

Using **Social Media** to Amplify Your News and Media Coverage



Why Share Your News on Social Media?

The news release you've worked on for weeks just hit the wire. Job done, right? Well, not if you want to maximize your return on investment.

With [4.8 billion social media users around the world](#) and [53% of adults in the United States preferring digital devices for getting news](#), social media is a primary source for finding information, learning, engaging with others, shopping, and seeking out customer support.

Social media has emerged as a popular avenue for consumers to discover and investigate brands, products, and services. [HubSpot's 2023 Global Social Media Trends Report](#) found that social search is becoming more popular than search engines.

From HubSpot's report:



In the past year, TikTok surpassed Google as the primary source of information for Gen Z. Now, **87% of social media marketers think consumers will search for brands on social media more often than through search engines in 2023.**

Almost a quarter (24%) of consumers aged 18-54 already go to social media first to search for brands. This shoots up to 36% among Gen Z.

By promoting news releases and media coverage on social platforms, companies can:

- Increase brand awareness
- Reach a wider audience
- Improve credibility
- Influence public perception



Select Your Social Platforms

There are different methods to evaluate which social media platforms are most valuable for you. Ultimately it comes down to your industry and audience demographic. The good news is that [audiences overlap](#), meaning you don't need to be on every platform to reach your audience. Conducting research to understand which platforms your target audiences are active on will help determine which ones make the most sense for you to share your press releases and media coverage.

Overall Largest Platforms

- Facebook: 2.963 billion users
- YouTube: 2.527 billion users
- WhatsApp: 2 billion users
- Instagram: 2 billion users
- WeChat: 1.313 billion users
- TikTok: 1.092 billion users

*LinkedIn doesn't publish monthly active user data, so it is not included in this ranking.

Platforms for Breaking News

- Twitter: 53%
- Facebook: 44%
- Reddit: 37%
- TikTok: 33%
- YouTube: 29%
- Instagram: 27%

Top Platforms Offering Social Media Marketers the Highest ROI

- Instagram
- Facebook
- YouTube
- TikTok
- LinkedIn
- Twitter

Top Platforms Offering Brands the Biggest Potential to Grow Their Audiences

- Instagram
- TikTok
- Facebook
- YouTube
- LinkedIn
- Twitter

From HubSpot's report:



Instagram has proven to be the best platform for engagement, ROI, and quality leads (tied with Facebook). Marketers also feel that the Instagram algorithm is the best at featuring relevant content to users, making it a great place to grow a brand audience.

The [third highest ranking reason people use social media](#), ages 25-34 is to “read news stories”; it’s the second highest ranking reason for people using social media for ages 35-64.

There’s good reason to activate social media for your organization and to share your news releases and media coverage on the platforms. Now, what are some best practices to keep in mind as you get started?



Tips for All Platforms

Here is some guidance for content activation and engagement across all social media channels.



Customize your posts to activate your audiences on each channel. There may be overlap, but your audiences are likely not the same across channels. Understanding the nuances of each platform will help you craft posts in the appropriate tone that resonates with each of your followings. [AI tools](#) can come in handy when versioning content to the unique tone, aesthetic, and demographics of each platform.



Multimedia is a necessity in today's fast-paced digital landscape. Attention spans are limited, and feeds are crowded. [Videos and photos have proven to be more engaging than purely text-based posts across nearly all internet platforms](#). Multimedia elements like photos, videos, infographics, and GIFs grab viewers' attention and make posts stand out. Visual content conveys messages quickly, evokes emotions, and creates a lasting impact.



Short-form video is a growing medium [driving business results](#). Visually appealing and dynamic, short-form videos allow brands to deliver impactful messages, showcase products, and entertain viewers, fostering brand awareness and driving conversions in a concise format. Consider creating a short-form video about your news on a platform like TikTok, Instagram, or YouTube. These are ideal environments for sharing easily consumable and bite-sized videos.



Encourage engagement from your organization's employees and partners. This ensures that these key audiences understand the impact of your news and provides content they can share on their own social channels, showcasing their industry knowledge and dedication.



Monitor and respond to comments from your audience. Ask open-ended questions or provide call-to-action prompts for your audience to interact with, then be sure to respond in a timely manner. This helps increase engagement and build relationships.





Add [hashtags](#) to your social media posts to enhance their reach and engagement. [Hashtags serve as a powerful tool on social media](#) platforms by grouping similar content, enabling users to quickly find related posts. By including relevant hashtags in your posts, you improve the searchability of your news and expand your audience.



Include [keywords](#) in your social media posts to significantly improve their visibility. Similar to hashtags, keywords play a crucial role in helping your content appear in search results related to your news and attract the attention of your target audience. Keywords can also enhance the search engine optimization (SEO) of your social media profiles, making it easier for users to find and engage with your content organically. When crafting your social media posts, integrate keywords within the text, captions, hashtags, and even in image descriptions, to maximize the discoverability of your content.

To help achieve your communication goals, it's important to maximize the visibility of every piece of content you produce. **Sharing your press releases and media coverage on social media platforms creates additional opportunities for your audience to discover, consume, and act on your news.**

The more engagement you generate through social sharing, the greater the impact on your overall communication plan and the growth of your business. Select the right platforms for your organization, customize your content, incorporate multimedia, encourage internal and external interaction, and add relevant hashtags and keywords to improve the engagement and visibility of your posts.

About Business Wire

[Business Wire](#), a Berkshire Hathaway company, is the global leader in [news release distribution](#) and [regulatory disclosure](#). Public relations, investor relations, public policy, and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia.

Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals, and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-patented NX Network. Business Wire's global newsrooms teams are available to meet the needs of communications professionals and news media worldwide.

Ensure your story gets heard. If you would like more information on how Business Wire can help your business, please [contact us](#) today.



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