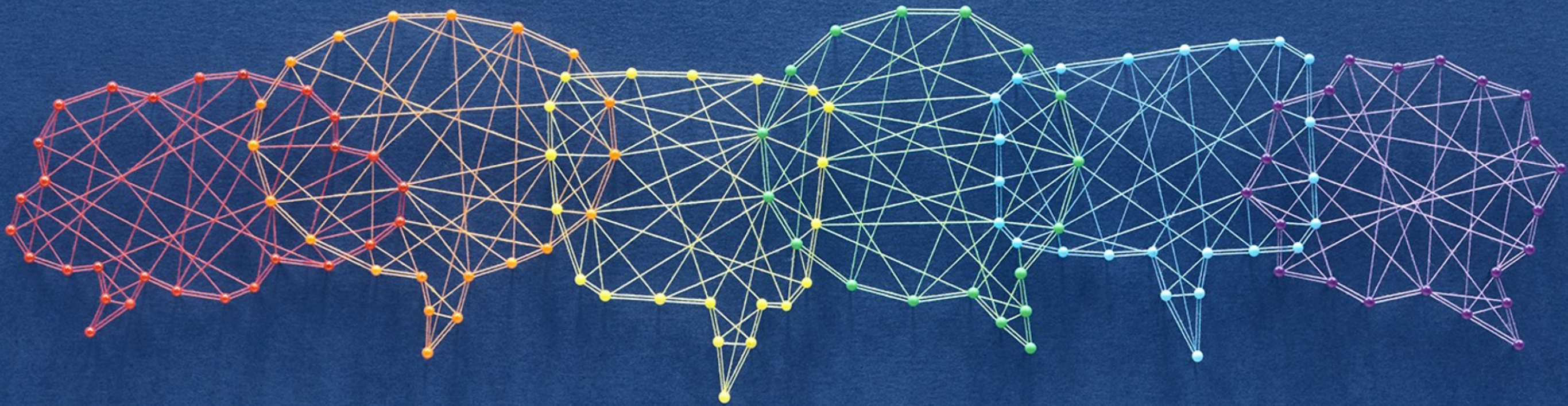
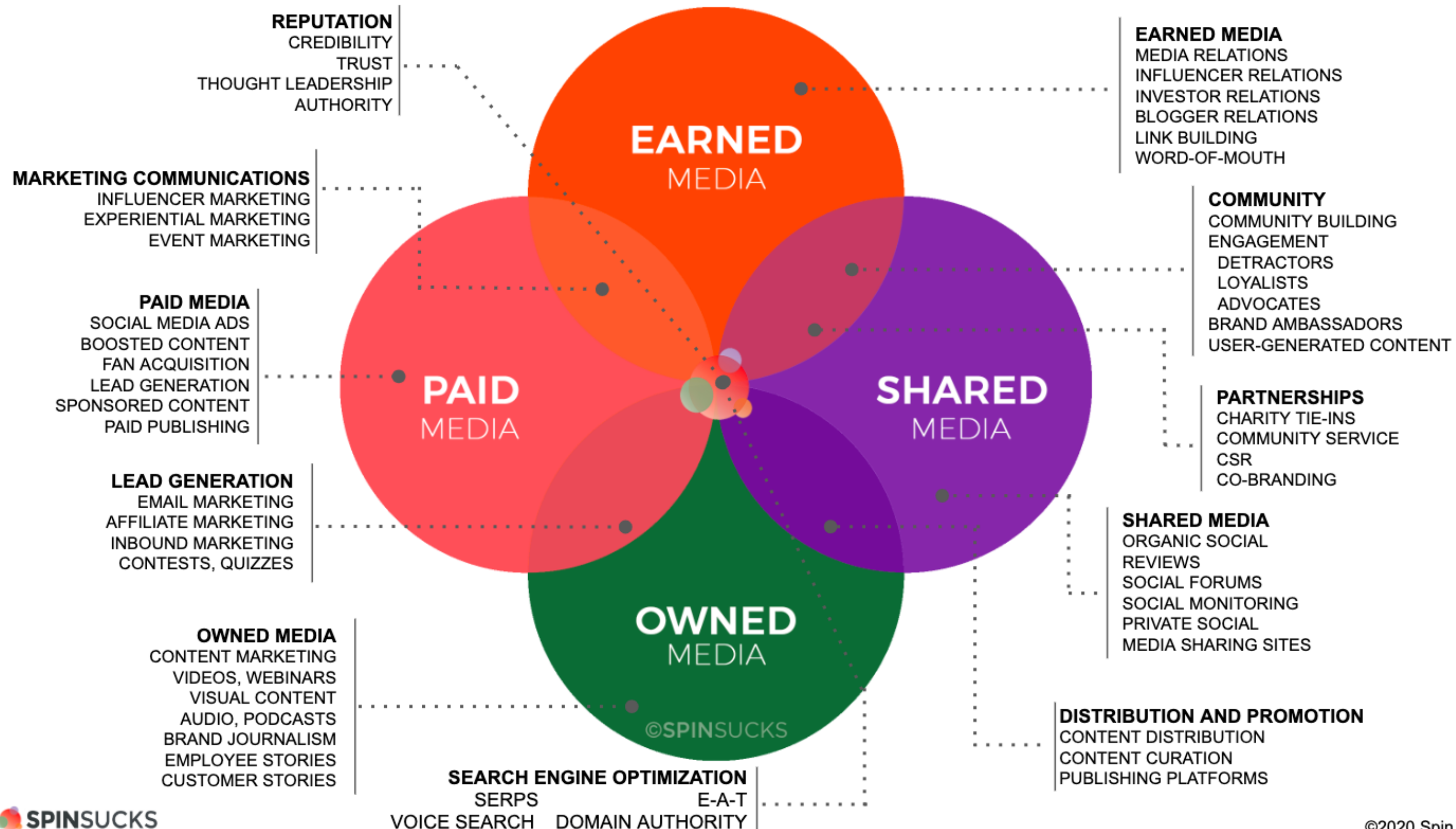


