CISION▶

Training and Educational Services

KEY POINTS

- Find out the best way to reach outlets
- Easily assign outlets to lists
- Create activities and notes

Outlet Detail

KNOW YOUR INFLUENCER.

The Outlet Detail page will provide you with almost everything you need, right down to the contacts employed at that outlet. It contains important contact information, social media profiles, personal notes, and to-do activities.

The outlet's name and media type will be the first things you see on the Detail page. Underneath that, you'll find one of the following stats depending on what media type the outlet belongs to; circulation, unique visitors per month, etc. Beneath is a list of topics associated with the outlet. These are the subjects the outlet most frequently covers.

Some outlets will have a picture associated to their detail page. Tied to the picture, in the green box, is the Cision Influence Rating. The Cision Influence Rating provides a ranking on a scale of 0 to 99 for outlets and influencers in traditional and social media. The score uses factors such as outlet circulation, page views and unique visitors as well as social measures including Facebook Likes, retweets and blog comments. Journalists and bloggers are scored both on the performance of their content and their presence on social sites. The higher the score, the more influential the outlet.

Towards the bottom of this section you'll find the contact information. This typically includes the email address, phone number, and website. Click the "MORE" tab to reveal additional information, like shipping address.

STATS AND PROFILE

Outlet Stats provide some quality information about the outlet. Click on the MORE tab to reveal further info.

The profile section will give some background information on the outlet. It may include history, awards, and quotes. Premium profiles containing more detailed information are included in certain packages, and also available to any package as an add-on product.

If you discover some additional information that you would like to store in CisionPoint, you can use the "Actions" menu to edit the outlet and add your info in the User Added Profile section.

Verified social media accounts will display beneath the profile. You can click on the social media icon to be taken directly to the corresponding account page.

WHY CAN'T WE BE FRIENDS?

Below the profile info, you'll find a Bias section and a Tags section. You can use the Bias section to assign one of three values to the outlet; Favorable,   Neutral, or Negative. Tags can be assigned for search and reporting purposes.   Click on EDIT TAGS to choose from your available options. Tags can be created under your Account Settings.

LISTS, NOTES, AND MORE...

On the right side of the Detail page, you'll find a breakdown of the different contacts, areas, and other miscellaneous info that make up the outlet. Simply click on the tab for the area to reveal further information. Specifically, contacts can be added directly to existing lists using the ADD SELECTED TO LIST button.

Next, you'll find tabs for Opportunities, Articles, Lists, Notes, and Activities.

- Opportunities: This tab will show you the upcoming events and opportunities (editorial calendars) at the outlet

- Articles: News items that have picked up in your Coverage can be found here

- Lists: See which lists this outlet belongs to, or add it to an existing list

- Notes: Create or view user-generated notes

- Activities: View or add an activity for the outlet

▶ Opportunities

▶ Articles

▶ Lists

▶ Notes

▶ Activities

LIGHTS, CAMERA... ACTIONS

Above the Related Outlets, you'll find the Actions menu. Several different options are available to you:

- **Edit**—Allows you to add additional information to any of the existing fields.

- **Add To Favorites**—Make this outlet a favorite. It can now be added to the Favorites widget on the homepage.

- **Email**—Email a read-only version of this outlet's info.

- **Print**—Print this page.

Actions ▾

Edit

Add To Favorites

Email

Print