

After the Press Release is Distributed Tutorial

Now that your press release has been distributed, there are several steps you can take to maximize the exposure of your press release.

SOCIAL NETWORKING

You've probably heard about social networking. If you have a Facebook or Twitter page, it's time to share your press release with those who follow you. At the top of your online press release there are social networking buttons preceded by the words "Stay Connected:"



Toyota Announces Fix for Accelerator Pedal Entrapment Problem

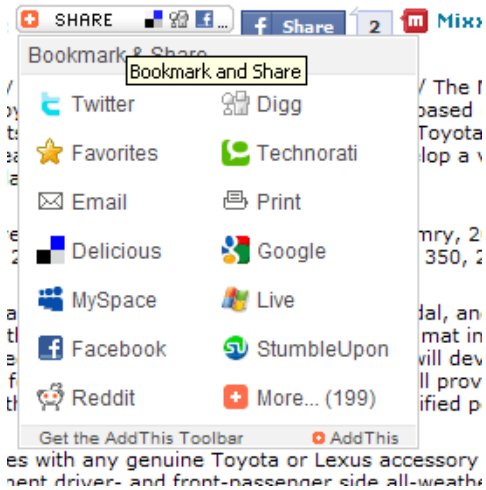
Stay connected:     2    2 

(PRNewsChannel) / November 25, 2009 / Washington, D.C. / The National Highway Traffic Safety Administration today announced that Toyota (NYSE:TM) has identified a vehicle-based remedy to fix a sudden acceleration safety issue

If you take your mouse and hover over the SHARE button...



A larger menu will appear, find the social networking site that you want, and click it. It will automatically take you to that site, and, after you log in to that site, automatically capture the information needed from your press release to create the link you need. Complete the process and you're done!



ADD THE PRESS RELEASE TO YOUR WEB SITE

The more “weight” you give your press release, the more important it becomes to Google. So you want to add your release to your Web site.

1. Locate the URL for your release, which is at the top of the page.

announces FIX for Accelerator Pedal Entrapment Problem - PR

<http://www.prnewschannel.com/absolutenm/templates/?z=08&a=1924>

2. Now, copy the following code into your Web page, substituting the red areas with your page URL, your headline and the date of your press release.

`[Your Press Release Headline]
Date of your Press Release`

3. Save the page and you're done!