MEDIA RELATIONS ON A (EVEN SMALLER) BUDGET



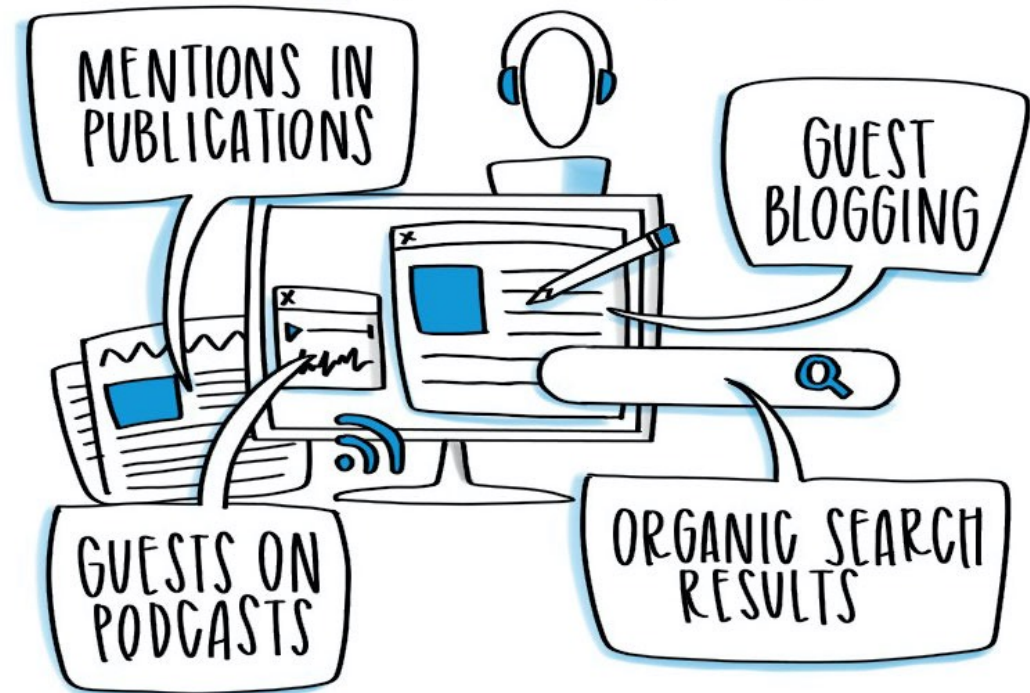
ROD GUAJARDO, UNIVERSITY OF MISSISSIPPI

PESO MODEL – SPINSUCKS

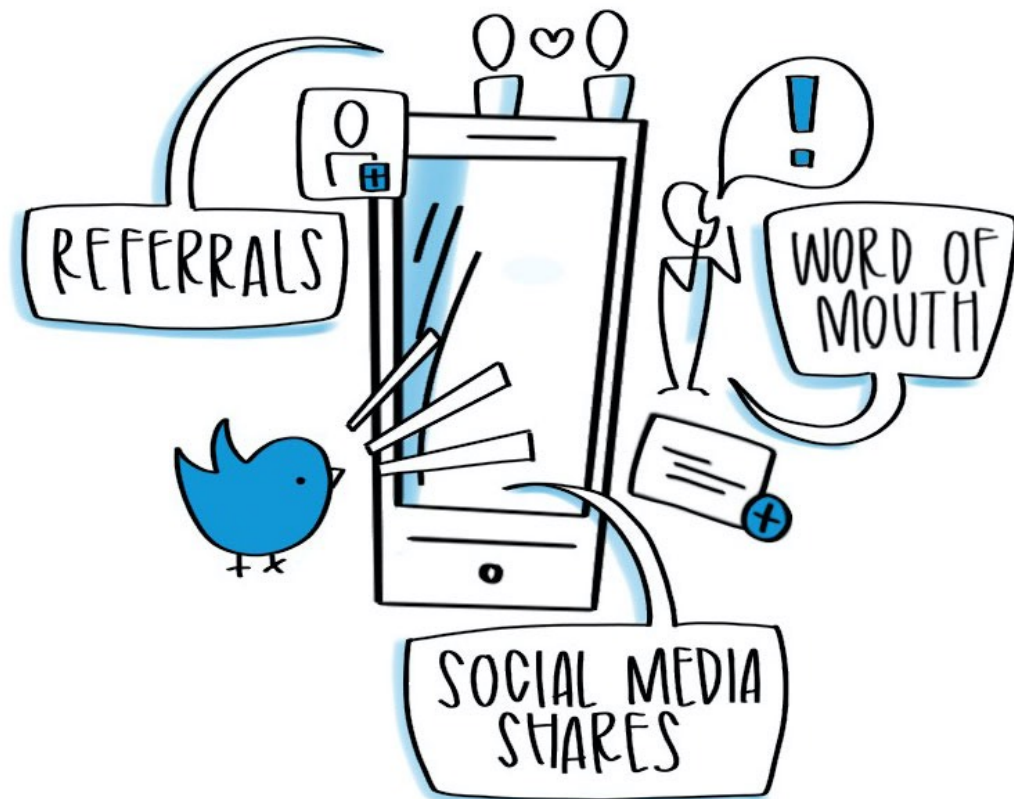


ESO MODEL

EARNED MEDIA



SHARED MEDIA



OWNED MEDIA



EARNED MEDIA

- ▶ “Earned media is what you know as either publicity or media relations. It’s getting your name in print. Having a newspaper or trade publication write about you. Appearing on the noon news to talk about your product. The ancillary benefit of earned media in today’s digital world is search engine optimization.” - *Gini Dietrich, SpinSucks*



EARNED MEDIA – DISTRIBUTION

- ▶ Spark (email client for Apple, iOS and Android - PC in the works): sparkmailapp.com
 - ▶ Create email templates – include things like boilerplate, social icons, etc.
 - ▶ Schedule emails
- ▶ Boomerang plugin for Gmail: boomeranggmail.com
 - ▶ Create reminders
 - ▶ Read receipts/click tracking
 - ▶ Free plan gets you 10 emails a month. Cheapest plan is \$5 a month.

EARNED MEDIA – MONITORING

- ▶ Mention: mention.com
- ▶ News Meter: newsmeter.com
- ▶ Talkwalker Alerts: talkwalker.com/alerts
- ▶ Google Alerts: google.com/alerts (Google Account required)
- ▶ Google search: google.com

EARNED MEDIA – MONITORING

- ▶ Mention: mention.com
 - ▶ Covers news sites as well as social networks like Facebook, Twitter, and Instagram and pride themselves on being a comprehensive media monitoring tool.
 - ▶ There is a free plan which includes 1 alert and 250 monthly mentions. If you need more, prices start from only \$29 a month.
 - ▶ If your office uses Slack, you can integrate the mentions to a Slack channel

EARNED MEDIA – MONITORING

► Mention: mention.com

The screenshot displays the Mention.com dashboard for a user named Rod Guajardo, associated with the University of Mississippi. The interface is divided into several sections:

