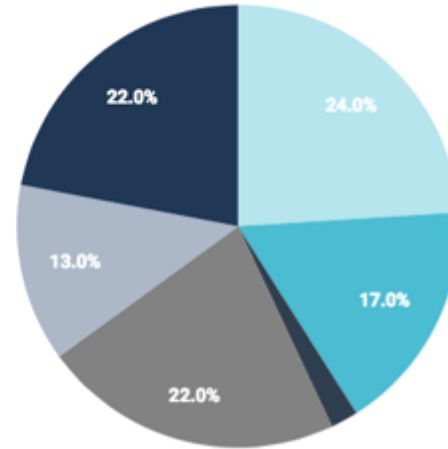
3. Send personalized tips and pitches

Lack of personalization is the #1 reason why journalists reject otherwise relevant pitches.



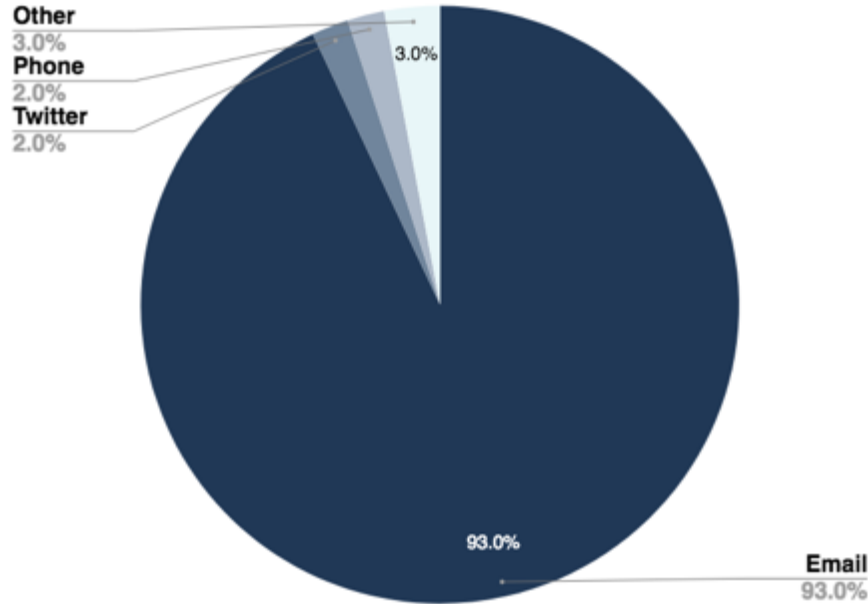
Why do you immediately reject otherwise relevant pitches?

- Lack of personalization
- Too lengthy
- Large attachments
- Bad timing
- Confusing subject line
- Other



3. Send personalized tips and pitches

On what channel do you most prefer to be pitched?



4. Measure Success

Was there an increase in share of voice relative to competitors for the same event?



What new journalist (and influencer) relationships did this newsjacking campaign create?

4

Wrapping up: Things to keep in mind

THINGS TO KEEP IN MIND

- Set Up Alerts for your brand and clients to Discover Newsjacking Opportunities (using something faster than Google Alerts)
- Use whosharedmylink.com to see what journalists have shared a given link on social
- Take time to do the research necessary to send thoughtful, creative and personalized pitches



Thank you.

Want to try out Muck Rack?

Email me! natan@muckrack.com

[instagram.com/twatan](https://www.instagram.com/twatan) | [linkedin.com/in/natanedelsburg](https://www.linkedin.com/in/natanedelsburg) | [twitter: @twatan](https://twitter.com/twatan)

MUCK RACK

[MUCKRACK.COM](https://muckrack.com)