Step by step guide
- create a press release in Connect!

CISION
Power your story.
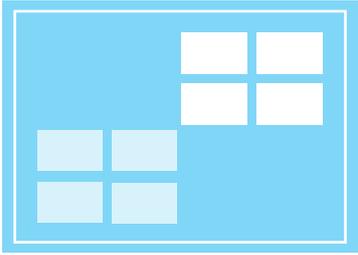
1. Select language - Select in what language your press release is written. This determines the receivers you'll be able to select and makes your news get published to the right Cision News-portal.

2. Select information type - Choose if you're sending a press release, a year-end report, an annual report or an interim report. It's important to get this right if you're submitting regulatory information.
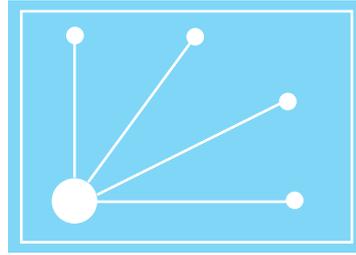
3. Distribution channels - Select where you would like to distribute your press release. We have different channels for different needs, such as TT, Di.se Premium, Wire Nordic, NASDAQ OMX and social media channels.
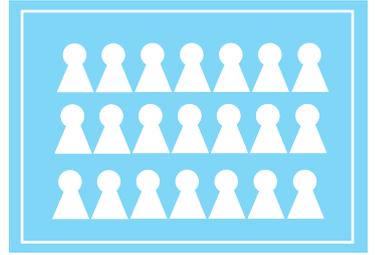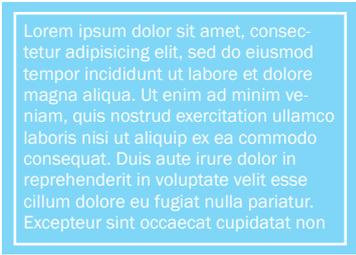
4. Lists - Select to what media lists you would like to send your press release. You can send your news to our influencer lists created by the Cision Research Team, or lists that you've created yourself by searching in our media database.

Headline

5. Headline - The headline is the first thing your recipient sees so be aware that it needs to be interesting. Remove unnecessary words and write short and impactful. In CisionPoint a title cannot exceed 150 characters.
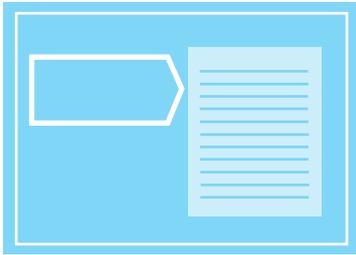
6. Sub-headline - The sub-headline will appear directly below your headline. Choose keywords from the body text to create an interest for the readers to continue reading. The preamble shall summarize the text that follows.

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7. Body text - Write in order of importance. If the text is long, use intermediate headings. You can add quotes to make the text feel more alive. If you use quotes, do not forget to specify who speaks.
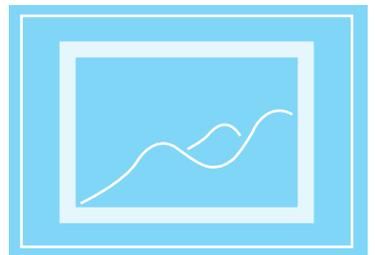
8. Media Bank - A text with images is read more often than a text without images. Attach high-resolution images to help the journalists. Do not forget to tag your pictures and videos for better search engine optimization.

Adobe PDF

9. PDF version - You can choose to upload your own PDF or create a PDF from the text you've entered. If you're submitting regulatory information you must attach the complete report here.

http://

10. Hyperlinks - Create hyperlinks in the text and guide the reader to pages with more information, such as your own website and your newsroom. Do not forget to link email addresses so it will be easy for your readers to reach out to you.

11. Contact details - Contact information at the bottom of your release is very important. Add e-mail address and phone number. The more contact routes, the better. Ensure that the contacts listed can be reached.

Ämne

Person

Företag
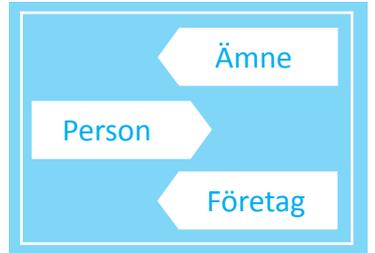
12. Tags - Tags makes the text more searchable, both in search engines and on our news portal Cision News.

13. Quote, quick facts and links - Your newsroom at news.cision.com have many additional features. You can add quick facts for your news that can be shared in social media, quotes that appear on the front page of your news room and external links to lead your visitor to other web pages.

You Tube
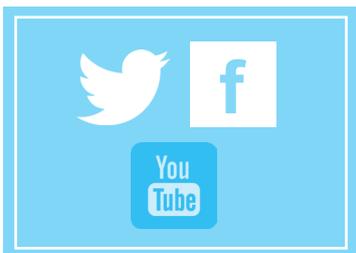
14. Communication in Social Media - If you have choose to send in your release to social media channels, you can enter a special message for each channel, such as Facebook , Twitter and LinkedIn. You can also add your own links.

15. Preview - Be sure to preview before you send out. You can preview how your release will look as an e-mail, PDF, on news screens and on the web. It is possible to move back and make corrections if necessary.

16. Send your release - You can choose to send your press release directly, schedule it for another time or save the release as ready to send. If you save it as ready to send, you'll need to log on to CisionPoint and manually send it out later. You can also send a copy to yourself, both by e-mail and SMS.