- Top Navigation Bar:** Includes links for Feed, Publish, Respond, Influencers, Reports, and Insights Center. It also features an "UPGRADE YOUR ACCOUNT" button and a notification badge with the number 3.
- Left Sidebar:** Shows the profile "The University of Mississippi" with 3,293 mentions. Below this is a "MENTIONS" section with filters: Inbox (1,495), Unread, Priority, Favorites, Archive, Trash, and Spam. At the bottom is a button to "Add a new alert".
- Alert History:** A list of mentions from various sources, including reddit.com, eu.jacksonsun.com, thedailyhoosier.com, and djournal.com. Each entry includes a snippet of the text and a date (e.g., 14 May, 13 May).
- Post Detail View:** A detailed view of a Reddit post titled "Marijuana Medical Research Growers Receive U.S. Approval". The post is from the subreddit r/weedstocks and is marked as an "Editorial". It shows 60 upvotes, 4 comments, and a link to the source (wsj.com/articl...). A comment from 1 day ago is visible, discussing the legal source for cannabis research at the University of Mississippi.
- Bottom Bar:** Shows the source of the post as reddit.com and a progress indicator for 84/100.


EARNED MEDIA – MONITORING

- ▶ News Meter: newsmeter.com
 - ▶ Allowed a single user and single keyword before having to jump to a paid package.
 - ▶ Set up takes only a few minutes.
 - ▶ Search past data and have a dashboard similar to that of a paid tool.
 - ▶ Notifications also available if you create a free account.

EARNED MEDIA – MONITORING

► News Meter: newsmeter.com

Newsmeter



Advanced Search ▾


News Analysis ▾


Reports ▾

Search Phrases ▾

Notifications ▾

▾

 Your Name ▾



Mississippi Is Ready To Vaccinate Youths 12 To 15 Against Covid-19. Heres What A Pediatrician Says

State health department officials announced Thursday during a news conference that children between the ages of 12 and 15 can sign up to get the Pfizer vaccine to protect against COVID-19 starting at 6 p.m.


4 days ago • CLARIONLEDGER.COM and 1 websites
Pfizer , Pediatrician , Vaccines

2 domains published

103 read count

\$62 reached ad-value

GET REPORT



Miss Coombs And Moak Planning April 10 Wedding In Corinth Service

Mr. and Mrs. Dennis Mark Coombs of Corinth announce the engagement of their daughter, Taylor Nicole Coombs, to Andrew Warren Moak, son of Mr. and Mrs. Robert Warren Moak of Madison.


4 days ago • NORTHSIDESUN.COM and 1 websites
Goldman , Ridgeland , Haley

2 domains published

139 read count

\$6 reached ad-value

GET REPORT



Mississippi's Asya Branch Is About To Compete In The Miss Universe Pageant

HOLLYWOOD, Fla. (WLBTV) - Mississippi's own Asya Branch is hoping to make history again, this time in an international competition.

4 days ago • WLBTV.COM and 2 websites
Hollywood , FLA , USA

3 domains published

31 read count

\$86 reached ad-value

GET REPORT

EARNED MEDIA – MONITORING

- ▶ Talkwalker Alerts: talkwalker.com/alerts
- ▶ Collect data from a wider range of sources than most tools – news platforms, blogs, forums, websites and even Twitter.
- ▶ Consolidates all mentions and brings directly to your inbox.
- ▶ Very simple free tool that picks up greater coverage.

EARNED MEDIA – MONITORING

- ▶ Google Alerts: [google.com/alerts](https://www.google.com/alerts) (Google Account required)
- ▶ Google search: [google.com](https://www.google.com)
 - ▶ "University of Mississippi" -site:news.olemiss.edu
 - ▶ site:linkedin.com "journalist" "clarion ledger"

SHARED MEDIA

- ▶ "Shared media is what you know as social media. It's evolving as well and continues to build beyond just marketing or customer service teams using it. This is curated content, Facebook Live, and Instagram Stories. It's putting the social back in social media by creating engagement and community." - *Gini Dietrich, SpinSucks*



SHARED MEDIA – MONITORING

- ▶ Mention: mention.com
- ▶ News Meter: newsmeter.com
- ▶ Talkwalker Alerts: talkwalker.com/alerts
- ▶ TweetDeck: tweetdeck.twitter.com

SHARED MEDIA – MONITORING

- ▶ TweetDeck: tweetdeck.twitter.com
 - ▶ Twitter-owned platform that creates “dashboard” of tweets with keywords, certain accounts/users, lists, etc.
 - ▶ Link multiple accounts to TweetDeck to streamline Twitter management
 - ▶ Use advanced search feature to create targeted monitoring columns for your institution, a specific topic/issue or anything else.
 - ▶ Create alerts to ensure you’re always aware of important mentions or tweets (specific to any column you create).

