**Press Release Do’s and Don’ts**

**DON’T:** Write long, flowery sentences. Get to the hard facts in both the headline and in the first paragraph. Think of the headline as a good Twitter pitch.

**DO:** Include a relevant main image that tells your story. A reporter just might take that image and post it on their news site or blog.

**DON’T:** Use industry jargon that lay people will not understand, unless your release is aimed at a highly targeted audience.

**DO:** Use quotes in your release from key influencers pertaining to your story. These can be linked to search engines and posted via Twitter and Facebook.

**DON”T:** Use clichés, generalizations or superlatives. Review this *PR News* [article](http://www.prnewsonline.com/features/16723.html) on the “25 Most Overused Words and Phrases in Press Releases,” and be sure to read the Comments section at the bottom.

**DO:** Add links to research, facts, statistics or trends that could be helpful to the journalist writing the story. Take it from a PR News editor/reporter: Fresh, compelling data gets our attention.

**DON’T:** Use news@yourcompany.com as a contact. Use a real person, and add their social profiles.

**DO:** Make the release available in an RSS news feed. Most savvy reporters depend on feeds for story ideas.

**DON’T:** Leave out links to supporting materials like charts, slide decks, PDFs, infographics or whitepapers.

**DO:** Include case histories and/or human interest stories, and link to their sources for more information.

**DO:** Share your PRWeb press release on your company’s social media platforms.

*Retrieved from: http://www.prnewsonline.com/water-cooler/2012/10/08/10-dos-and-donts-for-writing-todays-news-release/*

**Other Tips**

**Consider time**

If you are sending out a press release about something major, consider having the press release finished a few months ahead of time if you want to have any chance at making it into monthly magazines or weekly newspapers. Often, publications finish their editorial calendars months in advance.

**Explore all angles**

Consider how this news affects local residents, as well as how it fits into the larger, national picture.

**Keep up with local and national news**. This will help you better identify news angles for your press releases. Keeping up with the local news will also give you a better sense of when not to send a press release. When there are large, breaking and developing news stories that all the media outlets are covering, this is not the best time to send your press release.

**Proofread**

Proofread, proofread and proofread! One typo will get your press release send straight to the garbage by journalists.