



Social Media Outreach

Tools for Social Media Outreach:

- Select a few social media platforms to focus on (Facebook, Twitter, etc.)
- Create Hootsuite Account

Helpful Hints for Social Sharing:

- Posting photos often drives lots of engagement- try to share a new photo of your company, employees, or product each week
- Share inspiring quotes about your industry or entrepreneurship for lots of retweets
- It's best to post to Facebook Monday-Thursday between 1 and 3 p.m. to maximize click-throughs
- Make sure to include a link to your fundable profile in your shares

Hootsuite: Your Social Sharing Tool

Hootsuite is an effective way to manage the way you post through social channels like Twitter and Facebook. You can schedule posts and messages through multiple channels at once in advance so that even on busy days, you can be sure that you are promoting your campaign. You can also track how often your messages are shared and learn what information your audience responds the best to. Best of all - it's free!

How to Create a Hootsuite Account:

1. Access a web browser and go to www.hootsuite.com.
2. In the top right hand corner, click "Sign Up" and choose the free version of Hootsuite.
3. Fill in the requested information and click submit.
4. Click on the "Add a social profile" button and verify one of your social platforms.
5. Test a message! In the top left text box, type, "Hope you're all having a great week!", select your social profile in the box directly to the right, and hit "send now."



Sample Week of Social Posts

Sunday

Share a community-building message like: “Enjoy your weekend!”

Respond to social interactions

Monday

Post an article that is relevant to your industry/product

Post once around 1 p.m. about your company with a link to your Fundable page

Respond to social interactions

Tuesday

Post any exciting company updates around 11 a.m.

Respond to social interactions.

Wednesday

Post an encouraging mid-week message (“Happy Hump Day!”, “Almost the weekend!”, etc.)

Post around 12:30 p.m. about your company with a link to your Fundable page.

Respond to social interactions.

Post an article that is relevant to your industry/product.

Thursday

Share content curated from the feeds of those you follow around 10 a.m.

Post a picture of your work, office, products, etc. around 1 p.m.

Respond to social interactions

Friday

Post a weekend/happy Friday message around 11 a.m.

Post a link to your Fundable page

Respond to social interactions

Saturday

Respond to social interactions

Share relevant content from those you follow



Traditional Media Outreach

Tools for Traditional Media Outreach:

- Target Media Contact List – Research writers and editors for publications and blogs related to your industry, do some digging to get their contact information
- Sample Media Outreach Email – Draft up a pitch email (see example on next page)
- Buzz-worthy Email Subject line – this is key to getting a writer’s attention!
- Fact sheet on your company (including a biography on your experience as a founder)
- Elevator pitch and newsworthy angle for your company’s launch or expansion

Helpful Hints for Getting Media Coverage:

- **Target** your outreach email to the specific journalist and publication you’re writing to. Reference past articles they’ve written or any connection you may have with them
- **Be persistent.** Journalists get bombarded by emails, so you may need to follow up a few times via email and phone to get their attention
- **Local Publications:** Be sure to mention in the email subject line and text that you are a local company
- **Industry-related Publications:** Be sure to tie your company to a trend, event, or solution you are providing for the industry
- **Product Samples:** Samples and products are a great way to capture media attention. If you have inventory ready, make sure to offer to send a sample for the journalist to review.



Sample Media Outreach Email

Hello (*NAME OF JOURNALIST*),

- **Make an Introduction:** Establish a connection. *Example:* I'm writing to introduce myself and (name of your company or product launching). I recently read your article on (include article from your research), and thought you might be interested in my story.
- **Give an Explanation:** Explain your project- why it's exciting, and why you think that your story will be interesting or beneficial to their readers/viewers/listeners. This is where you'll give your elevator pitch.
- **Include a Link:** Link to your Fundable profile as a source for more information.
- **Make a strong ask:** Ask the journalist to share your story with their readers and offer yourself as an interesting potential interview for them.

Example: Are you interested in sharing the news about (Name of your company, product, or idea launching) with your readers, or being the first to try (Service or Product).

I'd be happy to speak to you any time and tell you more about how I started down the path to becoming an entrepreneur and launching my startup!

Best Regards,

(*YOUR NAME*)

Include More Details and Product Facts Here:

Include additional product facts, links to past media coverage, testimonials, industry statistics, etc. below your signature



Rewards Fundraise Media Outreach Check List

Marketing Task List	Resources to Utilize	Date Completed
Social Media Outreach		
Research 7-10 articles relating to your industry to share via social channels)	Industry related blogs, newspapers, and forums	
Schedule daily posts on your social platform(s)	Hootsuite	
Run a free weekly Hootsuite report to track click throughs and measure social engagement	Hootsuite	
Media Outreach		
Write Email Pitch	Sample Media Outreach Email	
Create a company fact sheet and founder Bio	Your founder expertise/ completed Q&A	
Research target publications and journalists	Target Media List	
Email journalists individually	Target Media List/ Sample Outreach Email	
Follow up after 1 week with project update	Target Media List/ Sample Outreach Email	