SHARED MEDIA – MONITORING

► TweetDeck: tweetdeck.twitter.com

1

Home @RodG_UM

Dan Rather @DanRather now
"The pandemic has proven that service, a deep service to one's community and country, even a service that puts one at risk of harm, comes in many, many forms. And it is long past time that we as a nation start recognizing and rewarding that fact."
steady.substack.com/p/thank-you-fo...

Reuters Politics @ReutersPoli... 13s
Analysis: In world's top copper region political risk rises reut.rs/33PrBv5

The Chronicle of Higher Educ... 13s
In Advice: What to look for, as an administrator, in a job candidate's all-important cover letter.
chroni.cl/3oasN5y

John Carvalho @John_P_Carva... 1m
Your 30th reminder that @JovanRebula has put off pro golf for 3 years after winning the Brit Am in 2018, to finish his eligibility for @AuburnMGolf. Rarely mentioned by state sports media outside of @JoshVitale, it's worth noting as he finishes out his career.

Mabus Agency @MabusAgency 2m
When your banking app works from anywhere, your bank marketing

2

User @OleMiss

Ole Miss @OleMiss 15h
LET'S GO!!! #HottyToddy

Miss Universe @MissUniverse
Congratulations, USA! You made the Top 21! #MISSUNIVERSE

Ole Miss @OleMiss 17h
Hotty Toddy!!!!!!!!!!!!!!!!!!!!

Ole Miss Baseball @OleMissBSB
FINAL | #RebsBSB takes the series from No. 2 Vanderbilt!

Ole Miss @OleMiss 23h
Sending a big "good luck" to our fellow Reb, @asyadanielle, as she competes for the Miss Universe title tonight! Hotty Toddy, Miss USA! ❤️

3

User @OleMissNews

Ole Miss News @OleMissNews Apr 23
For the second time in three years, seven accomplished @OleMiss students have been named as recipients of the prestigious David L. Boren Scholarship from the National Security Exchange Program.
bit.ly/3sHDQUx

Ole Miss News @OleMissNews Apr 19
The 2021 Common Reading Experience at @OleMiss will focus on "World of Wonders: In Praise of Fireflies, Whale Sharks, and Other Astonishments," a celebrated new collection of essays by Aimee Nezhukumatathil, professor of English and creative writing.
bit.ly/3tDoZfm

Ole Miss News @OleMissNews Apr 9
Patrick Alexander, associate professor of English and African American studies, is the recipient of the 2021 Elsie M. Hood Outstanding Teacher Award – the highest honor bestowed on UM faculty who make a

4

university of mississippi

The University of Mississippi M... 1h
When C.J. Lowe learned how medications could help with his asthma, he knew pharmacy was a way he could help people. As a 2021 @olemisspharmacy grad, Lowe will use his knowledge of asthma as a fellow with @AstraZeneca to study treatments for asthma & COPD: bit.ly/2SH8lxI

BR College Counselor @Crusade... 2h
Congratulations Kevin Sullivan!

University of Mississippi Class of 2025!

#CollegeCrusaders #BeExceptional

Moritz zu Hause Bleiben @M... 3h
Good news: The #US. government has allowed a greater variety of #cannabis for medical studies. Since 1968, there was only the University of #Mississippi as a supplier with rather mediocre quality. 1/2 #unitedstates

5

"ole miss"

Tommy Johnson @TommyJo253... 44s
1. Georgia 11-1
2. LSU 10-2
3. Alabama 10-2
4. Florida 9-3
5. Auburn 8-4
6. Missouri 8-4
6. Ole Miss. 8-4
6. Tex. AM 8-4
7. Kentucky 7-5
8. Miss. St. 7-5
8. So. Carolina 7-5
9. Vanderbilt 6-6
10. Arkansas 5-7
11. Tennessee 4-8

Show this thread

Katie @mskateberryhill 12m
In Starkville Mississippi and my brother is wearing a Ole Miss shirt.. getting a few looks 🤔

J Swin @mcswin80 13m
Replying to @VaccinatedVol @ArkRazorb... What's your point? You guys dodged Ole Miss & Miss St. We won 5 of 6 in the state of Mississippi while they were both ranked in the top 5.

Austin in Ozark @AustinShaffer62 14m
I can guarantee you Arkansas, Vandy, Ole Miss, Mississippi St., Florida and South Carolina fans don't worry about the SEC tournament at all. Am I right? @lounge_dawg

FQArkansas @FQArkansas
You know Vols are new to baseball when they're talking about the SEC tournament... brother that's rest week for Arkansas to get prepared for the real tournament
twitter.com/volherald/stat...

OWNED MEDIA

- ▶ "Owned media is what you know as content. It is something you own, and it lives on your website or blog. You control the messaging and tell the story in a way you want it told. This is not hosting your content on Medium or Facebook Notes. It's owning your content and the platform it lives on. You can use those platforms as outlets, but the reason it's called "owned" is because you own it and are not renting it to anyone." - *Gini Dietrich, SpinSucks*



OWNED MEDIA – DATA ANALYSIS

- ▶ Google Analytics allows you to track and understand reader/user behavior, user experience on your website, your online content, device functionality and more – for FREE.
- ▶ Understand who is visiting your site, what they are looking at, where they are, what device they are using and more.
 - ▶ Include tracking codes across all your websites – news hub, main homepage, etc.
- ▶ See how people are getting to you – Google search, social media platform, etc.
- ▶ Automatically collect all this data
- ▶ Create customized reports (and visuals!)

GOOGLE ANALYTICS

- ▶ Metric measurement musts:
 - ▶ Users (new and returning)
 - ▶ Pageviews
 - ▶ Top pages
 - ▶ Average time on page
 - ▶ Bounce rate
 - ▶ Device breakdown
 - ▶ Users by time of day
















GOOGLE ANALYTICS

► All pages breakdown

► (Behavior > Site Content > All pages)

Primary Dimension: **Page** [Page Title](#) [Other](#) ▼

Plot Rows Secondary dimension ▼ Sort Type: Default ▼ [advanced](#)   

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
<input type="checkbox"/>							
<input type="checkbox"/>	1. / 						
<input type="checkbox"/>	2. /university-announces-spring-2021-calendar-commencement-plans/ 						
<input type="checkbox"/>	3. /um-shares-update-on-commencement-ceremonies-for-classes-of-2020-2021/ 						
<input type="checkbox"/>	4. /ole-miss-dining-introduces-starship-delivery-robots/ 						
<input type="checkbox"/>	5. /category/news-releases/ 						
<input type="checkbox"/>	6. /university-obtains-new-patent-poison-ivy-oak-vaccine/ 						
<input type="checkbox"/>	7. /ten-seniors-named-2021-um-hall-of-fame-inductees/ 						
<input type="checkbox"/>	8. /the-dark-doesnt-hide-it/ 						
<input type="checkbox"/>	9. /eduardo-prieto-named-um-vice-chancellor-for-enrollment-management/ 						
<input type="checkbox"/>	10. /understanding-the-history-and-significance-of-hotty-toddy/ 						

GOOGLE ANALYTICS

► Source/Medium

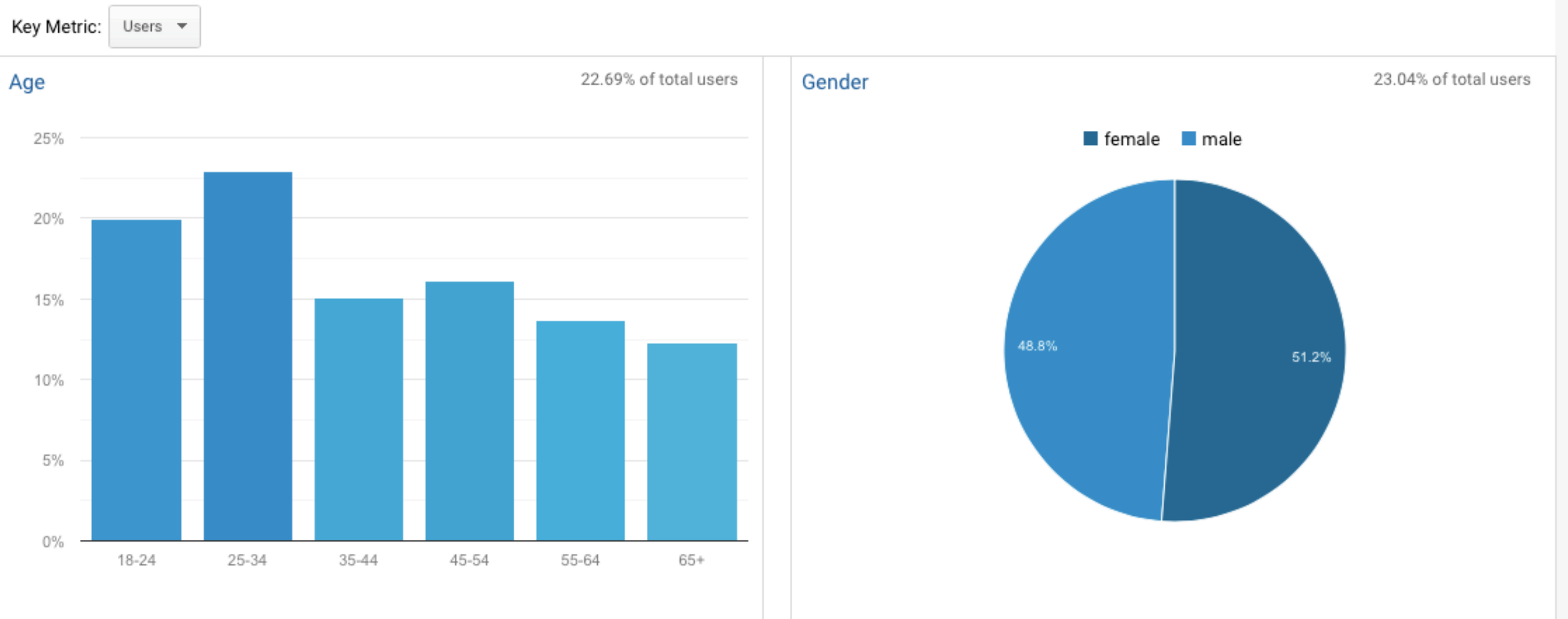
► (Acquisition > All Traffic > Source/Medium)

Primary Dimension: Source / Medium Source Medium Keyword Other ▾									
Plot Rows		Secondary dimension ▾		Sort Type: Default ▾		<input type="text"/>		advanced	
<input type="checkbox"/>	Source / Medium ?	Acquisition			Behavior			Conversions Goal 1: Duration Go	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Duration Goal (Goal 1 Conversion Rate) ?	Duration Goal (Goal 1 Completions) ?
<input type="checkbox"/>									
<input type="checkbox"/>	1. google / organic								
<input type="checkbox"/>	2. (direct) / (none)								
<input type="checkbox"/>	3. m.facebook.com / referral								
<input type="checkbox"/>	4. rss / rss								
<input type="checkbox"/>	5. linkedin.com / referral								
<input type="checkbox"/>	6. newsletter / email								
<input type="checkbox"/>	7. t.co / referral								
<input type="checkbox"/>	8. bing / organic								
<input type="checkbox"/>	9. l.facebook.com / referral								
<input type="checkbox"/>	10. cse.google.com / referral								

GOOGLE ANALYTICS

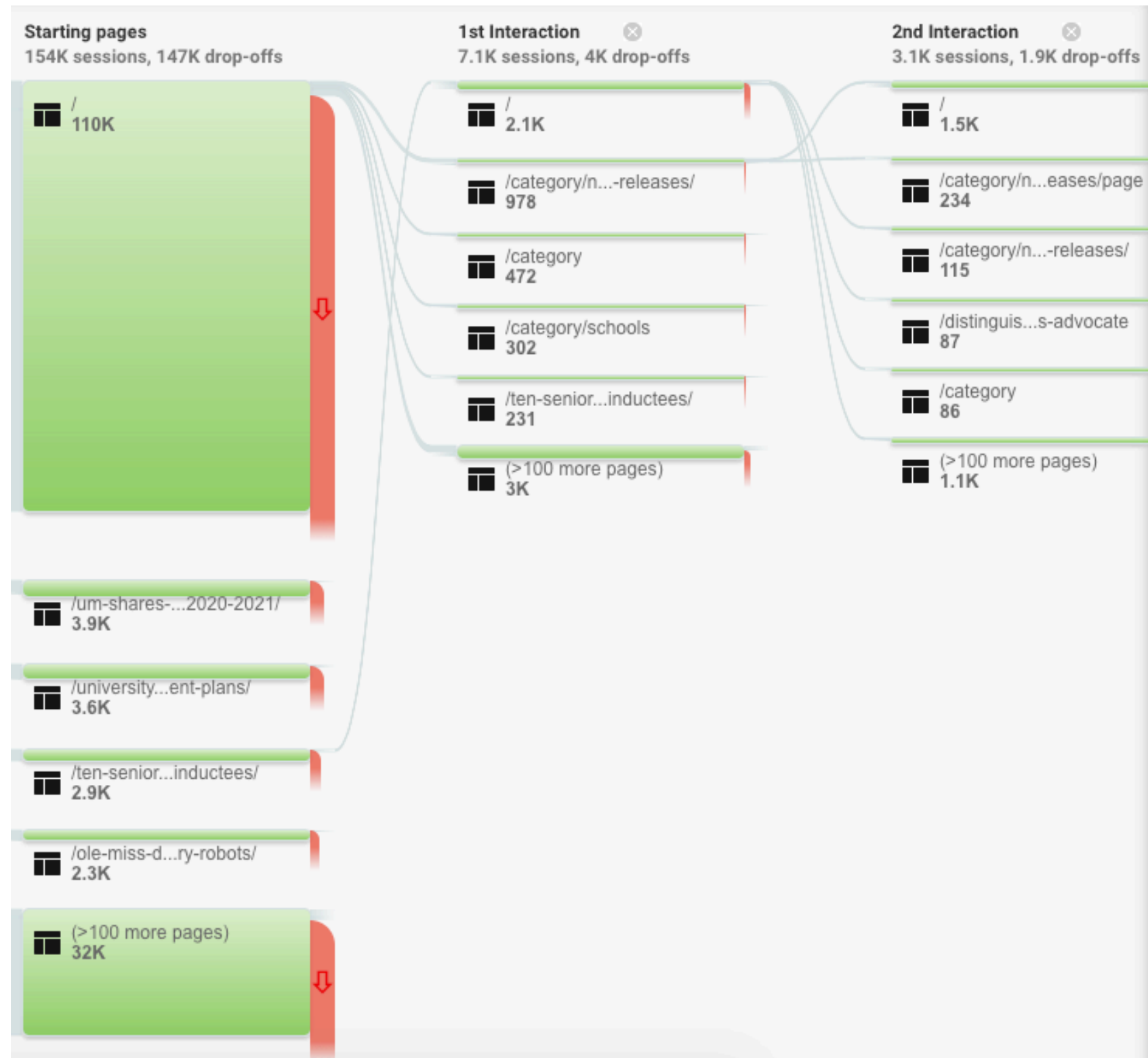
► Demographics

► (Audience > Demographics > Overview)



GOOGLE ANALYTICS

- ▶ User flow chart
- ▶ (Behavior > Behavior Flow)



GOOGLE DATA STUDIO

- ▶ Data Studio is a **FREE** tool that turns your data into informative, easy to read, easy to share, and fully customizable dashboards and reports. Use the drag and drop report editor to:
 - ▶ Tell your data story with charts, including line, bar, and pie charts, geo maps, area and bubble graphs, paginated data tables, pivot tables, and more.
 - ▶ Make your reports interactive with viewer filters and date range controls.
 - ▶ Include links and clickable images to create product catalogs, video libraries, and other hyperlinked content.
 - ▶ Annotate and brand your reports with text and images.
 - ▶ Apply styles and color themes that make your data stories works of data visualization art.

GOOGLE DATA STUDIO

- ▶ **FREE** Data Studio templates:

- ▶ Google Analytics Behaviors Overview

- ▶ <https://datastudio.google.com/u/0/reporting/6af699aa-328a-49dd-b507-268fe82ad2a6/page/4VDGB>

- ▶ Google Analytics Audience Overview

- ▶ <https://datastudio.google.com/u/0/reporting/2a7058e9-eec1-4ec3-a300-ce3b4538ee04/page/tWDGB>

QUESTIONS?

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UNIVERSITY OF MISSISSIPPI MARKETING & COMMUNICATIONS

